

County of Los Angeles
2020 U.S. Census Education and Outreach Strategic Action Plan for
Complete Count Committees (CCCs)
October 2017

Complete Count Committee Mission

The mission of the Los Angeles County Complete Count Committees (CCCs) is to promote and facilitate a complete and accurate 2020 Census count of residents Countywide focusing on education and outreach to the County's Hard-to-Survey (HTS) populations.

Complete Count Committee Goal

The goal is to increase Los Angeles County's 2020 Census response rate and avoid an undercount of HTS populations that depend on critical federally funded programs.

Complete Count Committee (CCC) Structure

On March 14, 2017, the Board of Supervisors instructed the Chief Executive Officer (CEO) to initiate the 2020 Census Planning Committee and the formation of CCCs. The Planning Committee will be led by the CEO's Office and includes County departments, other government entities and stakeholders that will direct the goals and actions of the CCCs and CCC Subcommittees. The CCCs and CCC Subcommittees will create, implement and work collaboratively in developing a plan of action to target HTS populations.

Role of the Complete Count Committee

The role of the CCC is to: 1) review the Workplan Deliverables/Timeline (Attachment 1); 2) identify the HTS populations utilizing the Census Bureau's Low Response Score (LRS) mapping application (Attachment 2); 3) identify the socioeconomic and demographic characteristic profiles of these HTS populations from the 16 LRS Variables (Attachment 3); and 4) implement an education and outreach action plan designed to target the unique characteristic profiles of each HTS population within Los Angeles County. The purpose of the CCC is to ensure that every resident in the HTS populations is counted through the following tasks:

- Develop a CCC education and outreach action plan and timeline.
- Coordinate and work with the Census Bureau, State and other stakeholders, to avoid duplication of effort.
- Organize the CCC Subcommittees, identify additional CCC Subcommittees, if necessary, and identify participants for the Subcommittees.
- Engage in a focused education and outreach effort to promote the Census in LRS areas.
- Prepare written updates to the CCC Education and Outreach Action Plans.

- Schedule and hold ongoing CCC meetings.
- Oversee and ensure that the CCC Subcommittees have completed and are following their action plans.

Complete Count Committees

The following CCCs were designated based on the top federal funded programs for the County of Los Angeles. Each CCC will be required to complete a CCC Education and Outreach Action Plan, (Attachment 4). A sample is provided as a guide. Additionally, each CCC will identify their: 1) Objective; 2) Purpose; 3) Lead/Co-Lead; 4) Committee members; and 5) Key Strategies (Attachment 5). The CCC will also develop a master calendar of activities for all their Subcommittees:

1) Health and Human Services: Includes Health, Social Services, Jobs, and Housing.

Co-Leads: Health Agency (Health, Mental Health and Public Health), Public Social Services (DPSS) and Children and Family Services (DCFS).

Other Participants: Workforce Development, Aging and Community Services (WDACS), CEO-Homeless Initiative, Community Development Commission (CDC) and other governmental and public/private stakeholders.

CEO-Unincorporated Area Services (UAS) Support Contacts: Jason Tajima and Angela Gentry

2) Transportation:

Lead: Public Works (DPW)

Other Participants: Regional Planning (DRP), Non-County Government Agencies, e.g. cities, Councils of Governments, Metropolitan Transportation Authority (MTA), and other public/private and governmental stakeholders.

CEO-UAS Support Contact: Susana Graether

3) Countywide Outreach:

Lead: CEO-Public Information Office (PIO)

Other Participants: County departments: Registrar-Recorder/County Clerk, Public Library, Parks and Recreation, Fire and Sheriff; and, the City of Los Angeles and other public-private and governmental stakeholders.

CEO-UAS Support Contact: Tina Herzog

Role of the CCC Subcommittees:

Subcommittees will be established to support the CCCs as follows:

- Engage in a coordinated effort to ensure a complete and accurate count of HTS populations.
- Schedule and hold ongoing CCC Subcommittee meetings.
- Complete a Subcommittee plan and provide written updates to the CCC and the Planning Committee.

Complete Count Subcommittees

The three CCCs should include the following Subcommittees. Additional Subcommittees can be formed. Subcommittee members will be required to complete a Subcommittee Education and Outreach Action Plan (Attachment 6). A sample is provided as a guide. Additionally, Subcommittee's should identify their: 1) Objective; 2) Purpose; 3) Lead/Co-Lead; 4) Subcommittee members; and 5) Key Strategies (Attachment 7). The Subcommittees will maintain a master calendar of events to share with other Subcommittees and CCCs.

- 1) **County Departments**: CCCs should include appropriate County Departments that will assist them in achieving a complete count. Each participating County Department should provide a completed action plan template to their CCC for each HTS population area within the timeframe identified by the CCC Lead/Co-Leads, (Attachment 6).

Note:

- All County Departments will be required to provide the Countywide Outreach CCC a Subcommittee plan for each HTS population area.
 - County Departments that are providing a plan for the Health and Human Services CCC can utilize the same plan for the Countywide Outreach CCC.
 - DPW and DRP will be required to provide Departmental Countywide Outreach CCC plans in addition to their Transportation CCC Subcommittee plan.
- 2) **Government/Quasi-Government Organizations**: CCCs should include representation from related city, State and federal agencies, as needed, as well as organizations such as Councils of Governments, League of Cities, California State Association of Counties (CSAC), MTA, unions and other associations and agencies that would be supportive of achieving a complete HTS population count.

Note: All cities in the County will be required to provide a Subcommittee plan to the Countywide Outreach CCC.

- 3) **Stakeholder Organizations:** CCCs should include appropriate stakeholder organizations including but not limited to: foundations, community based organizations, faith-based/religious organizations, immigrant advocacy groups, educational institutions/school districts, early education/parent organizations, universities and colleges, cultural associations, health-care related organizations, legal advocates, social service agencies, local neighborhood associations/town councils, chambers of commerce/business associations, agencies serving the disabled, homeless advocacy groups, recreational organizations, County department support groups, MTA and transportation advocacy groups.

