

LA City Update

for Countywide Outreach CCC meeting on May 28, 2020



Eric
Garcetti
@MayorOfLA

Census Goodwill Ambassadors

Virtual Events

Angela Law and Winnie Fong didn't want the census momentum to slow down due to COVID-19. They held a virtual meeting with their nonprofit's Steering Committee to present information about the census, particularly its importance for Asian-American communities.

After the presentation, over 35 participants pledged to complete their census after hearing how an undercount would have devastating effects.

"Because of challenges, such as language barriers and unfamiliarity with the census, Asian and Pacific Islanders (API) have historically been undercounted. We need to educate our community about the importance of the census and address those challenges in order to reach the hard-to-count areas in Los Angeles."

Why is the Census Important for AAPI?

- Asian-Americans are the fastest growing population in the nation. Based on the 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey, when asked "How likely would you be to fill out the census form?," only 55% of Asian Americans said they were "extremely" or "very" likely to fill out the Census form, compared to 69% of Whites, and 65% of Latinos, and 64% of Blacks.
- Challenges:
 - Linguistic barrier
 - Unfamiliarity with census
 - Distrust in government



Census Goodwill Ambassadors

Remote Outreach

Digital 2020 Census outreach guide

While at home, remind your friends and family to respond to the census. Here are some ways to spread the word.



Sign up to phone bank with Mayor Eric Garcetti's census team at bit.ly/censusphonebank



Incorporate census information into your next video conference meeting, webinar, blog, social media post or podcast.



Text or email your contacts a reminder to fill out the census.



Write a letter to let someone know you're thinking of them and remind them to be counted.



Quick and easy messaging to share

Sample text messages

- You're important to me and I want to make sure you're counted in the 2020 Census. You can respond online at My2020Census.gov, by phone or mail.
- Did you apply for unemployment insurance? Did you know census data helps determine funding for it? Go to My2020Census.gov to do your census.
- I hope you're staying safe and well at home. Have you filled out your census? It's so quick and easy. You can even do it over your phone. Go to My2020Census.gov
- Hi-I'm checking in with all my friends to make sure they've completed their census. Have you?
- We can't control the future, but we can plan ahead. Reminding you to fill out your census at My2020Census.gov if you haven't already.
- Happy birthday! I'm not counting the years, but I do want you to be counted in the 2020 Census. Make a wish and fill it out: My2020Census.gov
- Did you know April 1 wasn't the last day to do the census? We have until August 14--respond early before census takers go door-to-door. For more information, head over to My2020Census.gov
- How are online classes going for you right now? Wanted to check in--have you done your census yet? It's online this year: My2020Census.gov
- Heard of the census? This is our year to do it. Funding for healthcare programs, disaster relief, free school lunch and more depends on us. Head over to My2020Census.gov to learn more.
- Hey- I know you just moved so you might not have gotten the census invite in the mail, but you can still fill it out online without the code at My2020Census.gov

Sample email

Hey,

This current global health crisis is helping me realize just how much the simple things matter, and how when we work together, we become a force for good. A lot of things may feel out of control for us now, but we do have control over having a say on resources for our communities for the next 10 years. I pledged to be counted in the 2020 Census and I want you to join me.

Many things are vying for our attention right now. But, did you know that some, if not all of the issues in the COVID-19 headlines right now are related to the census? Medicare, unemployment insurance, free school lunches and more is determined by census data. In 2020, we're relying on 2010's data. Whatever the 'new normal' ends up looking like, you can't deny that an undercount this year would make the next 10 years unconsciously more difficult.

This is why it's important to sing the praises and importance of the census in any way you can. You can physically distance while building closeness with your community, at the same time.

Check out this remote outreach guide with sample email, text and phone messaging you can share.

As a colleague and friend of mine, you mean a lot to me and you, your family and friends all deserve to be counted. Take the pledge, fill out the census online at My2020Census.gov, by phone or by mail, and let's get through this together.

CGAs have all been provided with this remote outreach guide.

Encourage your staff and constituents to continue to conduct outreach from the safety of their homes!

About 30% of our phone banking volunteers are CGAs.

Self-Response Activation Events



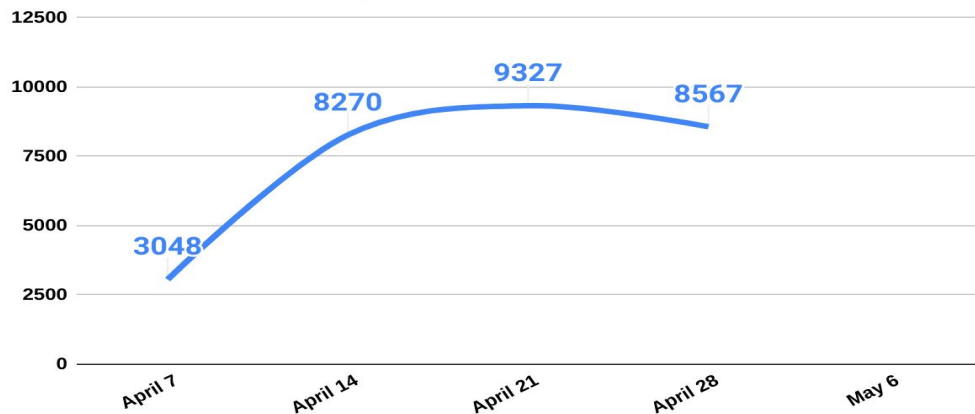
If you would like to discuss partnering on a self-response activation event in the future (while adhering to public health guidelines), let us know!

