

Countywide Outreach Complete Count Committee
Thursday, September 27, 2018
9:30 AM to 11:00 AM
Los Angeles City Hall, Room 1035
Co-Leads: County of Los Angeles and City of Los Angeles

MEETING MINUTES

For list of attendees, please request copy of sign in sheet for this meeting.

1. Call to Order and Introductions

Maria Garcia (Mayor's Office) called the meeting to order at 9:35 am. She welcomed everyone, reviewed the agenda, and gave a few updates. Then, all attendees took a turn introducing themselves.

2. Local Updates

a. Southeast LA Collaborative

Wilma Franco, Executive Director of the SELA Collaborative, and Gabriela Barbosa from Alliance for a Better Community (one of the SELA members) provided an update (along with a printed Powerpoint presentation) on a community town hall the SELA Collaborative hosted for the residents of the Southeast cities. In total, 95 people attended and were surveyed about their feelings towards the 2020 Census. Among the findings Gabriela shared, she indicated that the residents expressed hesitation about filling out the questionnaire due to fear of federal government/confidentiality of responses; uncomfotability of using technology; and not seeing immediate benefits to their community.

b. LAUSD Census 2020 Resolution

Daisy Esqueda from LAUSD (the second largest school district in the country and the biggest in LA County) mentioned that the LAUSD Board will be voting on a census resolution on October 2 that will require the district to put together a census outreach Plan to ensure all their students and families are counted. They will be incorporating Census outreach into the community workshops they offer as part of their We Are One campaign. They are also exploring the possibility of hosting Census Actions Kiosks on school campuses.

Michelle Herczog (from LACOE) shared that the statewide census curriculum they are working on with the state (for grades 4th, 5th, 8th, 11th and 12th) will be available in June 2019.

c. Status of Litigation-Citizenship Question

Los Angeles County Counsel gave a summary of the status of the court cases in California and New York. LAUSD filed to be included as a plaintiff in the CA lawsuit, which has a trial date of January 7, 2019. Discover is tied to the NY lawsuit, which will start on November 5, 2018. It is expected that the Department of Commerce will do what they can prevent Secretary Wilbur Ross from being deposed.

d. FCI Messaging Webinars Highlights

Giovanni Hernandez, from the NALEO Educational Fund, shared highlights of NALEO's message research they conducted earlier this year (April - May) with a national survey of 1,600 Latino adults and four focus groups in two locations (North Carolina and near the Texas border). In general, the findings show that Latinos have a positive perspective on the census, but are fearful of their data being misused. The majority (75%) prefer to fill out a paper questionnaire. They also discovered that any message is better than no message in terms of getting Latinos to participate in the census, and they trust people like teachers to deliver such messages.

Dan Ichinose, from Asian Americans Advancing Justice, shared highlights from their message research on Asian Americans. He started by mentioning that LA County has the largest Asian population in the United States (1.7 million). They conducted 10 focus groups nationwide with different Asian subgroups, and found that (1) in general, their awareness of the 2020 Census is low, (2) they are concerned about the citizenship question, and (3) that messages that focus on "feeling American" did not resonate.

Jesse Fraire, from the Native Vote Project, shared highlights from their research with Native Americans. They conducted focus groups in several counties in southern California and found that Native Americans trust Native American community resources (like clinics that serve them) and that no one message is going to resonate with all 110 tribes.

Tavae Samuelu, Executive Director of Empowering Pacific Islander Communities (EPIC), shared their findings on Pacific Islanders. They conducted key informant interviews with people who were involved in the outreach in the 2010 Census and focus groups. She highlighted that Pacific Islanders are not concentrated in hard to count areas, but are a hard to count population. They are looking at a multigenerational approach to target Pacific Islanders.

3. State Census Updates

- a. Report on CA State Assembly and Senate Joint hearing on the 2020 Census on August 13, 2018
- b. Update on State Census Budget
- c. Status of CA CCC report to Governor's Office and upcoming CA CCC meeting on October 1, 2018
- d. Update on release of RFI and forthcoming RFP for community organizations.
- e. SwORD system update

Adriana Martinez provided updates on the items above on behalf of the CA Complete Count Committee. She shared that most of the \$90.3 million that was approved by the Governor will go mainly to counties first (in January 2019) and then to community-based organizations (the latter through an RFP process). The state is currently working on a funding formula to help them determine distribution of these funds throughout California. She also mentioned that their office is still in the initial stages of hiring staff (she will hire a team of 12) and developing their (outreach) plans. The CA CCC will report to the state legislature every quarter, with the first report due to the Governor in early October.

