



California  
**COMMUNITY**  
Foundation

**WE COUNT**  
**LOS ANGELES**

Our Community. Our Census.

May 28, 2020

# Countywide Outreach Complete Count Committee

# AGENDA

California  
**COMMUNITY**  
Foundation

- I. Campaign Updates
- II. Countywide Census Car Caravan Day
- III. Response Rates: Countywide Overview
- IV. Virtual Strategies, Partnerships and Resources
- V. Q&A

# CAMPAIGN UPDATES

# Unprecedented Moment, Pulse of the Field

For nearly three years we prepared for many obstacles, from misinformation efforts, the digital divide with the first online census, to fears stoked among immigrants with a possible citizenship question.

Yet no one could imagine a global pandemic. The COVID-19 crisis has challenged us to quickly and strategically pivot to a virtual campaign to get out the census count.

Through this process, we conducted a series of pulse surveys to capture the field input and needs as we pivoted:

- **Pulse survey in response to COVID-19**
- **1<sup>st</sup> Virtual Town Hall (with live polling and post-event survey)**
- **Regional input sessions coordinated by regional co-conveners**
- **Capacity field assessment in response to U.S. Census Bureau timeline extension**

# Creative Tactics

Instead of knocking on doors or holding special in-person events, our We Count LA partners are:



**Intensifying phone banking.**



**Leaning into texting and digital outreach.**



**Recording “DIY” videos that we have used for digital ads and social content.**



**Coordinating “car caravans” to GOTC at safe distances.**



**Stuffing census flyers into food pantry bags.**

# Regional We Count LA Co-Conveners

## SAN GABRIEL VALLEY

Chapman Clark, [chap@lavoices.org](mailto:chap@lavoices.org)

## LONG BEACH

James Suazo, [james@lbforward.org](mailto:james@lbforward.org)

## SOUTHEAST LOS ANGELES

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## SOUTH LOS ANGELES & SOUTH BAY

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## METRO LOS ANGELES

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Margarita Lopez-Pelayo, [mlopez-pelayo@pacoimabeautiful.org](mailto:mlopez-pelayo@pacoimabeautiful.org)

## POMONA

Karen Kandamby, [karen@pomonadaylabor.org](mailto:karen@pomonadaylabor.org)

## ANTELOPE VALLEY & SANTA CLARITA VALLEY

Jacqueline Brodrick, [jbrodrick@avph.org](mailto:jbrodrick@avph.org)

# WCLA: Grantee Outreach Topline Numbers

*From March 30 - May 10*

**439K**

Phone Calls & Text  
Messages Sent

**26M**

Social Media  
Impressions

**80K**

Attendees at Events  
(Meetings, Trainings &  
Webinars)

**97K**

ThruText Messages

**47K**

Fliers + Mailers +  
Collateral Distributed

# WCLA: Paid Media & Digital Outreach

*Entire Campaign to Date*

**9.6K**

asset downloads from  
the campaign toolkit

**358K**

HTC individuals reached with  
social media ads

**4.8M**

impressions generated  
through paid ads



# 46.6M

**REPORTED IMPRESSIONS  
ACHIEVED THROUGHOUT THE  
CAMPAIGN TO-DATE\***

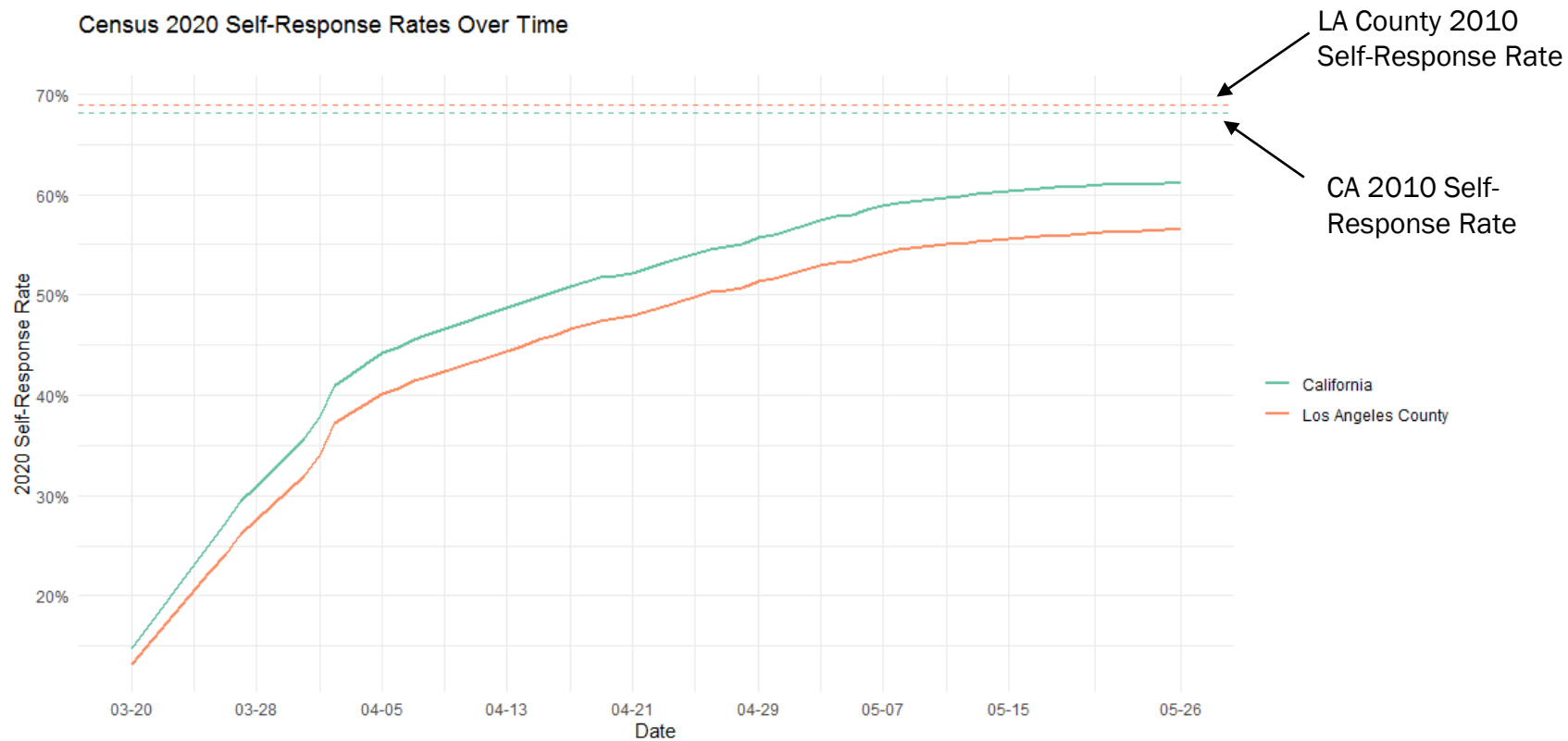
\*Through May 26, not including outreach through PDI

