



2020 CENSUS Planning Committee Meeting

**January 17, 2018
10:00 a.m. to 11:30 a.m.
Hall of Administration, Room 743**

AGENDA

- 1) Introductions - Education and Outreach, and Technical Subcommittees**
 - 2) LA County - Other Business**
 - a. Motion by Supervisors Solis and Hahn – Quarterly Reports
 - b. Complete Count Committee Agendas
 - c. State of California Budget and Calendar
 - d. Planning Committee Organization Chart and Updated Roster
 - e. Doug Baron, Planning Committee
 - f. Technical/GIS Staff Support for CCCs
 - 3) Local Update of Census Addresses (LUCA) Project Plan** ISD
 - 4) Utilizing Survey 1,2,3 for LUCA Non-Traditional Residences** LA City/ISD
 - 5) LA County Approach to Collect Non-Traditional Residential Addresses** ISD
 - 6) Evaluation of Block Groups for Participant Statistical Areas Program (PSAP) to Maximize Potential Federal Revenue** LA City/ISD
 - 7) February 21, 2018 CCC Presentations:** The Health and Human Services; Transportation and Countywide Outreach CCCs will provide presentations and written reports on the framework of their education and outreach strategies
 - 8) Questions/Comments** All
- Future Meeting Dates – 3rd Wednesday of the month thru April 2020:**
- a. **February 21, 2018;** 10:00 a.m. to 11:30 a.m.
 - b. **March 21, 2018;** 10:00 a.m. to 11:30 a.m.
 - c. **April 18, 2018;** 10:00 a.m. to 11:30 a.m.
 - d. **May 16, 2018;** 10:00 a.m. to 11:30 a.m.
 - e. **June 20, 2018;** 10:00 a.m. to 11:30 a.m.
 - f. **July 18, 2018;** 10:00 a.m. to 11:30 a.m.

MOTION BY SUPERVISORS HILDA L. SOLIS
AND JANICE HAHN

January 16, 2018

Accuracy in the 2020 Census: Count Everyone

The decennial census is mandated by the U.S. Constitution and used to determine political representation and allocate hundreds of billions of dollars in federal funding to states and localities. That is why it is in the best interest of Los Angeles County and its residents to count everyone in the 2020 Census.

On December 12, 2017, the Department of Justice wrote to the U.S. Census Bureau proposing the inclusion of a citizenship question on the 2020 Census form. Including such a question on the 2020 Census will likely suppress census response rates by deterring anyone afraid to disclose their immigration status from filling out the census form. This will negatively impact areas of the U.S. with a significant undocumented immigrant population. Los Angeles and Orange Counties are home to an estimated one million undocumented immigrants, according to the Pew Research Center.

MOTION

SOLIS _____

RIDLEY-THOMAS _____

HAHN _____

BARGER _____

KUEHL _____

The State of California, and particularly Los Angeles County, already faces significant challenges in counting minorities, immigrants, and other Hard-to-Survey (HTS) populations. Los Angeles County's foreign-born population has been estimated to be as high as 40%. In the 2010 Census, for example, more than 113,000 young Latinos in California were not counted, according to a study conducted by the National Association of Latino Elected and Appointed Officials Educational Fund and Child Trends' Hispanic Institute. In Los Angeles County alone, there was an estimated 47,000 uncounted Latino children. Adding a question regarding citizenship on the 2020 Census will make counting Latinos, other migrant communities, and all other HTS populations in the County an even more difficult task.

The County has a lot at stake as preparations for the 2020 Census are made. The LA County Board of Supervisors (Board) has a responsibility to advocate for an accurate census that counts every County resident, regardless of immigration status, to ensure fair elected representation and an equitable distribution of resources and funding.

WE, THEREFORE, MOVE that the Board direct the Chief Executive Officer to:

1. Send a five-signature letter to Wilbur L. Ross, Secretary of the U.S. Department of Commerce, and the County's Congressional delegation urging that a citizenship question not be included on the 2020 Census form and opposing any proposals that could negatively impact an accurate count of Los Angeles County residents in the 2020 Census.

2. Send a five-signature letter to U.S. Senators Dianne Feinstein and Kamala Harris thanking them for their opposition to efforts to include a citizenship question on the 2020 Census and requesting that they author an amendment to prohibit the use of funds to include such a question on the 2020 Census.

3. Enhance the County of Los Angeles 2020 Census Planning Committee and Complete Count Committee's education and outreach strategy by adding the Office of Immigrant Affairs as a partner in the Planning Committee and CCC's planning activities; reaching out to families through County-provided public social services, health services, and other relevant County programs; targeting advertising to HTS populations, especially through Spanish- and Asian-language media; conducting a comprehensive social media campaign targeting HTS populations; ensuring that messaging assures HTS populations that participation in the Census count will not affect their immigration status; ensuring that outreach is conducted in a linguistically and culturally competent manner; and, to the extent possible, coordinating efforts with the Los Angeles County Office of Education, the Los Angeles Unified School District, and other school districts to incorporate the Census Bureau's curriculum to teach students the importance of the census.

4. Report back to the Board in writing on a quarterly basis with a status update on the implementation of the CCC's education and outreach strategy and any related challenges and accomplishments.

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HLS: jv

**2020 Census
Complete Count Committee - Education and Outreach
Quarterly Report Due Dates**

The January 16, 2018 Board of Supervisors Motion (Solis/Hahn) directs the Chief Executive Office to report back to the Board on a quarterly basis with a status update on the implementation of the Complete Count Committees education and outreach strategies. The following is the schedule for the quarterly report due dates.

Due to CEO	Due to Board
2018	2018
March 26, 2018	April 16, 2018
June 25, 2018	July 16, 2018
September 25, 2018	October 16, 2018
2019	2019
December 20, 2018	January 16, 2019
March 26, 2019	April 16, 2019
June 25, 2019	July 16, 2019
September 25, 2019	October 16, 2019
2020	2020
December 20, 2019	January 16, 2020
March 26, 2020	April 16, 2020
June 25, 2020	July 16, 2020
September 25, 2020	October 16, 2020
2021	
December 17, 2020	January 15, 2021

2020 Census
Quarterly Report to the Planning Committee for the Board of Supervisors
Education and Outreach Strategy

Date (Quarter): _____

Complete Count Committee/Sub-committee: _____

Goal(s):
Strategy:
Issues/Challenges:
Status of Accomplishments/Deliverables:
Next Step(s):

Submitted by: _____



2020 CENSUS

COUNTYWIDE OUTREACH COMPLETE COUNT COMMITTEE MEETING

January 25, 2018
2:00 PM - 4:00 PM

Los Angeles City Hall
3rd floor, Mayor's Press Room

The County of Los Angeles and the City of Los Angeles invite you to their kick-off Outreach Complete Count Committee meeting to plan and prepare for the upcoming decennial census and ensure a full and accurate count in the region.

