2020 Census
COUNTYWIDE OUTREACH COMPLETE COUNT
COMMITTEE MEETING

July 23, 2020
9:30 am – 11:30 am
Call to Order

Avianna Uribe
Chief Executive Office (CEO), County of Los Angeles

Maria de la Luz Garcia
Mayor’s Office, City of Los Angeles
Questions/Answers
- Type your questions in the Chat Box, located at the bottom left hand corner of your screen
- All questions will be answered from the chat box.
- Attendees will not be called on voice questions, however, you can email your question to census@ceo.lacounty.gov

Review Agenda
- LA County Outreach, Response Rates, QAC/QAK and Communications Update
- Municipal Updates: Cities of Los Angeles and Norwalk
- Community-Based Organization Outreach: California Community Foundation/We Count LA Campaign
- School District Outreach: LAUSD and LACOE
- State of CA Complete Count Office
- U.S. Census Bureau Updates
- Questions/ Public Comments
Los Angeles County
Outreach Updates

Avianna Uribe
Chief Executive Office
Los Angeles County
Outreach Updates

➢ Presidential Memo

➢ Health Orders and Outreach Activities
  ❖ State Guidance on Resuming Outreach: https://census.ca.gov/covid19/
Los Angeles County Self-Response Rate Overview (Data through July 20, 2020)

- Los Angeles County Overall Self-Response Rate: 58.5%
- National Self-Response Rate: 62.3%
- California Self-Response Rate: 63.4%

Priority Cities & Unincorporated Areas with the Lowest Response Rates:
- Avalon
- Beverly Hills
- East Rancho Dominguez
- Florence-Firestone
- Huntington Park
- Industry
- Lennox
- Los Angeles
- Malibu
- Marina Del Rey
- Unincorporated Antelope Valley
- Willowbrook
Los Angeles County Self-Response Rate Overview
(Data through July 20, 2020) continued

In the tracts in LA County with response rates lower than the Countywide Overall response rate of 58.5%, the following trends emerged in these tracts:

- **Lack of Broadband Internet**: In 15.6% of the tracts below the Countywide rate, 40% or more of the households do not have broadband internet. (Compared to 8% of tracts Countywide), **More Households Live in Multi-Unit Buildings** (avg 49.0% vs. 36.6% Countywide), **More Renters** (avg 68.0% vs 53.3% Countywide), and **More Crowded Households with over 1.5 people per room** (avg. 8.1% vs 5.3% Countywide)

These variables are more evident in the 25% of tracts in LA County with the lowest response rates (median tract response rate of 46.4%):

- **Lack of Broadband Internet**: In 24.4% of the lowest responding tracts, 40% or more of the households do not have broadband internet. (Compared to 8% of tracts Countywide)

- **More Households Live in Multi-Unit Buildings** (avg 52.4% vs. 36.6% Countywide), **More Renters** (avg 72.4% vs 53.3% Countywide), and **More Crowded Households with over 1.5 people per room** (avg. 9.8% vs 5.3% Countywide)

Additionally, these lowest responding tracts have **More Non-High School Graduates** (avg 32.9% vs. 22.6% Countywide) and **More Limited English Proficiency** (avg 19.2% vs. 13.8% Countywide)
QAC/QAK Update

Marcha Stevenson,
Chief Executive Office
Los Angeles County
County of LA Campaign
Progress-to-Date
7/23/20

Rachel Estrada
CEO Countywide Communications
Public Affairs, Chief Program Specialist
Communications Approach

► Work together
  ▶ Support cities and county departments in engaging residents
  ▶ Align with census outreach at national, state and local level

► Drive responses
  ▶ Directly encourage residents to be counted
  ▶ Focus on hard-to-count communities
Digital Promotion to Get Out the Count

- Developed an online digital toolkit with ready-made resources for cities and county departments to promote the census
  - Facebook, IG, and Twitter posts
  - Email templates, fact sheets and videos
  - Content in 12 languages
  - New content updated weekly
Digital & Social Media Tools
Social Media Paid Advertising

- June:
  - Reached total of **826,461 devices** at a frequency of 8.73 impressions per device and **9,867,929 impressions**
  - Overall video completion rate on programmatic is very strong, with a **60% average VCR** across all tracts and creative concepts.

