

**2020 Census
Countywide Outreach Complete Count Committee
Meeting Notes - July 26, 2018**

9:30 a.m. to 11:00 a.m.

Kenneth Hahn Hall of Administration, Room 743

Meeting led by Co-Leads: Dorothea Park, Manager, Chief Executive Office
Maria de la luz Garcia, Director of Census, City of L.A. Office of Mayor Eric Garcetti.

Attendees:

Al Rios	Jeremy Ziskind	Michelle Herczog
Alejandra Ramirez-Zarate	Juan Cesar Rubalcava	Miriam Mesa
Asmaa Ahmed	Karen Pan	Nardy Lopez
Betzabel Estudillo	Kathline King	Nicole Mitchell
Celeste Jimenez	Kathryn A. Dale	Rachel Estrada
Daisy Esqueda	Lauren Vargas	Rocio Gandara
Dorothea Park	Lorena Vasquez	Shannon Taylor
Fabiola Montiel	Madeleine Idefonso	Stacy Lee
George Zavela	Manjusha Kulkami	Terry Kanakri
Giovanny Hernandez	Maria de la Luz Garcia	Tina Marquez Herzog
Jacqueline Coto	Mariana Magana	
Jason Tajima	Melissa Colasanto	
Jennifer Baronoff	Michael Hall	

Dorothea Park, Chief Executive Office called the meeting to order and led introductions of attendees.

Update on the Submission of the Master Address File to the U.S. Census Bureau: Dorothea Park reported that there were over 700k addresses identified for submittal Countywide as part of the Local Update of Census Addresses process (LUCA). The County Internal Services Department (ISD) coordinated LUCA on behalf of the Unincorporated areas and 43 cities. By the end of the month there should have a total accurate count of addresses. There was canvassing of 465 block groups in Hard-to-Count areas by 270 volunteers representing 12 County departments and union members which resulted in identifying 4,500 non-standard addresses. DPW/Regional Planning identified over 8,000 addresses located in the Unincorporated area through code enforcement records. The City of Los Angeles identified over 450k addresses.

Update on the Progress of City and County Departments Outreach Plans: City of LA: Maria Garcia has received Census outreach plans from 26 out of 27 City of L.A. Departments. This effort was part of an executive directive issued in February 2018. She will be meeting with City Departments to provide feedback and finalize the plans in the Fall of 2018 and develop a Citywide plan by the end of the year. Ten Departments have indicated they have the capacity to host Census Action Kiosks (CAKs). Additional Departments will have the capacity to do outreach in the field using existing resources. County of LA: Working to identify PIOs or Communicators from each County Department to make up the Department Sub-committee, and host first meeting on October 18, 2018.

Update on the July 2018 Quarterly Report to the Board of Supervisors: The April and July Quarterly Reports include updates from the CCC's and Sub-committees and have been posted on WordPress (Census.lacounty.gov).

State Census Updates:

Budget: Dorothea Park reported that Governor Brown signed the State Budget on June 27, 2018. The Budget includes \$90.3 million for statewide outreach and other efforts related to increasing the participation rate of California's decennial census. The State is working on a formula for funding divided by "On-the-Air" (the State will use this funding) and "On-the-Ground" outreach efforts. Local CCC's will be responsible for

countywide outreach efforts. There has been discussion about allocating funding to school districts and charter schools. Details are not expected until later this year. Performance measures with outcomes will be included in the reporting structure. State Census operations have moved to the Government Operations Agency (GovOps) which has a greater capacity to oversee contracts. State Census funding distributions will be determined by January 2019.

Statewide Convenings: The State hosted statewide convenings were organized by Sacramento State College, including four in Los Angeles County for the purpose of collecting baseline information, and developing assessments for readiness, captured through breakout groups of community leaders. The County, California Community Foundation (CCF), and the City of Palmdale will host an additional convening for Antelope Valley community leaders. The State's report will be provided to the Governor and State Legislature in October 2018. The following convenings were held or are scheduled:

- 6/26/18 - San Gabriel Valley, City of El Monte, Grace Black Auditorium
- 6/27/18 - San Fernando Valley, City of Los Angeles, San Fernando High School
- 7/25/18 - Antelope Valley, Palmdale, Chimbole Cultural Center
- 8/1/18 - South Los Angeles, Holman United Methodist Church
- 8/2/18 - Long Beach, Convention Center, Terrace Theater Lobby

California Complete Count Committee: Will hold their second meeting on July 30, 2018 in Sacramento also available on a webinar. There are workgroups in the following areas: Content and Citizenship, Trust and Confidentiality, Access and Outreach, and Housing. Check the census.ca.gov website for meeting schedule.

2020 Census State logo: Logo has been developed and can be customized to read "Be Counted Los Angeles". There should be consistency statewide using the same logo.

U.S. Census Bureau Updates: Celeste Jimenez/LA Regional US Census Bureau reported on upcoming employment opportunities. They are recruiting for Managers including an IT Manager. Two Partnership Specialists were hired. Their jobs website goes live in September 2018. They are opening a new office located at 555 W. 5th Street in Downtown Los Angeles. Celeste responded to follow-up questions raised at the 5/24/18 Countywide Outreach CCC meeting:

- Q: What are the regulations for volunteers that assist the public with filling out their Census questionnaire at a County/City hosted venue? A: Census Bureau employees are restrained by Title 13 confidentiality requirements. Volunteers are not bound by the same legal requirements.
- Q: Outside groups are currently conducting focus groups on messaging. Will the Bureau solicit and incorporate their findings into the overall 2020 messaging? A: CBAMS focus groups will test messaging. Other organizations are doing similar testing such as NALEO. Results will be shared.
- Q: When the results for the "End to End" test are published, how will the response rate information be reported? A: The responses were at the County level and are based on how they were received, which was either by post card or a hard copy. Michael Hall reported there are no plans to release the numbers from Providence, Rhode Island because it was a test.
- Q: Will a respondent be able to print a Census questionnaire off the internet? A: No, you will not be able to print out your own survey.
- Q: In addition to the questionnaire that will be mailed, will the local offices have access to paper questionnaires that can be handed out? Paper questionnaires will only be mailed.
- Q: Maria Garcia asked if there was a limit on response per IP Address? For example, will there be allowances made for CAKs? If not, what are the limitations? Can we obtain a waiver? Celeste Jimenez/US Census Bureau will find out.

