

2020 Census Countywide Outreach Complete Count Committee

Municipal Complete Count Sub-Committee (Cities) Meeting

Thursday, March 1, 2018

Los Angeles County Hall of Administration, Room 739

AGENDA

- Welcome Remarks and Introductions
- Overview of Countywide Outreach Efforts
- Complete Count Committee (CCC) Framework and Goals
- L.A. County Low Response Score Mapping Tool
- Municipal Complete Count Sub-committee (Cities) Objectives and Strategies Draft Report
- Group Discussion on Municipal Census Efforts
- Questions and Answers
- Adjourn Meeting

Brief Overview of Countywide Outreach Efforts

Role of local government

County of Los Angeles Complete
Count Committees

Role of Local Government

1. Provide the U.S. Census Bureau with a Master Address File of census addresses.
2. Work collaboratively with Los Angeles' diverse stakeholders and other government agencies to conduct and support outreach and education efforts.

County of L.A. Complete Count Committees

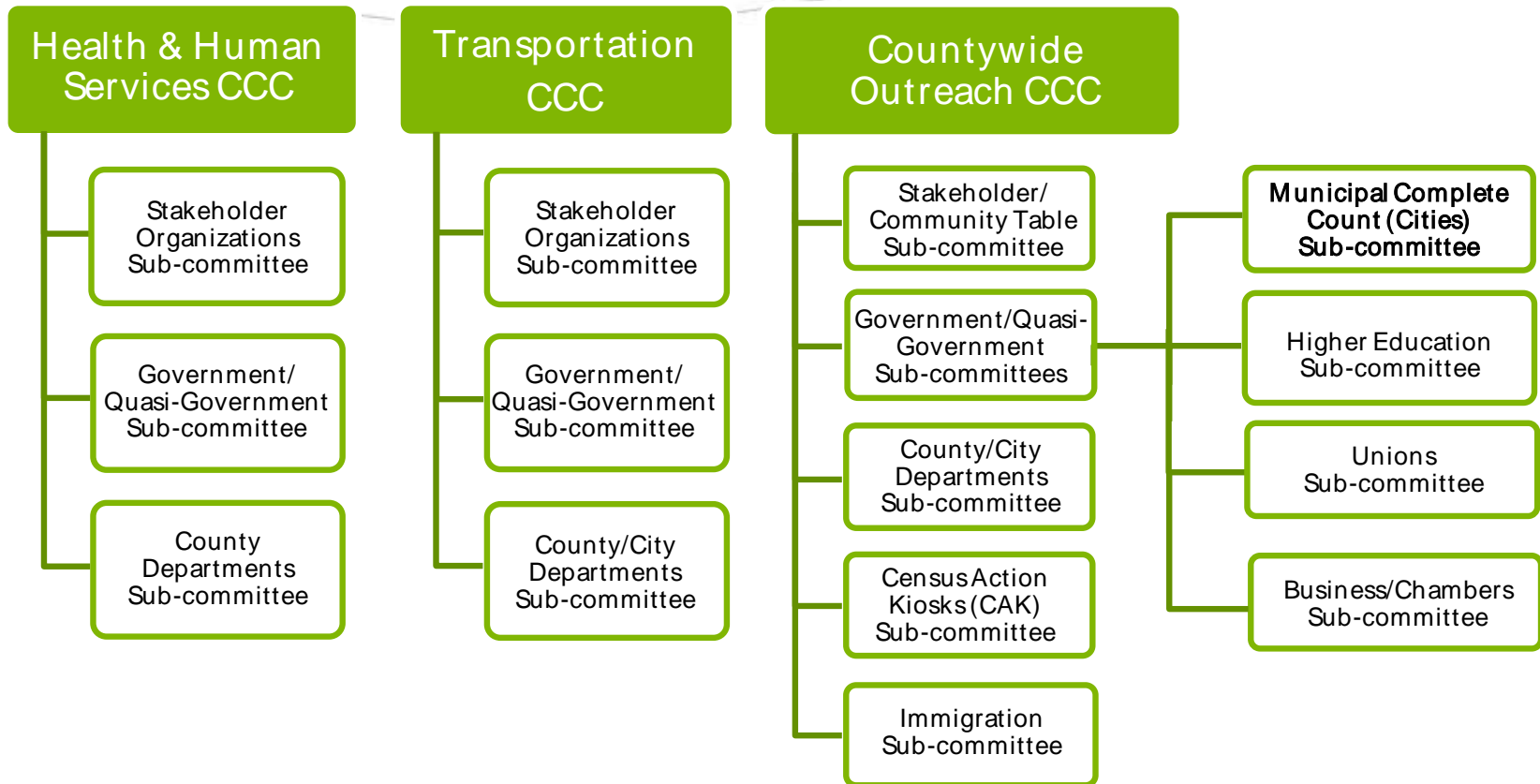
To successfully connect with all County residents, with a focus on Hard-to-Survey populations, a Countywide coordinated outreach plan is needed. Based on Federal funding allocations to the County of L.A. and its regionwide responsibility for the census, the CCC's are:

1. Health and Human Services
2. Transportation
3. Countywide Outreach

Complete Count Committee Framework

Sub-committees
Meeting schedule and reports

Sub-committees



Overall Goals of Countywide Outreach CCC

- Work in concert with diverse stakeholders and government agencies from various sectors to ensure a full, fair and accurate count Countywide.
- Avoid duplication of outreach efforts and maximize limited resources.
- Develop a Countywide education and outreach plan.
- Adopt the Statewide “on the ground” and “on the air” outreach models at the Countywide level.

Goals of Government/Quasi-Government Sub-committee

- Objective: Coordinate with the 88 cities in the County, governmental agencies, and quasi-governmental agencies to reach various populations, maintain consistent messaging Countywide, maximize existing resources, avoid duplication of efforts, and address potential gaps in outreach.
- Development of an action plan and identification of resources, partners, and opportunities for assistance.

County/City Partnership

- Countywide Communications and Marketing
- Joint Complete Count Committees
- Use of Regional Mapping Tool
- Census Action Kiosks
- Census Goodwill Ambassadors Program

Meeting Schedule and Reports

- The Municipal Complete Count Sub-committee (Cities) will meet every other month on the first Thursday beginning March 1, 2018.
- Other sub-committees will meet as determined by their members. All are welcome to attend the Countywide Outreach CCC meetings held every other month on the 4th Thursday.
- Submit Countywide Outreach-Municipal Complete Count Sub-committee (Cities) Strategy Reports by June 30, 2018.

Los Angeles County Low Response Score Mapping Tool

Reaching Hard-to-Survey Populations
Census Planning Database Variables
Mapping Tool Live Demonstration

Reaching Hard-to-Survey Populations

- 16 variables identified by the U.S. Census Bureau characterize socio-economic and demographic profiles of communities that enable identification of Hard-to-Survey populations.
- Based on these variables, a mapping tool was developed that indicates which Census Blocks within the County of L.A. are Hard-to-Survey. This will support a targeted outreach plan.

