

Complete Count Meeting Highlights



Date/Time:	May 23, 2019 9:30 to 11:00 a.m.
Group:	Countywide Outreach Subcommittee
Location:	City of Los Angeles, City Hall Room 305
Lead Presenters:	<ul style="list-style-type: none">■ Maria de la Luz Garcia, City of Los Angeles, Director, Census 2020 Initiative, Mayor's Office of Budget and Innovation■ Avianna Uribe, County of Los Angeles, Office of the CEO
Notes:	Charlotte Maure, Vice President, KH Consulting Group
Attendance:	(See Sign-In list)

Call to Order & Introductions:

Maria Garcia, Mayor's Office

- Called the meeting to order and reiterated that the purpose of committee is to be sure that everyone in the County is counted, noting that everyone needs to work together to reach the Hard-to-Count (HTC) areas and communities. These meetings are intended to provide information from the Federal and State Census, to share information about what we are doing, and to make connections and build bridges.

She also noted that this will likely be the last meeting in this room hosted by the City of Los Angeles, in pleasant recognition of the large and growing membership. Next meeting hosted by the City will be in a larger space.

- Introduced Avianna Uribe of the County Service Integration Branch. She will be taking over from Dorothea Park, who retired last month.

CCC Updates:

Avianna Uribe, CEO's Office

LA County Census Strategic Plan and City Funding Updates/ LA County Statewide funding advocacy

Avianna Uribe introduced herself and gave the following updates:

- Strategic Plan update
 - The County Strategic Plan is being submitted at the end of this month to the State.
 - She will report on Strategic Plan elements in more detail at the next meeting.
- City Funding update
 - Cities were notified earlier this month of the amounts they have been allocated from the original \$9.4 million for Hard-to-Count outreach
 - The process to distribute the funds will be coordinated between the County and the California Community Foundation (CCF). Details will be forthcoming soon.
- LA County Statewide funding advocacy

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- The County will be advocating for an additional \$5 million to assist the U.S. Census Bureau with the recruitment of enumerators, manage a Language and Disability Access mandate, and outreach to Native populations.
- The County will be going before the Legislative budget subcommittee in June.

A group photo was taken of all attendees by a City photographer.

Status of Citizenship Question

Valerie Flores, LA City Attorney's Office

The Supreme Court heard the case on the status of the citizenship question on an expedited basis in April. The argument was held on a case brought by New York. California requested to be able to join cases because of their additional causes of action but was denied; NY was asked to brief the issues from the California case. Even though the Census Bureau admitted that adding the citizenship question will reduce the count, most observers felt that the case did not go well based on the types of questions asked by the Justices. A decision is expected before the end of June, when Census printing is scheduled to begin. The latest that the decision will come down is October, because it will not be possible to print the surveys in time after that.

Everyone should prepare for the citizenship question's being included on the Census.

State Census Updates:

Cecil Flournoy, Regional Program Manager (LA, South LA, West LA, San Fernando Valley) Census 2020 CA Complete Count

Statewide Media Plan update

- Branding and guidance for all media plans are on state website, and the State wants to drive traffic to www.census.ca.gov;

Language and Communication Access Standards Plan

- The State Communication Access Plan has been released. It lays out the plan to provide access to the top 12 languages spoken in the State.

Statewide funding

- \$100.3 million approved and an additional \$50 million asked for. The Legislature sees the Census as one of its top priorities. Additional funds may be approved.

SwORD system update - Irving Pachecho, Regional Program Manager

SwORD is the State's online platform designed to address a key issue identified in the 2010 undercount – a perceived need for collaborators to be able to share information to find the HTC. It

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is designed to be a living site, continuously updated; suggestions for changes and improvements are welcome. He made these key points:

- SwORD is designed to provide real-time information that documents activities “on the ground”
- They will be hosting Implementation Planning Workshops during the summer to train on the tool and to hear suggestions
- Additional applications will be incorporated into SwORD in July
- In August, outreach data will be analyzed to see trends; compare with US Census data

Everyone was encouraged to go to the site and become familiar with it; State staff are available to respond on-line to questions. Nick Francino of Los Angeles County encouraged everyone who had not already set up an account for SwORD to do so. They can get to it through the Resources section of [Census.LACounty.gov](https://cacensus.supportsystem.com/open.php) or through <https://cacensus.supportsystem.com/open.php> to request an account. SwORD will only work if everyone uses it.

