

2020 Census
Countywide Outreach Complete Count Committee
Thursday, July 26, 2018
9:30 AM to 11:00 AM
Kenneth Hahn Hall of Administration, Room 743

AGENDA

Co-Leads: County of Los Angeles and City of Los Angeles

- 1) **Call to Order**
 - 2) **Introductions** All
 - 3) **Local Updates** Dorothea Park, CEO/ Maria Garcia, Mayor's Office
 - a) Update on the City and County's submission of the Master Address File to the U.S. Census Bureau.
 - b) Update on the progress of City and County Departments Outreach Plans.
 - c) Update on the July 2018 quarterly report to the Board of Supervisors.
 - 4) **State Census Updates** Dorothea Park, CEO
 - a) Governor Brown signed the State Budget on 6/27/18. The Budget includes \$90.3 million for statewide outreach and other efforts related to increasing the participation rate of California's decennial census.
 - b) State Convenings in Los Angeles County
 - 6/26/18 - San Gabriel Valley, City of El Monte, Grace Black Auditorium
 - 6/27/18 - San Fernando Valley, City of Los Angeles, San Fernando High School
 - 7/25/18 - Antelope Valley, Palmdale, Chimbole Cultural Center
 - 8/1/18 - South Los Angeles, Holman United Methodist Church
 - 8/2/18 - Long Beach, Convention Center, Terrace Theater Lobby
 - c) The California CCC will hold its second meeting on July 30, 2018 in Sacramento. There are working groups on Content and Citizenship, Trust and Confidentiality, Access and Outreach, and Housing. Check the census.ca.gov website for meeting schedule.
 - d) 2020 Census State logo customized for Los Angeles.
- The logo features a blue background with a white outline of California. The letters 'CA' are in large blue font, with 'CENSUS 2020' below them. A white checkmark is inside an orange circle on the right. At the bottom, the slogan 'BE COUNTED, LOS ANGELES' is written in orange.
- 5) **U.S. Census Bureau Updates** Celeste Jimenez, LA Regional US Census Bureau
 - a) Update on upcoming employment opportunities and recruiting efforts.
 - b) Follow up to questions raised at the 5/24/18 Countywide Outreach CCC meeting:
 - 1) What are the regulations for volunteers that assist the public with filling out their Census questionnaire at a County/City hosted venue?
 - 2) Outside groups are currently conducting focus groups on messaging. Will the agency solicit and incorporate their findings into the overall 2020 messaging?
 - 3) When the results for the "End to End" test are published, how low of a geography will the response rate information be available.
 - 4) Will a respondent be able to print a census questionnaire off the internet? Or, can a partner

(such as a local library) print a paper questionnaire?

- 5) In addition to the questionnaire that will be mailed, will the local offices have access to paper questionnaires that can be handed out?

6) Countywide Outreach CCC Sub-Committee Reports

Dorothea Park, CEO

(Oral reports on the following subcommittee meetings)

- a) County/City Departments
- b) Government/Quasi-governments
 - Municipalities
 - Higher Education
 - Unions
 - Business/Chambers
- c) Stakeholder/Community Table
- d) Census Action Kiosk (CAK)
- e) Other meetings and convenings:
 - LAUSD

7) Federal Register Notice Opportunity to Comment Alejandra Ramirez-Zarate, Advancement Project

- a) National campaign to take action: oppose the citizenship question on the 2020 Census:

<http://cqrcengage.com/censuscounts2020/app/take-action?engagementId=486514>

8) Open Discussion

Dorothea Park, CEO/ Maria Garcia/Mayor's Office

- a) What information, tools, and materials should be on the Los Angeles Census 2020 website?

9) Questions

10) Public Comment

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

- a. **September 27, 2018; *Hosted by the City of Los Angeles**
- b. **November 29, 2018; *(5th Thursday due to the Thanksgiving Holiday); Hosted by the County of Los Angeles**
- c. **January 24, 2019; *Hosted by the City of Los Angeles**
- d. **March 28, 2019; *Hosted by the County of Los Angeles**

**Time and meeting room locations to be determined.*

ACCOMMODATIONS: Accommodations, American Sign Language (ASL) interpreters, or assisted listening devices are available with at least three business days' notice before the meeting date. Agendas in Braille and/or alternate formats are available upon request. Please telephone (213) 974-1740 (voice) or (213) 633-0901 (TDD), from 8:00 a.m. to 4:30 p.m., Monday through Friday. Para información en español, por favor comuníquese a la oficina de Servicios de Comisión al número (213) 974-1431 entre 8:00 a.m. Y 5:00 p.m. lunes a viernes. SUPPORTING DOCUMENTATION: Written agenda materials can be obtained at the CEO's Office, Kenneth Hahn Hall of Administration, 500 West Temple Street, Room 723, Los Angeles, CA 90012. Public Comment should not exceed THREE minutes for each speaker and must be on items of interest, which are within the subject matter jurisdiction of the Committee.