- July:
  - Reach has garnered **3,297,010 impressions** to date
  - Total reach has continued to increase, with reach on Facebook growing to **57,396 hard-to-count individuals** receiving average of 18.47 ads each.
Census Day of Action – June 17
Engaging County Departments

- Partnering with County Departments to disseminate targeted census communications to their audiences, reaching more than 300,000
  - DPSS: More than 200,000 email recipients across multiple list servs
  - WDACS: 50,000 email recipients
  - Libraries: 50,000 email recipients

Friend —
Give your children a brighter future by making sure they are counted in the census. Whether you live with a newborn baby or a teenager, all kids must be counted!

BE COUNTED ONLINE | BE COUNTED VIA PHONE

Hola,
Hoy, más que nunca, es importante participar en el censo debido al riesgo que enfrentamos por el coronavirus.

¿Sabía que el censo ayuda a determinar cuántos recursos reciben los hospitales y servicios de emergencia que necesitamos para ayudar a combatir el virus?

Participe en el censo hoy y ayude a su comunidad por los próximos 10 años.
Printed Materials

- Leveraging existing County programs to disseminate print materials
  - Included bilingual census postcard in 25,000 LA County Food Bank meal kits
  - Distributing flyers to 4,000 Project Roomkey participants across the County to engage Angelenos experiencing homelessness
Reaching Residents at Home

- Potent combination of direct mail and paid digital ads
  - Distributing a second bilingual postcard to 500,000 households in HTC communities
  - Targeted paid digital ads to same households for 1.5 weeks prior to mailing
Creating Visibility through Media

- Hosted ethnic media briefing on June 16
  - Secured media representation from key multicultural markets including 28 African American, Latinx and API outlets
  - Resulted in 24 print, broadcast and online coverage pieces across African American, Chinese, Vietnamese, and API-English segments

CENSUS 2020: Historically Low Response Rates, Asians In LA County Urged To Complete The Census

UNREST, PANDEMIC UNDERSCORE IMPORTANCE OF CENSUS COUNT

Jason Tajima of L.A. County CEO Census unit urges JAs to fill out Census form.
Grocery Store Promotion

- Partnership between State of CA, County of LA, and CA Community Foundation
  - Entryway posters at 37 supermarkets & 286 convenience stores
    - Focus on independent retailers like Baja Ranch along with mini-markets and carnecerías
  - Branded hand-sanitizer kiosks at 200 stores locations

DO YOUR CENSUS!

HELP YOUR CHILDREN! Being counted in the census means better schools, hospitals & parks. Take 10 minutes to complete your census form.

Go to my2020census.gov or call 844-336-2020 to be counted today!
Outdoor Visibility

- Metro LA partnership
  - 50 “bus tail” posters

DO YOUR CENSUS NOW!
Help Your Family!
my2020census.gov or 844-330-2020
LA City Update

for Countywide Outreach CCC meeting on July 23, 2020
Census Goodwill Ambassadors 2.0

Upcoming Virtual Trainings

- To activate CGAs through the remainder of the NRFU period and beyond the 2020 Census
- CGAs will receive an update on the 2020 Census, be trained on COVID 19 response, recovery, messaging, and learn how to use the Know your Community platform on the City’s data portal
# CGA Training 2.0 Schedule

(Click on Registration Links Below)

