



## **COUNTY OF LOS ANGELES: CENSUS 2020 EDUCATION AND OUTREACH STRATEGIC PLAN**

**Submitted by: Chief Executive Office, County of Los Angeles, California  
Complete Count -- Census 2020 | May 31, 2019**



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## EXECUTIVE SUMMARY

An accurate 2020 Census is essential to ensure fair political representation and maintain an equitable distribution of formula-based federal funding for projects and social service programs. This funding supports critical services to our most vulnerable residents. Los Angeles County's Census goal is that every resident is informed about, has access to, and completes a 2020 Census survey. The County places special emphasis on those populations and areas that are identified as being Hard-to-Count (HTC).

With more residents than 42 states, Los Angeles County contains the largest HTC population in the nation. It is home to 25 percent of California's total households and includes 40 percent of California's HTC households. Residents live in 88 cities (67 have HTC areas) and 140 unincorporated areas (45 include HTC areas). The City of Los Angeles, the City of Long Beach, and County unincorporated areas constitute 66 percent of the total HTC block groups in the County.<sup>1</sup>

The County is also home to 1.9 million non-citizens and an estimated 1.6 million undocumented people. Non-citizens and undocumented populations may be less likely to be familiar with the Census, and fearful of reporting their legal status to the government. These residents will be difficult to count especially given the potential inclusion of a citizenship question on the 2020 Census survey. Targeted plans and careful outreach coordination to reach this HTC population will be required to achieve the County's Census goals.

**Coordinated, Inclusive Leadership, and Partnership.** The City of Los Angeles and County of Los Angeles have led the 2020 Census planning effort. Starting in March 2017, communities and other organizations Countywide have joined the County and the City to create a 2020 Census Countywide Outreach Complete Count Committee (CCC). This CCC is supported by the Los Angeles County Board of Supervisors, the U.S. Census Bureau, the State of California Complete Count Office, the California Community Foundation (CCF) acting as the Regional Administrative Community-Based Organization (ACBO) for Los Angeles County, the Mayor of the City of Los Angeles, City of Long Beach, and other municipalities across the County, educators, and hundreds of community organizations and stakeholders, including inter-faith organizations, unions, business/chamber organizations and transit-related agencies. The CCC has established a Stakeholder Subcommittee and a Census Action Kiosk (CAK) Subcommittee to plan and implement education and outreach strategies to encourage and support HTC populations and residents of HTC areas with completing the 2020 Census survey.

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<sup>1</sup> State of California - *CA-HTC Index*.



The County will coordinate with our partners to avoid duplicating outreach efforts, maximize limited resources, and better position our collective efforts to identify and eliminate gaps in outreach. Ongoing communications networks will help maintain consistency, facilitate ongoing collaboration, and identify opportunities to improve interoperability.

**Grassroots Involvement – Stakeholder Regional Census Outreach General Plan.** A critical component of the County's overall outreach effort includes engaging HTC communities using "trusted messengers" through a network of Community-Based Organizations (CBOs), non-profit organizations, and non-governmental agencies (NGOs). The County intends to enter into an agreement with CCF to deploy resources at the grassroots level to the 47 County unincorporated areas and the remaining 65 of the cities (not including the cities of Los Angeles and Long Beach) with HTC block groups. The Advancement Project of California organized the Census Policy Advocacy Network (CPAN), which formed the Los Angeles Regional Census Table (LARCT). LARCT is a gathering space to coordinate the preparation and execution of community outreach plans by CBOs, NGOs and other trusted partners.

**Marketing and Communications Plan.** The media strategy will ensure that the campaign: a) promotes and educates residents on the benefits of being counted; b) outlines U.S. Census Bureau's confidentiality and security guidelines; c) coordinates with the State of California CCC's External Affairs and Media Relations Team; and d) creates culturally appropriate branding and messaging to reach HTC populations.

**Language and Communication Access Plan.** In Los Angeles County, 25 percent of the population is characterized as Limited English Proficient (LEP); 12 non-English languages address approximately 96 percent of this population. The remaining four percent speak more than 100 different languages and represent more than 97,000 people. In coordination with our partners, the County intends to align our efforts with the applicable provisions of the State's Language and Communication Access Plan and identify resources available to reach LEP persons and persons with disabilities (e.g., American Sign Language (ASL)).

**Closing the Digital Divide Through Mapping- Census Action Kiosks (CAKs)/ Questionnaire Assistance Centers (QACs).** The U.S. Census Bureau intends to use the Internet as the primary response mode to fill out and submit Census surveys. Online data gathering in Los Angeles County poses formidable barriers, particularly given the vast digital divide. Approximately 370,000 households (11 percent of the households in the County) do not have computers. Nearly 650,000 households (approximately 20 percent of the households in the County) do not have Internet subscriptions.





In response, the County is developing a mapping system that uses the U.S. Census Bureau's Low Response Scores (LRS) database to identify local HTC Block Groups within Los Angeles County. Building on the Statewide Outreach and Rapid Deployment (SwORD) system, the County will map CAK/QAC locations within HTC areas where the public can access information and complete the 2020 Census survey. During and immediately after the Census launch, the County will deploy resources to HTC areas based on near "real-time" tracking of 2020 Census survey responses using the State's SwORD system. The County will identify and train County employees and volunteers as Census Goodwill Ambassadors (CGAs) to assist with these efforts.

**Workforce Development.** Census employment opportunities will be promoted through the County's Workforce Development, Aging and Community Services Department (WDACS), America's Job Centers of California (AJCC), in partnership with the City of Los Angeles Economic and Workforce Development Department (EWDD), the City of Long Beach and the U.S. Census Bureau. Outreach will focus on potential applicants stemming from HTC populations and areas.

**Budget.** The County previously requested \$12.0 million to support the County's 2020 Census outreach and education efforts, of which \$9.39 million was granted. The County has a pending request for an additional \$5.0 million in State General Funding in FY 2019-2020 to support Census outreach activities as required under the State Opt-In Agreement.

The County of Los Angeles Census 2020 Education and Outreach Strategic Plan reflects a proposed baseline action plan. Adjustments, modifications and contingencies may be required once resources, technical requirements and viable alternative solutions are solidified, and will be reflected in the County's Implementation Plan.



## INFORMATION

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## INTRODUCTION

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An accurate Census is critical to the County of Los Angeles to ensure fair political representation and maintain the County's fair share of federal formula-based funding for projects and social service programs. Some of these programs support critical services to our most vulnerable residents.

The County began discussing and developing education and outreach strategies in 2017 in the face of significant changes in the way that the Census information will be gathered in this cycle. The County faces several challenges:

- Los Angeles County's size and diverse characteristics of Hard-to-Count (HTC) populations;
- Los Angeles County's large non-citizen and undocumented population; and
- Online data gathering in Los Angeles County faces formidable barriers, particularly given the vast digital divide.