Complete Count Committee Education and Outreach Action Plans

The action plans of the CCCs and the CCC Subcommittees include identifying education and outreach strategies for specific HTS populations. Each CCC and Subcommittee will have a separate and individual action plan. The CCC will ensure that the Subcommittee action plans are coordinated and strive to achieve a complete count of the HTS populations based on the characteristic profiles identified in the LRS variables. The CCC action plans will include the following five phases:

- **Phase 1:** Develop an Education and Outreach Workplan: Based on the LRS variables, develop strategies for education and outreach that ensure HTS populations of Los Angeles County are counted.
- **Phase 2:** Engage Stakeholder Partners: CCCs oversee and coordinate the following Subcommittees, including: 1) Government and Quasi-Government Organizations; 2) Stakeholder Organizations; and 3) County Departments. CCCs should ensure that Subcommittees collaborate with one another to avoid duplication of efforts and remain focused on education and outreach to the HTS populations.
- **Phase 3:** Develop 2020 Census Education and Outreach Campaign: Create an informational and media campaign based on the characteristic profiles identified in the LRS areas targeting HTS populations. Ensure coordination with State and federal education and outreach efforts.
- **Phase 4:** Promote the 2020 Census Using County Resources/Events: Initiate a campaign through the distribution of materials and information, creating public displays, utilizing a variety of media options including social media and websites appealing to HTS populations.
- **Phase 5:** Engage 2020 Census Follow-up: Ensure that HTS populations of Los Angeles County are counted prior to and in follow-up to the April 1, 2020 Census roll-out date.

Low Response Score (LRS) Variables in HTS populations

The U.S. Census Bureau identified and mapped LRS areas based on 16 Census Planning Database Variables that provide socioeconomic and demographic characteristic profiles for HTS populations. The County of Los Angeles has utilized the federal mapping database and developed a LRS Map Viewer for County census block groups that will assist CCCs in identifying LRS variables in each of the County's HTS populations. The LRS Map Viewer of HTS populations within the County of Los Angeles can be accessed at <http://rpgis.isd.lacounty.gov/LRS/>. The CCC education and outreach action plans should be tailored to the LRS variable indicators for the HTS populations.

Developing Complete Count Committee and Subcommittee Strategies

There are two Education and Outreach Action Plan templates attached, one for the CCC and one for the CCC Subcommittees (Attachment 4 and 6). Additionally, there is a Strategic Action Plan for the CCCs and CCC Subcommittees (Attachment 5 and 7). These plans will also be shared as part of the CEO's ongoing status reports to the Board of Supervisors.

Getting started:

1. Select a chairperson, and co-chairs for the CCC.
2. Use the Regional Planning LRS Map Viewer (Viewer) to identify HTS populations, in "red", within Los Angeles County. This Viewer will provide information at the Census block level. Note: The U.S. Census Bureau's Viewer provides LRS information for the County at the Census tract level in dark blue.
3. Identify the top LRS variable characteristics, (no more than 7), for each of the HTS populations.
4. Set clear and achievable education and outreach goals and objectives for your CCC.
5. Identify the CCC Subcommittees, minimally to include: 1) County Departments; 2) Stakeholder Organizations; and 3) Governmental/Quasi-Governmental Organizations, as defined in this document.
6. Identify a lead contact for each CCC Subcommittee to be responsible for coordination of all information and status reports for that Subcommittee.
7. Prepare CCC Subcommittee Education and Outreach Plans that will include details on the activities, outreach materials, and media promotion of events that will support your CCC's efforts.

The following list includes, but is not limited to, strategies for education and outreach to HTS populations.

- Develop an education and outreach plan based on the characteristic profiles identified in the LRS to effectively saturate HTS County populations with audience-specific messages.
- Map, through the County Department Subcommittee, all County facilities that will allow public access for distribution of Census materials and/or provide assistance as a Question Assistance Center to assist with completion of the Census.
- Identify, through the Stakeholder Subcommittee, all stakeholder organizations such as community-based organizations, faith-based organizations, educational institutions, childcare facilities, community centers, local businesses, etc., that can promote and distribute Census information and provide assistance.
- Identify, through the Governmental/Quasi-Governmental Subcommittee, cities, transportation agencies and associations, and list the locations and/or media networks that can promote and distribute Census information and provide assistance.
- Develop and implement activities to involve local government employees, including County of Los Angeles and cities employees, in a 2020 Census awareness campaign.
- Develop and implement a volunteer recruitment plan to conduct education and outreach.
- Recruit youth organizations, community centers, and colleges and universities to adopt the 2020 Census as a community education and outreach service project.
- Identify community events where the 2020 Census information can be distributed, including festivals, holiday fairs, parades and other community oriented celebrations.
- Identify ways to insert 2020 Census message mailers to HTS populations and saturate the social media networks.

CEO-Unincorporated Area Contacts

If you have any questions, please feel free to contact the following people at the CEO:

Dorothea Park, Manager, CEO, (213) 974-4283, dpark@ceo.lacounty.gov

Susana Graether, LA County Census Coordinator and support for the Transportation CCC Lead Department (DPW), (213) 893-2086, sgraether@ceo.lacounty.gov.

Tina Herzog, contact for the Fourth Supervisorial District and support for the Countywide Outreach CCC Lead Department (CEO-PIO), (213) 974-1740, therzog@ceo.lacounty.gov.

Angela Gentry, contact for the First and Second Supervisorial Districts and support for the Health and Human Services CCC Co-Leads (Health Agency, DPSS and DCFS), (213) 974-1197, agentry@ceo.lacounty.gov.

Jason Tajima, contact for the Third and Fifth Supervisorial Districts and support for the Health and Human Services CCC Co-Leads (Health Agency, DPSS and DCFS), (213) 974-1145, jtajima@ceo.lacounty.gov.