# HOW ARE WE DOING?

# Overview of Self-Response Rates as of 5/26

State	County	HTC Census Tracts
61.3%	56.5%	50%

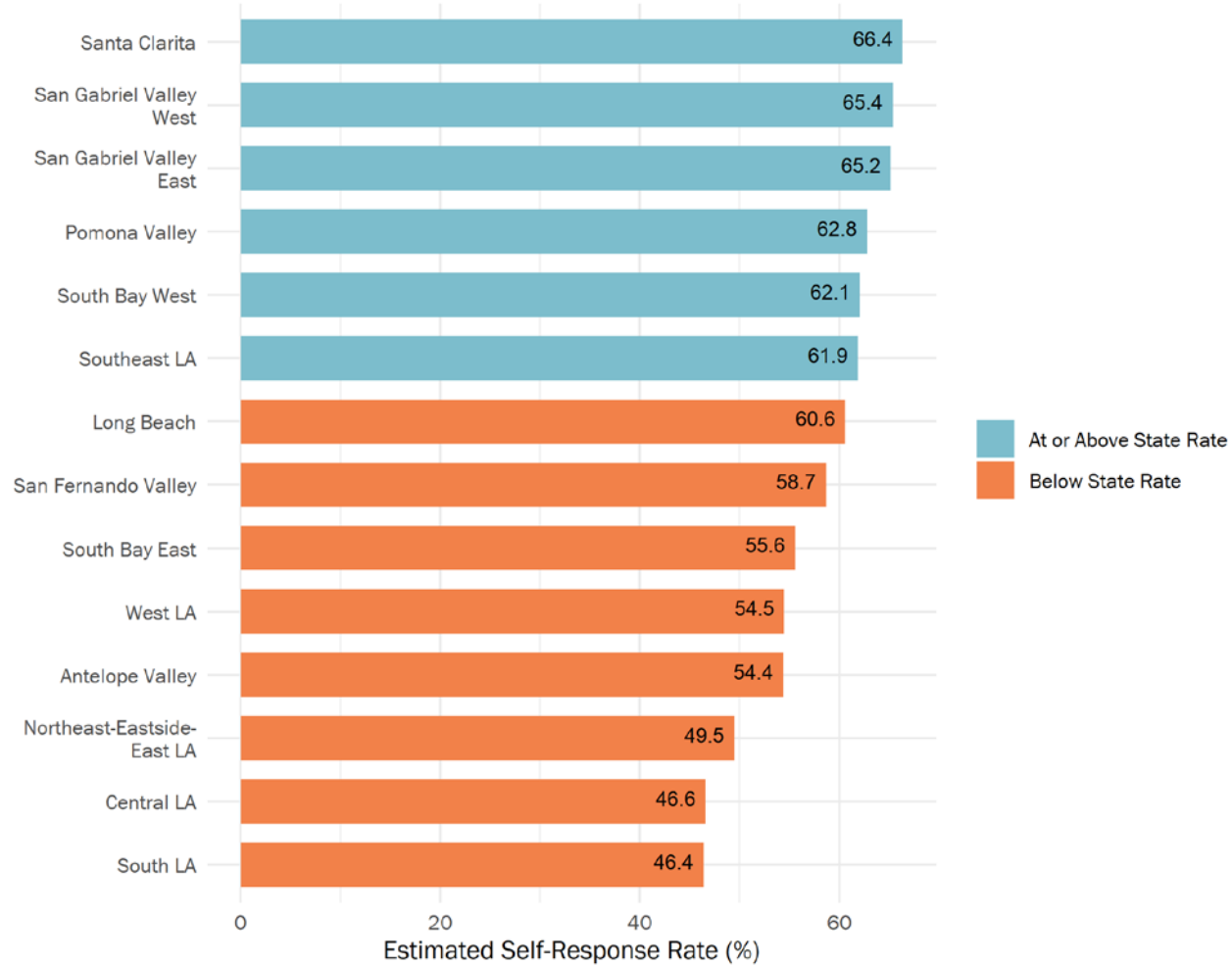
Census 2020 Self-Response Rates Over Time



- While the state response rate is consistently about 4-5 percentage points above the county, both have steadily increased throughout the self-response period.