Led by the City and County of Los Angeles, communities across the County have partnered to create a 2020 Census Complete Count Committee (Committee). The Committee is supporting an aggressive campaign to identify barriers to census responses and overcome them. The Committee's intention is to ensure that everyone is informed about, has access to, and completes a 2020 Census survey, particularly those populations and areas that are considered HTC. The Committee enjoys the support of: the Los Angeles County Board of Supervisors, the Mayor of the City of Los Angeles, municipalities across the County, educators, and hundreds of community organizations and stakeholders.

The County of Los Angeles Census 2020 Education and Outreach Strategic Plan reflects a proposed baseline action plan. Adjustments, modifications and contingencies may be



required once resources, technical requirements and viable alternative solutions are solidified, and will be reflected in the County's Implementation Plan.

## The U.S. Census and County of Los Angeles

As the most populous County in the State of California, Los Angeles County has an incredibly diverse population and broad geographic region, including a disproportionately high number of HTC households. Los Angeles County, which is larger than 42 states, is the hardest-to-survey County in the nation, with 1 in 35 U.S. residents residing in the County.<sup>2</sup> Many of the local communities face socio-economic and demographic challenges that require targeted outreach plans to reach HTC populations.

## Challenges Facing Los Angeles County

The Los Angeles 2020 Census Outreach Complete Count Committee (referred to as the Countywide Census Outreach CCC) has identified several challenges to be addressed:

### ***Challenge 1. Los Angeles County's size and diverse characteristics of our HTC population poses major obstacles for soliciting their participation.***

- Nearly 40 percent of the State's HTC households are located in Los Angeles County, although the County accounts for only about 25 percent of the State's total households.
- Just under 45 percent of Los Angeles County households are in HTC census tracts.
- The City of Los Angeles, the City of Long Beach, and County unincorporated areas constitute approximately two-thirds of the total HTC block groups within Los Angeles County<sup>3</sup>.
- Of the more than 10 million residents in Los Angeles County, residents:
  - Speak 224 languages;
  - Reside in 88 cities (67 are within HTC areas) and 140 unincorporated areas (45 are within HTC areas); and
  - Include an estimated 1.9 million non-citizens.

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<sup>2</sup> *Counting 2010 and Planning for 2020*, California Complete Count.

<sup>3</sup> State of California - *CA-HTC Index*.





***Challenge 2. Los Angeles County has a large undocumented population, which will likely be difficult to count and even more so with the potential question on citizenship.***

Among the 10 million County residents are an estimated 1.6 million who live with at least one undocumented family member in the same household. Complicating the challenge in reaching this population is the possibility of a citizenship question that will further deter immigrant participation.

***Challenge 3. Online data gathering in Los Angeles County faces formidable barriers, particularly given the vast digital divide.***

The U.S. Bureau of the Census (U.S. Census Bureau) will use the Internet as the primary method to fill out and submit census forms. As a result, Los Angeles County faces a new challenge with this decennial census, because:

- Approximately 370,000 households (11 percent of all County households) do not have computers; and
- Nearly 650,000 households (approximately 20 percent of all County households) do not have an Internet subscription.

These challenges raise serious concerns about equity and lack of access to participate in the 2020 Census within Los Angeles County. While phone and paper responses will still be options, each will have limited availability.

## **FRAMEWORK**

The Countywide Census Outreach CCC's objective is to increase survey response rates and avoid a crippling undercount of the County's HTC populations who depend so critically on federally funded programs. To ensure a complete and accurate count, the Countywide Census Outreach CCC, in collaboration with the County's 88 cities, partners, and other stakeholders, plan on conducting an aggressive education and outreach program, targeting HTC populations.

A successful Census 2020 enumeration depends on a two-pronged strategy:

- Starting early to build robust education and outreach in partnership with governments and stakeholders throughout the County; and
- Engaging and motivating HTC communities through a Countywide paid and earned media campaign.



## 1.1 Outreach Plan

### 1.1.1 Outreach Planning and Preparation

In March 2017, the Los Angeles County Chief Executive Officer (CEO), recognizing the critical importance of Census 2020 to the County, created a Census Unit to plan and implement the County's 2020 Census education and outreach efforts. The Census Unit was charged with working with the U.S. Census Bureau, the State of California, County departments, the 88 cities within the County, governmental/quasi-government agencies, and other stakeholders.

### 1.1.2 Use of Best Practices

During the initial planning phases, the Census Team analyzed past processes and planning efforts related to the 2000 and 2010 Censuses. This analysis included a review of best practices obtained from local, state, and national Census outreach efforts. The following briefly outlines the best outreach practices identified for Los Angeles County:

- Start early;
- Invest in and advocate for adequate funding for Census education and outreach efforts;
- Collaborate with the U.S. Census Bureau; and
- Collaborate with the State of California to utilize technology such as the Statewide Outreach and Rapid Deployment (SwORD) system to identify gaps in outreach to HTC areas and leverage resources that could be deployed in those areas.
- Coordinate with partners, including:
  - Regional and local governments;
  - Elected officials;
  - Early education programs (ages 0-5);
  - Educational institutions including K-12 schools;
  - Higher education;
  - Private businesses and corporations;
  - Foundations;
  - Community Based Organizations (CBOs), non-government organizations (NGOs), and non-profit organizations;
  - Unions;
  - Faith-based organizations;
  - Persons with disabilities; and
  - Homeless communities.
- Engage cities and County departments – provide clear directions to departments to create buy-in;



- Engage the Los Angeles County Board of Supervisors (BOS) to establish expectations and direction;
- Identify and target HTC populations using technology – Use the County’s low response score mapping tools to identify HTC areas/populations;
- Customize education and outreach programs to reach HTC populations; and
- Create dynamic education and outreach tools – develop technology and face-to-face options for reaching target audiences.
- Develop a Comprehensive Education and Outreach Plan, including:
  1. Use community meetings and events, integrated text messaging, flyers, earned and paid media, social-media, bus bench advertisements, and workshops designed to promote the benefits of census participation;
  2. Engage trusted messengers and community leaders to conduct outreach to HTC populations at grassroots levels;
  3. Use volunteers to conduct targeted outreach in HTC communities;
  4. Use targeted media outreach to HTC populations; and
  5. Focus on outreach to unions, corporations, early education programs, faith-based organizations, persons with disabilities, park patrons, library patrons, and health and social service clients.
- Be nimble;
- Be prepared to handle glitches; and
- Establish an incident command protocol.

## 1.2 Approach

Understanding the significant challenges that lay ahead in achieving a complete census count, the County has adopted an education and outreach strategy that incorporates many of these best practices. The County is focusing on the use of data, discussed later in “1.11 Measuring Results.” Most importantly, the County is committed to developing a targeted and effective Census 2020 education and outreach campaign with an emphasis on reaching HTC populations by establishing the Countywide Census Outreach CCC and its Subcommittees comprised of local partnerships, including government and community-based organizations.