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

Phone Banking

Phone Banking Calls Made

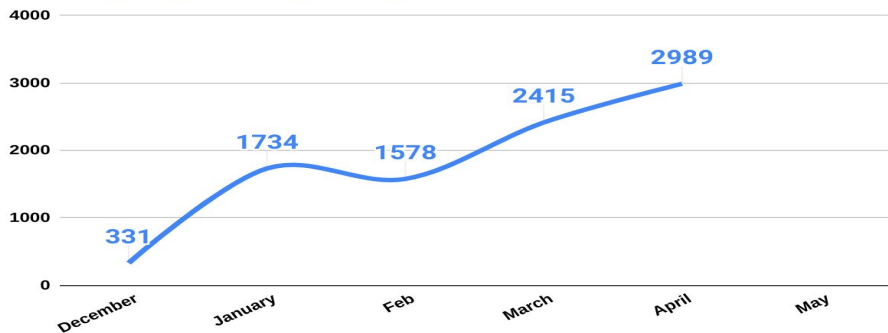


On March 31st, we kicked off our phone banking initiative with the help of the City Clerk's Office and census volunteers.

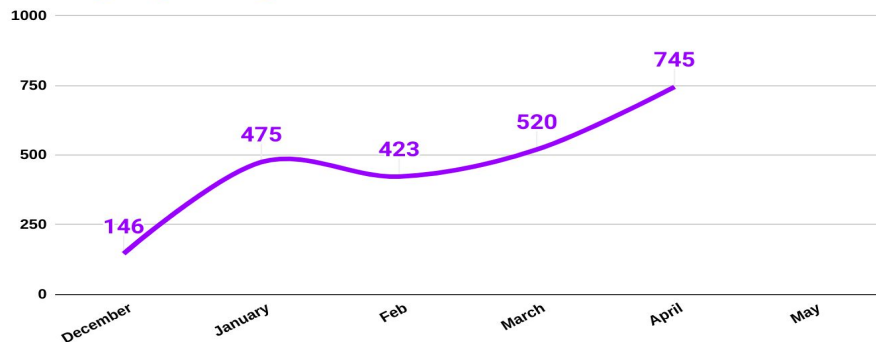
To date, we've recruited over 60 volunteers, and made almost 40,000 calls to hard-to-count communities across Los Angeles.

SMS Text Messaging

Nudging Outgoing Texts



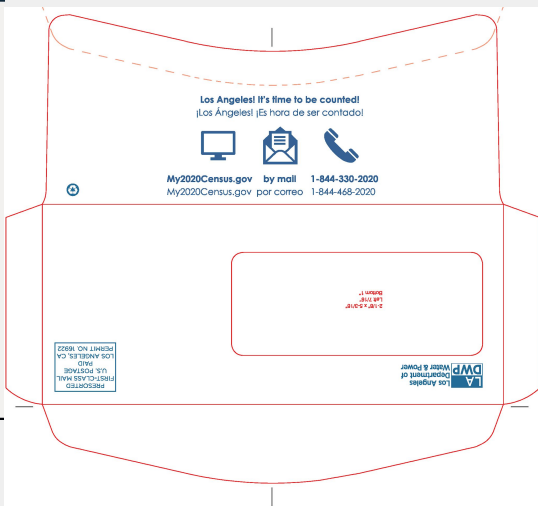
Nudging Response Texts



Over 9,000 text messages have been sent, and over 2,000 responses have been received. Messages are used to announce important Census events and recruit for volunteer activities including Phone Banking.


Marketing and Communications

City department outreach examples



Marketing and Communications

Social Press Kit: thesocialpresskit.com/lacitycensus



Los Angeles! It's time to be counted!

census.lacity.org

Eric Garcetti

CA 2020

L.A. City Census 2020 Initiative

CAMPAIGN

Census social media and outreach toolkit

DESCRIPTION

Welcome to our social media and outreach toolkit. We hope this is a convenient way for you to share posts about the #2020Census. For questions, email Mayor.LAcensus2020@lacity.org

TIMELINE

May-June 2020


HASHTAGS

#2020Census

English May and June posts	Spanish May and June posts	Farsi May and June posts	Korean May and June posts
Armenian May and June posts	Tagalog May and June posts	Chinese May and June posts	
Vietnamese May and June posts	Japanese May and June posts	Khmer May and June posts	
Russian May and June posts	Additional posts	Videos	Additional flyers

Post To Timeline

Step 1
Download the Assets



Download image

Step 2
Copy the Text

年长人士为L.A. 的城市结构和活力，各个年龄层的人都需要加入统计
#BeCounted #OlderAmericansMonth
census.lacity.org

Copy text

Step 3
Login to Facebook and post using the assets and text!