- Both CA and LA County have substantial ground to cover before meeting their respective 2010 self-response rates, but we continue to see steady increases in self-response despite challenges, including those related to COVID-19 stay-at-home orders.

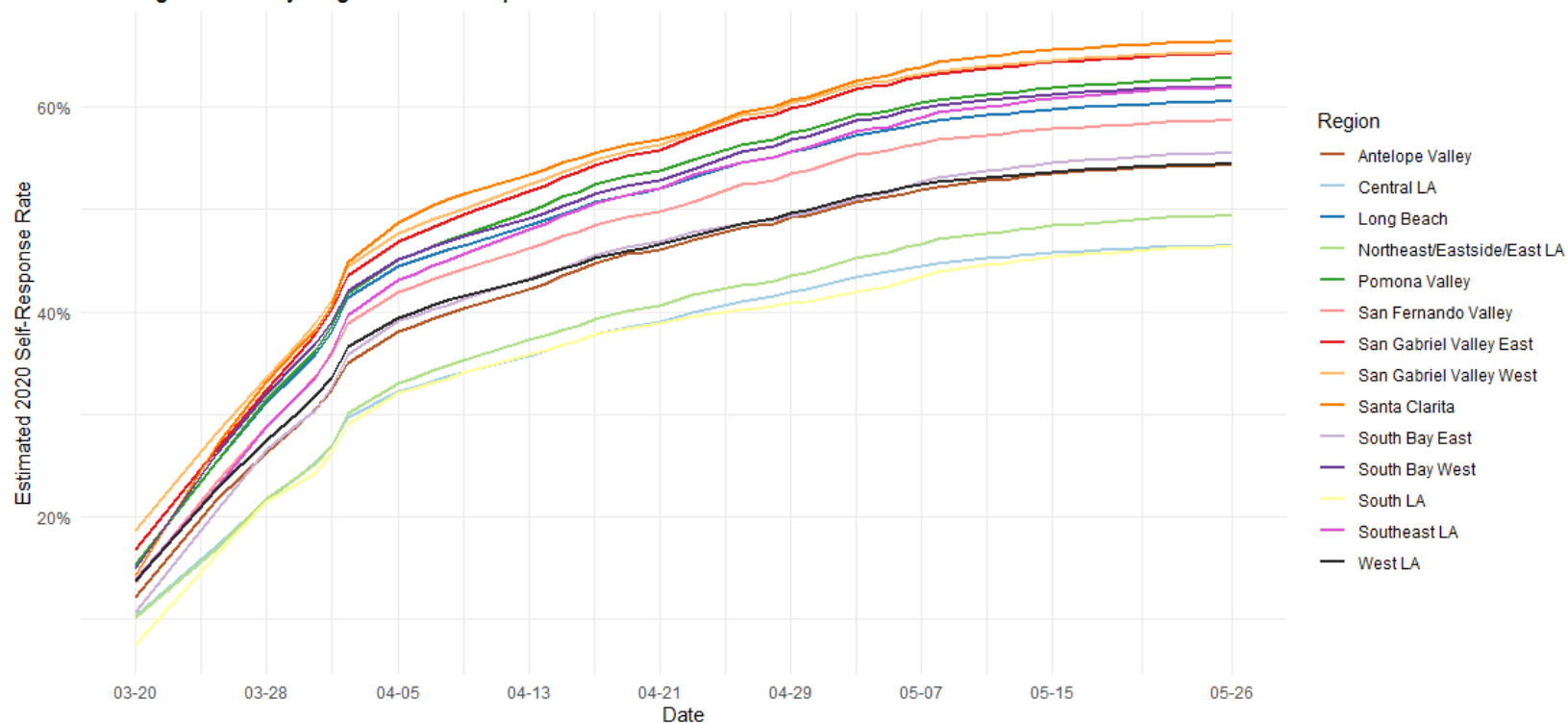
Estimated Self-Response Rates (%) of Regions



Priority Regions:

- South LA
- Central LA
- Northeast/Eastside LA

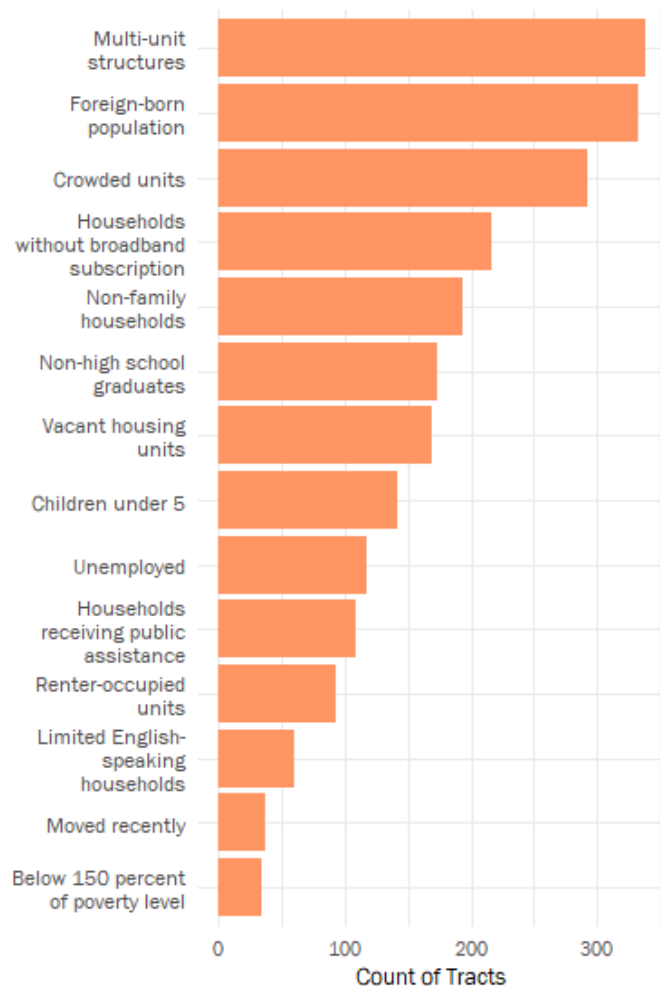
Los Angeles County Regional Self-Response Rates Over Time