FY 2019-20 State Census Budget update Sara Pol-Lim, Regional Program Manager

California’s largest investment in this region, and the State is here to ensure that every Californian is being counted. A central need is to reach out to *trusted messengers*. A UCLA study showed that fear has ripple effect to every community - Hispanic to Asian/pacific islander and will impact the entire count.

U.S. Census Bureau Updates:

Meredeth Maxwell, Partnership Coordinator - Community Partnership & Engagement Program L.A. (CPEP)

Kathleen K. Woodruff, Media Specialist.

The US Census is encouraging all communities to participate, even if there is a citizenship question. Not responding hurts the community as a whole. They want all to “preach the benefit” of a full and complete count.

There will be 7 Area Census Offices in Los Angeles.

- Woodland Hills is now open: In September, they will be opening:
- City of Commerce
- Inglewood
- Long Beach
- Santa Clarita
- West Covina
- Pasadena

Update on employment opportunities and recruiting efforts

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- They are continuing to hire for the management teams for area offices.
- Address canvassing will start August 18. They plan to have 325 staff on the ground; currently have 94.

Publication of informational, collateral and promotional materials

There is a wide variety of materials available at 2020census.gov/partners. They will have materials in English and Spanish for schools, foundations, businesses:

- Forms
- Fact sheets
- Tool kits
- Social media
- Graphics
- Web badges.

Countywide Outreach Member Updates:

Update from Coalition for Humane Immigrant Rights (CHIRLA)

Esperanza Guevara, Census Campaign Manager

CHIRLA will be focused on supporting those with limited English skills and immigrants to participate in the Census. Many of their community members have never filled out a Census, even if they have been here for 30 years. CHIRLA will be incorporating their work on Census into their other programming areas. They encourage other organizations to reach out to them and utilize CHIRLA as a resource. They will include a web-link in a follow up email.

Update from NALEO Educational Fund

Giovany Hernandez, Census Campaign Manager

- NALEO will be working on two campaigns: Hagase Contar and Hazme Contar
- Hazme Contar is focusing on the undercount of children from 0-5 years old; they recently hired a deputy director to focus on nationwide undercount of children
- They launched their campaign April 1, 2019. They offer:
 - Hotline (not currently staffed live, but responding to voicemail messages)
 - Bilingual toolkit
 - Website
- They offer partners:
 - Webinar briefings
 - Train the trainer campaign material
 - Public awareness events and panels
 - Digital and traditional media efforts

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A report from a bipartisan commission was recently released with recommendations for Congress, the White House and other leaders about aggressive actions needed to ensure a complete count, especially facing the possibility of a citizenship question. The report also covered the need to ensure cybersecurity.

Opportunity for members to provide updates, make announcements, ask for assistance/volunteers

- The City of Los Angeles is launching the Census Goodwill Ambassador pilot program this summer in 4 locations: Boyle Heights, Pacoima, Harbor, South LA. They are looking to have community leaders participate to talk about the census and are looking for volunteers for the training. They anticipate a fall rollout, building off the lessons learned from the pilot.
- The City of Los Angeles Department of Recreation and Parks is hosting large community events this summer, for example in Northridge and Echo Park, expecting many thousand attendees. They invite support and materials for those events.

Countywide Outreach CCC Sub-Committee/Working Group Reports

County/City Departments

Maria Garcia

- The budget for the City of LA will be adopted in June, looking to spend between \$2.45 – \$3.9 million for 2020
- The City is receiving \$2.95 million from the County

Government/Quasi-governments

Avianna Uribe

Higher Education

- The Higher Education Toolkit is in final draft. They are making changes to ensure consistency with other resources. It is scheduled to be sent out to Higher Education Subcommittee members next week.

Unions

- Initial union efforts have been with the SEIU. They are looking to mirror the effort with other unions to support CGA effort

Business/Chambers

- The County is identifying strategies to engage businesses, and will report more at the next Outreach meeting

Stakeholder/Community Table/LARCT

Alejandra Ramirez-Zarate, Advancement Project CA

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LARCT is a collaborative effort providing a space for CBOs to collaborate and share materials as well as to coordinate with the City, the County, and CCF.

Many of the collaborative members were in attendance. Their partners include Long Beach Forward, Pacoima Beautiful, Antelope Valley Partners for Health (AYPH), LA Voice, and SELA Collaborative.