To RSVP and to arrange parking please email Rocio.Gandara@lacity.org by Friday, January 19, 2018.



**2020 Census
Countywide Outreach Complete Count Committee Meeting
County of Los Angeles and City of Los Angeles Co-Leads**

January 25, 2018

2:00 pm – 4:00 pm

Mayor's Press Room, Third Floor, City Hall

AGENDA

- 1. Welcome Remarks & Introductions**
- 2. Brief Overview of Regional Census Outreach Initiative**
- 3. Complete Count Committee Framework**
 - a. Membership
 - b. Subcommittees
 - c. Meeting schedule & locations
- 4. County Low Response Score Mapping Tool**
<http://rpgis.isd.lacounty.gov/lrs/>
- 5. Brainstorm Session: Development of Outreach Work Plans**
- 6. Questions and Answers**
- 7. Adjourn meeting**

**Health & Human Services Complete Count Committee
Census 2020**

Meeting/Conference Call Agenda

January 16, 2018

2:30 PM

Type of Meeting: HHS Strategic Plan

Meeting Facilitator: DPSS: Lisa Simmons, Hasmik Hatamian & Rosalia Montero

Invitees:

DMH: Richard Espinosa
WDACS: Elvira Aguilar Castillo
DCFS: Alan Weisbart
DHS: Lourie Gladney, Alma Vazquez
CEO-Homeless: Rowena G. Magana
DPH: Gayle Haberman & Louise RollinAlamillo

- I. Call to order
- II. Roll call/Introductions
- III. Workgroup representatives
- IV. Hard to Survey Population
- V. Discussion on current outreach/marketing practices by Departments
- VI. Drafts: 1) Education & Outreach Plan 2) Strategic Plan
- VII. Next Steps & Next Meeting (in person)

STATE OF CALIFORNIA
Budget Change Proposal - Cover Sheet
 DF-46 (REV 08/17)

Fiscal Year 2018-19	Business Unit 0650	Department Governor's Office of Planning & Research	Priority No. 1
Budget Request Name 0650-005-BCP-2018-GB		Program 0360-State Planning and Policy Development	Subprogram

Budget Request Description
 California Complete Count - Census 2020

Budget Request Summary

This proposal requests \$40.3 million (General Fund) and 22.0 limited-term positions to staff the California Complete Count effort to complement U.S. Census outreach, focusing on hard-to-count populations. This funding will be appropriated in 2018-19, and available for the duration of a 3-year effort crossing over fiscal years 2018-19, 2019-20, and 2020-21.

Requires Legislation <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Code Section(s) to be Added/Amended/Repealed	
Does this BCP contain information technology (IT) components? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, departmental Chief Information Officer must sign.</i>	Department CIO	Date

For IT requests, specify the project number, the most recent project approval document (FSR, SPR, S1BA, S2AA, S3SD, S4PRA), and the approval date.

Project No. Project Approval Document: Approval Date:

If proposal affects another department, does other department concur with proposal? Yes No
Attach comments of affected department, signed and dated by the department director or designee.

Prepared By	Date	Reviewed By	Date
Department Director Ken Alex	Date	Agency Secretary	Date

Department of Finance Use Only

Additional Review: Capital Outlay ITCU FSCU OSAE CALSTARS Dept. of Technology

PPBA Original Signed By: Joshua Gauger	Date submitted to the Legislature <i>1/10/18</i>
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A. Budget Request Summary

This proposal requests \$40.3 million (General Fund) and 22.0 limited-term positions to staff the California Complete Count effort to complement U.S. Census outreach, focusing on hard-to-count populations. This funding will be appropriated in 2018-19, and available for the duration of a 3-year effort crossing over fiscal years 2018-19, 2019-20, and 2020-21.

B. Background/History

Only once each decade, the U.S. Census Bureau attempts to count every resident in the United States. The next enumeration will be April 1, 2020, and will be the first to rely heavily on online responses. The primary and perpetual problem facing the Census Bureau is the undercount of certain population groups. Foreign-born residents, especially undocumented, non-white residents, children under five years old, especially those younger than one year old, and renters comprise the most undercounted populations. California has more residents in each of these categories than any other state.

The Census 2000 "California, You Count!" Campaign, funded solely by state funds, with oversight by the Statewide California Complete Count Committee (CCC) was extremely successful in reducing the undercount by engaging trusted messengers in the hardest to count communities. The CCC engaged a number of regionally based organizations who were culturally appropriate and possessed administrative capacity to assist with activating the "on the ground" outreach effort. These community based organizations received funding and managed the on the ground outreach efforts in identified geographic and demographic focus areas. The CCC state-funded Census 2000 outreach efforts were effective in increasing the Mail-back response rate. In addition, California implemented a targeted multi-lingual, multi-media advertising campaign for Census 2000. These efforts supplemented the US Census Bureau's campaign and did not duplicate advertising buys or partnership events.

The Census 2020 efforts should use a similar combination of approaches. The development of well-connected local networks of trusted messengers and targeted community organizations should be part of an effective outreach and advertising effort. By investing in research and message testing, the paid advertising effort can ensure residents understand the need to be counted and will encourage participation. Important to note, the decennial census is a federal operation and all of the State's efforts will be modified based upon the operation, advertising, partnership and outreach efforts of the U.S. Census Bureau, which are currently being developed

The Legislative Analyst's Office (LAO) reported that in Census 1990, the national undercount was 1.6 percent, while in California, it was 2.7 percent. The LAO report states that California's undercount meant we only gained seven seats rather than eight in the House of Representatives and estimated a financial loss of \$2 billion in federal funds. The estimate of lost funds in the 1990 report only considered a few of the largest federal programs. Given that California projects to have a population of about 40.3 million, a 2.7 percent undercount in 2020 would mean nearly 1.1 million residents would not receive funding and or fair representation. Furthermore, California uses the census data for redistricting, program planning, and as a benchmark for Department of Finance population estimates, which uses the information to distribute state funds to local governments.

In preparation for Census 1990, the Demographic Research Unit in the Department of Finance participated in workshops to assist local officials prepare for "local review." The State did not take any extraordinary steps to encourage individuals to return census forms or otherwise attempt to improve the census response rate. Consequently, the Census Bureau undercounted millions of California residents.

Responding to the 1990's low response rate the State developed a more aggressive approach for Census 2000. In an attempt to improve the response to the 2000 census, the State appointed an 18-member Statewide CCC, hired a Director and Chief Deputy Director and budgeted \$24.7 million dollars for the effort. Approximately 50 diverse and multi-lingual outreach staff were hired throughout the state to ensure a complete

Analysis of Problem

count. The CCC campaign developed an innovative multi-lingual, multi-media advertising and outreach campaign focused on utilizing “trusted messengers”. Consequently, the *Mail Response Rate* improved in 2000 to 70 percent from 65 percent in 1990. The *Mail Participation Rate* for California grew to 76 percent, outpacing the entire country at 72 percent. California gained one additional congressional seat by just 18 people, going from 52 seats in the House to 53.