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 27, 2020</td>
<td>6:00 PM - 7:30 PM</td>
<td>Pico-Union/Westlake</td>
</tr>
<tr>
<td>July 28, 2020</td>
<td>5:00 PM - 6:30 PM</td>
<td>Koreatown</td>
</tr>
<tr>
<td>July 29, 2020</td>
<td>6:00 PM - 7:30 PM</td>
<td>Hollywood/East Hollywood</td>
</tr>
<tr>
<td>July 30, 2020</td>
<td>5:00 PM - 6:30 PM</td>
<td>North Hollywood</td>
</tr>
<tr>
<td>July 31, 2020</td>
<td>6:00 PM - 7:30 PM</td>
<td>Wilmington/ Harbor City</td>
</tr>
<tr>
<td>August 3, 2020</td>
<td>5:00 PM - 6:30 PM</td>
<td>North Hills East/Panorama City</td>
</tr>
<tr>
<td>August 4, 2020</td>
<td>6:00 PM - 7:30 PM</td>
<td>Pacoima</td>
</tr>
<tr>
<td>August 5, 2020</td>
<td>5:00 PM - 6:30 PM</td>
<td>Eastside</td>
</tr>
<tr>
<td>August 6, 2020</td>
<td>6:00 PM - 7:30 PM</td>
<td>Northeast LA</td>
</tr>
<tr>
<td>August 7, 2020</td>
<td>6:00 PM - 7:30 PM</td>
<td>South LA/Watts</td>
</tr>
</tbody>
</table>
Remote Phone Bank Operation

Our calls have been up-and-down for the past several weeks, with 2,201 calls made the last week of June, then 876, and now 1,678 calls this past week.

To date, we have over 100 active volunteers, and have made over 49,000 calls to hard-to-count communities across Los Angeles.

We need help recruiting more volunteers! We’ve partnered with Paramount Studios, CHIRLA, Black Women for Wellness, and are looking for more partners!
On Saturday, July 11, 2020 joined by Mayor Garcetti, we distributed approximately 1,000 census flyers and face coverings to needy families in the Koreatown/Westlake neighborhood.

To date, we’ve distributed over 106K census flyers to food pantries, shelters, grocery stores, soup kitchens, and community organizations.

To request collateral materials like flyers and posters, please contact Ara.An@lacity.org
Census Canvassing Event in South Los Angeles

**Saturday, July 18th, 2020 in South LA (Trinity Rec Center)**

- Census Goodwill Ambassadors distributed face coverings and door-hangers to households in census tract 2240.20 in the Historic South Central Los Angeles neighborhood.
- Set up a pop-up COVID-19 testing site
- Volunteers received a $5 dollar gift card, t-shirt, water bottle and a swag bag!
- Potable water truck made available by DWP
- Visited about 800 households.
Future Canvassing Events

- We are organizing canvassing events in the Eastside, NE San Fernando Valley, Harbor/Wilmington and Northeast Los Angeles.
- Canvassing will take place on August 1-2 and August 8-9.
- Join us and/or help us recruit volunteers: Census.lacity.org.
Mobile Questionnaire Assistance in Watts
On Friday, July 24, 2020 at Watts Labor Community Action Center Parking Lot, 10-2 PM

- Join us! or help spread the word!
- We will have tablets on site for mobile response
- Drive-thru and walk-up available
- $10 gift card available while supplies last

This event is a partnership between: Mayor's Office, Councilmember Joe Buscaino's Office (Council District 15), Children's Institute, Watts Labor Community Action Committee, and Watts Neighborhood Council.

Census 2020
Self-Response Activation Events

If you would like to discuss partnering on a self-response activation event in the future (while adhering to public health guidelines), let us know!

These are events where residents could come to a fun community event, learn more about the importance of Census 2020 and respond to the questionnaire on a tablet.

Please contact: Bobby.Kobara@lacity.org
Marketing and Communications

Social Press Kit: thesocialpresskit.com/lacitycensus
Marketing and Communications

Partner with us for events

Next Census Day of Action is July 28
Marketing and Communications

City department outreach examples

Census 2020
Marketing and Communications

Content and printed materials requests

For special design requests, content suggestions, etc. email Kimberly.Briggs@lacity.org

To request free collateral materials mailed to you, email Ara.An@lacity.org
Thank you
Everyone Counts
Todos Cuentan!

