

2020 CENSUS

Education and Outreach Sub-Committee

MEETING NOTES

May 16, 2018, Hall of Administration, Room 743
10:00 a.m. to 11:30 a.m.



- 1) **Call to Order** – The meeting was called to order at 10:10 a.m.
- 2) **Introductions** – Dorothea Park, Manager, CEO, opened the meeting with introductions of the Education and Outreach Subcommittee.
- 3) **LUCA Update-**
 - a. **Non-traditional housing survey** – Mark Greninger, of the Chief Information Office, updated the Sub-committee on Community Connect Labs’ (CCL) status of capturing non-conforming addresses in hard-to-survey areas to ensure a complete count within the County. Mark let the group know that the Board passed a motion yesterday to provide stipends to the CBOs that are working on identifying non-standard address dwellings. Mark also let the group know that CCL has conducted information sessions to bring the CBOs on board. Currently CCL is convening meetings to “train the trainer.” The trainings should be completed by this week. In the next 4 weeks CCL and the CBOs will canvas the identified areas. Per Mark, the non-conforming address data should be gathered by June 25th and submitted to the Census Bureau by the new due date of July 15th.

ACTION ITEM:

- CCL will continue to gather non-conforming addresses to submit to the Census Bureau.
- b. Mark updated the group on the status of collecting non-traditional housing data from the Departments of Regional Planning (DRP) and Public Works (DPW). Mark let the group know that the Technical/GIS subcommittee has reached out to both DRP and DPW to request their code enforcement addresses. Nick Franchino, from DRP, informed the group that DRP is querying their code enforcement system to acquire addresses to submit to the Census Bureau. DRP should have a few thousand records by early next week. DPW will be providing different violations. Mark confirmed that the Technical/GIS team is only looking for addresses, they are not interested in the code violation associated with the address.

ACTION ITEM:

- DRP and DPW will continue to gather code enforcement addresses to submit to ISD to be included in the addresses being submitted to the Census Bureau.

- c. Mark provided the group with a status update on Survey 1,2,3 efforts by cities. Survey 1,2,3 is a web-based survey that will enable city employees to include Non-Standard Address Dwelling Units as part of the 2020 Census. Mark informed the group that letters went out to all 87 cities to recommend that they participate in Survey 1,2,3. The addresses are protected under Title 13 and will be used solely for the Census. Mark reported that it is estimated that each address will generate \$6,000 per year in federal government funding.

4) WordPress and SharePoint site update

- a. Mark informed the group that WordPress should be ready for release by the end of May 2018. When the site is released, all Committee and subcommittee members, as well as the public, will have access to the site.

ACTION ITEM:

- The CEO Census team will upload information to the WordPress site and post meetings to the calendar prior to the site's release.
- b. In addition to the WordPress site, the County plans to use a SharePoint site to maintain draft files, reports, rosters, master calendar and information related to the 2020 Census Planning Efforts. The SharePoint site should be ready for release by mid-June 2018. All Committee and subcommittee members, who are invited to join, will have access to the site. Once draft report documents are in final form they will be transferred to the WordPress site. Also, once both sites are released there will be training on how to use the websites.

ACTION ITEM:

- CEO-ITS will complete the design of the SharePoint site to be used for sharing draft documents.
- The committee and sub-committee members will upload information to the site to be shared with all members of the SharePoint site.

5) 2020 Census - Citizenship Question Lawsuit

- a. Gina Eachus of County Counsel informed the group that the Board passed motions on 5/1/18 directing County Counsel to join the efforts of California Attorney General Xavier Becerra to join and/or file an amicus brief in support of the State of California in its defense of the lawsuit filed by the Department of Justice. The lawsuit filed against the State of California deals with the State defending 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, to give protection to immigrant people who live in California.

