

**2020 CENSUS**  
**Countywide Outreach Complete Count Committee Meeting Notes**  
**Thursday, March 22, 2018, 9:00 a.m. to 10:30 a.m.**  
**Los Angeles County Kenneth Hahn Hall of Administration, Conference Room 743**

**1) Call to Order**

**2) Introductions**

Welcome remarks were provided by Dorothea Park (County of Los Angeles) and Maria Garcia (Mayor's Office, City of Los Angeles) followed by introductions from Countywide Outreach Complete Count Committee (CCC) attendees.

**3) Objective and Strategies Framework**

The Countywide Outreach CCC Workplan and Objectives and Strategies Framework were reviewed and provided as handouts (Attachments 1 and 2). Due to the fluid nature of the Census at the federal, State, and local levels, these documents may be revised and are meant to be frameworks.

The updated Countywide Outreach CCC Organizational Charts were also distributed (Attachment 3).

**4) Countywide Outreach Sub-Committee Reports**

John Dobard (Advancement Project CA) reported on the Stakeholder/LA Community Table Sub-committee which includes community based organizations (CBOs) and other trusted community messengers. The LA Community Table created a space called the LA Regional Table where groups convene to share information and coordinate efforts. The short-term goal of the LA Community Table is to develop a high-level outreach strategies document. The first LA Regional Table was convened on February 12, 2018 to set the context for organizations including why the Census is important, why outreach is needed, how to utilize the Regional Table, and to consider what is needed. The second LA Regional Table was convened on March 15, 2018 to provide more input on the outreach strategies document and prepare a draft for late April 2018. Maria mentioned that if any attendees have CBOs in mind who may be interested in joining the Stakeholder Sub-committee, to please forward their contact information to John or the City/County.

Dorothea and Maria provided updates on the following Sub-committees under the umbrella of the Government/Quasi-Government Sub-committee:

- **Municipal Sub-committee:** The County hosted the first Municipal Sub-committee meeting on March 1, 2018. All 88 cities were invited and 41 cities attended the meeting. On March 12, 2018, the Census was discussed at the quarterly Convening of LA County Mayors where an additional 16 cities were informed of Census outreach efforts. A majority of cities voted that the most effective and efficient way to proceed with 2020 Census education and outreach planning for municipalities would be at the Councils of Government-level (COGs). The County will contact the Executive Directors of the various COGs to discuss coordinating Municipal Census outreach efforts through the COGs whether in existing committees, Census ad hoc committees, or other avenues. Exceptions will be the Cities of Lancaster and Palmdale who will work together with the County on Antelope Valley outreach, and the City of Pasadena who will work with the County individually. The State has reiterated that it is important to ensure that the Antelope Valley is covered by outreach efforts.

It will be important to utilize all cities and the County for outreach since these entities have an established workforce, infrastructure, and existing client relations already in place. The County

alone has over 100,000 employees and over 30 departments. The CCC is requesting that cities create outreach strategy plans. Plans from cities would especially be crucial if additional funding is provided by the State to be distributed to cities in Los Angeles County. The County testified in Sacramento at the Senate Budget Subcommittee hearing and made an initial request for an additional \$8.7 million from the State for Census outreach.

Efrain Escobedo (California Community Foundation) wanted to ensure that attention was provided to some of the smaller hard-to-count cities which may get lost in organizing efforts especially in larger COGs such as the Gateway Cities COG.

A table was created of the number of Very High, High, and Medium Low Response Score (LRS) Census Block Groups in the 88 cities, Los Angeles City neighborhoods, and Los Angeles County unincorporated areas (Attachment 4). LA City created Census profiles for the City's Council Districts (Attachment 5) and was exploring creating profiles for all the cities in the County perhaps through collaborating with college students.

- Higher Education Sub-committee: The City of Los Angeles hosted the first meeting of the Higher Education Sub-committee on March 8, 2018 with a variety of institutions represented including Cal State, UC, private, and community colleges. One issue raised was that the timing of the Census (April) does not work well with college students since it may conflict with spring break, finals, or the end of semesters. Another issue was that many college students experience homelessness or non-stable residences (temporary living situations, "couch surfing", etc.). Future meetings of the Sub-committee will include students.
- Immigration: A report was provided on activity to address immigration issues especially with the probable inclusion of a citizenship question on the Census form. On January 16, 2018, Supervisors Solis and Hahn authored a motion to oppose the citizenship question on the Census and ensure that the Census Planning Committee worked with the County Office of Immigrant Affairs. There are currently various taskforces working on issues related to immigrants including at the California Community Foundation, Los Angeles County, and USC. To avoid redundancy, Rigoberto Reyes, Director of the Office of Immigrant Affairs, would be folded into the existing Community Table rather than create a new immigration sub-committee.

## **5) City of Los Angeles Census Update**

Maria provided an update on Census efforts at the City of Los Angeles. On February 8, 2018, the Mayor issued an Executive Directive to all City Departments requesting that they produce a departmental Census workplan by June 30, 2018. The City will then create a citywide Census plan. The City presented Census profiles of the City and 15 Council Districts featuring demographic information and LRS maps. The City also presented on the Census at the quarterly Convening of LA Mayors held on March 12, 2018.