### 1.2.1 Use of Data and Mapping to Identify HTC Populations/Areas

The U.S. Census Bureau’s online system, the Response Outreach Area Mapper (ROAM), identifies areas with a “Low Response Score” (LRS). LRS is a metric developed using





certain demographic variables to predict census tracts and block groups nationwide that are less likely to respond to the census. These demographic areas are defined as:<sup>4</sup>

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Census Tracts	<ul style="list-style-type: none"><li>■ The smallest geographic area for which the U.S. Bureau of the Census collects and tabulates decennial census data.</li><li>■ Formed by streets, roads, railroads, streams, and other bodies of water; other visible physical and cultural features; and the legal boundaries shown on U.S. Census Bureau maps.</li></ul>
Block Groups	<ul style="list-style-type: none"><li>■ Next level above census blocks in the geographic hierarchy.</li><li>■ A combination of census blocks that is a subdivision of a census tract or block numbering area (BNA).<ul style="list-style-type: none"><li>○ A County or its statistically equivalent entity contains either census tracts or BNAs; it cannot contain both.</li></ul></li><li>■ Consists of all census blocks whose numbers begin with the same digit in a given census tract or BNA.</li><li>■ The smallest geographic entity for which the decennial census tabulates and publishes sample data.</li></ul>

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In planning and preparation for the 2020 Census, the County developed a mapping system that uses LRS to identify HTC block groups with their accompanying socio-economic and demographic characteristics at a more focused, local level. Recognizing that there may be varied populations within one census tract, the County analyzed HTC areas by block groups instead of tracts. While census tracts typically contain 1,200 to 8,000 people and frequently cross over multiple jurisdictions, census blocks generally contain 600 to 3,000 people which will allow the County to conduct a more focused analysis of the associated factors of the HTC households residing there. The data obtained through the County's LRS mapping tool will be used to plan for targeted education and outreach efforts leading up to the April 1<sup>st</sup>, 2020 Census Day and Non-Response Follow-up (NRFU) thereafter in HTC areas.

### ***1.2.2 Census Action Kiosks (CAKs), Questionnaire Assistance Centers (QACs), and the State's SwORD system***

The County will coordinate with the State through enabled use of the SwORD system to map the locations of Questionnaire Assistance Centers (QACs) and Census Action Kiosks (CAKs). In particular, the County will utilize SwORD's "California Hard-to-Count Index and Predominant Non-English Languages" and "Predominant Language Among Californians Who Speak English Less Than Very Well" web maps to determine: 1) the

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<sup>4</sup> <https://www2.census.gov/geo/pdfs/reference/GARM/Ch11GARM.pdf>



predominant languages most commonly spoken by Limited English populations near our QAC and CAK locations, and 2) a methodology to prioritize language outreach needs and potential staffing at our QAC and CAK locations. Both QACs and CAKs will provide physical locations with regular office hours where the public can comfortably and securely access information and complete the 2020 Census survey. Based on available resources, QACs will be staffed with knowledgeable personnel that can provide language assistance to persons with Limited English Proficiency (LEP). The County also intends to use mapping to direct and track outreach activities in HTC areas. During and immediately after the Census launch, the County will deploy resources as needed to HTC areas based on near “real-time” tracking of 2020 Census survey responses using the State’s SwORD system.

### ***1.2.3 Establishing Partnerships***

The Countywide Census Outreach CCC and its Subcommittees are key mechanisms in organizing partnerships with the U.S. Census Bureau, the State Complete Count Office, California Community Foundation (CCF) as the Regional Administrative CBO (ACBO), the cities of Los Angeles and Long Beach, County and city departments, community-based organizations (CBOs), NGOs, faith-based organizations, municipalities, unions, and educational institutions.

The City of Los Angeles and the City of Long Beach comprise nearly 60 percent of the total number of HTC block groups in the County. The County’s partnership with these cities is essential for a coordinated approach to census education and outreach and achievement of an accurate local count.

Through these partnerships, the County proposes to:

- Conduct ongoing education with current and new partners regarding the importance of, strategic approaches, and tactics for a successful Census count;
- Mobilize partners to deliver customized local Census 2020 messaging;
- Identify outreach capacity of partners;
- Identify and determine how to fill gaps in outreach to HTC populations;
- Engage County and City departments to provide education and outreach to employees and HTC areas/populations; and
- Avoid duplication of efforts and maximize limited resources.

### ***1.2.4 Engaging HTC Populations – Community Outreach***

A critical component of the County’s overall outreach effort includes engaging HTC communities using “trusted messengers.” Through its network of CBOs, non-profit organizations, and NGOs, the County will seek to increase Census survey participation rates by achieving the following objectives:





- Collaborate with a wide variety of CBOs and NGOs to ensure coordinated outreach efforts among CBOs, non-governmental agencies, government agencies, and media;
- Collaborate with the State, utilizing SwORD to identify gaps in outreach to HTC communities and communicate with partners to deploy available resources to those areas;
- Build strategic, organizational alliances across regions, demographic groups, and issues within the County;
- Engage trusted ethnic and local media to deliver targeted messaging in the different HTC geographic areas and with the various HTC populations;
- Develop a regional network of intermediary organizations to provide coordination, training, and other resources to CBOs, NGOs and non-profit organizations; and
- Develop research, data, and mapping support for outreach efforts.

#### **1.2.5 Countywide Paid and Earned Media Campaign**

The Marketing and Communications Plan is a component of the County's overall Education and Outreach effort and will be designed to:

- Ensure that the campaign explains, promotes, and educates residents on the benefits of being counted; and
- Explains the U.S. Census Bureau's confidentiality and security guidelines relative to the Census survey.

The County will coordinate with the State of California Complete Count Committee's External Affairs and Media Relations Team to ensure that the County's campaign:

- Complements the State's media and marketing campaign;
- Supports consistency in messaging; and
- Avoids duplication of efforts.

In addition, the County's Marketing and Communications Plan will also include branding and messaging to reach HTC populations. The messaging will be translated into culturally appropriate languages and materials that connect residents to local programs and services.

The remaining sections of this Plan elaborate further on our approach.

### **1.3 Partnership Coordination**

#### **1.3.1 County's Lead Role**

As the lead for Los Angeles County's 2020 Census Education and Outreach effort, the County realizes that an effective census outreach must be achieved on two levels:





- A region-wide census public education and outreach campaign; and
- Development and implementation of a strategic grassroots community outreach plan.

#### Regionwide Public Education and Outreach Campaign

The County will engage in a multi-platform public education and outreach campaign. The County will lead and execute a campaign to educate, motivate, and activate County residents to be counted. This effort will be in collaboration with the County's 88 cities, stakeholders, and County departments having direct reach in HTC communities.

In an effort to more efficiently and effectively deploy resources to HTC areas, the County will enter into individual subcontracted funding agreements with the City of Los Angeles and the City of Long Beach. As previously mentioned, these cities constitute the largest number of HTC block groups of all the 88 cities in the County. The success of the County's overall targeted community outreach will be directly impacted by partnering with these two cities due to their share of HTC areas and their intimate knowledge of their residents.