For the 2010 Census, the State appointed a 52-member Statewide CCC and appointed a Director of California Census 2010 Outreach, but only budgeted \$2 million. Due to one of the worst recessions in recent history, only 1 staff member was hired and 4 staff were on loan to the CCC effort. The *2010 Mail Participation Rate declined* by 3 percent from 2000—76 percent to 73 percent (the Census Bureau used a somewhat different measure, the mail participation rate). The U.S. Census Bureau spent more for Census 2010 than any other census. With significant assistance from the federal stimulus package in December 2009, the U.S. Census Bureau invested in hiring partnership assistance and a comprehensive non-response follow-up effort. All of the top-12 hardest to count California counties in the state had declines in their mail response rates except for San Francisco County which remained the same. California did not lose a congressional seat, but did not gain one for the first time since becoming a state.

Census Year	1990	2000	2010
CA Mail Response Rate	65%	70%	N/A*
CA Mail Participation Rate	N/A*	76%	73%
Versus Previous Census	N/A	+5% (MRR)	-3% (MPR)
State Budget	N/A**	\$24.7M	\$2.1M
National MPR	N/A	72%	74%

*There is no MPR figure for 1990 Census and no MRR for 2010.

** There was no official state Census outreach effort in 1990.

California has large populations of residents who historically have been hard to count. In 2015, California had almost 10.7 million foreign born residents, over 17.5 million who live in rental housing, over 24.3 million who are non-white, of mixed race, or Hispanic, over 2.5 million children under the age of 5, with about 500,000 births each year, and an estimated 2 million undocumented residents. In other words, a very high percentage of California residents fit the profile of at least one “hard-to-count” category and are therefore, less likely to respond to a census.

In preparation for the 2020 Census, the Census Bureau has been mandated to reduce costs and keep spending levels at the 2010 Census funding amount, which in real terms means fewer resources to cover a larger population. To keep costs down, the Census Bureau made significant cuts to programs, but has also modernized many operations. Expecting to hire 50 percent fewer enumerators for non-response follow-up, the Census Bureau is depending on an unprecedented self-response rate. To generate self-response, the Census Bureau has developed an internet self-response tool that is currently in beta testing. Funding to continue usability testing, improve user experience, and guarantee a cyber-secure application has been severely cut. The U.S. Government Accountability Office lists the decennial census functions at high risk of having major problems.

Prior to November 2016, the Census Bureau had awarded a \$415 million contract (for an Integrated Communications and Partnership Plan). As of July 1, 2017, that contract has been frozen due to the new administration’s budgetary constraints.

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The current state budget authorized up to \$3 million in the current year (2017-18) to conduct outreach and other activities related to the 2020 Census. The \$3 million will start to lay the infrastructure for a longer broader statewide effort starting January 1, 2018. The entire California Complete Count initiative will be re-assigned and re-located under the Governor's Office of Planning and Research. The office is expected to be operational by the end of January 2018.

The 2020 CCC will be appointed by the Governor in early 2018, and will comprise a diverse set of representatives from across the state.

This \$3 million authorized for 2017-18 includes, but is not limited to, the following efforts:

- **Build Office and Staff Infrastructure** with statewide capacity – includes relocating to new office space sufficient for expected staff growth, setting up of all information technology needed, and hiring of qualified staff.
- **Website and Statewide Outreach and Rapid Deployment (SWORD) mapping portal** – Partner with the CA Department of Technology to build an interactive web-portal to provide information and spur collaboration among all outreach partners, including Foundations, Community Based Organizations (CBOs) and local governments, to target groups and census tracts with low response rates.
 - This portal will be populated with up to date American Communities Survey (ACS) data in addition to 2010 Mail Participation Rates and will *not be static*. The mapping portal will allow key partners to enter cultural and social data, grantees and populations served as well as record where on the ground assets for grassroots efforts are strategically placed. This partner reported data is critical to ensure proper coverage of the state. The state will need to play a coordinating role to avoid duplication and to identify gaps and this key technology will be crucial to on-the-ground efforts for the first half of 2020 when enumeration occurs. In addition to aiding in planning efforts, this mapping portal will be used for rapid deployment during the Critical Outreach Period by receiving real-time census response information so that outreach partners can quickly adjust their efforts and target non-responding areas. Outreach partners will be encouraged to create “rapid deployment” teams which can take quick action to increase response rates in particularly problematic geographic areas with hard to count populations. The mapping tool will be integrated into the website with a partnership database platform which will allow the CCC to have consistent contact and communication with partners. This integrated tool will be used for both planning and deployment of outreach.
 - The portal design group which includes CCC, Census Bureau, state agencies, CBOs, and other key stakeholders will collaborate with the provider of the Geographic Information System to develop interactive mapping and outreach tools that will enable effective outreach. The contract, scope of work is currently in process and will span the three fiscal years leading into Census 2020. The bulk of development will occur in 2017-18, and ongoing refinement and consulting for 2018-19, 2019-20. The contract documentation will be submitted to DGS procurement for approval in January 2018. The development will be collaborative and include key stakeholders in the process. While the CCC awaits approval of an executed contract, the contractor has agreed to provide demonstrations of the functionality of their software products. The CCC hopes to have a beta version of the mapping tool available for the statewide summit scheduled for late spring 2018.
- **School-based Curriculum Pilots** - Work with schools to implement curriculum based outreach. Partner with the Sacramento, Los Angeles and Fresno County Offices of Education (COE) to develop a pilot approach. COE curriculum developers will test with working teachers, modules and lesson plans to engage 5th, 8th, 11th and 12th grade students. Facilitated by the CCC, the U.S. Census Bureau's Statistics in Schools will partner with state and local educational entities to implement these pilots in the Sacramento, Los Angeles and Fresno county school districts. In addition, creation of pilot projects in Visual Arts & Performing Arts (VAPA) or digital media academy schools will be an innovative approach

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to engaging students. An interagency agreement with scope of work is currently in development and will enter into the procurement approval stage in early 2018.