- All regions in LA County have had steadily increase self-response rates throughout the self-response period.
- Regions with more hard-to-count census tracts such as South LA, Central LA and Northeast/Eastside/East LA, started out with lower self-response rates, but have otherwise seen roughly similar rates of increase as other regions.
- Response rates in Central LA are slowing down, and the region should be an urgent outreach focus.

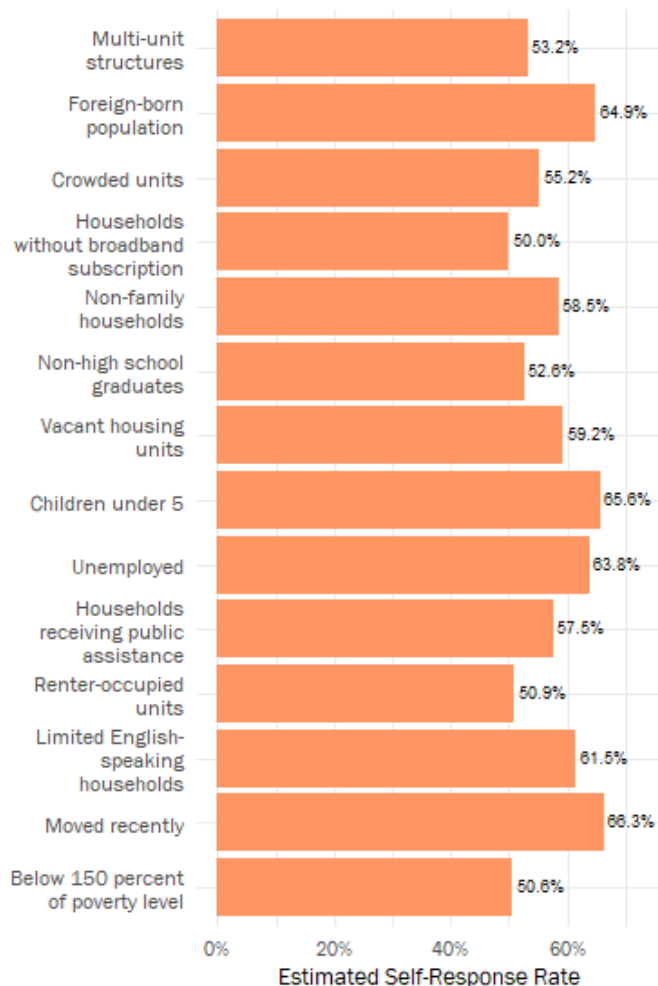
## Top Hard-to-Count Characteristics

In All Tracts



## Combined Response Rate

By Top HTC Characteristic in All Tracts



## Most Common Top HTC Characteristics:

- Multi-unit structures
- foreign born population
- crowded housing units

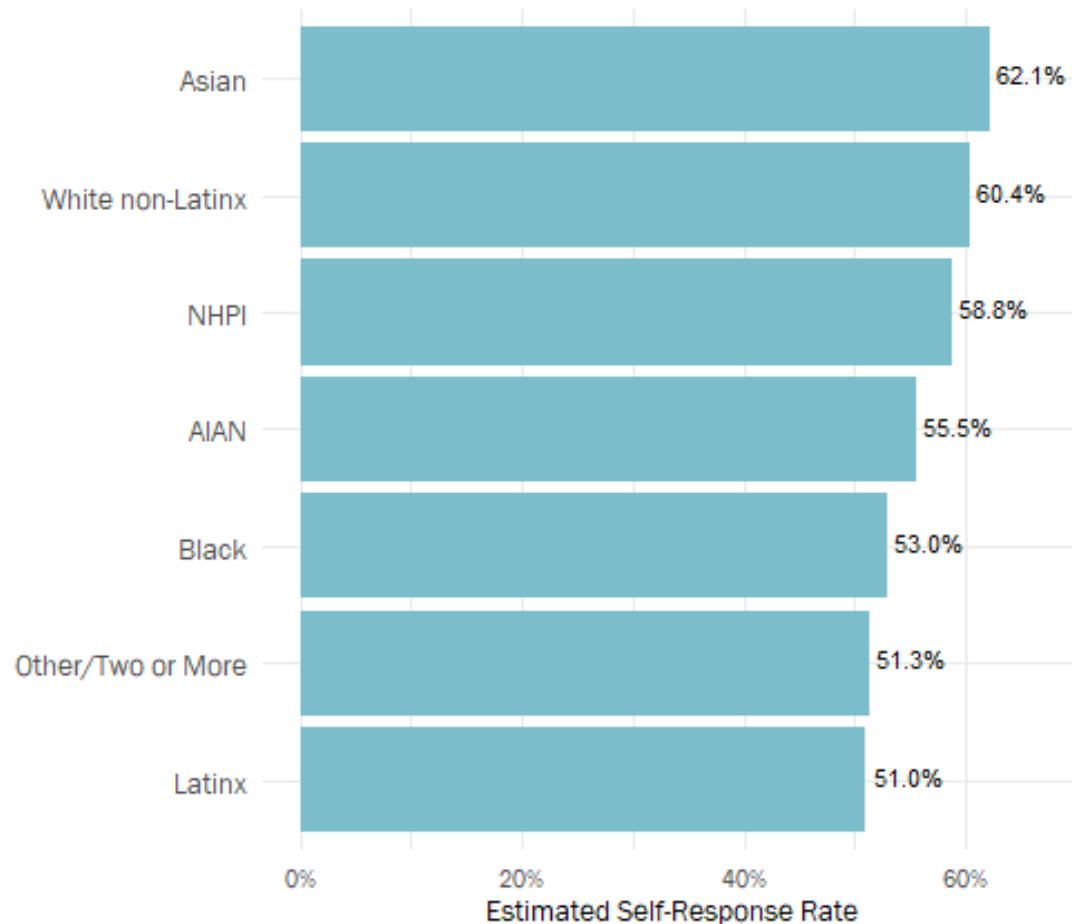
## Census Tracts where the top HTC characteristic is:

- Lack of internet access
- Poverty
- Renter-occupied units

Are the lowest-responding census tracts currently

## Response Rate by Population Group Prevalence

Combined response rate for all tracts where tract share of race/ethnicity is in the top quintile for all tracts in LA County



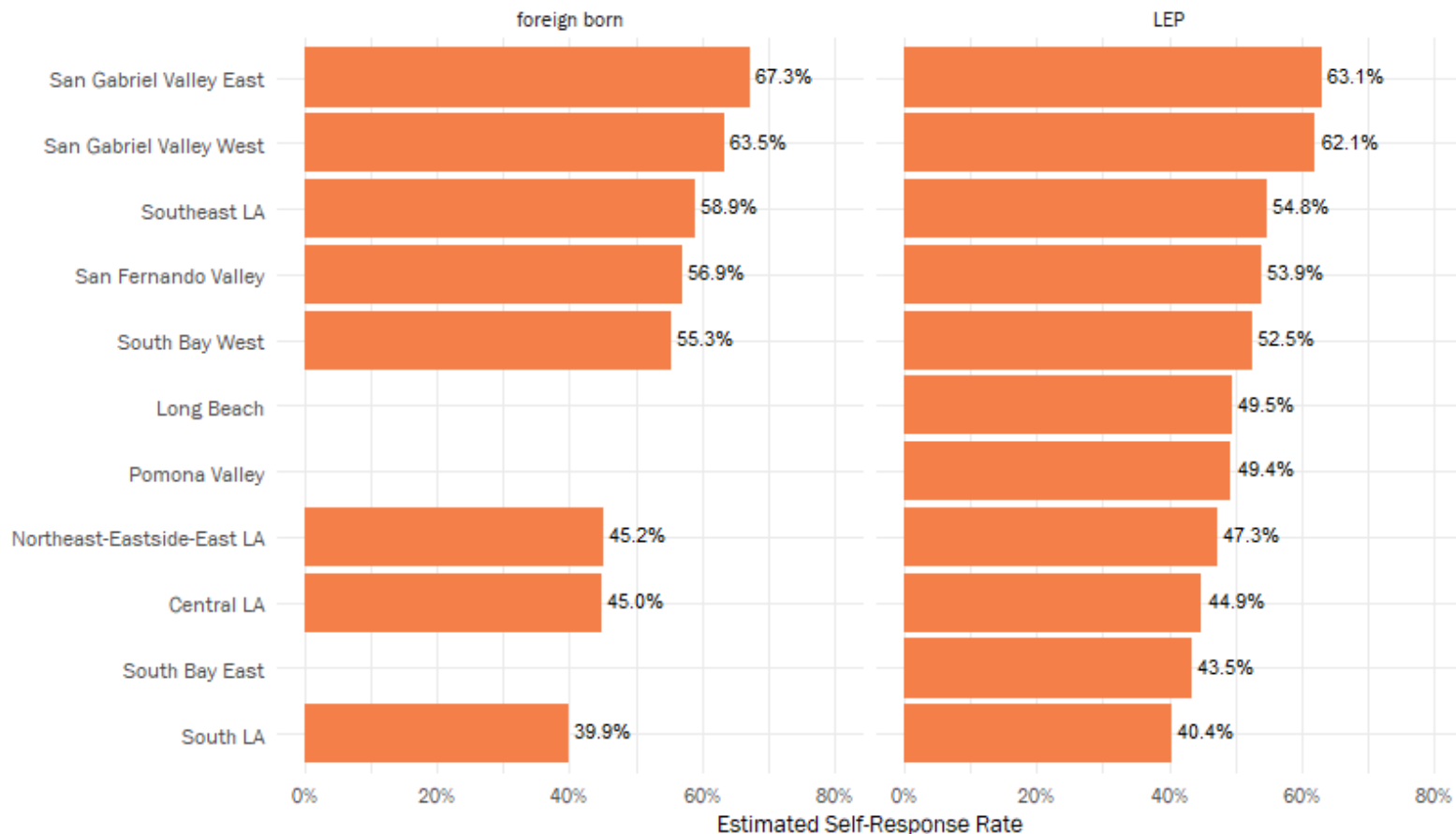
- The census tracts in the top quintile for Latinx and Black populations have the lowest response rates in the county.
- Many communities with large Latinx and Black populations have a greater concentration of hard-to-count tracts, which is reflected in these response rate estimates.
- Latinx and Black communities are most at-risk for being undercounted.

**Data Note:** We do not have data on who is responding to the Census, we only know the number of households that have responded in each tract and the demographics of the tract.