Attachment 1

Workplan Deliverables / Timeline

**2020 CENSUS COMPLETE COUNT COMMITTEE
WORKPLAN DELIVERABLES / TIMELINE**

TASK / ACTION	RESPONSIBLE PARTY
PHASE 1: Develop Education and Outreach Workplan (September 2017-February 2018)	
Establish the Complete Count Committee (CCC)	CEO-UAS
Establish CCC Subcommittees for Health and Human Services, Transportation, and Countywide Outreach; Review Maps for Low Response Score (LRS) Areas for HTS populations; and Develop CCC Workplans.	Health Agency, DPSS, DCFS, Public Works, CEO-PIO
Finalize and submit CCC Subcommittee Workplans to the CCC.	Health Agency, DPSS, DCFS, Public Works, CEO-PIO
PHASE 2: Engage Stakeholder Partners (March 2018-December 2018)	
Solicit input from Board Offices on the CCC and CCC Subcommittee workplans and proposed partnerships.	CEO
Using Maps of Census LRS areas for HTS populations, initiate the following:	
◦ Identify and convene meetings with local non-profits, community and faith-based organizations, schools, advocacy groups, and other organizations as identified.	CCCs and Subcommittees
◦ Identify and convene meetings with local community groups such as town councils and neighborhood councils.	CCCs and Subcommittees
◦ Identify and convene meetings with cities and other government/quasi-government entities.	CCCs and Subcommittees
PHASE 3: Develop 2020 Census Education and Outreach Campaigns (January 2019 - April 2019)	
Coordinate Subcommittee education and outreach activities based on the HTS populations as identified by the LRS areas.	CCCs and Subcommittees
Provide information on federally funded programs that have benefitted the HTS populations.	CEO and County Departments
Identify facilities and public counters where Census materials can be displayed and distributed.	CCC and Subcommittees
Develop 2020 Census Website and Media Campaign(s).	CCC/CEO-PIO
Develop outreach materials (signs, banners, flyers).	CCC/CEO-PIO
Develop a schedule of Departmental events/activities (including community meetings, resource fairs, and workshops) where 2020 Census can be promoted.	CCCs and Subcommittees
Hold motivational workshops for local agencies and cities on providing Census education and outreach materials.	CEO-UAS
PHASE 4: Promote 2020 Census Using County Resources/Events (May 2019-April 2020)	
Display and distribute 2020 Census materials at County facilities and public counters.	CCCs and Subcommittees
Post 2020 Census information/media campaigns on Department websites.	CCCs and Subcommittees
Identify public notices where Census message can be inserted.	CCCs and Subcommittees
Distribute 2020 Census outreach materials to community groups, advocacy groups and other stakeholders.	CCCs and Subcommittees
PHASE 5: Engage 2020 Census Follow-Up (April 2020-August 2020)	
Utilize "real time" Census response data/mapping technology to follow up and assist Census staff in their efforts to conduct response follow-up operations.	CCCs

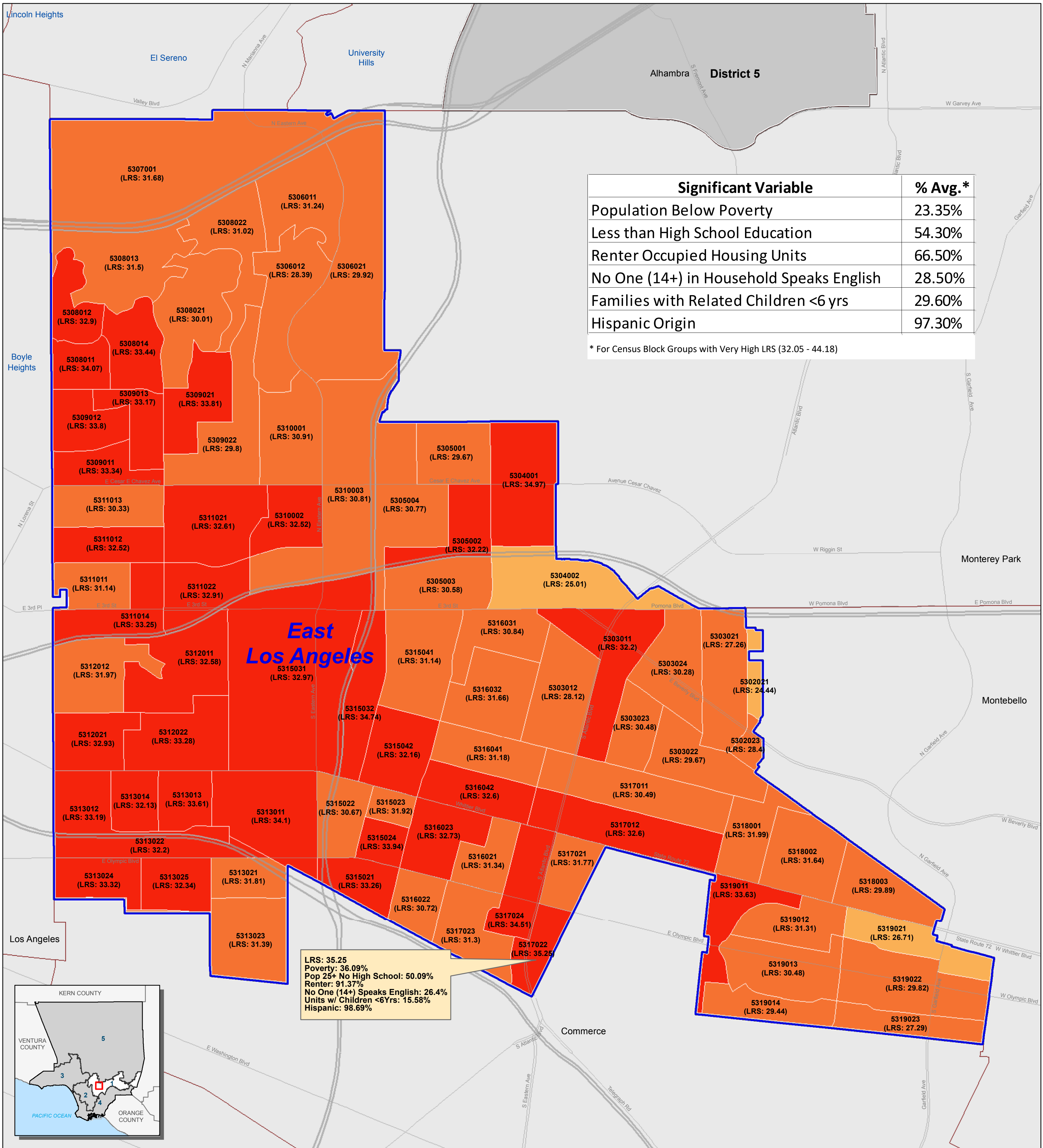
Attachment 2

Low Response Score Mapping Application



East Los Angeles - Supervisorial District 1 - County of Los Angeles

Low Response Score by 2010 Block Group



Significant Variable	% Avg.*
Population Below Poverty	23.35%
Less than High School Education	54.30%
Renter Occupied Housing Units	66.50%
No One (14+) in Household Speaks English	28.50%
Families with Related Children <6 yrs	29.60%
Hispanic Origin	97.30%

* For Census Block Groups with Very High LRS (32.05 - 44.18)

Low Response Rate (LRS) By Block Group

- 27.09 - 32.04
- 32.05 - 44.18
- 22.26 - 27.08

Boundary

- City
- Unincorporated
- Other Supervisorial District

Labels:

- Block Group #
- INCORPORATED CITY NAME
- Unincorporated Name
- LA City Neighborhood Name



Note: Low Response Score (LRS) uses 2010 Census response rates to predict response rates in 2020. Higher scores indicate block groups where census response rates are lowest. For demographic details in each block group, visit the LA County Department of Regional Planning's LRS Viewer: <http://rpgis.isd.lacounty.gov/LRS/>

Data Source:
Low Response Score data are downloaded from Census Bureau Planning database and customized for LA County. Community names and other geographic data are from LA County eGIS Repository. All rights reserved.