- **State Agency Working Group (SAWG)** - Establish and staff the SAWG to identify and engage the single point of contact from each State department. The goal is to identify opportunities for Census messaging through existing state department outreach, marketing and service efforts. In Census 2000 and 2010 Census state agencies provided in-kind support, such as printing messages on notices to residents, loaning staff, and providing contracting assistance. This initiative will have more emphasis on case-worker outreach. Working with the Government Operations Agency, develop a database to capture all State Agency outreach/advertising vehicles that can be used during the critical outreach period. Leverage existing methods and increase the number of impressions made by deploying messages on lottery tickets, amber alert/traffic signage, unemployment checks, state employee pay stubs, field office television monitors (closed circuit), state websites, education and outreach local trainings, department town halls and other forums. This will commence once staff is hired.
- **Statewide Readiness/Needs Assessment** – The CCC staff, with the assistance of Sacramento State’s Center for Collaborative Policy (CCP), will conduct approximately 24 statewide community needs assessments and develop and deliver training programs to local communities and grass-top leaders. Engaging grass-top leaders in 2018 is an integral step before deploying outreach training at the grass-roots level and serves as an important assessment and testing lab for preparing toolkits and messaging for all of the regions. CCP had a key role managing state efforts in Census 2010 and will provide staff resources and capacity build until the CCC accesses authorized funding and hires sufficient staff. The engagement of these local partners is essential to establishing regional Complete Count committees who will partner with local community foundations and community based/faith based organizations at the grass-roots level. The first round of approximately 24 convenings will commence following a statewide summit which is expected to be held in spring 2018. The associated Interagency Agreement is currently being reviewed and work will commence once an agreement is executed.
- **Statewide California CCC** – The State CCC will be established in January 2018 and will commence quarterly meetings in April 2018. A dedicated staff person will be provided to coordinate the Statewide CCC and related working groups.
- **Message Testing, Audience Segmentation & Research** – If the state does not have in-house expertise readily available to develop a request for proposal, the CCC staff may consider contracting with an expert to create one which will lay the foundation for the creative advertising and media buys in 2018. The CCC will also serve as a coordinating hub for various message testing and research efforts currently being funded by foundations, non-governmental entities and other civil society groups to ensure proper coverage and eliminate duplication.

This BCP outlines the additional efforts needed from July 1, 2018-June 30, 2021 and includes a phased approach.

Resource History (Dollars in thousands)

Program Budget	2000	2010
Authorized Expenditures	\$24,700,000	\$2,100,000
Filled Positions	55	4

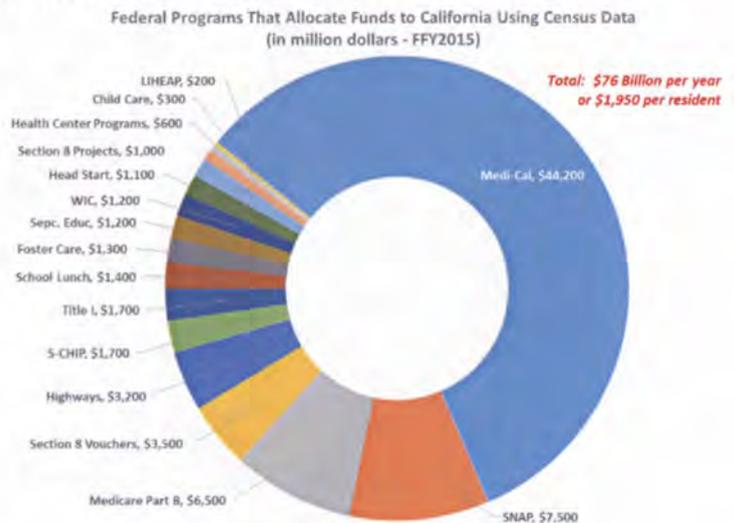
C. State Level Considerations

The federal government distributes billions of dollars annually to state and local governments, with many of these allocations based on population, at least in part. For every Californian missed by Census 2020, the State loses approximately \$1,950 per person, per year, for 10 years, in federal program funding. Even with a great mail response rate in 2000, PriceWaterhouseCoopers estimated that Los Angeles County missed out on an

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estimated \$650 million in federal funding between 2002 and 2012 and California lost \$1.5 billion in funding for eight programs alone. The formulaic distribution of funding to California in the following federal programs is impacted by the results of the decennial census.

1. Medical Assistance Program (Medicaid)
2. Supplemental Nutrition Assistance Program (SNAP)
3. Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services
4. Highway Planning and Construction
5. Section 8 Housing Choice Vouchers
6. Title I Grants to Local Education Agencies
7. National School Lunch Program
8. Special Education Grants (IDEA)
9. State Children's Health Insurance Program (S-CHIP)
10. Section 8 Housing Assistance Payments Program (Project-based)
11. Head Start/Early Head Start
12. Supplemental Nutrition Program for Women, Infants, and Children (WIC)
13. Foster Care (Title IV-E)
14. Health Center Programs (Community, Migrant, Homeless, Public Housing)
15. Low Income Home Energy Assistance (LIHEAP)
16. Child Care and Development Fund – Entitlement



Also, Election Data Services a nationwide consulting firm, estimates that a significant undercount could easily cost California one or more seats in the House of Representatives. In their December 2017 study, based on current population trends, California is very close to losing a congressional seat for the first time in its history. The recent major wildfires could exacerbate that risk, the authors noted.

https://www.electiondataservices.com/wp-content/uploads/2017/12/NR_Appor17c3wTablesMapsC2.pdf

D. Justification

The decennial census is used to apportion Congressional seats and federal funding, but California's large and diverse population mean that an undercount would have more severe implications than for other states. The census is funded by Congress and led by the U.S. Census Bureau headquartered in Suitland, Maryland. Because it is a federal operation, states and local governments have limited influence in how the actual counting of residents occurs. This budget request proposes to significantly increase California's census participation by creating a comprehensive statewide multilingual, micro-targeted outreach campaign focused on the state's hardest-to-count residents. California successfully carried out targeted outreach efforts during past decennial censuses, and private foundations and many groups representing hard-to-count populations have expressed a willingness to collaborate.

This proposal requests a number of limited-term positions (22) who will work under the general direction of the Director of Census 2020, located in the Governor's Office of Planning and Research. These positions will work with the foundations, local governments, media contractors, community and faith based organizations, schools, and state agencies, including the Department of Education, on complete count efforts.

Areas of effort/expenditure include, but are not limited to:

- Administration – Personnel, travel, printing, equipment, office space
- Media Campaign – Research, message testing, multi-lingual, micro-targeted, locally created messages

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- Administrative Community Based Organizations & Community Based Organization Outreach (includes Questionnaire Assistance Centers/Sites) – Trusted Messengers
- State Agency Outreach (State Agency Working Group)
- Schools based Outreach
- Case Working Training/Targeted programmatic outreach
- Local Complete Count Committees – Counties and Cities
- Sector Outreach (i.e. Children 0-4, Unions, Faith-based, Corporations, Veterans, Disabled Community, Migrant Farmworkers, K-12 students, Community colleges & Universities, trade associations, etc.)
- Language access and assistance

While actual expenditures may vary slightly, the following table represents the current expenditure plan.