## Response Rate in Region by Population Group Prevalence

Combined response rate for all tracts where tract share of characteristic is in the top quintile for all tracts in LA County



*Demographic group excluded when there are fewer than five census tracts in the top quintile in the region.*

**Data Note:** We do not have data on who is responding to the Census, we only know the number of households that have responded in each tract and the demographics of the tract.

## Urgent outreach targets:

- All communities in South LA, Central LA and Northeast/Eastside LA.
- Latinx and Black communities are most at-risk for being undercounted in South LA and Central LA. Asian communities are most at-risk for being undercounted in Central LA.
- People who were born outside of the US living in South LA, Central and Northeast/Eastside LA.
- Non-English speakers living in South LA, South Bay East, Central LA, Northeast/Eastside LA, Pomona Valley and Long Beach.

# Priority Communities for Targeting Low Self-Response Rates

Priority communities are determined by calculating the combined self-response rate for census tracts that are in the top quintile for various demographics (for example, the top 20% of limited English proficient census tracts) and selecting the lowest-responding communities. Census tracts where more than half of the population lives in group quarters have been excluded.

Priority communities for LEP population	Priority communities for foreign born population
Central-Alameda	Central-Alameda
Historic South-Central	Chinatown
Pico-Union	Historic South-Central
South Park	Pico-Union
Watts	University Park

- Central-Alameda, Historic South-Central and Pico-Union are priority communities for non-English speakers and for people who were born outside the US.

# Priority Communities for Targeting Low Self-Response Rates

## Priority communities for AIAN population

Central-Alameda

Harvard Heights

Historic South-Central

Northeast Antelope Valley

Pico-Union

## Priority communities for Asian population

Downtown

Harvard Heights

Lincoln Heights

Pico-Union

Westwood

## Priority communities for NHPI population

Boyle Heights

Downtown

Koreatown

Westlake

Wilmington

## Priority communities for Black population

Downtown

Hollywood

South Park

Watts

Westchester

## Priority communities for Latinx population

Central-Alameda

Historic South-Central

Pico-Union

South Park

Westlake

1. Central-Alameda and Historic South-Central in South LA are priority communities for Latinx and American Indian/Alaskan Native (AIAN) people living in low-responding tracts.
2. Downtown LA is a priority community for Black, Asian and Native Hawaiian/Pacific Islander (NHPI) populations living in low-responding tracts.
3. Pico-Union is a priority community for Asian, Latinx and American Indian/Alaskan Native (AIAN) people living in low-responding tracts.
4. Westlake is a priority community for Latinx and NHPI populations.

## Priority Communities by Region

- We have identified priority communities in each region across the country.
- In regions with many HTC communities, we have identified up to 5 communities per region.
- **Priority communities were identified using four combined metrics:** response rate, number of uncounted households, number of HTC tracts in the region, and the community mean HTC score.
- In each community we have identified the most common top HTC characteristic.

# Priority Communities by Region

## South LA-South Bay

Region	Community	Top HTC Characteristic	Response Rate	Uncounted Households	Count of HTC Tracts in Community
South Bay East	East Compton	Non-high school graduates	44.6%	906	2
South Bay East	Willowbrook	Non-high school graduates	46.1%	4847	5
South Bay East	Wilmington	Crowded units	46.8%	7539	13
South Bay East	Compton	Households receiving public assistance	55.5%	10668	13
South Bay West	Lennox	Non-high school graduates	48.6%	2713	5
South Bay West	Harbor Gateway	Crowded units	54.9%	5603	7
South Bay West	San Pedro	Unemployed	55.1%	13985	10
South Bay West	Inglewood	Multi-unit structures	55.1%	16435	15
South Bay West	Hawthorne	Renter-occupied units	57.5%	12444	14
South LA	Historic South-Central	Crowded units	34.4%	7322	12
South LA	Central-Alameda	Non-high school graduates	37.6%	6145	10
South LA	Watts	Non-high school graduates	42.4%	5606	8
South LA	Florence	Non-high school graduates	42.5%	7221	13
South LA	Florence-Firestone	Non-high school graduates	45.8%	8386	14

# Priority Communities by Region

## Metro LA

Region	Community	Top HTC Characteristic	Response Rate	Uncounted Households	Count of HTC Tracts in Community
Central LA	Downtown	Multi-unit structures	34.1%	18655	13
Central LA	Pico-Union	Renter-occupied units	38.6%	8491	14
Central LA	Hollywood	Renter-occupied units	42.2%	22170	21
Central LA	Westlake	Multi-unit structures	42.2%	22039	29
Central LA	Koreatown	Multi-unit structures	47%	21743	30
Northeast-Eastside-East LA	Lincoln Heights	Limited English-speaking households	42.8%	4181	6
Northeast-Eastside-East LA	Boyle Heights	Households without broadband subscription	44.6%	13522	25
Northeast-Eastside-East LA	El Sereno	Households without broadband subscription	48.1%	6004	6
Northeast-Eastside-East LA	Highland Park	Unemployed	49.5%	8373	7
Northeast-Eastside-East LA	East Los Angeles	Non-high school graduates	51.1%	15004	26
West LA	Westwood	Non-family households	42.4%	10722	5
West LA	Pico-Robertson	Non-family households	48.8%	4235	2
West LA	Palms	Multi-unit structures	57%	9193	2

# Priority Communities by Region

## AV-SC

Region	Community	Top HTC Characteristic	Response Rate	Uncounted Households	Count of HTC Tracts in Community
Antelope Valley	Lancaster	Below 150 percent of poverty level	55.2%	21347	9
Antelope Valley	Palmdale	Non-high school graduates	55.8%	19399	9
Santa Clarita	Santa Clarita	Multi-unit structures	67%	22302	3