The County intends to enter into an agreement with CCF to ensure that resources are also deployed to impact the 47 County unincorporated areas and the remaining 65 cities with HTC block groups.

#### Grassroots Community Plan

The County is working in partnership with CCF; in its role as the ACBO, and the Los Angeles Regional Census Table; that also serves as the County's Stakeholder Subcommittee led by the Advancement Project California. Participants include CCF, the Census Policy Advocacy Network, the City of Los Angeles, and approximately 400 community-based organizations and non-profits that work with a broad base of HTC populations countywide.

#### Benefits of this Partnership Approach

It is through these coordinated regional and grassroots efforts that the County will engage partners to assist with census education and outreach. Elements of the effort include:

- Identifying locations for and installing CAKs/QACs countywide, particularly in neighborhoods with households occupied by individuals with limited-English proficiency and limited or no access to computers and Internet connections;
- Training and deploying volunteers to conduct outreach and assist the public with questions about the Census survey questionnaire at CAKs/QACs through the Census Goodwill Ambassadors program;
- Providing tools, including the County LRS Mapping Tool and Block Group database, to participating partners. These tools will help pinpoint HTC areas and provide targeted Census outreach;



- Providing training to partners, using tool kits designed for outreach to targeted populations;
- Using the SWORD mapping tool to identify gaps in outreach to HTC populations, including individuals with LEP, and to coordinate and report Census-related resources and events; and
- Supporting the County's region-wide 2020 Census campaign, which includes specific strategies to reach HTC populations.

### ***1.3.2 Census Goodwill Ambassadors (CGAs)***

The County intends to identify and train County employees who have direct contact with HTC populations to serve as Census Goodwill Ambassadors (CGAs). CGAs will also be charged with:

- Staffing CAKs and QACs;
- Promoting census participation;
- Conducting outreach at community events; and
- Canvassing HTC areas during the U.S. Census Bureau's Non-Response Follow-Up (NRFU) period.

In partnership with the City of Los Angeles, the County also intends to provide a "CGA Toolkit" for its partners and stakeholders to train CGAs within their respective organizations.

### ***1.3.3 Coordinated Campaign and Media Efforts***

In addition, the County will also promote the census using local resources and community events to display and distribute Census 2020 information and campaign materials as well as use a variety of media options including social media and websites to reach HTC populations.

### ***1.3.4 Coordinated County and CCF-Stakeholder Efforts***

The County will coordinate with CCF and other stakeholders to avoid duplicating outreach efforts, maximize limited resources, and better position our efforts to identify and mitigate gaps in outreach. Furthermore, the County will continue to convene meetings with its subcontractors, the Countywide Census Outreach CCC and its Subcommittees, the U.S. Census Bureau, and the California Complete Count Office on a regular-basis through the conclusion of the U.S. Census Bureau's NRFU period. Such ongoing communication will help to maintain consistency, facilitate ongoing collaboration, and identify opportunities to improve interoperability.

### ***1.3.5 Coordination with Local School Districts and Higher Education Institutions***

Because schools serve as trusted resources to families, the Countywide Census Outreach CCC and County Census Team are working with the Los Angeles County Office





of Education and the Los Angeles Unified School District (LAUSD) to develop a countywide school district outreach plan. This school district outreach plan will incorporate both school districts and charter schools in addition to the State's proposed curriculum project.

The County has been working with colleges and universities in developing tactics for outreach and will develop a toolkit for reaching college students, another HTC population. Woodbury University and LAUSD's Division of Adult and Career Education (DACE) have already developed Census Outreach Plans.

### ***1.3.6 Coordination with NGOs and Other Stakeholders***

The Advancement Project of California organized the Census Policy Advocacy Network (CPAN), which formed the Los Angeles Regional Census Table (LARCT). LARCT is a gathering space for CBOs, and non-governmental agencies that serve as "trusted messengers" to coordinate the planning and execution of community outreach plans. In addition, the LARCT serves as the "Stakeholder Subcommittee" for the Countywide Census Outreach CCC.

In coordination with the County, stakeholder activities will be guided by a Stakeholder Regional Census Outreach General Plan, to ensure a fair and accurate Census 2020 with a focus on populations that have been undercounted in past census efforts. These populations include African Americans, Asian Americans, Latinos, Native Americans, Pacific Islanders, and Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) populations; low-income communities, children; homeless areas; and immigrant communities.

Proposed stakeholder activities include:

- Public Education Workshops/Presentations – delivering information to HTC communities that may not be knowledgeable about the census or may be fearful about how collected information will be used;
- Media Messaging – leveraging social and other types of media to deliver messages to HTC communities;
- Distribution of Materials – distribution of census informational materials that are linguistically and culturally appropriate; and
- Direct Contact – canvassing and phone banking.

### ***1.3.7 Coordination with Municipalities***

Because the City of Los Angeles and the City of Long Beach have the highest percentage of HTC areas of all the cities in Los Angeles County, the County will enter into direct sub-award agreements with them. The sub-award agreements will include them in conducting census outreach and education activities in their local jurisdictions. In addition, the City of Los Angeles and the County are working with representatives from the U.S. Census





Bureau and the California Complete Count Office to support federal and State census outreach efforts.

As previously mentioned, under a separate agreement, the County will further coordinate and leverage resources to conduct outreach in the remaining 65 cities and 45 unincorporated areas in Los Angeles County that have HTC areas under a separate agreement with CCF.

## **1.4 Resources and Infrastructure**

### **1.4.1 GIS/Technical Working Group**

As part of the Countywide Outreach CCC, the GIS/Technical Working Group supports the overall outreach efforts for Los Angeles County by:

- Providing technical assistance and direction on the use of mapping technology to target HTC areas;
- Providing the County's interface with the State's SwORD system;
- Managing and collecting data;
- Tracking where local census resources are provided to the public; and
- Identifying partners using the service locator technology under the outreach agreement with the State.

In this role, the GIS/Technical Working Group works with and supports the Countywide Census Outreach CCC, its Subcommittees, partner organizations, and City and County departments.

The primary designee for the GIS/Technical Working Group for managing this effort is:

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### **1.4.2 Census Action Kiosks (CAKs) and Questionnaire Assistance Centers (QACs)**

In response to the U.S. Census Bureau's adoption of an online platform as the primary response mode for Census survey forms, the County has established a CAK Subcommittee, comprised of the ACBO, City and County departments, municipalities, CBOs, NGOs, and non-profit organizations to achieve the following operational results:

- Identify facilities in or near HTC census block groups that can serve as CAKs/QACs through the use of the County's LRS Viewer and State's SwORD system;



- Develop an inventory of potential CAK/QAC locations;
- Develop a process to confirm and track locations that can support a CAK/QAC and enter these locations into the SwORD system;
- Create a web map layer that indicates potential and confirmed CAKs/QACs;
- Develop a uniform, web-based landing page and on-site computer station branding for all CAKs/QACs so they are easily identified by the public whether in a County, city, or other partner facility;
- Identify CAK/QAC staffing strategies to support volunteers, such as Census Goodwill Ambassadors;
- Develop a digital CAK/QAC Finder Tool, so that residents can find the most convenient location to obtain information and/or receive assistance with completing the 2020 Census survey; and
- Develop an education and outreach plan to promote CAKs/QACs.