Workload Measure	BY	BY+1	BY+2	Total
Administration – Personnel	\$1,407,308	\$1,957,950	\$840,482	\$4,205,740
Media Campaign (multi-lingual)	6,000,000	10,000,000	1,500,000	17,500,000
Admin CBOs & CBO outreach (QACs)	5,000,000	7,000,000	500,000	12,500,000
State Agency Outreach (SAWG)	150,000	150,000	-	300,000
Schools	500,000	500,000		1,000,000
Case Worker Training/outreach	250,000	250,000	-	500,000
Local Complete Count Committees	1,000,000	2,000,000	-	3,000,000
Travel/Administration (travel, equipment, office rent, printing, procurement review)	220,000	315,000	65,000	600,000
Sector Outreach	275,000	275,000	150,000	700,000
Total	\$14,802,308	\$22,447,950	\$3,055,482	\$40,305,740

The California Complete Count effort goal is to:

Ensure that all Californians are counted in Census 2020.

The decennial census is used to allocate federal funds, and a census that undercounts California could cost the state billions in federal funds, effectively giving that money to other states. An undercount could also cost California representation in the House of Representatives. The nature of an undercount is that it is not uniform across geographic areas or across sub-groups of the population. For example, children under one year of age are undercounted and California has approximately 500,000 births per year, which is more than any other state. However, these births are not spread evenly across the state, so some areas will be hurt more than others.

E. Outcomes and Accountability

A post-census evaluation will be developed by the Director of Census 2020, the Complete Count Committee, Counties/Cities and the CBOs, and the Demographic Research Unit of the Department of Finance. It will detail all efforts, the outcome of those efforts and the overall success of the census. The evaluation will make recommendations for planning for Census 2030. An undercount of 2 percent will be considered poor. An undercount in California that is less than the national average will be considered a success. The U.S. Census

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Bureau projects a 55 percent-60 percent self-response rate across the nation. Considering the many barriers that did not exist in 2000 or 2010, California should set a goal of a 65 percent self-response rate.

F. Analysis of All Feasible Alternatives

Option 1 – Allocate \$40.3 million to reach 40.3 million California residents. This would give the state the resources to set up the coordinating infrastructure – both in terms of personnel and in terms of technology – to leverage private sector assistance in ensuring all Californians are counted.

Option 2 – Allocate \$6 million to hire ten public information officers to target hard to count groups, develop materials and public service announcements for distribution, and contact appropriate media. This alternative fails to capitalize on the local resources, especially the community based organizations who have a proven track record in helping secure a better local outcome. It does not take advantage of the multiplier effect of using the resources from foundations and the CBOs.

Option 3 – Do nothing. While this preserves state funds in the short term, it raises the risk that not every Californian will be counted, and may reduce the amount of federal funds and representation that California gets in the future.

G. Implementation Plan

This BCP outlines the additional efforts needed from July 1, 2018-June 30, 2021 and includes a phased approach to accomplish the goal of a complete and accurate count of all Californians.

2017-18 (currently funded): Begin coordination efforts, hire initial staff

2018-19: Begin coordination efforts, hire staff, set up technology infrastructure, begin message testing

2019-20: Fully staff, conduct main outreach and follow-up efforts

2020-21: Follow-up with non-respondents, assess results, issue final report

As mentioned above, 2017-18 key activities begin to lay the foundation for a statewide, multi-year, targeted communications and outreach effort. A well-connected on-the-ground effort comprised of trusted messengers and targeted community organizations will be developed in conjunction with a responsive media/outreach campaign. Through research and waves of message testing, the paid advertising effort will encourage census participation. It is important to note that the decennial census is a federal operation and all of the State's efforts will be modified based upon the operation, advertising, partnership and outreach efforts of the U.S. Census Bureau, which is still being developed.

For 2018-19 through 2020-21, the state will need to build an effort that is nimble and responsive to the fast-changing media environment by engaging partners across sectors to ensure coverage to all corners of the state. To create and manage a statewide effort in a diverse, populous land area of over 163,000 square miles, the CCC team will need to:

- Leverage existing state resources, as has been done in previous efforts;
- Focus advertising and outreach efforts on the hardest-to-count, least likely-to-respond groups
- Collaborate with key stakeholders including foundations, local governments, civil society groups and community-based organizations;
- Complement U.S. Census communications and outreach efforts;
- Coordinate efforts across sectors – federal, state & local governments, philanthropic foundations, community-based and faith-based organizations, civil society groups and elected officials by using technology to connect and share efforts;
- Build capacity among local outreach partners throughout the state;
- Continue to assess local communities, provide tools and resources;

Analysis of Problem

- Divide the state into regions to ensure coverage from border to border, create regional grassroots hubs to prepare for the Critical Outreach Period
- Be agile and responsive to the ever-changing, politically challenging landscape which could deter many Californians from responding;
- Contract with experts in message testing research, marketing, digital social media, crisis communications and grass-roots community organizing;
- Commission research on audience segmentation, culturally appropriate messaging;
- Identify and engage trusted messengers who can convince the hardest-to-count residents to respond;
- Utilize social media to multiply the positive motivating messages and to combat any nefarious online activity that discourages participation.

2017-18

Outlined earlier, the key deliverables for 2017-18 include securing office space, hiring key staff, executing key contracts for website mapping portal (development of SWORD), statewide summit and regional convenings (design thinking approach), data gathering for the Statewide Outreach & Communications Strategy (SOCs), pilot curriculum projects with County Offices of Education, coordinate efforts for comprehensive research, audience segmentation and message testing, establishment of the State California Complete Count committee and the State Agency Working Group. The most critical effort that must begin immediately is hiring of staff to accomplish these deliverables. A statewide summit/launch is expected to take place in spring 2018 highlighting to the media and communities what is at stake for California.

Earlier than in previous decades, more local governments have already begun planning. The CCC staff has ongoing check-ins with the Los Angeles County and City Census team who are working jointly to ensure consistency in messaging and complete coverage in their outreach effort within their geographic boundaries. In late January, key stakeholders who have already committed their own funding and resources will gather in Sacramento to begin developing better methods of coordination and communication across sectors, diverse funding sources and differing target audiences. Goals are to identify and connect local and regional partners who understand and can clearly articulate what a complete count means for their community, coordinate partners who are investing in the first wave of message testing, and ensure that resources are used effectively and hard-to-count populations. Without staff in each of the geographic regions, the CCC staff will develop technological tools, including the website and mapping portal, to assist in determining coverage and resource deployment.

2018-19

The CCC staff will focus efforts on building the foundation for a comprehensive “air and ground strategy”. The first draft of the Statewide Outreach and Communications Strategy (SOCS) will be informed by the first wave of regional convenings, referred to as the Statewide Needs/Readiness Assessment which is expected to commence in April 2018 and be held in approximately 24 communities across the state over the span of several months.

By dividing the state into regions and engaging key regional partners to take ownership of their areas, the state will begin their regional convenings which will allow assessment of these areas. The assessment will measure the level of awareness and commitment of localities, how ready they are, what assets, opportunities and threats exist, what gaps in coverage, skill set and/or resources exist and what is still needed. In addition, these convenings will be excellent opportunities to conduct focus groups for initial message testing. The convenings will begin to identify partners who will establish local complete count committees in their areas. A plan for a 2nd wave of convenings which will serve as actual trainings and a second wave of message testing will ideally be scheduled for 2019-20.