Norwalk 2020 Census Campaign
CAMPAIGN DURING COVID-19

- Traditional Marketing
  - Utility Mailer
  - Article, Monthly Newsletter

- New Marketing
  - Strategic, Bilingual Social Media Posts
  - E-blast Employees

- Non Traditional Marketing
  - Vehicle Magnets
  - Virtual Easter Egg Hunt, Prizes
  - Food Pantry Bags
  - Senior Wellness Calls
  - Senior Food Delivery Meals
  - Drive-Thru Vaccine Clinic
  - Parade
EVERYONE COUNTS

TODOS CUENTAN

Census Day is April 1, 2020!
Participate in the count to ensure that Norwalk obtains funding for community programs, education, street improvements and more.

EVERYONE COUNTS

TODOS CUENTAN

Census Day is April 1, 2020!
The Census helps determine funds for our community’s programs and services.

Did you know the Census is completely confidential?

Participate in the count to ensure that Norwalk obtains funding for community programs, schools, street improvements and more.

Norwalk City Hall
norwalk.org
United States Census 2020
CAMPAIGN DURING COVID-19

Senior Wellness Calls; Asking about Census
Food Pantry
Senior Delivery and Pick-up Meal
Parade Route in HTC areas: mailer, posters, social media

CENSUS 2020
Parade Route

EVERYONE COUNTS!
¡TODOS CUENTAN!
NEXT STEPS

- Social Media Campaign
  - Selfie “We Count” Challenge
- School Uniform Project
- Smaller Parade in August/September
CITY OF NORWALK
A Connected Community

Priscilla Segura
Communications and Public Affairs Manager
562-929-5753
psegura@norwalkca.gov
AGENDA

I. We Count LA Impact To Date
II. New Funding Opportunities & Paid Canvassing Program
III. Census Week of Action
WE COUNT LA
IMPACT TO DATE STATS
WCLA GRANTEE OUTREACH TOPLINE NUMBERS
FROM MARCH 30 – July 5

2.4M
PHONE CALLS & TEXT MESSAGES SENT

25.7M
SOCIAL MEDIA IMPRESSIONS

91K
FLIERS + MAILERS + COLLATERAL DISTRIBUTED

60.5M
ATTENDEES AT EVENTS
(Meetings, Trainings & Webinars)
138M REPORTED IMPRESSIONS ACHIEVED THROUGHOUT THE CAMPAIGN TO-DATE*

*Through July 5
NEW FUNDING OPPORTUNITIES
& PAID CANVASSING
ADDITIONAL FUNDING FOR DIRECT OUTREACH

- Open to existing partners + new applicants
- Hyper targeted outreach to 500+ low-response HTC tracts 69+
- Direct outreach activities supported through October 31, 2020:
  - Door-to-Door Canvassing
  - Phone Banking
  - Text Banking
  - Community Assistance Centers
- Budget request can include resources for health + safety measures as well as language access services (in-person translation and interpretation)
- Q&A is available to provide additional information

Grants will be awarded on a rolling basis through the month of July. We encourage that requests be submitted by July 31st.
PAID FIELD CANVASSING PROGRAM

OVERVIEW

- We launched a paid canvassing and phone program in 213 tracts, targeting 42% of all HTC tracts in region 8
  - Phase I: 98 tracts + Phase II: 115 tracts
  - Have high HTC density
  - Are under 70% of the 2010 census benchmark
  - Are under 60% in self-response rates
- On-the-ground organizers for door knocking + live operator calls (10,000 numbers per day, in multiple languages)
PAID FIELD CANVASSING PROGRAM

PHASE I HTC AREAS

- East Hollywood
- Florence
- Boyle Heights
- Pico-Union
- East Los Angeles
- Westlake

- Number of HTC Tracts
- 2010 Benchmark
- Current Self-Response Rate
PAID FIELD CANVASSING PROGRAM