ACTION ITEM:

- County Counsel, with the assistance of outside counsel is joining the efforts by filing an amicus brief in support of the State of California's defense of the lawsuit filed by the Department of Justice.
- b. Gina Eachus informed the group that in December 2017 the US Department of Justice asked to include a citizenship question on the 2020 Census. Gina let the group know that it's been more than 50 years since such a question has been included on the Census short form. In 2018, the

Census Bureau received a letter from a number of cities and mayors indicating their opposition to including the citizenship question. Nevertheless, Secretary of Commerce, Wilbur Ross is including the citizenship question on the Census questionnaire

The Board passed a motion on 4/3/18 and on 5/1/18 directing County Counsel to join the efforts of the California Attorney General Xavier Becerra by signing on as a plaintiff in his lawsuit opposing the addition of a citizenship question to the 2020 U.S. Census. The decision to add the citizenship question was announced at the end of March 2018; and has not been tested. In support of his decision to add the citizenship inquiry, Secretary Ross indicated that there was no data to support that the addition of the citizenship question would lead to an undercount. Rhode Island (RI) is currently conducting a Census End-to-End Test.

Per Gina, as directed by the Board's motion, the County will file an amicus brief in support of the State of New York lawsuit filed against the DOJ challenging the addition of the citizenship question.

ACTION ITEM:

- On May 4, 2018, County Counsel joined as co-plaintiff with the Attorney General in his lawsuit opposing the addition of the citizenship questions to the 2020 Census.
- c. On May 4, 2018 the State Attorney General Xavier Becerra, City Attorney Mike Feuer, Los Angeles City Mayor Eric Garcetti, Supervisor Hilda Solis, and Stockton Mayor Michael Tubbs held a press conference to discuss the importance of the Census and the impact that including a citizenship question may have on the response rate. The City of LA and County announced that they will be joining the State's lawsuit as plaintiffs against the Trump administration over its decision to add a citizenship question to the Census questionnaire in 2020.

6) Governor's May Revised Budget

- a. Dorothea Park informed the group that the Governor's May Revised Budget, released on 5/11/18, had not changed with regards to the Census budget recommendation. The budget contains \$1 million statewide for the 1st year, and \$2 million for the 2nd year for Local Complete Count Committees.
- b. Dorothea informed the group that the County is requesting an \$8.7 million augmentation to the funding, and that figure may increase, to address outreach impacts related to adding the citizenship question to the Census. Dorothea will be testifying at the State on Tuesday, 5/22/18 on behalf of the County. All fiscal bills must be in by 5/25/18.

7) State Convenings in Los Angeles County

The State will be hosting four Regional Readiness Assessment Convenings in Los Angeles County in June and August 2018. The State will run the 4-hour convenings and our County staff and Board offices will be invited. The State is targeting CBOs at the grass top level. The State has planned 24 convenings in California. The convenings in Sacramento and Fresno have already taken place.

- a. Convenings will be in venues located in the following areas on the noted dates:
 - 6/26/18 – San Gabriel Valley, City of El Monte, Grace Black Auditorium
 - 6/27/18 – San Fernando Valley, City of San Fernando, San Fernando High School

- 8/1/18 – South Los Angeles - Holman United Methodist Church in Jefferson Park
- 8/2/18 – Long Beach, Long Beach Convention Center

8) State website now available

- The State launched their website (<https://census.ca.gov>) which contains news, events, resources, and information on the State Complete Count Committee meetings and California Census 2020 – Regional Readiness Assessment Convenings.

9) 2020 Census State logo/brand

- The State adopted a logo/brand for the 2020 Census to be used Statewide. The County will adopt something similar to the State logo, but may customize it.



ACTION ITEM:

- The CEO's office may consider customizing the logo to meet the needs of the County of Los Angeles.

10) Health and Human Services (HHS) Complete Count Committee ("CCC"):

- Lisa Simmons of DPSS provided an oral presentation on the following subcommittee meetings: County Departments; Government/Quasi-Government; and Stakeholder Organizations. Lisa let the group know that the HHS departments met with their respective departmental PIOs/staff. Most have scheduled presentations for partners, stakeholders, commissions to develop outreach plans. In July 2018 the CCC will meet with partners and commissions.