Analysis of Problem

From this first wave of regional convenings, the CCC will draft the SOCS, which is expected to be presented to the Governor's Office by the end of 2018. In addition, the convenings will provide a demonstration of the mapping portal (once completed) and provide input from users for an improved outreach planning mapping tool. Simultaneous to these efforts in the field, the marketing staff will be engaging a contractor to complete research, audience segmentation, message testing and development in waves and in multiple languages. These efforts will provide input into the creative development of messaging, advertisement, social and digital media approaches and media buys.

By September 2018, all cabinet Secretaries are expected to have identified their single points of contact on census outreach efforts. In addition, each state Department will be asked to provide effective census messaging to the Californians they serve. The mapping portal will provide training and technical assistance to partners who will populate the database to map the coverage and assess the areas needing additional assistance or where the local jurisdictions may step in.

Contracts with counties, and key regional CBOs will be executed and local complete count committees will be established, feeding into the network of coverage across the state. School curriculum pilot projects will be expanded and other innovative K-12 educational outreach efforts will be deployed. Message testing and preliminary media efforts will commence. State and local social service departments will be engaged and trained in case-worker outreach. Elected officials will be engaged and trained through webinars on how to partner with their local foundations and complete count committees. Sector outreach efforts will begin planning and engaging key stakeholders.

2019-20

From July 1, 2019 to December 31, 2019, organizing efforts will continue to ramp up. The CCC will review the U.S. Census Bureau's decennial operations plan and assess current federal funding to determine where the gaps and lack of coverage may exist as compared to California's low responding areas. The CCC will continue to staff up to critical mass, including relevant regional staff to cover areas with the densest and highest hard-to-count populations. A second wave of convenings with training/technical assistance and message testing may be necessary to assess the effect of the political environment and to be able to re-target, re-formulate advertising and outreach messaging, review mediums and retrain trusted messengers. The CCC is expected to be fully staffed by October 31, 2019.

The first half of calendar year 2020 will be a time of deployment and quick responsiveness in all aspects of the outreach and advertising campaign efforts. The U.S. Census Bureau will begin with mailings – advance letter, postcard or questionnaire – to all U.S. households in March 2020. Census Day is April 1, 2020 and at that time all households will have received either a post card with their code to respond via Internet, or a paper questionnaire to respond by mail. Initially, only 20 percent of the nation will receive a paper questionnaire, which may present problems for Californians who have limited access to the Internet. Eventually, all non-responding households will receive a paper questionnaire and be visited in person by a U.S. Census Bureau enumerator. It is unknown at this time if the federal resources for the non-response follow-up effort and the enumerator protocols will be as comprehensive as they were in 2010 when enumerators returned to non-responding households as many as six times in order to get a complete count.

Access to just in time training for community based organization will be enabled through the website and mapping portal. It is anticipated that during this phase, the integrated partner and media outreach will be in full swing and the infrastructure - technological, personnel, relationship and physical - will be fully operational. The mapping tool will be integrated with a partnership database platform which will enable consistent contact and communication with partners.

Through a Memorandum of Understanding with the U.S. Census Bureau, the State will receive a real-time (daily) feed of response rates by census block or tract level. This data will be used to quickly target on-the-ground outreach efforts. With this real-time data, the CBO partners and local governments can map how to

Analysis of Problem

deploy rapid response outreach to areas with lower response rates prior to enumerators that will knock on doors to fill out forms for households that did not self-respond. This follow-up will occur between May-August 2020. It is the goal of the State CCC to motivate California residents to self-respond because those households that self-respond provide more accurate data.

The CCC partnerships with state agencies, foundations, local jurisdictions, elected officials, educational entities, corporations, unions and other civil society groups will be essential during this year.

2020-21

From July 1, 2020 – Sept 30, 2020, CCC staff will continue to support the follow-up efforts of the U.S. Census Bureau. These efforts start in May 2020 and will wind down in August 2020. By October 1, 2020, the majority of CCC staff will reach the end of their limited term employment. A limited core CCC team will remain aboard to gather results, troubleshoot, and begin to collect data to document results, best practices and lessons learned for the Final Report due to the Governor by June 30, 2021. The CCC team will shut down the majority of their operations by December 31, 2020. Preliminary census population numbers and the Apportionment Counts will be delivered to the President on December 31, 2020. By March 31, 2021, state and local data for the use of redistricting will be available.

A post-census evaluation will be developed by the Director of Census 2020, the Complete Count Committee, Counties/Cities and the CBOs, and the Demographics Research Unit of the Department of Finance. It will detail all efforts, the outcome of those efforts, and the overall success of the census. This evaluation will include quantitative and qualitative data points. The evaluation will make recommendations for planning for Census 2030 which will be included in the Final Report to the Governor due prior to June 30, 2021.

The U.S. Census Bureau typically performs a Post Enumeration Survey to determine the undercount. The timeline for the survey will be released as we near 2020. Because the decennial count is a federal operation, the state must leave the bulk of operational responsibility for a complete and accurate count to the U.S. Census Bureau. The state will however, do everything within its resources to encourage all Californians to participate in the decennial census.

H. Supplemental Information

In previous efforts, state departments provided in-kind support, such as printing messages on notices to residents, loaning staff, and providing contracting assistance. This was crucial to leverage existing state resources to increase responses in a cost-effective manner. The 2020 initiative will also look to departments to assist in outreach and administration.

I. Recommendation

Fund the California Complete Count Census 2020 effort in the amount of \$40.3 Million to prepare for Census 2020. These funds will be used to support the activities included, but not limited to those outlined in this proposal and can be modified depending upon the U.S. Census Bureau's operational effectiveness and outreach effort.