Created: October 11, 2017
ISD/UR-GIS (T.Morita)

Disclaimer:
This product is for informational purposes only and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information.





Athens-Westmont - Supervisorial District 2 - County of Los Angeles

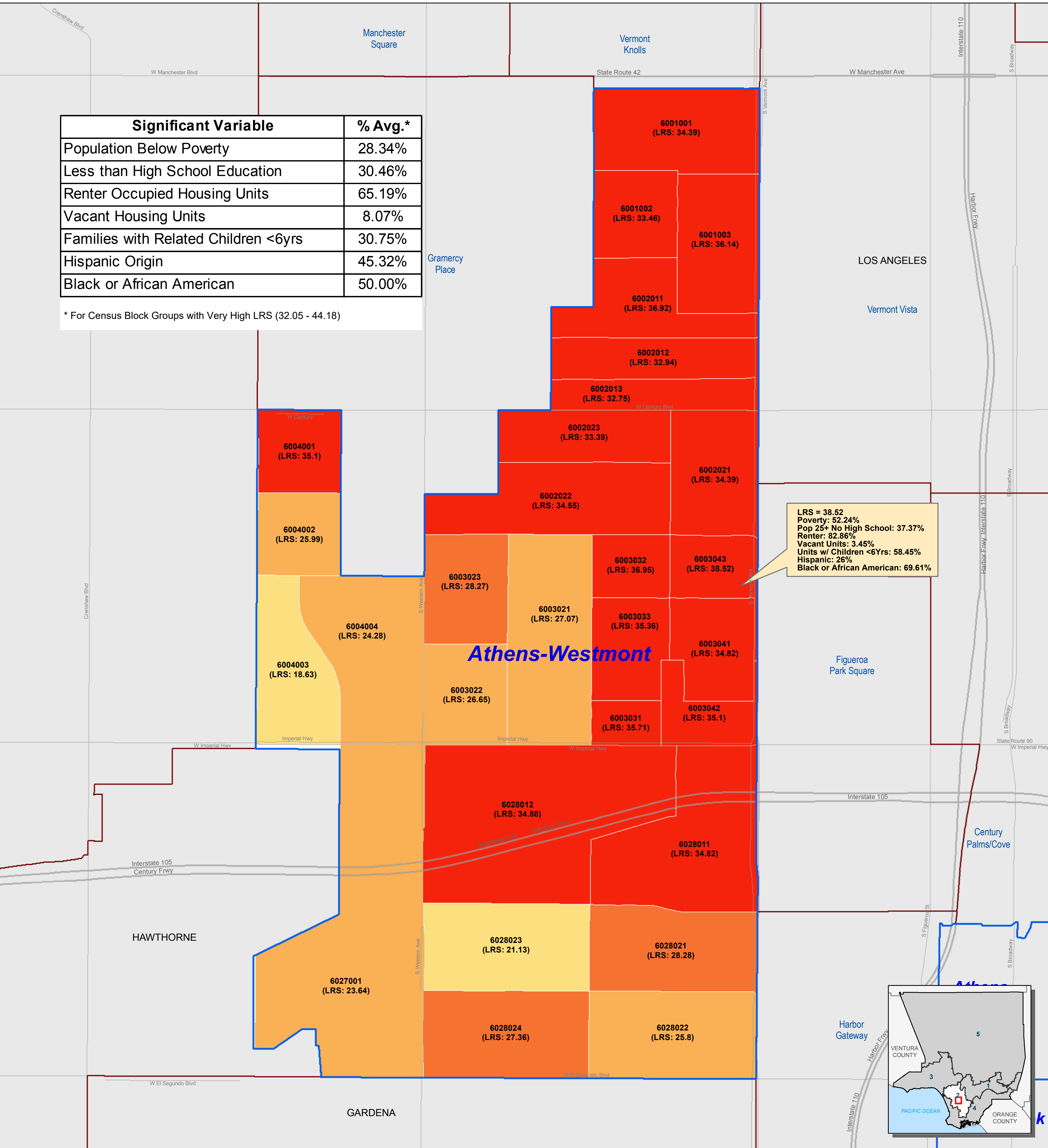
Low Response Score by 2010 Block Group



Significant Variable	% Avg.*
Population Below Poverty	28.34%
Less than High School Education	30.46%
Renter Occupied Housing Units	65.19%
Vacant Housing Units	8.07%
Families with Related Children <6yrs	30.75%
Hispanic Origin	45.32%
Black or African American	50.00%

* For Census Block Groups with Very High LRS (32.05 - 44.18)

LRS = 38.52
Poverty: 52.24%
Pop 25+ No High School: 37.37%
Renter: 82.86%
Vacant Units: 3.45%
Units w/ Children <6Yrs: 58.45%
Hispanic: 26%
Black or African American: 69.61%



Low Response Rate (LRS)
By Block Group
16.89 - 22.25
22.26 - 27.08
27.09 - 32.04
32.05 - 44.18

Boundary
Unincorporated
City

Labels:
Block Group #
INCORPORATED CITY NAME
Unincorporated Name
LA City Neighborhood Name



Note: Low Response Score (LRS) uses 2010 Census response rates to predict response rates in 2020. Higher scores indicate block groups where census response rates are lowest. For demographic details in each block group, visit the LA County Department of Regional Planning's LRS Viewer: <http://rpgis.isd.lacounty.gov/LRS/>

Data Source:
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Created: October 11, 2017
ISD/UR-GIS (T.Morita)