## 1.5 Geospatial Data and Mapping

### 1.5.1 Mapping CAKs/QACs and Census Outreach Activities (SwORD)

In coordination with the City of Los Angeles, the City of Long Beach, CCF (acting as the central coordinator for CBOs and other municipalities), and other outreach partners, the County will create an inventory of local resources that will support census outreach efforts. This inventory will include a comprehensive listing of all CAK/QAC locations countywide, community outreach workshops and events, and other locations throughout the County where residents in HTC areas will have access to information about the Census. This information will be uploaded and tracked using the SwORD system.

Additionally, mapping applications within SwORD relating to certain HTC populations such as predominant languages spoken by limited English-speaking populations or lack of broadband subscriptions will be utilized to identify gaps in outreach to residents who may benefit from CAKs/QACs.

### 1.5.2 Additional Information on Geospatial Data and Mapping

The following attachments elaborate further on these activities:

- **Attachment A** displays a map of the County's HTC areas.
- **Attachment B** contains a preliminary list of proposed CAK/QAC locations.
- **Attachment C** outlines a preliminary list of partner organizations.

Both the CAK/QAC locations and partner organizations will be mapped and uploaded to SwORD once the system is fully operational. As previously stated, SwORD will also be used to identify gaps in outreach and to more efficiently deploy resources where needed.





## 1.6 Language and Communication Access Plan

In Los Angeles County, one-quarter of the population is characterized as LEP. Twelve non English languages -- Spanish, Mandarin, Cantonese, Korean, Armenian, Tagalog, Vietnamese, Farsi, Japanese, Russian, Arabic, Khmer, and Thai -- address approximately 96 percent of this population. The remaining four percent of the LEP population, however, speak more than 100 different languages and represent more than 97,000 people - the equivalent of the 17<sup>th</sup> largest city in Los Angeles County.

In coordination with partners including stakeholders from CBOs, NGOs, non-profit organizations, faith-based organizations and philanthropy, school districts, higher education institutions, unions, municipalities, departments, businesses/chambers, and others, the County intends to:

- Align its efforts with the applicable provisions of the State's Language and Communication Access Plan by utilizing SwORD to identify the languages that need to be covered in the County's HTC areas and using SwORD data to determine the percentages of language speakers in HTC block groups/tracts, map QACs on the Predominate Language web map, help identify language gaps, and provide data to help make decisions on where to deploy in-language assistance to individuals with LEP;
- Explore additional resources to reach LEP persons in the 12 threshold non-English languages; and
- Provide communications access for persons with disabilities, as required by law.

These resources include language and American Sign Language (ASL) interpretations services, as well as culturally and linguistically appropriate census-related materials. Additionally, the County will assist residents to access U.S. Census Bureau language support services and materials, as necessary.

Where feasible and appropriate the County will incorporate the elements of the State's Language and Communications Access Plan as it relates to LEP populations and staffing of CAKs and QACs.

## 1.7 Local Complete Count Committee (CCC)

On March 14, 2017, the Los Angeles County Board of Supervisors (BOS) recognized the importance of achieving an accurate and complete count in the upcoming Census 2020 by adopting a motion. This motion initiated the formation of a Census 2020 Planning Committee. This Planning Committee engaged in initial planning for the 2020 Census and subsequently formed the Countywide Outreach CCC. The two committees were consolidated in April 2019 to form the Countywide Census Outreach CCC and streamline communications.

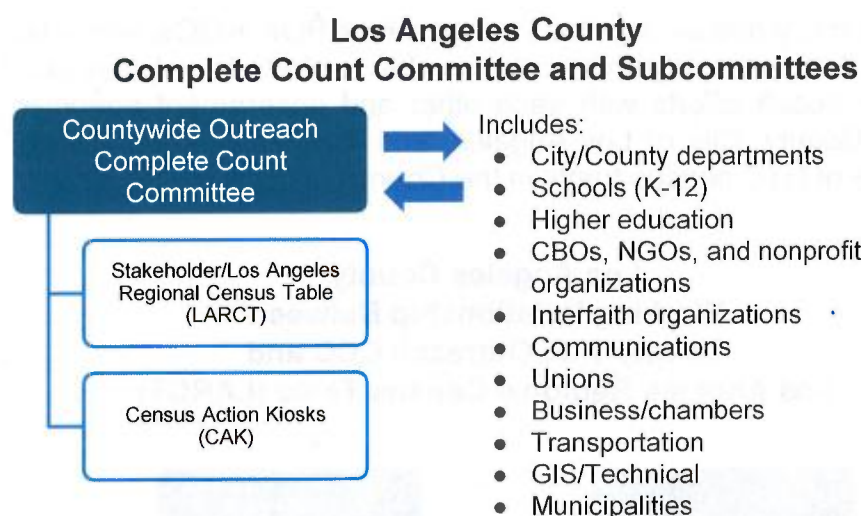




The Countywide Census Outreach CCC is comprised of representatives from cities and County departments, schools (K-12), higher education, interfaith organizations, unions, business/chambers, and transportation-related agencies. It also includes:

- Stakeholder Subcommittee (led by the LARCT); and
- CAK Subcommittee.

The following organization chart outlines the structure of the Countywide Census Outreach CCC and related Subcommittees.



### **1.7.1 Countywide Outreach Complete Count Committee**

The Countywide Census Outreach CCC works in concert with stakeholders and government agencies from various sectors to:

- Ensure a full, fair, and accurate count countywide;
- Foster interagency collaboration, avoid duplication of outreach efforts; and
- Maximize locally allocated resources.

In an effort to address two critical components of the County's 2020 Census outreach efforts, two areas of strategic focus for the Countywide Outreach CCC include:

- **Communications** – The Countywide Outreach CCC will convene public relations, marketing, social media and communications representatives from the CBOs, cities, and County departments to collaborate and coordinate 2020 Census communication efforts across Los Angeles County. This collaborative will allow the County to lead and organize communicators who will implement pieces of the



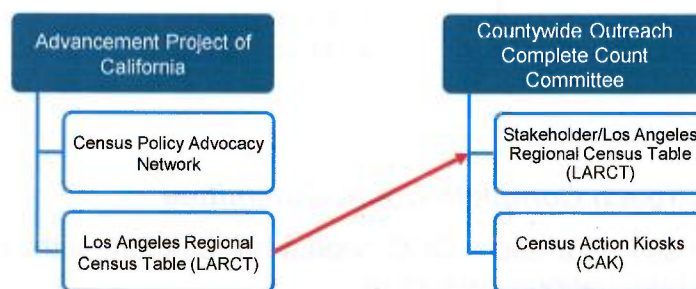
County's Media and Marketing Campaign and Community Outreach Campaign through their organizations. By working closely and collaboratively with these communicators, the County can better ensure brand consistency and accurate, unified messaging across the County and the communities it seeks to serve.