PHASE II HTC AREAS

<table>
<thead>
<tr>
<th>Area</th>
<th>2010 Benchmark</th>
<th>Current Self-Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pomona</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Koreatown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long Beach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Historic South-Central</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central-Alameda</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florence-Firestone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broadway-Manchester</td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Hills</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PREPARING FOR CENSUS WEEK OF ACTION
GOALS FOR LA REGION CENSUS WEEK OF ACTION

- Drive home the urgency and benefits of raising the response rate and the showcase the unique outreach efforts underway to get us there.

- Create surround-sound communications effort highlighting the (re)launch of canvassing through visuals, persuasive messaging and calls-to-action that put We Count LA partners front and center.
TACTICS FOR CENSUS WEEK OF ACTION

● Pitching stories to local ethnic media. Share compelling stories of Census Week of Action with local reporters and outlets.

● Week of Action grantee amplification package. Provide timely messages, social copy and graphics aligned to these messages that grantees can leverage widely.

● Launch partnership with On The Go LA. A unique roaming food truck that partners with local restaurants will target and engage low-response neighborhoods via creative outreach efforts, i.e. iPads on-site will allow customers to fill out census forms at the truck.
TACTICS FOR CENSUS WEEK OF ACTION

- Daily social media content. Each day will highlight an issue area that benefits from census data (i.e. education, health care, etc.) with shareable, action-oriented graphics.

- Uplift canvassing and grantee efforts. Continue to support and amplify on-the-ground outreach.

- Integrate content with paid media efforts. Integrate fresh and timely content into our targeted social ads so they are seen by audiences in key priority tracts, reminding them the response period is still open, safe and more urgent than ever.
Facebook Lives. Three Univision Facebook Lives during the week will feature We Count LA partners to help reinforce Week of Action messages and efforts. To be shared on our social channels and amplified by grantees:

- Tuesday, July 28 at 5:00 p.m.
- Thursday, July 30 at 12:00 p.m.
- Friday, July 31 at 11:30 a.m.
CENSUS WEEK OF ACTION HIGHLIGHTS

- “Jump Into Census” Video Campaign – Pacoima Beautiful
  - Contact: Margarita Lopez-Pelayo, mlopez-pelayo@pacoimabeautiful.org

- SELA Arts Festival – SELA Collaborative
  - July 27, 2020 from 4pm-6pm, https://www.selaartsfest.org/
  - Contact: Cynthia Cortez, ccortez@selacollab.org

- “Power Hour” Virtual Live Stream Discussion – Equality CA Institute
  - July 28, 2020
  - Contact: Jeremy Payne, jeremy@eqca.org

- Faith-Based Parade in Baldwin Park – LA Voice
  - Contact: Chap Clark, Jr., chap@lavoice.org

- Khmer Census Caravan in Long Beach – Cambodian Complete Count Committee
  - August 1, 2020 at 11am, https://www.facebook.com/events/2589059374740760/
  - Contact: Sayon Syprasoeuth, sayon.syprasoeuth@ucclb.org

- Compton Census Car Caravan in South LA – Southern Christian Leadership Conference of Southern California
  - July 28, 2020 from 11am – 1pm
  - Contact: Arnetta Mack, sclc.losangeles@gmail.com
Q&A SESSION
THANK YOU

sramirez@calfund.org
arodriguez@calfund.org
myoon@calfund.org
Complete your questionnaire at 2020Census.Gov.

Who can participate in the Census? Everyone!
LAUSD & 2020 Census

What does it mean for our students and schools?

- Our students and classrooms benefit from approximately $500 million provided annually to the Los Angeles Unified.

- The dollars fund important school roles such as teachers, nurses, staff and health services, and family engagement services, specifically through Title I, II and IV dollars.

- This funds family engagement, health, enrichment and afterschool, and other vital programs.
LAUSD & Hard-to-Survey Populations

- Help us turn these colors from red and orange to yellow!
- If we increase participation, we generate additional resources and dollars.