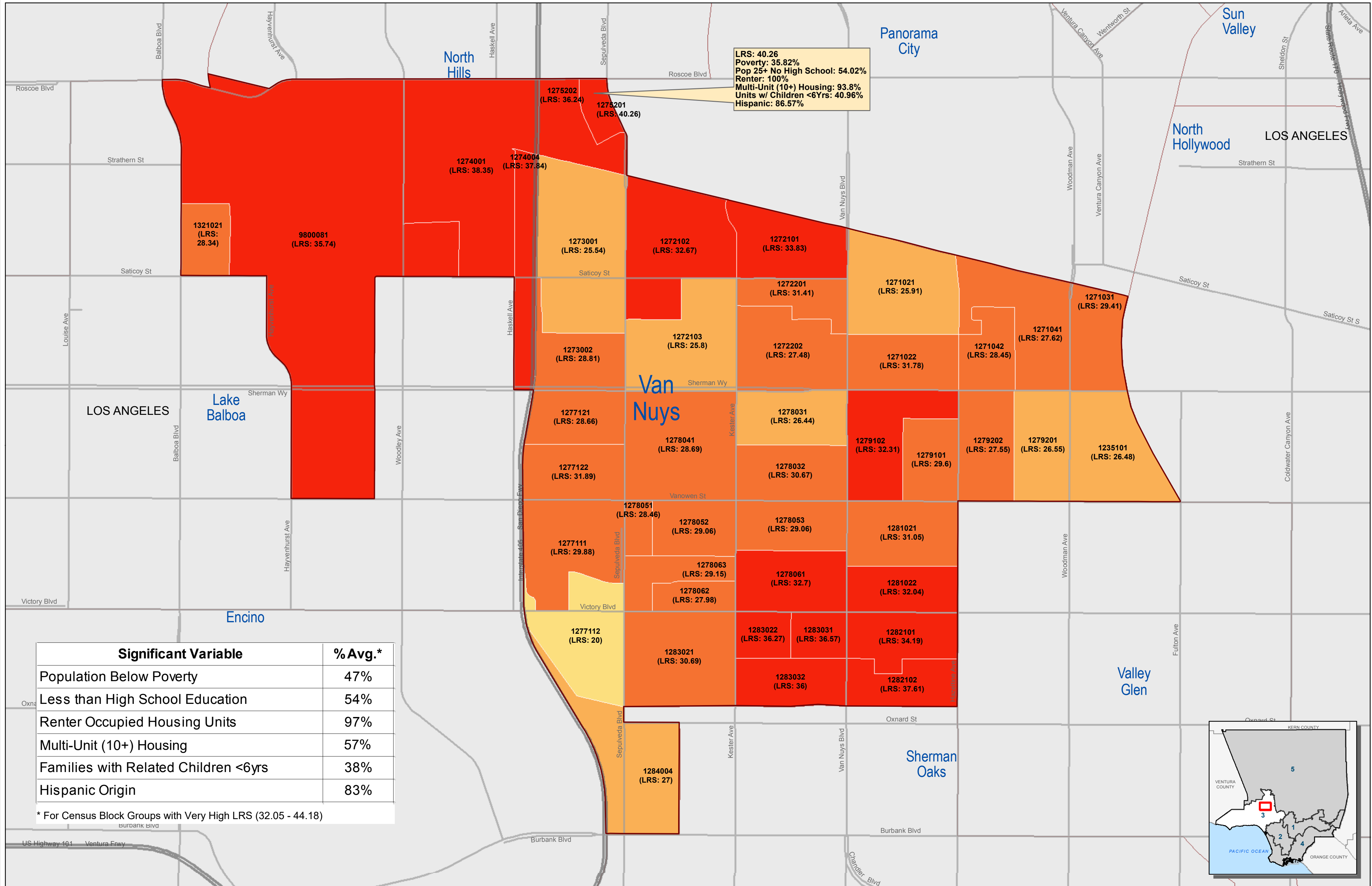
Disclaimer:
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Van Nuys (City of Los Angeles) - Supervisorial District 3 - County of Los Angeles

Low Response Score by 2010 Block Group - Top 10 Very High Areas



Low Response Score (LRS) By Block Group

22.26 - 27.08
27.09 - 32.04
32.05 - 44.18

Boundary

Other City Neighborhood

Labels:

Block Group #

INCORPORATED CITY NAME

LA City Neighborhood Name

0 0.125 0.25 0.5 0.75 Miles



Note: Low Response Score (LRS) uses 2010 Census response rates to predict response rates in 2020. Higher scores indicate block groups where census response rates are lowest. For demographic details in each block group, visit the LA County Department of Regional Planning's LRS Viewer: <http://rpgis.isd.lacounty.gov/LRS/>

Data Source: Low Response Score data are downloaded from Census Bureau Planning database and customized for LA County. Community names and other geographic data are from LA County eGIS Repository. All rights reserved.

Created: October 11, 2017
ISD/UR-GIS (T.Morita)

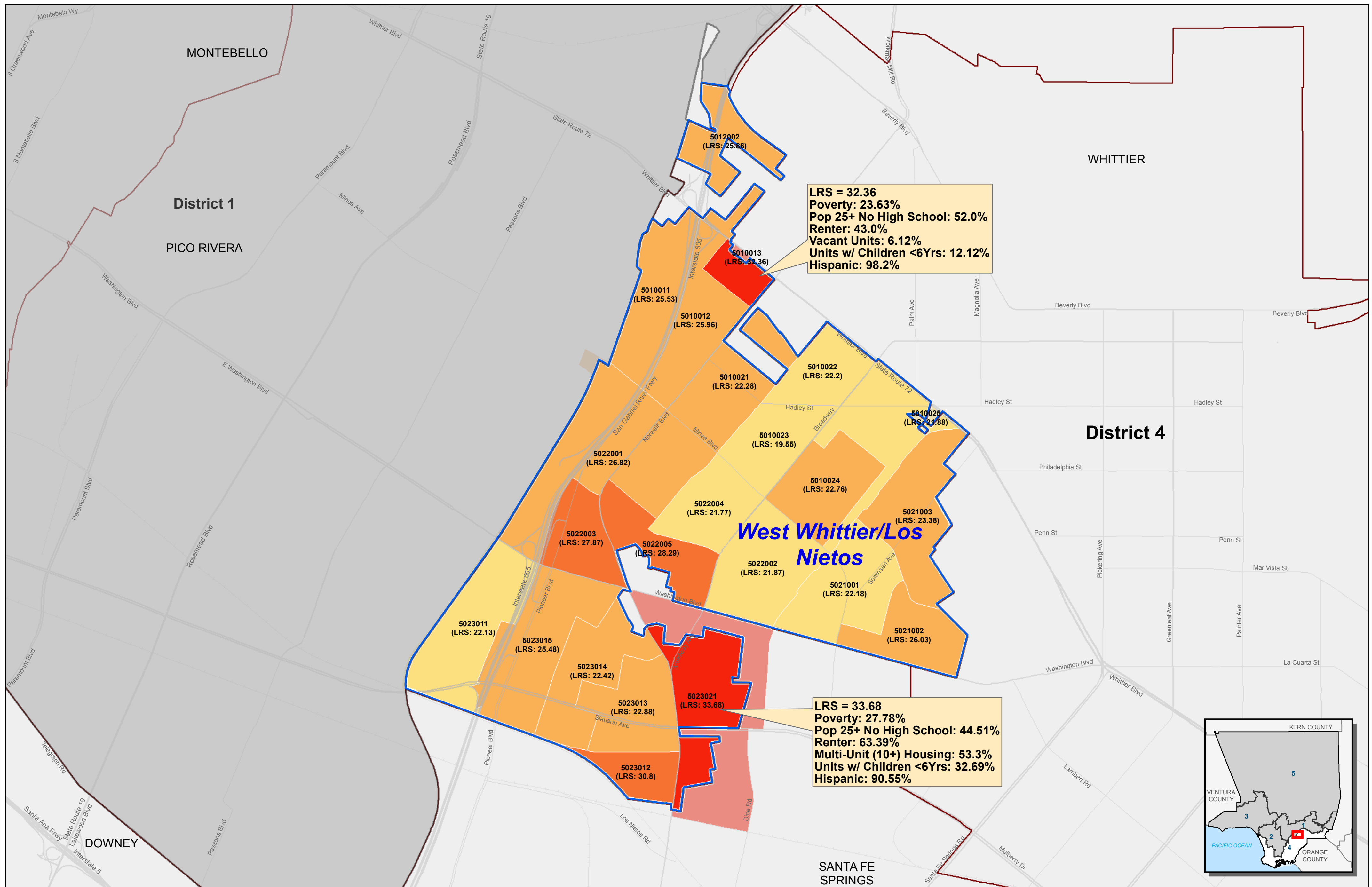
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West Whittier / Los Nietos - Supervisorial District 4 - County of Los Angeles