ACTION ITEM:

- The Health and Human Services CCC will update their workplan to submit to the CEO by 6/25/18.

11) Transportation CCC

- Pamela Manning of DPW, provided an oral presentation on the County departments and government agencies subcommittee meetings. Pamela indicated that the Transportation CCC has not had a stakeholder meeting yet. The Transportation CCC has met with Metro and wants to add CalTrans to their committee. Pamela recommended that Board Office Transportation deputies be invited to attend future Transportation CCC meetings.

ACTION ITEM:

- The Transportation CCC will update their workplan to submit to the CEO by 6/25/18.

12) Countywide Outreach CCC

- Dorothea Park, and Maria Garcia, of L.A. City's Mayor's office, provided an oral presentation on the following subcommittee meetings: County/City Departments, Government/Quasi-government, Stakeholder/Community Table, and Census Action Kiosks.

Dorothea let the group know that the CCC met with the Latino Community Foundation on 4/3/18. Furthermore, Dorothea informed the group that on 5/6/18 the City of Los Angeles hosted a Census Hackathon at the City Central Library. The Hackathon consisted of 3 teams participating,

with one team “winning” based on their Census Action Kiosk (CAK) finder/resource viewer. The winning team was invited to the 5/24/18 CCC meeting to provide a presentation of their refined proposal.

Also, The Countywide Outreach CCC met with L.A. Unified School District (LAUSD) to assist with Census outreach. LAUSD suggested utilizing the “We Are One” campaign and other programs to include information on the Census. LAUSD, the County and City plan to have a half day workshop to work on planning for the Census. In other related K-12 outreach efforts, LACOE also participates on the Countywide Outreach CCC and the State will be preparing a curriculum around the Census for the 5th, 10th and 11th grades.

The Higher Education Subcommittee meeting which includes public and private colleges was held at City Hall and had a strong response with positive ideas such as making the 2020 Census a part of the student registration check list. Since businesses rely on census data, a Business Sub-committee will be initiated. The County plans to contact the Los Angeles Economic Development Corporation (LAEDC) for guidance on initiating the Business Sub-committee. In addition, the CEO has been meeting with Councils of Governments (COGs) as an efficient way to outreach to municipalities. Meetings have also been scheduled with the County’s Unions to engage them in Census outreach, and to form a Union sub-committee.

Overall the County has 15 CCCs, and sub-committees.

ACTION ITEM:

- The Countywide CCC will update their workplan to submit to the CEO by 6/25/18.

13)Quarterly Status Report

- a. Dorothea reminded the group that the updated Education and Outreach Workplans are due to the Chief Executive Office by **Monday, June 25, 2018**. The workplans should be updated to indicate what strategies were launched or not.

ACTION ITEM:

- All CCCs will submit their updated workplans to the CEO by 6/25/18.

- b. The next Quarterly Status Report is due to the Board on July 16, 2018.

ACTION ITEM:

- The CEO Census team will prepare a status report, to include the CCC updated workplans, to submit to the Board by 7/16/18.

- 14)**The CEO’s office has been asked to change the monthly meeting date to avoid the Public Safety and Health Cluster meetings. The Census is becoming more of an interest to the Board.

ACTION ITEM:

- The CEO will work with the Board offices to determine meeting dates and times that do not conflict with the Board deputies’ other standing meetings.

- 15)** Daniel Lichtenstein-Boris from SEIU 721 informed the group that the Union is interested in helping with the County's Census efforts.

FUTURE MEETING DATES in Room 864 – 2nd Thursday of the month thru April 2020:

- a. **Thursday, July 12, 2018;** 11:00 a.m. to 12:00 p.m.
- b. **Thursday, September 13, 2018;** 11:00 a.m. to 12:00 p.m.
- c. **Thursday, November 8, 2018;** 11:00 a.m. to 12:00 p.m.