- **GIS/Technical** – The County will apply local area knowledge and expertise and available technologies to support the County and its partners in mapping community outreach events and resources, such as CAKs/QACs, and provide technical assistance on SwORD uploads/reporting.

### 1.7.2 Stakeholder Subcommittee (LARCT)

The LARCT plays a key role as a gathering space for CBOs, NGOs, and other non-profit organizations. In that space, organizations are able to share knowledge and resources, and coordinate outreach efforts with each other and government agencies (i.e., U.S. Census Bureau, County, City of Los Angeles, and the City of Long Beach) to ensure maximal coverage of HTC census tracts in the County.

#### Los Angeles County Working Relationship Between Countywide Outreach CCC and Los Angeles Regional Census Table (LARCT)



### 1.7.3 CAK Subcommittee

The CAK Subcommittee is responsible for using SwORD and the County's LRS Mapping Tool to identify and track HTC populations, identify facilities in or near HTC census block groups that can serve as CAKs/QACs, and develop an inventory of potential CAK/QAC locations. In addition, the CAK Subcommittee will:

- Develop a process to confirm and track locations that can support a CAK/QAC;





- Create a mapping tool layer on Los Angeles County's Low Response Score Viewer that indicates potential and confirmed CAKs/QACs;
- Develop a web-based user interface that can be uploaded to all electronic devices that serve as CAKs/QACs;
- Identify CAK/QAC staffing strategies to support volunteers, such as CGAs; and
- Develop a digital CAK finder tool, so that residents can find the most convenient location to obtain information and/or receive assistance with completing the 2020 Census survey.

## 1.8 Workforce Development

The County's Workforce Development, Aging and Community Services (WDACS) Department through its America's Job Centers of California, in partnership with the City of Los Angeles Economic and Workforce Development Department (EWDD), and the City of Long Beach, will explore the feasibility of implementing the following strategies:

- Promote and conduct outreach on census employment opportunities through workforce development networks;
- Direct workforce development network participants to census application procedures;
- Coordinate with the U.S. Census Bureau to provide training for workforce development network staff on census employment recruitment; and
- Coordinate with the U.S. Census Bureau to enroll employees into workforce programs post-census employment.

The County also currently coordinates with the U.S. Census Bureau to promote census employment opportunities at Countywide Outreach CCC meetings, job fairs, public events, and through e-mail notification to County staff and census partners.

## 1.9 Budget

### 1.9.1 Budgeting for Census 2020

The outreach efforts/strategies described in this Census 2020 Education and Outreach Plan are to be implemented with resources from both the County and the State of California. The following matrix provides a general overview of planned outreach efforts/strategies and how the County is proposing to fund them.



Amount	Explanation
<b>City and Unincorporated Area Outreach</b>	
\$2,950,115	Allocation to the City of Los Angeles (including five percent allowed contractor admin.)
\$322,141	Allocation to the City of Long Beach (including five percent allowed contractor admin.)
\$2,947,898	Allocation to the California Community Foundation for outreach to remaining HTC areas in cities and unincorporated areas
<b>\$6,220,154</b>	<b>Total Contractor Allocation for HTC cities and unincorporated areas</b> (including five percent allowed contractor admin.)
<b>Countywide Outreach</b>	
<b>\$2,561,004</b>	<b>Total Countywide Media Campaign, Department Outreach, and Sector Outreach Operations</b>
<b>Administrative Costs</b>	
\$327,377	County administration for cities/unincorporated areas outreach contracts
\$284,555	Administration for countywide media campaign, department, and sector outreach
<b>\$611,932</b>	<b>Total Los Angeles County administration</b>
<b>\$9,393,090</b>	<b>TOTAL STATE ALLOCATION TO LOS ANGELES COUNTY</b>

### 1.9.2 Additional Funding Request

The County previously advocated for \$12.0 million to support the County's 2020 Census outreach and education efforts, of which \$9.39 million was granted to participate in the State's Complete Count Program (Program).

In addition to the funding gap of \$2.6 million remaining from the FY 2018-2019 request, the County is requesting funding to meet the State requirements for grant eligibility to participate in the Program. For example, under the State Opt-In Agreement, counties have the additional responsibility to provide technical assistance to the State's Complete Count effort, such as assisting the U.S. Census Bureau with the recruitment of enumerators, a Language and Disability Access mandate, and outreach to Native populations.

Based on these factors, ***the County currently anticipates, and has advocated for, a funding need of at least \$5.0 million in State General Funding in FY 2019-2020*** to sufficiently support and scale census outreach activities required under the State Opt-In Agreement.

### 1.10 Timeline of Activities

In addition to researching process and planning efforts conducted for the 2000 and 2010 Censuses, CEO staff reviewed the federal and State timelines for the Census 2020 and





established a local timeline for Los Angeles County Census 2020 planning, education and outreach efforts, and follow up. This timeline was used to determine which tasks would need to be accomplished during each phase of census planning and implementation to execute a successful education and outreach campaign.

Attachment D contains a copy of the “Los Angeles County 2020 Census Roadmap for Education and Outreach.” This timeline will be further updated as additional planning components are established and will be submitted as part of the County’s Implementation Plan.

## 1.11 Measuring Results

### 1.11.1 Performance Metrics

The County, in coordination with its subcontractors, will:

- Develop metrics that measure the results of its collective outreach efforts, including a review of key outcomes and milestones; and
- Track data that quantify the scope and magnitude of local community and media outreach activities, including in-language assistance to persons with LEP, using the State’s SwORD mapping portal.

Some proposed metrics include:

#### Data and Mapping (SwORD)

- # of CAKs/QACs deployed in HTC areas.
- # of HTC Census Blocks with verified outreach plans.
- Coordinating and tracking outreach to HTC areas and populations using a regional approach.
- # of active Census Goodwill Ambassadors (CGAs).

#### Media/Communications Outreach

- Effectiveness and reach of paid and earned media, social media, and live/branded events.
- Coverage of multiple language activities reflected in SwORD.

#### Language Access

Once the U.S. Census Bureau releases its language access requirements, Los Angeles County will modify our approach to be consistent with those guidelines. In the meantime, the County plans on possibly measuring:

- # of language support activities in English and Spanish.
- # of language support activities in 12 languages most often needed.
- # of access activities and services for persons with LEP.
- # of accessible outreach activities and services for persons with disabilities.



### Workforce Development

- # of workforce development network participants that applied for temporary census employment.
- # of temporary census employees hired in the Los Angeles County region through the workforce development network.

The County will further refine the proposed metrics under the guidance of the State California Complete Count Office in the event that additional accountability measures are subsequently required under the State Opt-In Agreement.

