

COUNTY OF LOS ANGELES - 2020 CENSUS

Education and Outreach Sub-Committee Meeting

November 8, 2018 11:00 a.m. to 12:00 p.m.

Kenneth Hahn Hall of Administration, Rm. 864



Census.lacounty.gov

AGENDA

1) Welcome and Introductions

All

2) Moving Forward-Next Steps for Developing Education and Outreach Workplans Tina Herzog, CEO

a. Before you Plan, Explore your Target Audience. The following organizations conducted Census message testing of Hard-to-Survey (HTS) populations in LA County.

- CA Native Vote Project
- Empowering Pacific Islander Communities
- Asian Americans Advancing Justice
- California Calls
- NALEO

Read the results including recommended messages and messengers for targeted outreach at: census.lacounty.gov/countywide-outreach-ccc/stakeholder-community-table-subcommittee

b. Workplans-Developing the Details/Timeline:

November 15, 2018: County Department Workplans due to the CEO.

January 2019: Finalized Workplans submitted to the Board for quarterly status report.

February-June 2019 Departments/CCC's will refine and submit final Workplans.

- Departments/CCC's will be responsible for 1) developing an overall Countywide outreach Workplan listing existing services, programs, resources, and activities and 2) a proposed Workplan should funding become available.
- Departments/CCC's will be responsible for developing outreach Workplans to reach HTS populations. The County's Mapping Tool can identify HTS Block Groups within your service area(s). <http://rpgis.isd.lacounty.gov/LRS/> Suggested strategies for education and outreach to HTS populations are:
 - "Adopt-a-Block" Group
 - "Adopt-a-Population"
 - Census Action Kiosks (CAKs)
 - Census Goodwill Ambassadors (CGSs)

3) Tracking HTS Outreach-Presentation of State Mapping System ("SwORD")

Jason Tajima, CEO

a. Overview of the State SwORD mapping system and proposed uses, including identifying Census Action Kiosk locations, mapping Census-related outreach activities, and identifying areas to target the HTS through "Adopt-a-Block-Group/Populations" efforts.

4) Complete Count Committee and Sub-Committee Updates

CCCs Leads/Co-leads

Oral presentations on the following CCC and Subcommittees:

- Countywide Outreach CCC
Higher Education Sub-Committee
Unions Sub-Committee
School Districts and Charter Schools Working Group
Tina Herzog, CEO
- Stakeholder/Community Table Sub-committee
John Dobard, Advancement Project CA
- Health and Human Services CCC
Lisa Simmons, DPSS
- Transportation CCC
Jon Trochez/Jalaine Madrid, DPW

5) Update on Census-Related Lawsuits

Jennifer Baronoff, County Counsel

- a. U.S. v. State of California - The lawsuit is seeking a preliminary and permanent injunction to prevent the State from enforcing AB 450-Immigrant Worker Protection Act, and AB 103-The State Budget Act of 2017, under the Public Safety trailer bill, and SB 54-California Values Act.
- b. State of California v. Wilbur Ross, Secretary of Commerce, U.S. Department of Commerce; Ron Jarmin, Director, U.S. Census Bureau – County signed on as plaintiff in the State’s lawsuit opposing the addition of the citizenship question to the 2020 Census.
- c. New York v. U.S. Department of Commerce; U.S. Census Bureau – New York is leading a coalition of states, cities, and mayors in challenge to the addition of the citizenship question to the 2020 Census.

6) Questions

7) Public Comment

Next Meeting Date: January 10, 2019; 11:00 a.m. to 12:00 p.m. Room to be determined. (Meetings are scheduled for the 2nd Thursday of the month, every other month thru April 2020):

ACCOMMODATIONS: Accommodations, American Sign Language (ASL) interpreters, or assisted listening devices are available with at least three business days’ notice before the meeting date. Agendas in Braille and/or alternate formats are available upon request. Please telephone (213) 893-2086 (voice) or (213) 633-0901 (TDD), from 8:00 a.m. - 4:30 p.m., Monday through Friday.

Para Información en español, por favor comuníquese a la oficina de Servicios de Comisión al numero (213) 974-1431 entre 8:00 a.m. y 5:00 p.m. lunes a viernes.

SUPPORTING DOCUMENTATION: Written agenda materials can be obtained at the CEO's Office, Kenneth Hahn Hall of Administration, 500 West Temple Street, Room 723, Los Angeles, CA 90012. Public Comment should not exceed THREE minutes for each speaker and must be on items of interest which are within the subject matter jurisdiction of the Committee.