- Q: Dorothea Park asked what was the percentage response rate in the Rhode Island Test for Hard-to-Count areas? Celeste Jimenez/US Census Bureau responded that they did not collect that data in the end-to-end test.
- Q: Michelle Herczog/LACOE asked if the 72-year confidentiality rule was still in effect? And if so, will education take place? Celeste Jimenez/US Census responded that it still exists and the Bureau encourages messaging that emphasizes that responses will be kept confidential. There are no plans to change this rule so far.
- Q: How can local government advocate for a waiver to allow for non-citizens to apply for Census jobs? In 2010 there was a waiver allowing non-citizens to apply for positions. Trusted messengers may not be citizens. Celeste will check.

Countywide Outreach CCC Sub-Committee Reports: The following oral reports on the following subcommittee meetings:

County/City Departments: Previously discussed.

Government/Quasi-governments:

Municipalities: Working through the Council of Governments (COGS) except for the City of Pasadena and the Antelope Valley. All COGS have had contacted. There are no scheduled future meetings, only as needed.

Higher Education: Met in June 2018 and proposed strategic plans for institutions to establish customized outreach plans. Will meet in September 2018 and review plans. Encourage both administration and students to participate in meetings.

Unions: Met with SEIU 721 leadership. They are interested and engaged in participating on this Sub-committee (60k members). Asked them to think about strategies and to consider the Census Goodwill Ambassador and CAK programs.

Business/Chambers: Planning to meet with the Department of Consumer and Business Affairs, and the Los Angeles Economic Development Commission. BizFed may be a starting point to discuss how to branch out with other organizations. The North County may be geographically challenged and there may be a need to convene separately in that area.

Stakeholder/Community Table: Alejandra Ramirez-Zarate/Advancement Project reported that they are completing short-term goals for a Regional Plan to coordinate field outreach. They will be sharing results soon and have 45 organizations that have participated in their planning process. In the Fall the Census Planning Advocacy Network will shift to develop long-term goals. The Next Regional Table meeting will be held on 9/5/18. They have noted that Census outreach efforts may be competing with the 2020 March primaries. Faith-based groups are included in this effort such as California Calls and PICO, and will continue to analyze overall outreach to the faith-based community.

Census Action Kiosks (CAKs): This Sub-committee will meet in the near future. One goal will be to integrate the County's activities and other information into the State's mapping data system called SwORD (Statewide Outreach Rapid Deployment).

Other meetings and convenings:

Los Angeles Unified School District (LAUSD): The County/City is partnering with LAUSD to identify avenues where outreach can be conducted and identify effective communication tools, such as workshops and curricula (such as the "We are One" campaign). They represent 500k students, who live in 31 cities. If a toolkit is developed, then it can be shared as a model with the other 79 school districts

and charter schools. Daisy Esqueda/LAUSD stated their leadership team that can develop strategies to include direct interaction with families.

Michelle Herczog/LACOE stated that it is important to share ideas with each other. The State provided grant funds to Sacramento County Office of Education and others to develop curriculum through lesson plans developed specifically for California through History/Social Studies standards. (5th, 8th, 11th and 12 grades). Lessons will have a civic engagement portion. Target date for completion is June 2019 with a Fall 2019 release date. Pilot will be tested in Fresno. A visual and performing arts component will be included.

Federal Register Notice to Comment: There is a national campaign to take action by opposing the citizenship question on the 2020 Census. Alejandra Ramirez-Zarate/Advancement Project reported that comments to the Federal Register related to data collection can be forwarded to the Department of Commerce. The Advancement Project has a template for comment letters which are due to the Department of Commerce on August 7th. The website to submit comments is censuscounts.org. The City and County are submitting separate comments.

Dorothea Park reported that paper questionnaires will only be going to 20% of the population while 44% of LA County's population are considered Hard-to-Count. 150 million questionnaires will be printed nationwide.

Open Discussion

Los Angeles 2020 Census Website: Rachel Estrada, CEO/County Communications Branch will be working on a landing page. Feedback on the type of information, tools, and materials that should be included on the website:

- FAQ page
- Information on the 72-year confidentiality regulation
- Benefits of the Census-Reasons individuals should participate
- Create messages specific to seniors, immigrants, homelessness, and LGBTQ populations
- Various language capabilities
- Sharable digital social media content, logo, and links to other websites with similar information
- Media outlets – in various languages
- Should be mobile friendly
- Tools for users to start the conversation about the Census
- Map with a CAK Finder
- Incorporate messaging from other entities
- How to identify a Census employee, scam alert information, know your rights
- Timeline so community members will know when to expect door knocking by Census workers
- County Vision-how Census results affect everyday lives

Future meeting dates - 4th Thursday of every other month through April 2020:

September 27, 2018; *Hosted by the City of Los Angeles

November 29, 2018; *(5th Thursday due to the Thanksgiving Holiday); Hosted by the County of Los Angeles

January 24, 2019; *Hosted by the City of Los Angeles

March 28, 2019; *Hosted by the County of Los Angeles