Regarding other CCC Sub-committees, the Unions Sub-Committee and Business/Chambers sub-Committee have not convened yet but have a vested interest in the Census and will be helpful in the outreach process. County Departments will also be asked to produce departmental Census workplans. Census Action Kiosks will also be important since the U.S. Census Bureau appears to be moving away from using Questionnaire Assistance Centers.

## **6) Status of Local Update of Census Addresses (LUCA)**

Doug Barron (County of Los Angeles) reported that the County received the Master Address File from the U.S. Census Bureau on March 2, 2018. The due date for providing updated addresses is June 30, 2018. (It has since been extended by two weeks.) The County is also managing lists for 42

cities. To assist with the process of identifying non-standard addresses, the County is contracting with Community Connect Labs who will train local CBOs to canvass for these addresses. The Department of Regional Planning reported that the County will supplement the address list through other administrative data records. A concern was raised about whether any data collected for addresses might be used by cities to try to collect fines and revenue by going after potential code violations. However, data collected as part of the Census is protected by confidentiality regulations in Title 13. John asked whether CBOs who participate in the project to identify non-standards addresses would be compensated for their efforts. The County was reviewing this option.

## **7) U.S. Census Bureau Update**

Luz Castillo (U.S. Census Bureau) provided an update from the U.S. Census Bureau's Los Angeles Regional Office. The Census Bureau has reached out to cities regarding LUCA packages. Five cities were still awaiting their LUCA packages. The Census Bureau will be opening a Los Angeles Regional Office in Downtown and will also be hiring a wide range of local positions including an executive director. A handout was distributed which covered Census employment opportunities in the Los Angeles region (Attachment 6). Applications for employment can be submitted online. A question was asked whether it would be possible for the County or other entity to coordinate a job fair with the Census Bureau. The Census Bureau expects that this will be possible. There will also be a Partnership Program Specialist in the Los Angeles area.

The 2018 Census Test started in Providence County, Rhode Island, with a mailing sent to households on March 14, 2018. Telephone question assistance centers were opened to provide assistance in eight languages (English, Spanish, Mandarin, Cantonese, Vietnamese, Russian, Arabic, and Tagalog). A pilot program was also established for post offices to host self-response kiosks.

For the 2020 Census, the Census Bureau will be replacing Questionnaire Assistance Centers (QACs) with Mobile Response Tables (MRTs). Instead of QACs which were hosted at a physical location, the MRTs will consist of tables with laptops and promotional items that are set up for a designated time period at locations such as supermarkets or at community events. The MRTs were piloted in the 2016 Census test and the Census Bureau worked with partners to find strategic times and locations.

For the 2020 Census, each household will receive a letter with an identification code used to complete the Census form online. If people lose the code, they can still complete the Census by using their address and identifying information either online or on the phone. A question was asked whether the letter from Census Bureau would be in the language spoken in the specific Census Tract. A question was also asked if the Census Bureau can provide a list of the locations of LA County QACs in the 2010 Census, particularly areas where the QACs were successful. This information would be useful so that the County or Cities can strategize where to locate Census Action Kiosks to complement the Census Bureau's mobile tables for the 2020 Census.

The Census Bureau will also be hiring enumerators for the 2020 Census and the salary will be as competitive as possible.

Daniel Ichinose (Asian Americans Advancing Justice) suggested that sufficient language resources such as bilingual Census forms will be important. Many populations have struggles with languages including speaking a variety of languages beyond the standard languages offered, households that multilingual, and regional complexities and variations in languages such as Arabic. The County Registrar-Recorder/County Clerk may be a useful resource since it deals with issues related to languages as part of the Voting Rights Act.

The County is developing a Wordpress website to post relevant Census resources and documents.

## **8) State Census Bureau Update**

Dorothea reported that the State's 2020 Census Launch has been delayed until at least after the State Budget is adopted on July 1. Once the budget is adopted, the State will also develop criteria for activities related to Census funding. The State plans to hold four local Census convenings in Los Angeles County including San Gabriel Valley, Long Beach, South Los Angeles, and San Fernando Valley.

Dorothea provided testimony at the State Senate Subcommittee #4 Budget Hearing on March 15, 2018. Los Angeles County was the only local government to speak at the hearing but stakeholder groups including Census Policy Advocacy Network (CPAN) and the Advancement Project provided testimony. Both the State Senate and Assembly have established Census Committees. The Assembly hearing was held on April 24, 2018.

### **2018 Future Meeting Dates - 4<sup>th</sup> Thursday of every other month thru April 2020:**

- a. May 24, 2018, 9:30 a.m. to 11:00 a.m.;** Los Angeles City Hall, Mayor's Press Room, Room 303.
- b. July 26, 2018;** \*Hosted by the County of Los Angeles
- c. September 27, 2018;** \*Hosted by the City of Los Angeles
- d. November 29, 2018;** \*(5<sup>th</sup> Thursday due to Thanksgiving Holiday); Hosted by the County of Los Angeles

### **Action Items/Next Steps**

- The County will examine whether CBOs will receive some form of compensation for their canvassing efforts in the pilot program to identify non-standard housing addresses for LUCA.
- The U.S. Census Bureau will look for a list of the locations of 2010 Census Questionnaire Assistance Centers in Los Angeles County, particularly areas where the QACs were successful.
- The U.S. Census Bureau will look into whether the Census notification letters sent to households will include the dominant language of the Census Tract.