### **1.11.2 Final Assessment/Program Evaluation**

A key component in evaluating Los Angeles County's Census 2020 Education and Outreach efforts will be gathering feedback to determine how effective the County was in implementing the strategies developed as part of the outreach plan.

This work will begin with a debriefing of Countywide Census Outreach CCC members, subcontractors, key partners, and stakeholders that participated in the Census process. These debriefings will assess what was determined to be some of the successes and challenges that were encountered during the planning and implementation phases of the outreach effort. This feedback process will include an online survey of participants.

The feedback obtained through the Census 2020 review process will be used to develop best practices that will inform and help guide planning for the Census 2030. In addition, a final report of Countywide Outreach CCC activities, operations, feedback, and recommendations, will be prepared for the Los Angeles County Board of Supervisors, and the California Complete Count-Census 2020 Office as part of the State's contract funding requirement.





## ATTACHMENTS



### Attachment A: Los Angeles County HTC Areas

Attachment A consists of two documents:

- The map displays the Low Response Score (LRS) by Census block group for the County of Los Angeles.
- The table displays the Hard-to-Count block groups in Los Angeles County and its 88 cities.



## **Attachment B: Preliminary List of County Resources for 2020 Census Outreach**

### ***County of Los Angeles***

The County has identified and intends to leverage an estimated 190 of its publicly accessible offices to serve as CAK/QAC locations and conduct outreach to HTC areas/populations. The selected offices are located within HTC areas and represent the departments having the most direct contact with residents in Los Angeles County. The County departments included are:

- Child Support Services
- Health Services
- LA County Library
- Mental Health
- Military and Veterans Affairs
- Parks and Recreation
- Public Health
- Public Social Services
- Registrar-Recorder/County Clerk
- Workforce Development, Aging, and Community Services

### ***City of Los Angeles***

The Mayor's Census Team has identified 211 city facilities – 67 percent of which are located in council districts with HTC areas--that can serve as CAK/QAC locations citywide. In addition, 28 city departments have submitted census outreach plans, including:

- Aging
- Airports
- Animal Services
- Building and Safety
- City Administrative Officer
- City Attorney
- City Clerk
- City Planning
- Convention & Tourism Development
- Cultural Affairs
- Disability
- Economic & Workforce Development
- El Pueblo
- Engineering
- Finance
- Fire
- HACLA
- Housing and Community Investment
- Information Technology
- Library
- Neighborhood Empowerment
- Personnel
- Police
- Recreation and Parks
- Sanitation
- Transportation
- Water and Power
- Zoo





### ***City of Long Beach***

The City of Long Beach intends to leverage city facilities and other locations in HTC areas to use as CAKs/QACs and provide census-related information/materials. In addition, the City of Long Beach has 23 departments which are preparing outreach plans.



## **Attachment C: Preliminary Partner List- 2020 Census Outreach**

### ***Philanthropy***

- California Community Foundation (the designated Regional Administrative Community-Based Organization)

### ***Municipalities***

- City of Los Angeles
- City of Long Beach

### ***Stakeholders – Los Angeles Regional Census Table (LARCT)***

- |  |   |
|--|---|
| ■ A New Way of Life                                  | ■ Clergy and Laity United for Economic Justice        |
| ■ AARP California                                    | ■ Coalition for Humane Immigrant Rights (CHIRLA)      |
| ■ Action Civics LA                                   | ■ Community Coalition                                 |
| ■ Advancement Project California                     | ■ Council of Mexican Federations                      |
| ■ Alliance of Californians for Community Empowerment | ■ Council on American Islamic Relations – Los Angeles |
| ■ AltaMed Health Services Corporation                | ■ Empowering Pacific Islander Communities             |
| ■ Antelope Valley Hispanic Chamber of Commerce       | ■ Equality California                                 |
| ■ Asian Americans Advancing Justice – Los Angeles    | ■ InnerCity Struggle                                  |
| ■ Asian Pacific Policy and Planning Council          | ■ Jakara Movement                                     |
| ■ Bienestar Human Services                           | ■ LA Voice  |
| ■ Black Women for Wellness                           | ■ Los Angeles Black Worker Center                     |
| ■ Border Angels                                      | ■ Los Angeles Unified School District SEPA Center     |
| ■ California Association of Non-profits              | ■ Mi Familia Vota Education Fund                      |
| ■ California Calls                                   | ■ Mobilize the Immigrant Vote                         |
| ■ California Common Cause                            | ■ NALEO Educational Fund                              |
| ■ California Native Vote Project                     | ■ Pacoima Beautiful                                   |
| ■ California Rural Legal Assistance, Inc.            | ■ PICO California                                     |
| ■ California Women's Law Center                      | ■ South Asian Network                                 |
| ■ Child360   | ■ Southeast Community Development Corporation         |
| ■ Children Now                                       | ■ YMCA of Metropolitan Los Angeles                    |





## **Attachment D: Los Angeles County 2020 Census Roadmap for Education and Outreach**

### ***2017: Initial Planning Phase***

The work begins to put together a Planning Committee and build the foundation to begin working within Education and Outreach Complete Count Committee(s) (CCCs), now the consolidated Countywide Census Outreach CCC. This work effort includes activities such as:

- Establishing structure of CCC(s).
- Recruiting Planning Committee members and leadership.
- Educating Planning Committee membership on the importance of the 2020 Census.
- Planning a meeting calendar.
- Introducing objectives and strategies reporting format.

#### ***March – July 2017***

- Los Angeles County Board of Supervisors (BOS) selects leadership (CEO) to initiate a 2020 Census Planning Committee to form Complete Count Committee(s) focused on Education and Outreach.
- 2020 Census leadership team reviews 2010 best practices, and other 2010 Census assessment reports and data to develop the structure of the Education and Outreach CCC(s).

#### ***August – September 2017***

- 2020 Census leadership identifies participants and forms 2020 Census Planning Committee and CCC(s).
- 2020 Census leadership sends invitations to 2020 Census participants for the identified CCCs.

#### ***October 2017 – December 2017***

- Holding first Planning Committee meeting identifying the Education and Outreach Subcommittee CCC(s): Countywide Outreach, Health and Human Services, and Transportation.
- Establishing Subcommittees, and identify Subcommittee leads and co-leads. Subcommittees include County departments, government/quasi-government (e.g., education institutions, unions/employee associations, municipalities/councils of government), stakeholders (e.g., community-based organizations, faith-based organizations, businesses and chambers) and Questionnaire Assistance Centers (QACs)/Census Action Kiosks (CAKs).
- Providing an overview of the roles and responsibilities of the CCC(s).
- Developing a format for identifying and reporting objectives and strategies for the CCC(s).



- Setting a schedule for the CCC meetings, as well as the Subcommittee meetings.