Neighborhoods with Census Block Groups that have “Very High” LRS Scores:

- Pacoima
- Arleta
- Baldwin Hills
- Boyle Heights
- Canoga Park
- Del Rey
- Downtown
- East Hollywood
- East Los Angeles
- El Sereno
- Florence-Firestone
- Gardena
- Harbor City
- Harbor Gateway
- Highland Park
- Hollywood
- Koreatown
- Little Tokyo
- Mid City
- Panorama City
- San Pedro
- Silverlake
- Watts
LAUSD & Hard-to-Survey Populations

• **Los Angeles Unified 2020 Census Awareness Weeks:**
  • June 1-5
  • September 14-18

• **Grab & Go Promotion:** During 2020 Census awareness weeks with postcard and hand sanitizer distributions for families, volunteers and staff will wear.
  • 2020 Census facemasks and vinyl banners to promote the online questionnaire page.

• **Online We Are One Workshops with Community Partners:** Virtual series of We Are One family workshops highlighting 2020 Census, immigration, tenant, and health rights.

• **Census Assistance at the Los Angeles Unified COVID Helpline:** Agents will be prepared to inform families about the 2020Census.Gov website and basic information requested by the questionnaire.

• **We Are One Public Service Announcements:** A PSA is available in six languages and inform families how classrooms, schools and communities benefit from the Census.
LAUSD & Hard-to-Survey Populations

- **Use of BlackBoard Messaging:** Scheduling recorded phone calls, text messages, and email directly to families.

- **Resources for Personnel:** Toolkit and upload of promotional content on our learning management system.

- **Media and Social Media Outreach:** Continue to lead messaging and support media inquiries, social media posts and paid boost posts, and promoting the Census on the District main page.

- **2020 Census MOU with Third Party Organizations:** The Los Angeles Unified is processing agreements for organizations funded to lead 2020 Census engagement remotely in coordination with school administrators.
LAUSD & Hard-to-Survey Populations

PUBLIC SERVICE ANNOUNCEMENT
¿Quién debe participar en el Censo? ¡Todos!

Thank you!
Los Angeles County Office of Education
7.23.20
LACOE has focused Census outreach efforts with 38 districts and 9 LACOE authorized charters that were identified as having HTC areas.

From May 16 to July 7, there have been 14,807 ‘impressions’ recorded by the districts and charter schools. These impressions are from various types of activities, such as:

- Advertising
- Curriculum
- Education Forum
- Events
- Flyers
- Meetings
- Phone banking
- Social Media
- Other Activities (e.g. nudge alerts, pledge cards, etc.)
District – Activities

- Flyers and Census branded merchandise at grab & go sites and summer resource pick-up days
- Sub-Webpages dedicated to the Census and directing them to the questionnaire
- Banners at school and district sites
- Social media posts – district and schools Twitter, Instagram, Facebook
- Parent/Staff mailings (paper & electronic)
- Individual and robo-calls to parents
- Staff and/or student videos
- WeCountLA Caravan participation
In “My Mother at 13: A Vendor in El Salvador,” a Garfield Elementary Student Introduces Her Mother to the World

Alhambra Source - Jul 10
An @alhambrausd teacher, José Sanchez, invited @RepJudyChu to talk with his summer school students about the census. The deadline for responding to Census 2020 has been extended to Oct. 31. Reply online, by phone or mail.