BCP Fiscal Detail Sheet

BCP Title: State Census

BR Name: 0650-005-BCP-2018-GB

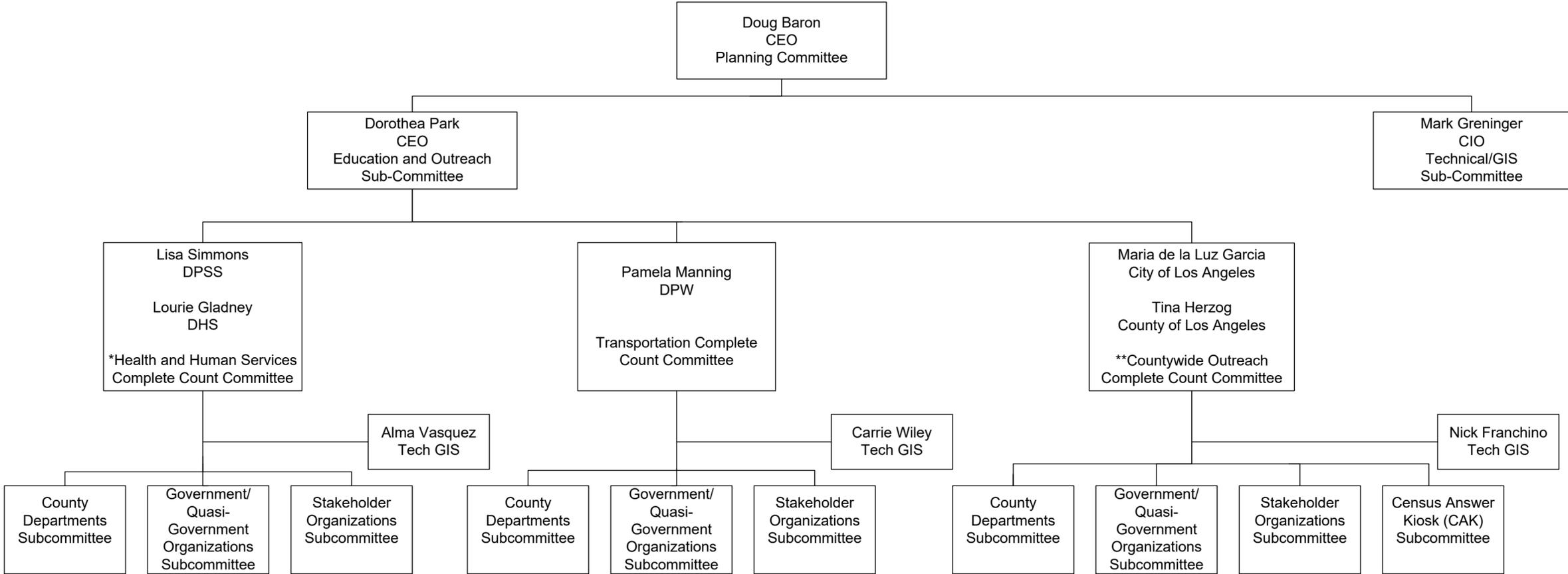
Budget Request Summary

	FY18					
	CY	BY	BY+1	BY+2	BY+3	BY+4
Personal Services						
Positions - Temporary	0.0	22.0	0.0	0.0	0.0	0.0
Total Positions	0.0	22.0	0.0	0.0	0.0	0.0
Salaries and Wages						
Earnings - Temporary Help	0	2,889	0	0	0	0
Total Salaries and Wages	\$0	\$2,889	\$0	\$0	\$0	\$0
Total Staff Benefits	0	1,317	0	0	0	0
Total Personal Services	\$0	\$4,206	\$0	\$0	\$0	\$0
Operating Expenses and Equipment						
5302 - Printing	0	20	0	0	0	0
5304 - Communications	0	23	0	0	0	0
5320 - Travel: In-State	0	228	0	0	0	0
5322 - Training	0	20	0	0	0	0
5324 - Facilities Operation	0	59	0	0	0	0
5340 - Consulting and Professional Services - External	0	35,570	0	0	0	0
5346 - Information Technology	0	152	0	0	0	0
5368 - Non-Capital Asset Purchases - Equipment	0	22	0	0	0	0
Total Operating Expenses and Equipment	\$0	\$36,094	\$0	\$0	\$0	\$0
Total Budget Request	\$0	\$40,300	\$0	\$0	\$0	\$0
Fund Summary						
Fund Source - State Operations						
0001 - General Fund	0	40,300	0	0	0	0
Total State Operations Expenditures	\$0	\$40,300	\$0	\$0	\$0	\$0
Total All Funds	\$0	\$40,300	\$0	\$0	\$0	\$0
Program Summary						
Program Funding						
0360 - State Planning & Policy Development	0	40,300	0	0	0	0
Total All Programs	\$0	\$40,300	\$0	\$0	\$0	\$0

**2020 Census
State Calendar**

State
2017-18
Contract for website mapping portal (SWORD).
Late January stakeholders meeting with City/County and State.
Spring 2018 Statewide Summit and regional convenings.
Data gathering for Statewide Outreach and Communications Strategy (SOCs).
Pilot curriculums with County Office of Education.
Message testing.
Establish State CCCs and the State Agency Working Group.
Develop air and ground outreach strategy.
April 2018 <ol style="list-style-type: none"> 1. Statewide Needs/Readiness Assessment (regional convenings) and focus groups for message testing beginning in 24 communities statewide over several months. 2. Demonstrate mapping portal and obtain input from users. 3. Marketing staff engage contractor to complete research, audience segmentation, message testing in multiple languages.
2018-19
September 2018: <ol style="list-style-type: none"> 1. State departments will provide messaging to be used with Californians. 2. Mapping portal will provide training and assistance to partners populating the database. 3. Contracts with counties and CBOs executed and local CCCs established. 4. School curriculum pilot expanded. 5. Message testing and preliminary media efforts will commence. 6. State and local social service departments will be engaged and trained in case-worker outreach.
First draft of SOCs end of 2018
2019-20
Second wave of convenings for training and message testing.
October 31, 2019 fully staffed.
April 1 – Census Day Website training for CBOs Outreach fully operational Mapping tool operational w/real time feed of response rates from the CB.
2020-21
October 1, 2020 Gather results, collect data to document results, best practices, lessons learned.
June 30, 2021 Final Report to the Governor.

2020 CENSUS



* Other HHS CCC Departments:
 - Vera Aguilar Castillo - WDACS
 - Rowena Magana - CEO (Homeless Initiative)
 - Alan Weisbart - DCFS
 - Louise Rollin-Alamillo - DPH
 - Richard Espinosa - DMH

** Other Countywide CCC Departments:
 - Jennifer Osborn - CEO-PIO
 - Kathline King - DPR
 - Jessie Towers - Public Library
 - Elio Salazar - RR/CC
 - Rigo Reyes - DCBA (Office of Immigrant Affairs)

*** CEO Support:
 - Angela Gentry - HHS
 - Susana Graether - Transportation
 - Jason Tajima - Countywide

LUCA PROJECT PLAN

BACKGROUND

The Local Update of Census Addresses (LUCA) provides an opportunity for governments to add, correct, or delete addresses listed on the U.S. Census Bureau's Master Address File (MAF) database prior to conducting the 2020 Census.

The Internal Services Department (ISD) in collaboration with the Chief Executive Office (CEO) and the Board of Supervisors registered all 88 incorporated cities to participate in the LUCA process by the December 15, 2017 deadline. This not only ensures that all incorporated cities are aware of their responsibilities as part of the LUCA process, but also provides ISD with individual city liaisons that can assist with achieving a more complete count of housing units within their jurisdiction. Cities were offered a choice to either be solely responsible for reviewing and updating their LUCA database or request that the County review and update their LUCA database and the City would then serve as a "Reviewer" once the County has completed their update. Additionally, ISD is responsible for collecting, reviewing and updating an address database for all unincorporated areas within the County of Los Angeles.