Regarding SwORD, the states interactive mapping tool they are developing to coordinate statewide outreach, Adrianna indicated they are hoping to have a pilot by the end of the year. Local Complete Count Committees will test and provide feedback on SwORD.

Daisy Esqueda from LAUSD asked Adrianna if school districts will be able to apply for funding. The latter indicated that that has yet to be determined.

4. U.S. Census Bureau Updates

- a. Update on upcoming employment opportunities and recruiting efforts
- b. Follow up to questions raised at the 7/26/18 Countywide Outreach CCC meeting
- c. Outcome of Rhode Island Test, which was designed to assess the readiness and integration of 2020 Census operations, procedures, and field infrastructure

Luz Castillo and Raef Fakhoury from the Los Angeles Regional Office of the U.S. Census Bureau, along with Greg Donahue (Recruiting Manager) from their Van Nuys area office, provided updates on the items above. Greg indicated that they are hoping to hire Recruiting Assistants (nine temporary positions across LA County) by the end of October with a start date in January 2019. Candidates need to apply online. He also shared that an Area Census Office in Woodland Hills will open in January 2019 (wave one), and are looking to hire office and field managers. In the second wave (June/July 2019), they will open five more area offices with 30-50 new hires per office. On October 1, they are holding a recruiting kick-off event in Chatsworth. Lastly, Greg indicated that they are always looking for space to conduct trainings.

Luz indicated that they are looking at the languages spoken in hard to count census tracts to help guide their hiring, and to date the U.S. Census Bureau has not received a waiver to be able to hire non-citizens. Preliminary findings of the CBAMs survey will be released in November 2018, with a final report available in late December 2018/early January 2019.

Raef gave an update on the end to end test in Providence, Rhode Island, which did not include any partnership or media outreach, as the test was just to test the Census Bureau's systems. In response to an attendees question, Raef indicated that you can skip a question on the questionnaire.

5. Countywide Outreach CCC Sub-Committee Reports

a. County/City Departments Subcommittee

Maria Garcia (Mayor's Office) indicated that City of Los Angeles' departments have submitted census outreach plans and continue to meet. Tina Herzog (from County CEO's Office) shared that their first meeting with their County departments will take place on October 18, 2018.

b. Government/Quasi-Government Subcommittees

- Higher Education
- Unions
- Business/Chambers

Tina also provided updates on the items above. She shared that the Higher Education Subcommittee met yesterday (9/26/18), with the participation of about 15 colleges and universities. Each member has been asked to prepare a census outreach plan for their

campus. The County of LA met with SEIU, and will be meeting with the AFL-CIO soon, to begin establishing the subcommittee for unions. Tina and Maria will be making a presentation to the LA Area Chamber of Commerce in November 2018, to further the progress of establishing a subcommittee for businesses.

c. Stakeholder Subcommittee/Los Angeles Regional Census Table

Alejandra Ramirez-Zarate (Advancement Project) provided updates on the Los Angeles Regional Census Table, which doubles as the stakeholder subcommittee. She indicated that the table met last week, where the issue of fraud (with regards to fraudulent census enumerators) was brought up as an area of concern. In addition, several groups shared their findings from message research they conducted with various ethnic groups. The next meeting is scheduled for November 30.

With regards to the issue of fraud, Raef (from the Los Angeles census office) indicated that the U.C. Census Bureau has several (8-9) surveys they undertake apart from the decennial census.

d. Census Action Kiosk (CAK) Subcommittee

Maria (Mayor's Office) announced that the first meeting is scheduled for January 31, 2019 at Los Angeles City Hall, and will bring together City and County departments, as well as community organizations, who will host CAKs at their public facilities.

6. Open Discussion

Unfortunately, given the time constraints, no discussion was had regarding how organizations are doing with regards to their census planning efforts, and what help they may need.

7. Questions and Announcements

There was also no time left for questions or announcements.

8. Public Comment

There was no time left for questions or announcements.