AUSD teacher José Sanchez invited U.S. Rep. Judy Chu to talk with his summer school students about the census. The deadline for responding... @alhambrasource.org
District Spotlight - El Rancho Unified
District Spotlight – Inglewood Unified

Inglewood Unified School District @INGUSD · May 29
Census 2020 Outreach at Inglewood Unified’s Crozier Middle School at the #wondalunch event. We are out until 3 pm. #WeAreInglewoodUnified
We continue to provide districts and charters with online and physical tools and resources such as:

- Digital and printed fliers, and other promotional materials
- Scripts and ready to share content (emails, texts and phone calls)
- Hosting Zoom meetings with districts and charters to provide low-response updates, share upcoming opportunities for engagement, and exchange best outreach practices
- Bi-weekly newsletters with updates, resources, and shout-outs from partner organizations, the Census Bureau, and LACOE
- Staff availability for online Census presentations and virtual events
- Participation in outdoor events (with social distancing and following CDC guidelines)
LACOE Census Activities

LACOE Staff Spotlights

Two of our LACOE staff members were panel participants of Facebook Live events during the CA Census Week of Action.

On June 22nd, Dr. Victor Thompson, Director of Student Support Services for LACOE participated in the Honoring Fathers and Empowering Families conversation. This video has 10.6K views!

On June 23rd, Carolina Sheinfeld, Immigrant Relations Coordinator for LACOE participated in the discussion on how the Census affects the LGBTQ+ and immigrant communities. This video has 46.1K views!

Also, on June 17th, Census Program Specialist Esmeralda Flores participated in the Long Beach Census Caravan. Here is a short video she posted on her Facebook encouraging people to be counted. You can see a photo that includes her red Camry in this news article about the Census caravans across the county.

Census video from inside car during the Long Beach caravan!
Upcoming / Proposed Activities (July – October):

- Continue Zoom meetings and send e-newsletters with updates on self-response rates throughout the county and resources
- Updated digital messaging and Census branded materials for Back-to-School
  - New downloadable items will be added to the LACOE digital toolkit (thanks to CCF/Fenton)
- Provide physical fliers and promotional materials for school touch points
- Participate in Census Weeks—national and local actions for districts and charters
Looking Forward

LACOE will lead the “LA County Census Chalkathon”
Monday, August 17 - Monday, September 7

• We encourage all schools and districts to participate during this three-week action
• We will be posting updates on social media and will identify a host site
• We will be posting a Chalk art workshop (created by Puente LA) for kids to get ideas
• We will offer weekly raffles to students who participate and post-up a photo
• We will be providing chalk at specific grab & go sites throughout the county
• We are hiring professional artists to create pieces specifically in hard-to-count census tracts
• We love partnerships and participation from the LA County, cities, and organizations
  • Recommend chalk artists
  • Help secure locations for professional chalk art pieces
  • Promote to your contacts on social media platforms
  • Participate and submit pieces on behalf of your org or agency

More info: Email or call Esmeralda Flores
flores_Esmeralda@lacoe.edu or (562) 774-6991
State of California
Complete Count Office

Cecil C. Flournoy,
Regional Program Manager
California Complete Count Census 2020
Cecil.Flournoy@census.ca.gov
U.S. Census Bureau

CPEP Updates for NRFU, MQA, Census Week of Action, GQ/SBE

Meredeth Maxwell meredeth.d.maxwell@2020census.gov &
Tammie Brown tammie.n.brown@2020census.gov
Partnership Coordinators Los Angeles Region
Non-Response Follow Up (NRFU)

- NRFU will begin August 11th

- Census Field Supervisor and Enumerator selections had previously been made. Usually over-select for needed positions to ensure all needed positions can be filled.

- Areas Census Offices are prepping for upcoming trainings and securing training locations for enumerator training.

- All local COVID19 guidelines are followed, everyone wears a face mask, maintains social distancing, etc.

- Woodland Hills is desperate for Orientation day locations. Orientation Day appointments are set to so many every hour, depending on the size of the site - to ensure social distancing. Your assistance with parking lot leads would be extremely helpful.
Mobile Questionnaire Assistance (MQA)
2020 Census Mobile Questionnaire Assistance (MQA) Overview

Modified Operational Plan

WHAT WILL THE MODIFIED MQA INCLUDE?