The next Regional Census Table Meetings are 5/29. Among the issues to be covered is how to address the citizenship question, explaining the consequences of

- Respondents skipping the question: Census staff may come to follow up with respondent or neighbors or mail carriers
- Non-profits encouraging respondents to skip the question: Potential 501(c)3 loss
- More than 400 folks registered in the six locations – More are encouraged to attend

Locations are:

- Antelope Valley Partners for Health: 44226 10th St. West, Lancaster, CA 93534
- Michelle Obama Neighborhood Library: 5870 Atlantic Ave, Long Beach, CA 90805
- Arts and Recreation Center, City of Baldwin Park: 14403 E Pacific Ave, Baldwin Park, CA 91706
- South Gate Municipal Auditorium: 4900 Southern Avenue, South Gate, CA 90280
- Pacoima City Hall: 13520 Van Nuys Boulevard, Pacoima, CA 91331
- California Community Foundation Joan Palevsky Center: 281 S. Figueroa Street, Los Angeles, CA 90012

Census Action Kiosk (CAK).

Maria Garcia

- There was a “soft” deadline of May 17 to have the CAK survey completed so that there is a baseline to identify gaps in locations that need CAKs.
- There were 166 responses entered in to survey
- Some were incomplete; most critical now are the incomplete items that did not indicate an address for the CAK. The County will be following up on those incomplete entries to get the address
- Confirmation of all information on the survey will be done in November to develop CAK locator tool.
- The next CAK meeting will be held 6/19 at 9:30 in Hall of Administration; the County will email reminder. The purpose is to kick off the community review period that will take place from 6/19 to 7/17, looking at:
 - Where are the gaps?
 - What organizations can fill in the gaps?
 - Are the locations within the HTC blocks optimal?

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Next Meetings

Countywide Outreach: Save-the-date for upcoming meetings:

4th Thursday of every other month through April 2020

Date	Time	Group	Location	Room
July 25, 2019	TBD	Countywide Outreach Complete Count Committee	LA County Hall of Administration	
September 26, 2019	TBD	Countywide Outreach Complete Count Committee	City of Los Angeles	
November 21, 2019	TBD	Countywide Outreach Complete Count Committee	LA County Hall of Administration	

CAK:

9:30 June 19, County Hall of Administration

Other Questions Raised

Area	Question	Answer	Requires Further Research
Citizenship Question on Census			
Decision timing	Is there a date for the Decision?	Before end of June early July Must be before October.	
Skipping Question	If someone fills out the form and leaves the question blank will they still be counted?	Yes, they will still be counted. Everyone should be encouraged to answer all truthfully Often, Households underreport children, so that demographic should be focused on.	
Consequences for skipping question	If someone skips question, will Census office call on people?	Yes, the Census will call on people and talk to the respondent's neighbor, the respondent, the mailman, which will cause additional distress to anyone who chooses to not respond to the question. Do not encourage people to skip question.	
Prediction of failure	What evidence do people cite for a critical opinion?	People examine questions that different justices ask and make guesses as to the outcome. Questions asked by many justices seemed favorable to including the question.	
State			

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Area	Question	Answer	Requires Further Research
SwORD	How detailed will the information be?	It will include residential housing and language.	
IPW Training	Will the public be included?	IPW will be open in morning; closed in afternoon	
Budget	Budget – what is available?	The State budget is still being finalized.	
Available Budget	When will cities know how much they receive?	The County sent allocation letter out in early May, to all cities. They will be working with CCF to administer the funds to the city. As a reminder, the money must be used for HTC communities. If you have questions, reach out to Avianna or Jason.	
Budget	Who received the allocation letters?	Letters were sent to the Census liaison and City Managers	
US Census			
Offices	Why no South gate office?	The lease was not available; City of Commerce was substituted.	
Mobile Outreach	What will be the logistics for Mobile Outreach?	The CAKS are being organized locally by the County and City; LA is being cited as a model for good CAK planning. The State will provide Mobile response tables in response to requests from partners.	
Security	How do the City, County, and State coordinate to prevent hacking, etc.?	There is a very strong effort on to continually test and strengthen site security	
CAK	Where can we find CAK criteria?	Census.lacounty.gov census action kiosk page	
General			
Calendar	Will there be one place for training and events	City of LA will have website with calendar of events. Also, the SwORD system will have tool so that partners can add community event information into the system.	