

MOTION BY SUPERVISORS HILDA L. SOLIS AND
JANICE HAHN

January 29, 2019

Census 2020 Education and Outreach Targeting Hard-to-Count Communities

The goal of the Census 2020 for the State of California is to count all residents. In an effort to ensure a complete and accurate count for the County of Los Angeles, the County, in collaboration with its 88 cities and other stakeholders, will engage in aggressive public education and outreach to all residents, with an emphasis on reaching Hard-to-Count (HTC) populations. Recognizing that counties play a significant role in ensuring that their populations are aware of the Census and are ready to be counted, the California Legislature appropriated \$26.5 million statewide to participating California counties to support local outreach and assistance efforts.

On November 9, 2018, the State of California Complete Count Census 2020 Office (CCC Office) advised the Chief Executive Office that they intend to authorize a grant of \$9,393,090 to assist the County of Los Angeles with the implementation of Census 2020 education and outreach-related activities.

MOTION

SOLIS _____

RIDLEY-THOMAS _____

KUEHL _____

BARGER _____

HAHN _____

In order to access its share of Census 2020 grant funding, the County must first complete and submit an Opt-In letter to the State of California CCC Office. By submitting the Opt-In letter, the County will be eligible to grant funding that will increase the County's capacity to conduct Census 2020 education and outreach to its HTC populations. This action also supports the State's efforts to effectively maximize resources on the ground through local collaboration, focus resources in HTC communities, address language access barriers for non-English speakers, and facilitate culturally appropriate engagement within communities to ensure all Californians are counted.

WE, THEREFORE, MOVE that the Board of Supervisors take the following actions to support Census 2020 education and outreach activities in the County of Los Angeles:

1. Delegate authority to the CEO to submit the attached Opt-In letter, which is the State of California standard form.
2. Delegate authority to the CEO to enter into the County-Optional Outreach Agreement and execute any revisions or amendments to the agreement with the State.
3. Authorize the CEO to submit, on behalf of the County, a Los Angeles Complete Count Committee Census 2020 Outreach Plan within 60 calendar days of submission of the opt-in letter to the State of California.
4. Authorize the CEO to expend funds pursuant to the grant, consistent with the County of Los Angeles Complete Count Committee Census 2020 Outreach Plan, upon approval of this plan by the State.

5. Delegate authority to the CEO to prepare, negotiate, and execute agreements with public entities, community-based organizations, and other entities consistent with the County of Los Angeles Complete Count Committee Census 2020 Outreach Plan and all State requirements, upon approval of this plan by the State.
6. Direct the CEO to submit a quarterly written report to the State, in accordance with State funding requirements; and utilize this report to also update the Board, consistent with the Board motion of January 16, 2018, directing the CEO to report back to the Board in writing on a quarterly basis with a status update on the implementation of the Complete Count Committee's education and outreach strategy, and any related challenges and accomplishments.
7. Direct the CEO to identify funding and provide \$2 million to the California Community Foundation to support local education and outreach efforts targeting HTC communities in Los Angeles County.

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HLS: jv



California Complete Count - Census 2020
400 "R" Street, Suite 359
Sacramento, CA 95811

Dear Director Katague,

The purpose of this letter is to inform the California Complete Count Census 2020 (CCC Office) that _____ County elects to opt-in to the County-Optional Outreach Agreement (herein referred to as the Outreach Agreement) for fiscal year (FY) _____. By choosing to participate in the Outreach Agreement, _____ County agrees to perform all of the following requirements, as defined in EXHIBIT A, Statement of Work:

- Prepare a board resolution, order, motion, ordinance or similar document authorizing the County to enter into this Agreement.
- Prepare a Strategic Plan.
- Participate in a monthly in-person meeting or call with the assigned State Regional Program Manager
- Prepare quarterly written reports.
- Prepare an Implementation Plan.
- Prepare a Final Report.

_____ County agrees that by choosing to opt-in and participate in the Outreach Agreement, the county will contract with the Census Office in good faith to use State funding to conduct outreach activities to promote the 2020 Census. In addition, _____ County agrees to conduct post enumeration outreach activities after April 1, 2020, if the Census Office determines that post-enumeration outreach is needed.

The County Opt-In Letter must be received by the Census Office on or before **February 8, 2019**.

Signature of Authorized County Representative

Date

Print Name

Title