MQA is a nationwide operation in low-responding areas to promote and assist with responding to the 2020 Census. The modified MQA will target places where people visit when leaving home such as grocery stores, pharmacies, faith-based organizations, food pantries, libraries (if reopened), and city offices, as opposed to large public events.

Additionally, MQA staff will engage in activities that drive people to respond in the lowest responding neighborhoods.

HOW IS THE U.S. CENSUS BUREAU IDENTIFYING LOW RESPONSE AREAS FOR MQA?

- We will use actual response rates to identify locations in low-response areas on a weekly basis.
- Additionally, low-response areas with language needs not offered by Census Questionnaire Assistance will be identified.

Important note: Conditions on the ground are rapidly changing each day, as people continue to test positive for COVID-19. This evolving environment may directly affect the Census Bureau's ability to conduct the modified MQA program in several areas of the nation. Census professionals will continue monitoring conditions throughout the nation on a daily basis and will instruct staff where MQA events cannot be conducted safely.

WHAT LANGUAGE ASSISTANCE IS AVAILABLE?

- People can respond online (or by telephone) in English or in 12 select languages.
- The MQA representatives will have instructions available in 59 non-English languages on how to complete the English questionnaire.
- The MQA representatives can provide the direct phone lines for English and the 12 other languages.

HOW CAN PEOPLE IDENTIFY OFFICIAL CENSUS RESPONSE REPRESENTATIVES?

- All 2020 Census staff will have an ID badge that includes their name, photograph, a U.S. Department of Commerce watermark, and an expiration date.
- Census response representatives will have an official bag and a Census Bureau-issued tablet—all bearing the U.S. Census Bureau logo.
- Locations will be identified with banners bearing the 2020 Census logo.

WHEN WILL MOBILE QUESTIONNAIRE ASSISTANCE BE AVAILABLE?

The Census Bureau soft-launched the MQA program the week of July 6. The full operation will begin in designated low-response areas the week of July 13.
Census Week of Action - July 27th
• **Media Surge:** The Census Week of Action will be our last media push to raise self-response which ends Oct. 31st. This will be a combination of earned and paid media blasted in select news markets in our Region.

• The media surge will be in English, Spanish, and the Asian languages available online.

• For the LA Region, the surge will be from July 27th to August 2^{nd}.

• The markets where this will take place in California are:
  • Los Angeles (5 county area)
  • San Francisco (Bay Area counties)
  • Sacramento-Stockton-Modesto
  • San Diego
  • Las Vegas
  • Fresno
  • Salinas
  • Bakersfield
  • Anchorage

• These markets were chosen by HQ based on self-response and population.
• We will work with partners to further amplify the message via:
  • July 24-26th Faith Communities Weekend of Action
  • Caravans
  • Social Media
• Area Census Offices are currently conducting Transitory Location Advanced Contact to reconfirm Point of Contacts and identify date of enumeration (TLAC kicked off 7/13)
• SBE/TNSOL – Dates 9/22 to 9/24
  • ACOs will re-do previous work: Re-Do the Add Template/ re-do TNSOL Canvassing; and will Re-contact all Service Providers to Reschedule
  • Dates for Re-Dos TBD
• SBE – Counting hotels/motels as part of SBE (under shelter type code)
• Community Gatekeepers (law enforcement/social workers/outreach staff etc.) due to Title 13 are **not** allowed to aid during SBE.
• Staffing for SBE-We are using the NRFU in field staff.
• Project Room-key locations will be coded the same as Shelters, and therefore enumerated in the same way. These types of locations are eligible for the Paper Response Data Collection enumeration method, which means these locations CAN submit a spreadsheet to Census, and do not require in-person interviews.
• SBE is anchored to the SBE dates - NOT April 1!
Questions, Answers, Announcements & Public Comment

Please type your questions, announcements, or comments into Skype chat box, or email them to census@ceo.lacounty.gov.
The next Countywide Outreach Complete Count Committee Meeting is scheduled for:

September 24, 2020 (Tentative)
9:30 am – 11:30 am

Thank You!