Low Response Score by 2010 Block Group - Highest Ranking Area



Low Response Rate Score (LRS)

22.26 - 27.08
27.09 - 32.04
32.05 - 44.18

By Block Group

16.89 - 22.25

Boundary

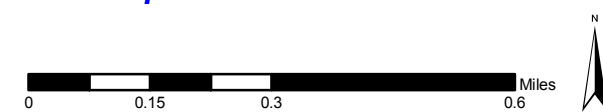
Unincorporated	Other Supervisorial District
City	

Labels:

Block Group #

INCORPORATED CITY NAME

Unincorporated Name



Note: Low Response Score (LRS) uses 2010 Census response rates to predict response rates in 2020. Higher scores indicate block groups where census response rates are lowest. For demographic details in each block group, visit the LA County Department of Regional Planning's LRS Viewer: <http://rpgis.isd.lacounty.gov/LRS/>

Data Source: Low Response Score data are downloaded from Census Bureau Planning database and customized for LA County. Community names and other geographic data are from LA County eGIS Repository. All rights reserved.

Created: October 11, 2017
ISD/UR-GIS (T.Morita)

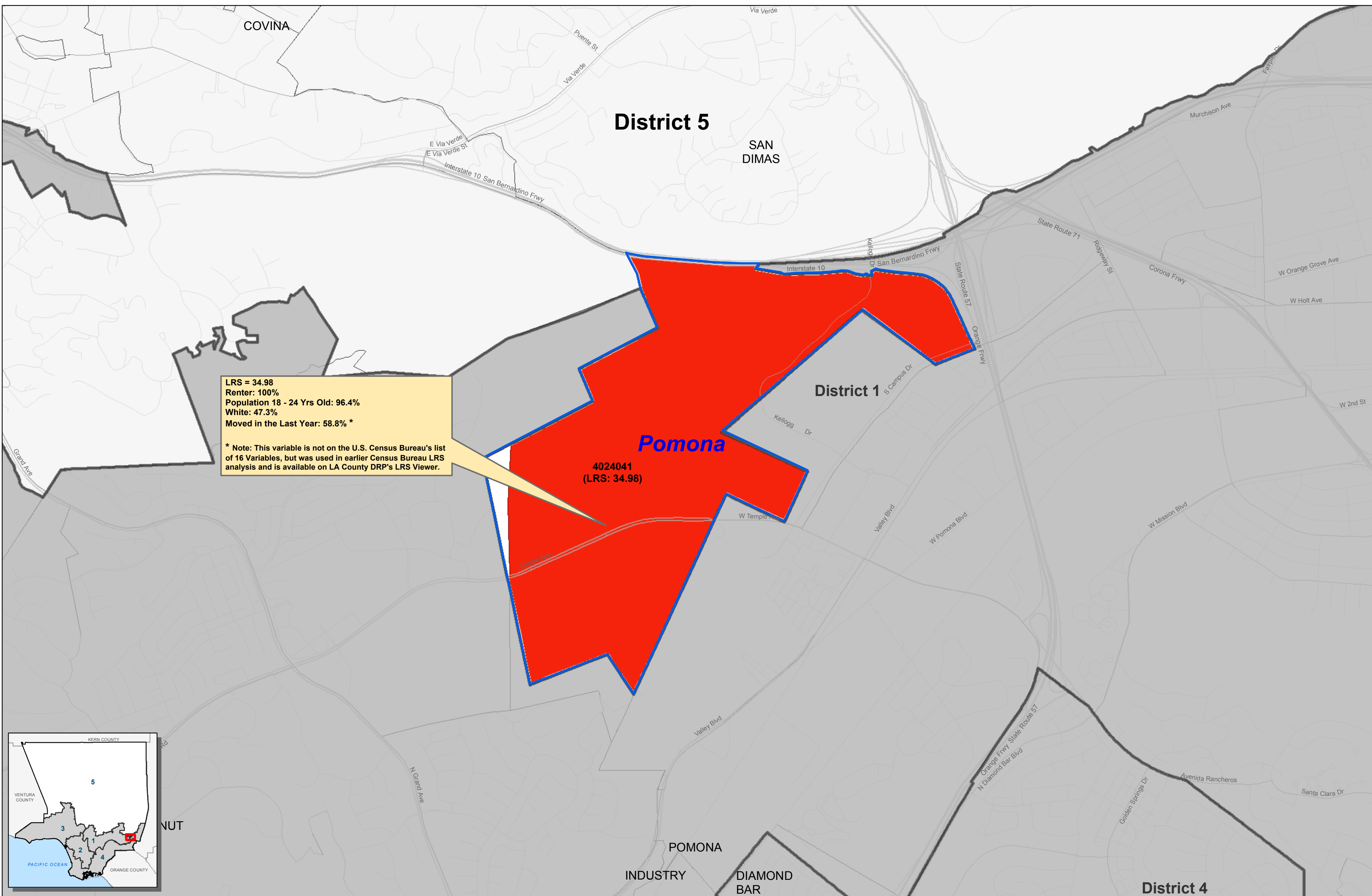
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Pomona - Supervisorial District 5 - County of Los Angeles

Low Response Score by 2010 Block Group - Highest Ranking Area



Low Response Score (LRS) by Block Group

32.05 - 44.18

Boundary

Unincorporated
Other Supervisorial District

Labels:

Block Group #
INCORPORATED CITY NAME
Unincorporated Name

0 0.125 0.25 0.5 Miles



Note: Low Response Score (LRS) uses 2010 Census response rates to predict response rates in 2020. Higher scores indicate block groups where census response rates are lowest. For demographic details in each block group, visit the LA County Department of Regional Planning's LRS Viewer: <http://rpgis.isd.lacounty.gov/LRS/>

Data Source: Low Response Score data are downloaded from Census Bureau Planning database and customized for LA County. Community names and other geographic data are from LA County eGIS Repository. All rights reserved.