## SFV

Region	Community	Top HTC Characteristic	Response Rate	Uncounted Households	Count of HTC Tracts in Community
San Fernando Valley	Pacoima	Non-high school graduates	48.2%	9532	16
San Fernando Valley	Van Nuys	Multi-unit structures	50.7%	17291	24
San Fernando Valley	North Hollywood	Multi-unit structures	51.6%	14497	18
San Fernando Valley	Canoga Park	Multi-unit structures	52.5%	10359	10
San Fernando Valley	Panorama City	Foreign-born population	55.6%	8714	15



# Priority Communities by Region

## Long Beach

Region	Community	Top HTC Characteristic	Response Rate	Uncounted Households	Count of HTC Tracts in Community
Long Beach	Washington	Renter-occupied units	47.6%	1160	2
Long Beach	Downtown/Central	Renter-occupied units	48%	1582	2
Long Beach	AOC7	Crowded units	49.3%	2072	3
Long Beach	Wilmore	Multi-unit structures	49.6%	3961	5
Long Beach	Cambodia Town	Crowded units	52.4%	2489	4

## SELA

Region	Community	Top HTC Characteristic	Response Rate	Uncounted Households	Count of HTC Tracts in Community
Southeast LA	Huntington Park	Crowded units	50%	7288	17
Southeast LA	Maywood	Households without broadband subscription	53.7%	3100	7
Southeast LA	Lynwood	Non-high school graduates	54.1%	7147	10
Southeast LA	Bell Gardens	Non-high school graduates	55.2%	4329	9
Southeast LA	South Gate	Non-high school graduates	59.5%	9690	17

# Priority Communities by Region

## SGV-Pomona

Region	Community	Top HTC Characteristic	Response Rate	Uncounted Households	Count of HTC Tracts in Community
Pomona Valley	Pomona	Non-high school graduates	56.7%	16940	15
San Gabriel Valley East	South San Jose Hills	Non-high school graduates	53.6%	2422	2
San Gabriel Valley East	La Puente	Non-high school graduates	60.6%	3671	3
San Gabriel Valley East	Baldwin Park	Foreign-born population	65.7%	6126	5
San Gabriel Valley West	South El Monte	Households without broadband subscription	55.6%	2291	4
San Gabriel Valley West	El Monte	Foreign-born population	58%	12418	20
San Gabriel Valley West	Rosemead	Limited English-speaking households	65.7%	5046	5
San Gabriel Valley West	Alhambra	Foreign-born population	67.6%	9534	8

# CENSUS CAR CARAVAN DAY

# WE COUNT LA CENSUS CAR CARAVAN

Wednesday, June 17



**WE COUNT**  
**LOS ANGELES**  
Our Community. Our Census.

REPLACE WITH  
YOUR LOGO

**JUNE 17** IS THE NEW DATE FOR  
THE WE COUNT LA COUNTYWIDE  
CENSUS CAR CARAVAN!

The purpose of the caravan is to generate awareness and excitement around the census in HTC communities. Even as we remain sheltered-in-place and in-person outreach is postponed; we can safely engage our communities and continue to promote the importance of being counted.

# Preparing for the Caravan

WE HIGHLY ENCOURAGE YOU TO COORDINATE AND PLAN YOUR ROUTE IN PARTNERSHIP WITH YOUR REGIONAL LEADS, AS WELL AS TAKING THE NEXT STEPS TO GET STARTED:

1. **Designate an organization lead** to help with RSVPs, determine the route, oversee coordination with city/county offices and/or law enforcement regarding permits, identify a lead car driver, identify a meeting location, and set a time for the event.
2. **Meet an hour in advance** of the event, where the lead will distribute materials, remind participants of key safety, traffic and social distancing guidelines, and pass out route maps.

Go to the [WCLA toolkit](#) for detailed guidelines and social media and flyer templates. **Let's get counted!**



**¡CARAVANA DEL CENSO DE WE C**

**Miércoles 17 de jun**  
[START TIME - END]

**Mientras nos mantenemos s**  
**necesita ser contado en el C**  
caravanas regionales en todo  
importancia del Censo 2020 y

**¡CONFIRME SU ASÍ!**  
**ELECTRÓNICO / EN**  
#WeCountLA #Censo2

Esta será una caravana de automóbiles físicamente distante, con múltiples ubic. parte de un día de caravanas regionales con todo el condado de Los Angeles. Afirmamos que participantes observen los pautas de distancia social al cubrir la cara y permanecer a distancia de los demás en todo momento.

**WE COUNT LA CENSUS CAR CARAVAN!**

**Wednesday, June 17, 2020**  
[START TIME - END TIME]

**Even as we stay safe and healthy at home, the 2020 Census is still counted on our community to be represented!** Join the We Count LA campaign for a day of regional car caravans across Los Angeles County on June 17 to help promote the importance of the 2020 Census and encourage every Angeleno to be counted.

**RSVP [BY EMAILING / HERE AT THIS LINK]**  
#WeCountLA #2020Census

This will be a safe & physically distant, multi-location car caravan as part of a day of regional car caravans across Los Angeles County! We ask that everyone participating observe social distancing guidelines by wearing a face covering and remaining six feet away from others at all times.

