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.
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
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.
<table>
<thead>
<tr>
<th>Census Planning Database Variables</th>
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<tr>
<td>(Provides socio-economic and demographic characteristic profiles of communities to enable identification of Hard-to-Survey populations)</td>
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<tr>
<td><strong>Median Household Income</strong></td>
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<td><strong>Non-Hispanic Black</strong></td>
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<td><strong>Non-Hispanic White</strong></td>
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<td><strong>Asian</strong></td>
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<td><strong>Native Hawaiian or Other Pacific Islander</strong></td>
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<td><strong>American Indian or Alaska Native</strong></td>
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<td><strong>Below Poverty Level</strong></td>
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Mapping L.A. County’s Hard-to-Survey Communities

- 32.05 ≤ LRS Very High
- 27.09 ≤ LRS ≤ 32.04 High
- 22.26 ≤ LRS ≤ 27.08 Medium
- 16.89 ≤ LRS ≤ 22.25 Low
- 0 ≤ LRS ≤ 16.88 Very Low
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
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 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
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Thank You