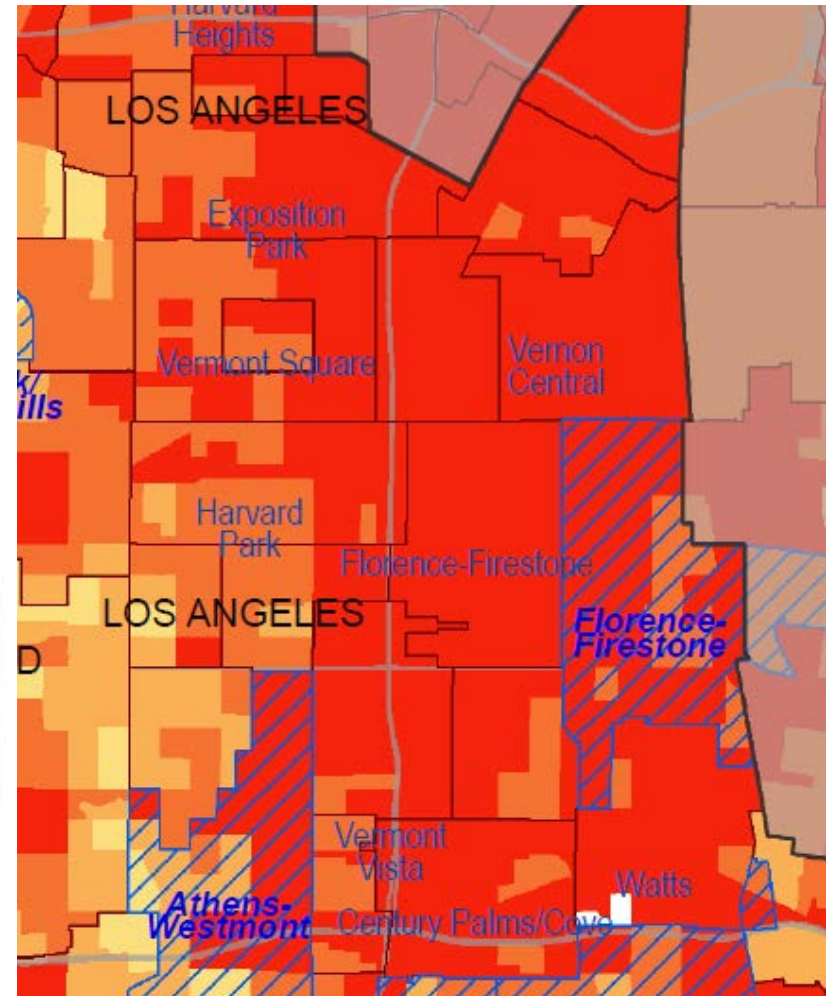
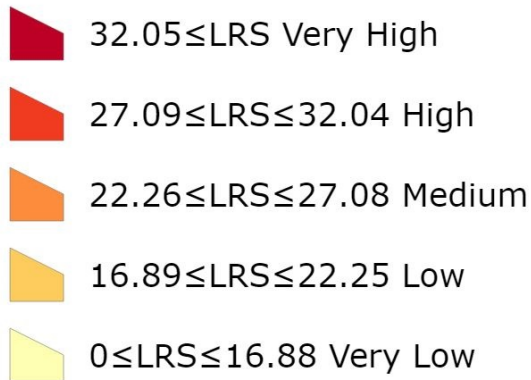
Census Planning Database Variables

(Provides socio-economic and demographic characteristic profiles of communities to enable identification of Hard-to-Survey populations)

Median Household Income	Not High School Graduate
Non-Hispanic Black	Renter Occupied Housing Units
Non-Hispanic White	Vacant Housing Units
Hispanic	Limited English Age 14+
Asian	Population Age 18-24
Native Hawaiian or Other Pacific Islander	Population Age 65+
American Indian or Alaska Native	Family Occupied Housing Units with Related Children Under Age 6
Below Poverty Level	Multi-Unit (10+) Housing