Want to post later?
Email this content to your mobile device to download to post. Recommended for iOS.

Email Address

*To download videos, you must open this message in an email app, not a web browser.

Return to SKK

Marketing and Communications

Explore Social Press Kit

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FACEBOOK POSTS

Funding for the federal Pell Grant program and federal direct student loans for the next 10 years depends on you. Fill out your census today.

Higher education

For the next 10 years depends on you! Fill out your census today.

Healthcare

Fill out your census today.

School lunch program



Be Informed. Be Involved. Be Counted.

Your 2020 Census in your language

The 2020 Census can be completed by phone in the following languages:

Language	Toll-free number
English	844-330-2020
Spanish/ Español	844-468-2020
Chinese (Mandarin)/ 普通话	844-391-2020
Chinese (Cantonese)/ 廣東話	844-398-2020
Vietnamese/ Tiếng Việt	844-461-2020
Korean/ 한국어	844-392-2020
Russian/ Русский	844-417-2020
Arabic/ العربية	844-416-2020
Tagalog	844-478-2020
Polish/Polskie	844-479-2020
French/Français	844-494-2020
Haitian Creole/ Kreyòl Ayisyen	844-477-2020
Portuguese/ Português	844-474-2020
Japanese/ 日本語	844-460-2020
Telephone Display Device (TDD)	844-467-2020

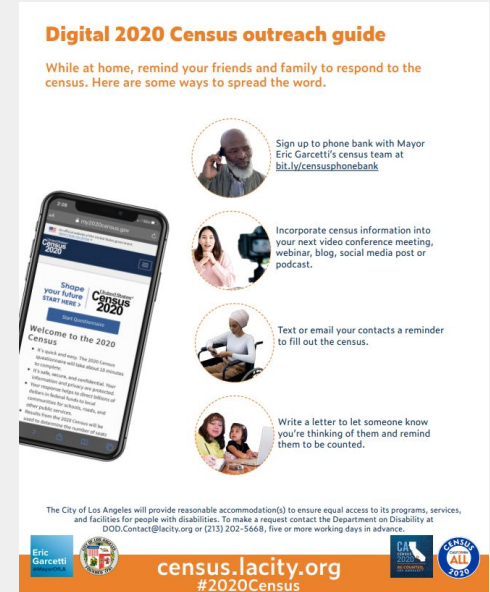
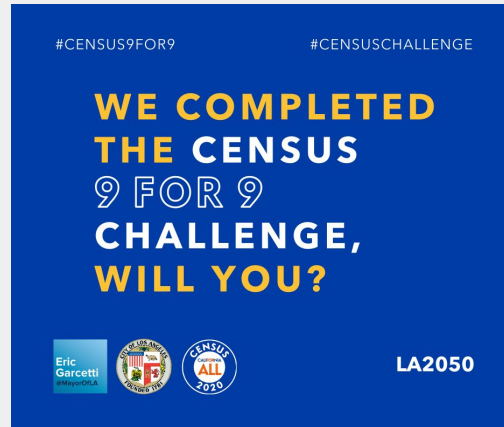
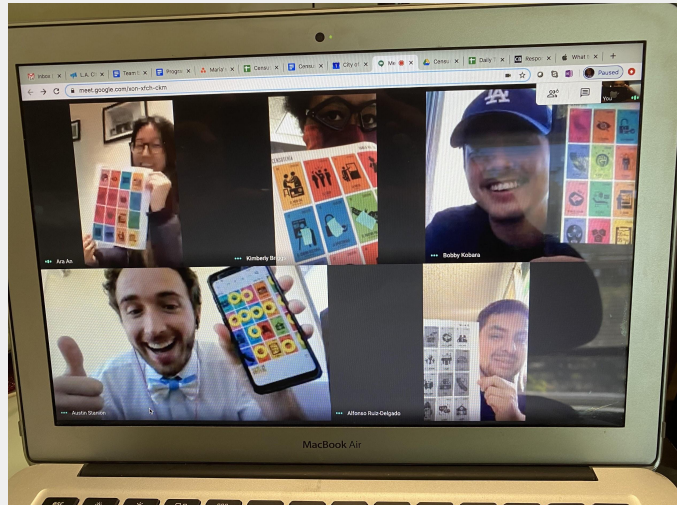
The Census Bureau also offers web pages and guides in 59 non-English languages, including American Sign Language, Braille and large print. Visit 2020census.gov to learn more.

The City of Los Angeles will provide reasonable accommodations to ensure equal access to its programs, services, and facilities for people with disabilities. To make a request, contact the Department on Disability at 310.201.Contact@lacity.org or 213.223-5688, five or more working days in advance.

census.lacity.org
#2020Census

Marketing and Communications

Partner with us for digital events



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