

**Ethnic and Hyperlocal Community Outreach**

The County of Los Angeles (County) continuously works to identify innovative ways to inform and deliver government services to the community in order to raise public awareness and connect people to those services. It is critically important to the County’s success to fully engage the diversity of all Los Angeles residents and community stakeholders in the governing and policymaking process. Effective community engagement increases understanding around County services, results in better informed and sustainable decision making, and cultivates social trust. Furthermore, it builds interest, participation, and buy-in for County projects such as the multi-faceted strategies to help and ultimately house people experiencing homelessness, the new Voting Solutions for All People to modernize the voting system, and the efforts at the local level to ensure a successful 2020 Census count.

The strategies for community engagement vary based on considerations for public notice requirements, ways to best reach targeted populations, the availability of funding, and staff resources for different social, digital, and traditional media platforms. On April 24, 2018, the Board of Supervisors approved a motion requesting a report back on

- MORE -

MOTION

SOLIS \_\_\_\_\_

RIDLEY-THOMAS \_\_\_\_\_

KUEHL \_\_\_\_\_

HAHN \_\_\_\_\_

BARGER \_\_\_\_\_

**REVISED MOTION BY SUPERVISOR MARK RIDLEY-THOMAS**

**APRIL 28, 2020**

**PAGE 2**

recommendations to more widely publicize contract opportunities in different media outlets to increase the diversity among vendors doing business with the County.

Given the diversity of the County's population, it would be appropriate to evaluate how to more broadly utilize ethnic and hyperlocal media to bridge communication gaps and/or cultural barriers for community outreach. These representative groups of voices can provide a deep understanding of the history and complex community dynamics, and serve as the voice for non-mainstream experiences, including people who have limited English proficiency. Community engagement through ethnic, hyperlocal, and other non-mainstream media may serve to broaden the community base that is informed about actions that the County is taking to make resources, services, programs, and new projects available to all communities in the County.

**I THEREFORE MOVE THAT THE BOARD OF SUPERVISORS:**

1. Direct the Chief Executive Officer to conduct an evaluation of Los Angeles County's (County) utilization and investment in ethnic and hyperlocal media for community outreach, including the learnings and outcomes from the June 21, 2018 report back, as directed from the April 24, 2018 motion, to more widely publicize County contracting opportunities, and report back in writing in 30 days, with recommendations to improve the County's engagement with diverse communities.
2. Direct the Chief Executive Officer to also include in the report back recommendations on integrating ethnic and hyperlocal media in the County's communication strategies to ensure critical COVID-19 related public information is reaching people in diverse communities and different languages.

###

(KJ/FR)