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Attachment 3

16 Low Response Score Variables for the Hard to Survey Populations

U.S. Census Bureau Low Response Score (LRS) Viewer 16 Variables

The U.S. Census Bureau's LRS Viewer application was developed to make the hard-to-survey areas easier to identify and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the Planning Database. The following variables use data from the 2010-2014 ACS 5-year estimates. The viewer can be found at:

<https://storymaps.geo.census.gov/arcgis/apps/webappviewer/index.html?id=76944f3553744500bb9b90288574e0ca>.

Variables	Definition	Unit Levels
Median Household Income (\$)	Median ACS household income for designated block group.	Households
Non-Hispanic, Black (%)	The percentage of the ACS population that indicate no Hispanic origin and their only race as "Black, African Am., or Negro" or report entries such as African American, Kenyan, Nigerian, or Haitian.	Persons
Non-Hispanic, White (%)	The percentage of the ACS population that indicate no Hispanic origin and their only race as "White" or report entries such as Irish, German, Italian, Lebanese, Arab, Moroccan, or Caucasian.	Persons
Hispanic (%)	The percentage of the ACS population that identify as Mexican, Puerto Rican, Cuban, or "another Hispanic, Latino, or Spanish origin".	Persons
Asian (%)	The percentage of the ACS population that indicate no Hispanic origin and their only race as Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese, or "Other Asian".	Persons
Native Hawaiian or Other Pacific Islander (%)	The percentage of the ACS population that indicate no Hispanic origin and their only race as Native Hawaiian, Guamanian or Chamorro, Samoan, or "Other Pacific Islander".	Persons
American Indian or Alaska Native (%)	The percentage of the ACS population that indicate no Hispanic origin and their only race as "American Indian or Alaska Native" or report entries such as Navajo, Blackfeet, Inupiat, Yup'ik, or Central/South American Indian groups.	Persons
Below Poverty Level (%)	The percentage of the ACS eligible population that are classified as below the poverty level given their total family or household income within the last year, family size, and family composition.	Persons
Not High School Graduate (%)	The percentage of the ACS population aged 25 years and over that are not high school graduates and have not received a diploma or the equivalent.	Persons
Renter Occupied Housing Units (%)	The percentage of ACS occupied housing units that are not owner occupied, whether they are rented or occupied without payment of rent.	Housing Units
Vacant Housing Units (%)	The percentage of ACS housing units where no one is living regularly at the time of interview or units occupied at the time of interview entirely by persons who are staying two months or less and who have a more permanent residence elsewhere.	Housing Units
No One in Household Age 14+ Speaks English "Very Well" (%)	The percentage of ACS occupied housing units where no one ages 14 years and over speaks English only or speaks English "very well".	Persons
Population 18-24 (%)	The percentage of the ACS population that is between 18 and 24 years old.	Persons
Population 65 and Over (%)	The percentage of the ACS population that is 65 years old or over.	Persons
Family Occupied Housing Units with Related Children Under 6 (%)	The percentage of 2010 ACS family-occupied housing units with a related child under 6 years old.	Families
Multi-Unit (10+) Housing (%)	The percentage of all ACS housing units that are in a structure that contains 10 or more housing units.	Housing Units

Attachment 4

**Complete Count Committee
Education and Outreach Action Plan**

2020 CENSUS
COUNTY OF LOS ANGELES COMPLETE COUNT COMMITTEE
EDUCATION AND OUTREACH PLAN

Complete Count Committee: _____

Action / Task	Assigned to ¹	Timeframe	Status
PHASE 1: Develop Education and Outreach Workplan		September 2017 - February 2018	
PHASE 2: Engage Stakeholder Partners		March 2018 - December 2018	
PHASE 3: Develop 2020 Census Education and Outreach Campaigns		January 2019 - April 2019	
PHASE 4: Promote 2020 Census Using County Resources/Events		May 2019-April 2020	
PHASE 5: Engage 2020 Census Follow-up		April 2020-August 2020	

¹ Should include Name of Person(s) working on the Task, Department Name, Phone Number, and Email Address.

2020 CENSUS
COUNTY OF LOS ANGELES COMPLETE COUNT COMMITTEE
EDUCATION AND OUTREACH PLAN

Complete Count Committee: Health and Human Services

Action / Task	Assigned to ¹	Timeframe	Status
PHASE 1: Develop Education and Outreach Workplan		September 2017 - February 2018	
Review Maps of Hard-to-Survey (HTS) Populations and Low Response Score (LRS) Data, and Develop Education and Outreach Workplans (Workplans) to target residents.			
Finalize and submit Workplans to the CCC.			
Initiate monthly CCC meetings (or semi-monthly, if necessary). Establish CCC Subcommittees minimally including: 1) County Departments; 2) Stakeholder organizations; and 3) Government/Quasi-Government organizations.			
PHASE 2: Engage Stakeholder Partners		March 2018 - December 2018	
Solicit input from Board Offices on Workplans and proposed partnerships to be included in the CCC Subcommittees.			
Locate and contact stakeholders such as community-based organizations, faith-based organizations, educational institutions, childcare facilities, community centers, unions, foundations/associations and local chambers/businesses to participate in the Stakeholder Subcommittee for education and outreach.			
Review by CCC of Subcommittee plans/tasks and modify, if necessary.			

Action / Task	Assigned to ¹	Timeframe	Status
PHASE 3: Develop 2020 Census Education and Outreach Campaigns		January 2019 - April 2019	
Coordinate Subcommittees education and outreach activities based on the HTS populations as identified by the LRS areas.			
Provide information on federally funded programs that have benefitted the HTS populations.			
Identify all County facilities that allow public access for possible Census posting and distribution of materials and train County employees on the importance of the 2020 Census and on the dissemination of information.			
Develop a master schedule of Departmental, Stakeholder and other Governmental/Quasi-Governmental events/activities (including community meetings, resource fairs, and workshops) where 2020 Census can be promoted.			
Develop population-specific and translated materials to reach various non-English speaking populations, groups and organizations, based on the LRS scores of the HTS populations.			
Research most effective ways to utilize existing communication networks to share Census messaging via meetings, mailings, public counters, workshops, newsletters/publications, 2-1-1- and 3-1-1, social media and other communication/media outlets.			
PHASE 4: Promote 2020 Census Using County Resources/Events		May 2019-April 2020	
Display and distribute 2020 Census materials at County facilities and public counters.			
Post 2020 Census information/media campaigns on Departmental websites.			