# VIRTUAL STRATEGIES + PARTNERSHIPS + RESOURCES

# What does a virtual GOTC campaign look like?

As we postponed in-person outreach activities, our digital and virtual engagement tactics were prioritized:

- **PAID MEDIA:** Through placement of online and digital ads, paid media is one of our most powerful resources to reaching communities as they self-quarantine and stay at home. Since April, We Count LA has been able to deliver timely and relevant reminders to fill out the census to hundreds of thousands of people.
- **PEER-TO-PEER TEXTING:** Personable and customizable, peer-to-peer texting has been deployed by dozens of We Count LA organizations. Collectively, our cohort has sent out hundreds of thousands of texts so far to our supporters to encourage them to fill out the census.
- **SOCIAL MEDIA:** Our Facebook, Instagram and Twitter channels are the most accessible, public-facing element of the We Count LA GOTC campaign, and has grown to become an influential, community-led voice in the LA County GOTC effort.
- **EMAIL:** The We Count LA email program delivers critical, timely census updates to our cohort's supporter lists on a biweekly basis. These emails drive to one ultimate call-to-action: fill out the census.

# Campaign Toolkit: One Stop Shop

<https://thesocialpresskit.com/wecountla>

- **CONTINUOUSLY UP TO DATE:** As the campaign evolves, so do the materials and resources being added every day!
- **EXTENSIVE AND COMPREHENSIVE:** Resources, answers, guides, social media posts, and more are all available in the toolkit.
- **COLLABORATIVE:** The toolkit features a host of resources from across the We Count LA partner network, including messaging guidelines, social media graphics, etc.
- **RECENT ADDITIONS INCLUDE:** WhatsApp scripts, Census memes, COVID-19 messaging and social media assets, a digital campaign checklist, and peer-to-peer texting checklists and revised scripts.
- **UPCOMING ADDITIONS** will include posters and flyers as well as potentially door hangers.

¡Más personas contadas  
en el censo  
= más dinero  
para su comunidad!

더 많은 사람이  
센서스 인구조사에 집계되는 것  
= 더 많은 기금을  
지역 공동체 자 지원받는 것!

更多人被统计在  
人口普查内  
= 等于您的社区  
将获得更多资金!

MAS MARAMING  
MABIBILANG SA SENSO  
= MAS MARAMING PERA  
PARA SA INYONG KOMUNIDAD!

CÀNG NHIỀU NGƯỜI  
ĐƯỢC ĐẾM VÀO THỐNG KÊ DÂN SỐ  
= CÀNG NHIỀU TIỀN  
CHO CỘNG ĐỒNG QUÝ VỊ!

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**OUR COMMUNITY  
IS COUNTING ON US**


**FILL OUT YOUR CENSUS FORM  
TODAY** and ensure important  
funding reaches our community.

- Schools & Classrooms
- Hospitals & Clinics
- Child Care Centers
- Job Programs
- Senior Services

**IT'S EASY AND SAFE!**

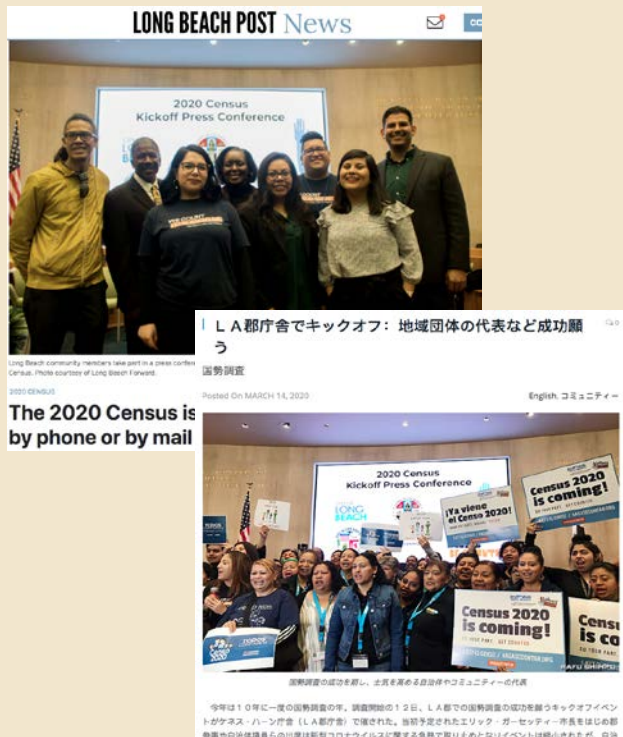
**Please visit:  
2020census.gov**

📱📺📺  
@WeCountLA





# Earned & Traditional Media



## Planned activities include:

- National Census Days of Action (June 17 & July 28) & countywide car caravan to tie into this effort
- Outreach to ethnic media for spokesperson availability
- Ethnic media roundtables - will collaborate with LA County's leadership on these virtual briefings in June
- Curated opportunities as appropriate

# Partnership with State of CA and LA County

Together with State of CA and LA County, we have helped direct over \$1M in paid advertising to promote the census across the county. The following advertising placements are currently running and ending early to mid-July:

- **GROCERY AND CONVENIENCE STORES.** Front entrance signage at over 300+ locations such as El Super and ethnic markets targeting HTC.
- **PHARMACIES.** Hand sanitizing kiosk stations at 200 locations
- **RADIO.** Extending radio advertising through the summer and engaging in partnerships to engage listeners in innovative ways
- **ETHNIC MEDIA.** Creative, engaging forums (e.g. town halls & media briefings)
- **DIGITAL.** Deliver paid ads through geo-targeting grocery stores and pharmacies and engaging in website partnerships targeting renters



# The Data Guides Us

**Data informed strategies** to expand targeted outreach using:

- Response rate data from the State to identify priority HTC tracts
- Data from grantee outreach reports to understand capacity and reach
- Analysis from Advancement Project to help understand demographic characteristics in targeted areas and help match with digital strategy

**Expanded regional support along with phone and text banking coverage in San Fernando Valley, Southeast LA, Antelope Valley and areas within City of LA.**

# Q&A

# THANK YOU

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