### ***2018: Collaboration and Education and Outreach Strategic Planning Phase***

CCCs convene meetings and establish and initiate Subcommittee meetings to collaborate and develop objectives and strategies; and a quarterly status education and outreach work plan for the 2020 Census.

- Train CCCs to use Low Response Score (LRS) mapping tool developed by Regional Planning to identify Hard-to-Count (HTC) populations.
- CCC leads and co-leads identify participants and convene meetings to collaborate and develop objectives and strategies.
- CCCs identify Subcommittees (department, government/quasi-government, and stakeholders), and convene meetings to collaborate and develop objectives and strategies.
- CCCs prepare quarterly work plan updates identifying the status on key strategies through June 2020.

#### ***January – March 2018***

- Train CCCs to use LRS mapping tool to identify HTS populations based on 16 socio-economic and demographic characteristics, and develop education and outreach strategies to reach this population.
- CCCs prepare objectives and strategies, and work plans to present at the Education and Outreach Subcommittee meeting for feedback.
- CEO advocates for State funding for Local CCCs for the 2020 Census Education and Outreach campaign including funding for an “On the Air” and “On the Ground” campaign, and activating CAKs/QACs countywide.
- CEO outlines a Statement of Work (SOW) for an Education and Outreach campaign consultant.

#### ***April – June 2018***

- Submit Quarterly report to the BOS including CCCs and Subcommittees objectives and strategies, and work plans; mapping and identification by block group of HTS populations and their characteristics by Supervisorial District.
- CCCs convene meetings with additional Subcommittees that have not convened.
- CCCs continue meeting with established Subcommittees to address next planning steps based on their identified strategies.
- CEO sends memo to Department heads asking that their departments participate in the 2020 Census outreach and prepare departmental objectives, strategies, and work plans for the 2020 Census.
- CEO continues advocacy effort for State funding for the Local CCCs for the 2020 Census Education and Outreach campaign.
- CEO finalizes the SOW for a consultant, pending outcome of funding.





#### July – September 2018

- Submit quarterly report to the BOS identifying strategies, any issues or challenges, the status of accomplishments/deliverables and next steps.
- CCC Subcommittees, that have convened, initiate their strategic plans.
- County departments identify their Census Liaison PIO/Communicator managerial contacts by September 17, 2018.
- County participates in State 2020 Census Convenings.
- Work with Los Angeles Unified School District to adopt a Board Resolution and begin planning an outreach campaign with the Countywide Outreach CCC.

#### October – December 2018

- Submit quarterly report to the BOS identifying strategies, any issues or challenges, the status of accomplishments/deliverables, and next steps.
- County departments prepare and submit a 2020 Census Departmental Outreach Plan to the CEO by November 15, 2018.
- Pending funding, CEO assess the level of outreach and education for an “on the air” and “on the ground” campaign.

#### **2019: Education and Outreach Implementation Plan Phase**

Begin developing and committing to strategies through collaborative convenings; and initiate education and outreach activities in the community, collaborating with partners to create awareness about the Census such as:

- Convening CCCs and Subcommittees to develop Census strategy implementation ideas.
- Incorporating message testing information and other research in developing an “on the air” and “on the ground” media strategy.
- Participating at community events, beginning in the fall.
- Engaging with local media.
- Submit quarterly report to the BOS identifying strategies, any issues or challenges, the status of accomplishments/deliverables, and next steps.
- Hold regularly scheduled CCC meetings to report on tasks and Subcommittee strategy development.

#### January – March 2019

- CCCs develop strategies around CAKs/QACs, Census Goodwill Ambassadors (CGAs), Adopt a Block Group and Adopt a Population for the entire Census rollout period, (including Non-Response Follow-up).
- CCCs initiate timelines/calendars to roll out strategies, and events.
- Provide departmental outreach plans to the Board with the January Quarterly Status Report.
- Message testing is conducted.
- Initiate development of toolkits for CAKs/QACs and CGAs.



- Initiate planning for a County Census launch event.
- Plan a Los Angeles County 2020 Census public website.
- Pending funding, execute a contract initiating development of a media plan.

#### April – June 2019

- Launch April 2019 Census planning event.
- Finalize media plan.
- Identify CAK/QAC locations.
- Identify CGAs.
- Train and provide instruction to County departments on reporting and updating information to the Statewide Outreach and Rapid Deployment (SwORD) Online Platform (timing will depend on State implementation).
- Identify specific events and activities to upload to SwORD by June 28, 2019.
- Procure vendor for media production.

#### July – September 2019

- Train CGAs for outreach activities.
- Provide information to departmental employees about the 2020 Census.
- Produce and disseminate media materials.
- Participate in State Implementation Plan Workshops.

#### October – December 2019

- Initiate Census awareness activities in preparation for outreach events generated by each CCC and Subcommittee.
- Modify strategic plans, outreach work plans, and action plans as needed.
- Begin conducting Census awareness activities to reach HTS populations, in November and December.

### **2020: Census Implementation Plan Launch and Final Assessment Phase**

Now it's time to Get Out the Count. The CCCs work to make sure people complete their forms correctly and engage in the following activities:

- Door-to-door canvassing in HTS neighborhoods.
- Use media, email, and phone message reminders.
- Hold community Census events.
- Hold regular CCC and Subcommittee meetings.
- Ongoing reporting and updating the SwORD system.

#### January 2020

- Finalize plans for activities surrounding Census Day Launch.
- Continue 2020 Census activities generated by CCCs and Subcommittees.
- Prepare for Joint Launch event for Census Day with State and local officials.
- Check on the number and location of CAKs/QACs, and test to ensure functionality. Publicize the location, dates, and times of CAK/QAC operations in the community.



### February 2020

- Review and modify, as needed April 1, 2020 Census Day activities.
- Finalize plans for all activities scheduled for March and April.
- Train CGAs for CAKs/QACs.

### March 2020 – Countdown to Census Day

- Review and implement activities leading to Census Day - April 1, 2020.
- Conduct CCCs and Subcommittees outreach activities.
- Send press release highlighting 2020 Census activity schedule.
- Launch Homeless and Group Quarter counts.

### April 2020

- Implement Census Day Launch activities including media releases on April 1, 2020.
- Hold activities to encourage residents to complete questionnaires.
- Evaluate activities and make changes as necessary.
- Prepare to implement activities for residents that did not submit their questionnaire.
- Implement activities to keep the Census awareness and interest strong.

### May – July 2020 Non-Response Follow-Up

- In areas where the questionnaire response rate is low, based on the Statewide Outreach and Rapid Deployment (SwORD) reports, redeploy resources, as available.
- Use available resources to encourage residents to cooperate with Census workers.
- Continue to meet regularly to give and receive 2020 Census progress reports.

### August 2020 – December 2020

- Prepare Best Practices and final report of CCC activities, operations, feedback and recommendations for the Board, State, and U.S. Census Bureau.
- Complete all funding and audit claims for State reimbursement, if funded.
- Celebrate the success of the 2020 Census enumeration and recognize the efforts of the CCC members.