

2020 Census  
Countywide Outreach Complete Count Committee (CCC) Meeting  
Meeting Notes

Thursday, July 23, 2020, 9:30 a.m. to 11:30 a.m.  
Video Conference Meeting



Call to Order & Introductions:

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

- Avianna Uribe called the meeting to order and introduced CCC co-lead Maria de la Luz Garcia with the Mayor's Office, City of Los Angeles.
- Maria de la Luz Garcia made introductory comments.

2. Countywide Outreach CCC Updates

*a. LA County Outreach Updates*

- Outreach Update, Avianna Uribe, L.A. County CEO
  - Presidential Memo: Referencing the Presidential Memorandum, which seeks to exclude undocumented immigrants from congressional apportionment, indicated that the County's Goal remains the same: to count ALL residents, regardless of immigration status.
  - State Guidance for Resuming Outreach and Operating Questionnaire Assistance Center (QAC/Questionnaire Action Kiosk (QAK): Provided an overview of State's guidance for resuming in-person outreach activities. Partners should review the State's guidance and local health orders prior to hosting in-person events and such events must adhere to such guidance. For more information, visit <https://census.ca.gov/covid19/>
- Review of LA County Response Rates, Jason Tajima, L.A. County CEO
  - Provided a review of response rates in the County.
- QAC/QAK Update, Marcha Stevenson, L.A. County CEO
  - Announced that due to local public health orders, the County does not intend to resume its QAC/QAK program.

*b. Communication and Media Updates, Rachel Estrada, L.A. County CEO and Paul Hernandez, Fenton*

- Provided an update regarding the County's media and communications campaign.

*c. Municipal Updates*

- City of Los Angeles Update, Maria de la luz Garcia
  - Provided an update on the City of Los Angeles' outreach activities, media/communications campaign, volunteer program and upcoming events.

- Questions for the City of L.A.
  - Question: Is the CGA 2.0 an in-person training?  
Answer: The CGA 2.0 trainings will all be held virtually.
  - Question: How should a city go about partnering with the City of L.A. for phone banking?  
Answer: E-mail Bobby Kobara at [Bobby.Kobara@lacity.org](mailto:Bobby.Kobara@lacity.org).
  - Question: Will the Cypress Park event include Glassell Park area?  
Answer: Yes, there will be canvassing assignments in Glassell Park on the day of the Cypress Park event.
  - Question: Has the City of L.A. been able to get refugee resettlement agencies involved in the phone banking?  
Answer: No, but the City is interested in the possibility of doing so.
- City of Norwalk, Priscilla Segura, City of Norwalk
  - Presented an update regarding outreach activities conducted in the City of Norwalk.

#### *d. Community-Based Organization Outreach*

- Administrative CBO, Region 8 Update, Stephania Ramirez, Anthony Rodriguez, and Michelle Yoon, California Community Foundation (CCF)
  - Provided an update on outreach activities by CCF partners, as well as, updates on new funding opportunities and upcoming events for the Census Week of Action.

#### *e. Schools Districts*

- Los Angeles Unified School District, Antonio Plascencia
  - Provided an update regarding outreach strategies used by LAUSD and announced that a new Census PSA will be released and posted on <https://achieve.lausd.net/weareone>.
- Los Angeles County Office of Education, Esmeralda Flores
  - Provided an update regarding outreach strategies used by LACOE and its partners

### 3. State Census Updates

- Cecil Flournoy greeted meeting participants, made brief remarks and invited meeting participants to contact him via email with questions (email address provided in the attached meeting presentation slide deck).

### 4. U.S. Census Bureau Updates

- Jason Tajima (L.A. County) presented updates on behalf of USCB who were unable to attend the call. Also attached are fact sheets on Non-Response Follow Up and Mobile Questionnaire Assistance.

### 5. Questions, Answers Announcements

- N/A

### 6. Public Comment

- No public comment was received.