Action / Task	Assigned to ¹	Timeframe	Status
Identify public notices where Census message can be inserted.			
Distribute 2020 Census education and outreach materials to stakeholders including community and advocacy groups, businesses, unions and foundations/associations.			
PHASE 5: Engage 2020 Census Follow-up		April 2020-August 2020	
Utilize "real time" Census response data/mapping technology to follow-up and assist Census staff in their efforts to conduct response follow-up operations.			

¹ Should include Name of Person(s) working on the Task, Department Name, Phone Number, and Email Address.

Attachment 5

**Complete Count Committee
Education and Outreach Strategic Plan**

**Complete Count Committee
2020 Census Strategic Plan**

CCC:

Objective:

Purpose:

Lead/Co-Lead:

CCC Members (Department, Member Name and Title):

- 1.
- 2.
- 3.
- 4.

10 Key Strategies based on Low Response Score (LRS) Variables (List):

Attachment 6

Subcommittee Education and Outreach Plan

2020 CENSUS EDUCATION AND OUTREACH SUBCOMMITTEE ACTION PLAN

Supervisorial District: _____

Complete Count Committee (CCC): _____

Subcommittee:

1. County Department: _____

or

2. Stakeholder Organization: _____

or

3. Government/Quasi-Government Organization: _____

4. Other: _____

Hard-To-Survey (HTS) Populations: _____

Low Response Score (LRS) Variables:

1.
2.
3.
4.
5.
6.
7.

Census Phase	Dates	(1) Target HTS Population	(2) Activity	(3) Contact	(4) Location	(5) Date	(6) Time	(7) Partners	(8) Outreach Materials	(9) Promotion (Media)	(10) # of Participants		(11) Other Comments
											Est.	Actuals	
Phase 1	9/2017 - 2/2018	NOT APPLICABLE TO DEPARTMENTS											
Phase 2	3/2018-12/2018	NOT APPLICABLE TO DEPARTMENTS											
Phase 3	1/2019-4/2019												
Task 1													
Task 2													
Task 3													
Phase 4	5/2019-4/2020												
Task 1													
Task 2													
Task 3													
Phase 5	4/2020-8/2020												
Task 1													
Task 2													
Task 3													

Notes:

(1)

Identify which Target HTS populations each activity will target by using identified LRS Variables noted above. Using the number (1-7) will be sufficient (e.g., 1,2 &5).

(2)

Activity is defined as any education and outreach event or promotional opportunity (e.g., resource fair, community meeting, festivals, etc.).

(3)

Contact information should include: Name, Title, Phone #, Email address.

(4)

Location of Activity/Event should include: Address of location, conference room information, parking instructions.

		(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)		(11)
Census Phase	Dates	Target HTS Population	Activity	Contact	Location	Date	Time	Partners	Outreach Materials	Promotion (Media)	# of Participants		Other Comments
											Est.	Actuals	

- ⁽⁵⁾ Date(s)
- ⁽⁶⁾ Time should include: Start time and End time.
- ⁽⁷⁾ Identify any partners (contact person and contact info) that will host, sponsor, or participate in the activity.
- ⁽⁸⁾ Outreach Materials include pamphlets, brochures, flyers or other materials designed to promote or provide education about the 2020 Census.
- ⁽⁹⁾ Promotion should include a brief description of how the activity will be promoted (social media, websites, radio, etc.).
- ⁽¹⁰⁾ # of Participants should include the estimated # of participants in each activity **and** the actual # of participants.
- ⁽¹¹⁾ Other Comments should include additional information not captured in the preceding columns (e.g., determination of need for additional resources, status, etc.).

2020 CENSUS EDUCATION AND OUTREACH SUBCOMMITTEE ACTION PLAN

Supervisory District:

2

Complete Count Committee (CCC):

Countywide Outreach

Subcommittee:

1. County Department:

Parks and Recreation

or

2. Stakeholder Organization:

or

3. Government/Quasi-Government Organization:

4. Other:

Hard-To-Survey (HTS) Populations:

Athens Westmont

- Low Response Score (LRS) Variables:
- 1. Population Below Poverty
 - 2. Less than High School Education
 - 3. Renter Occupied Housing Units
 - 4. Vacant Housing Units
 - 5. Families with Related Children under 6 years
 - 6. Hispanic Origin
 - 7. Black or African American

Census Phase	Dates	(1) Target HTS Population	(2) Activity	(3) Contact	(4) Location	(5) Date	(6) Time	(7) Partners	(8) Outreach Materials	(9) Promotion (Media)	(10) # of Participants		(11) Other Comments
											Est.	Actuals	
Phase 1	9/2017 - 2/2018	NOT APPLICABLE TO DEPARTMENTS											
Phase 2	3/2018-12/2018	NOT APPLICABLE TO DEPARTMENTS											
Phase 3	1/2019-4/2019												
Task 1		1-7	Annual Easter Egg Hunt	John Doe, Park Supervisor 323. XXX-XXXX jdoe@parks.lacounty.gov	Roosevelt Park	3/31/2019	10:00 a.m. to 12:00 p.m.	None	2020 Census flyers, promotional buttons and pencils	Department website, Supervisor's website, County Calendar of Events	200	125	Census materials were distributed.
Task 2													
Task 3													
Phase 4	5/2019-4/2020												
Task 1													
Task 2													
Task 3													
Phase 5	4/2020-8/2020												
Task 1													
Task 2													
Task 3													

Notes:

(1) Identify which Target HTS populations each activity will target by using identified LRS Variables noted above. Using the number (1-7) will be sufficient (e.g., 1,2 &5).

(2) Activity is defined as any education and outreach event or promotional opportunity (e.g., resource fair, community meeting, festivals, etc.).

- ⁽³⁾ Contact information should include: Name, Title, Phone #, Email address.
- ⁽⁴⁾ Location of Activity/Event should include: Address of location, conference room information, parking instructions.
- ⁽⁵⁾ Date(s)
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Attachment 7

Subcommittee Education and Outreach Strategic Plan

**Complete Count Committee - Subcommittee
2020 Census Strategic Plan**

CCC:

CCC Subcommittee:

Objective:

Purpose:

Lead/Co-Lead:

CCC Subcommittee Members (Department, Member Name and Title):

- 1.
- 2.
- 3.
- 4.

Key Strategies based on Low Response Score (LRS) Variables (List):