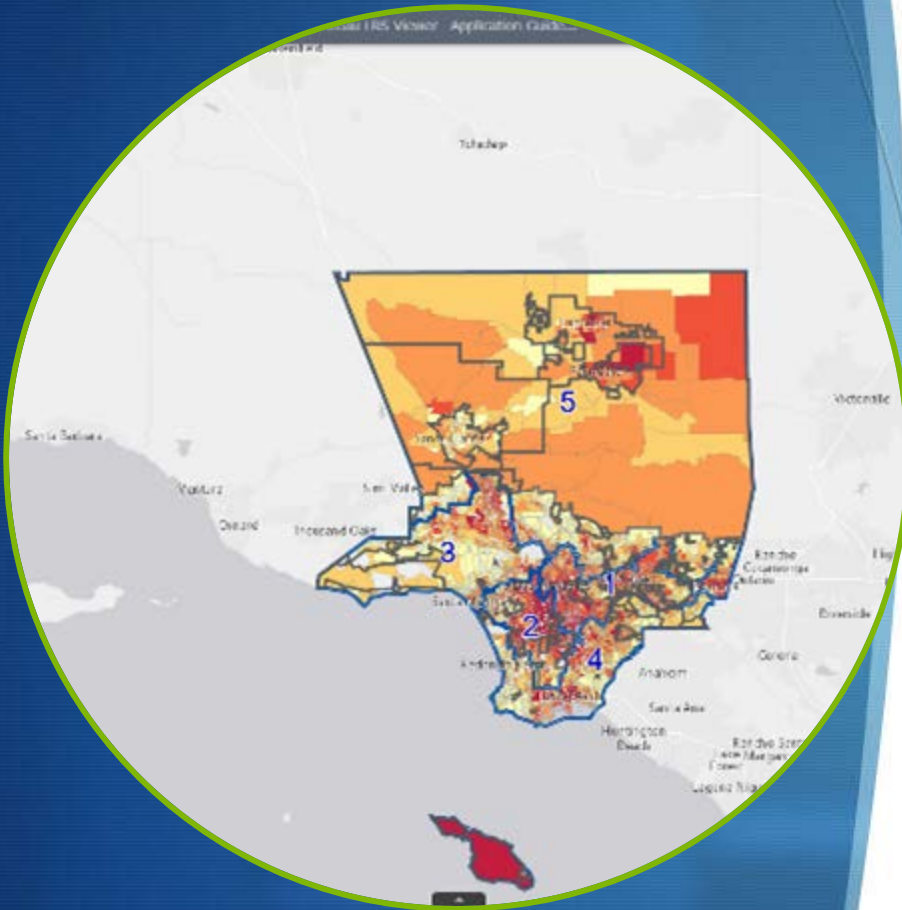
Mapping L.A. County's Hard-to-Survey Communities

LRS



Los Angeles County Low Response Score Mapping Tool Live Demonstration

<http://rpgis.isd.lacounty.gov/lrs/>



Municipal Government Participation in the Countywide Outreach Census Effort

Group Discussion

1. Is your city currently engaged in any 2020 Census strategic efforts?
2. If your city is currently NOT engaged in 2020 Census efforts, what role do you envision your city can take as part of an outreach campaign focusing on geographic and demographic “hard-to-survey” areas?
3. What strategies, actions, and tasks do you recommend be taken that can lead to successful “on-the-air” and “on-the-ground” outreach campaigns?
4. Are there other stakeholders or governmental agencies that your city can include as part of this process?
5. How do you suggest future meetings be organized for the Municipal Complete Count Sub-committee so that all 88 cities can participate in the 2020 Census effort?

Next Steps

- Next Municipal Complete Count Sub-committee meeting will be held:

Thursday, May 3, 2018

10:00 a.m. to 11:30 a.m.

Kenneth Hahn Hall of Administration

500 W. Temple Street

Los Angeles, CA 90012

7th Floor, Conference Room 743

Q & A

Dorothea Park, Manager
Chief Executive Office
County of Los Angeles
(213) 974-4283
dpark@ceo.lacounty.gov

Maria de la Luz Garcia
Director, Census 2020 Initiative
Mayor's Office of Budget and Innovation
(213) 922-9768
maria.garcia@lacity.org

Tina Herzog, Principal Analyst
Chief Executive Office
County of Los Angeles
(213) 974-1740
therzog@ceo.lacounty.gov

Rocío Gándara
Deputy Director, Census 2020 Initiative
Mayor's Office of Budget and Innovation
(213) 271-8073
rocio.gandara@lacity.org

Jason Tajima, Principal Analyst
Chief Executive Office
County of Los Angeles
(213) 974-1145
jtajima@ceo.lacounty.gov

Thank
You