COLLECTING ADDRESS DATA

ISD will be responsible for collecting address data base files from various sources including County and non-County agencies, in order to create a Countywide address database. ISD will then match this database of addresses with the Census Bureau's Master Address File (MAF).

COUNTY-RELATED ADDRESS FILES

- CAMS (Countywide Address Management System) point address file - **Obtained**
- Voter Registration address file - **Obtained**
- DPSS client address file - **Obtained**
- Assessor Parcel address file - **Obtained**
- Countywide Master Data Management address file with DHS, DMH, DCFS, DPSS address files - **Obtained**
- LACOE (Los Angeles County Office of Education) Student address file – **Obtained**
- Other County Department and agency address files, as necessary.

NON-COUNTY AGENCY ADDRESS FILES

- United States Postal Service zip code files - **Obtained**
- Medi-Cal client address files - **Obtained**
- Client address files of utility companies (Los Angeles Department of Water and Power, Southern California Edison, Southern California Gas, Burbank-Glendale-Pasadena Utility Company, telephone service providers, water districts, and waste haulers). ISD will submit a data usage agreement to the utility companies in January 2018.
- Colleges and Universities
- Hotels/motels (including long-term residential)
- Group Quarters (non-State group homes, residential treatment centers, assisted living facilities)

LUCA PROJECT PLAN

GOVERNMENT DATABASES

State of California:

Group Quarters (GQs): Includes dormitories, hospitals, prisons, group homes, nursing homes, convents and any similar institutions where unrelated people live together and share cooking facilities. ISD has contacted the State of California Department of Finance (DOF) to obtain a dataset of GQs drawn from State files and also contacted a variety of State agencies which contribute to DOF's dataset. ISD will confirm with the State DOF in January 2018 in order to obtain the GQs address database.

Mobile Home Parks (MHPs): MHPs can be classified as a combination of housing unit types such as mobile homes, manufactured housing, recreational vehicles, and campers. The distinctions between these housing unit types vary, and locations may not be fixed. The State of California maintains a website at www.hcd.ca.gov that lists the mobile home parks and recreational vehicle parks for all California counties. ISD has obtained a copy of the Mobile Home Park address file.

Driver's License address file: ISD will submit a data usage agreement to the State of California Department of Motor Vehicles (DMV) in January 2018.

Federal Government:

ISD will reach out to the Federal government with the goal of obtaining a database of prisons, correctional programs, and hospital institutions (for example: Metropolitan Detention Center-Department of Justice, and the Veteran Administration Hospital in West Los Angeles).

NON-TRADITIONAL/UNPERMITTED HOUSING UNITS

Some residences located within cities and County unincorporated areas are classified as non-traditional housing such as substandard and unpermitted units or dwellings which have been cited by code enforcement agencies. Examples include:

- Garages converted into a residence
- Residences sub-divided into two or more housing units
- Unpermitted and occupied mobile home moved onto a property
- Unpermitted and occupied recreational vehicle parked within the boundaries of a property

Database information is maintained by individual city code enforcement departments and through County code and zoning enforcement departments (Regional Planning, Department of Public Works, Public Health-Environmental Health, and Fire) for the unincorporated areas. In order to obtain addresses based on code enforcement related data, ISD will reach out to all participating cities and County departments and request they provide these locations (open and closed cases) for the sole purpose of creating an address database.

The City of Los Angeles will be utilizing an app called "Survey 1, 2, 3" developed by ESRI which is a GIS based mapping software program, to identify and store the locations of non-traditional housing units. It is the expectation that the County will use a similar approach in the unincorporated areas, utilizing county department field staff. ISD will request that the remaining 87 cities consider utilizing this tool to capture non-traditional/unpermitted housing units.

LUCA PROJECT PLAN

MANAGEMENT OF ADDRESS FILES

Data cleaning and formatting: Address files received from various sources will be formatted differently and will require the following cleanup and reformatting.

1. ISD will standardize address fields by using data management software such as Excel and SAS.
2. It is expected that some of the submitted files will have typos which would prevent the addresses from being geocoded and properly address-matched. ISD will attempt to correct typos using Excel and SAS software.
3. Geocoding: ISD has developed a procedure to standardize and geocode the County address files in order to obtain the legal city, census tract, census block, and latitude-longitude coordinates.
4. In the U.S. Census Bureau's MAF, the city field is omitted. This omission will make it difficult to identify where city and county unincorporated boundaries are located without reviewing 100,000+ census blocks. ISD will add a postal city identifier to the MAF addresses collected based on the MAF zip code which will be used later for address point matching. The MAF addresses will contain latitude-longitude coordinates which can be overlaid with a legal city layer to obtain the city and unincorporated area location.
5. ESRI's ArcGIS, IBMQS (IBM Quality Stage) and Bureau's GUPS (Geographic Update Partnership Software) will be applied to geocode addresses. ISD team will utilize the IBMQS to perform the address point matching procedure between the County address files and the Bureau's MAF in order to meet the Census Bureau's Unit Number matching requirements.

ADDRESS MATCHING AGAINST THE MASTER ADDRESS FILE (MAF)

After formatting and geocoding is completed, the County database will be address-matched to MAF addresses on the IBMQS application. The following outcomes will be produced:

- Addresses on the County database which are not matched to those on the MAF, will be assumed to be "new addresses".
- MAF addresses that are not matched to those on the County database may need to be reviewed by the City and County to determine whether they are non-existing, changed, or incorrect addresses.
- Addresses from both groups will be properly coded and sent to cities for their review.

COLLABORATE WITH CITIES AND COUNTY DEPARTMENTS

Non-matched addresses on either the County's database or MAF will be divided by location (City and County unincorporated areas) and forwarded to the respective jurisdictions for review. GQs and MHPs will be added to the Code Enforcement spreadsheet. All address databases will be saved on a secure, confidential drive.

ISD will begin contacting cities and County departments to confirm the successful delivery and receipt of address files, provide technical assistance, and request that LUCA address files be returned to the County or Census Bureau no later than the deadline.

SUBMISSION OF LUCA ADDRESS FILES TO THE CENSUS BUREAU

Reviewer cities will submit their address files to ISD for review. ISD will geocode and reformat the databases and upon completion the address database files will be sent to the U.S. Census Bureau along with the address database of County unincorporated areas.

LUCA PROJECT PLAN

Liaison cities are required to update addresses and send them directly to Census Bureau, but, it is highly likely that some of them may not meet the required deadline. In this case, the ISD team will submit non-matched addresses for all Liaison cities in the County as part of the County's submittal in order to avoid a zero count.

NOTE:

There will be a LUCA-2 (New Construction Addresses and LUCA Appeals) Submission after the LUCA Feedback in August 2019 which will provide an opportunity to identify new addresses constructed after the first phase of the LUCA Operation which ends in June 2018. This can also potentially include additional non-conventional addresses such as trailers and garage conversions that were not included in the earlier LUCA submission.

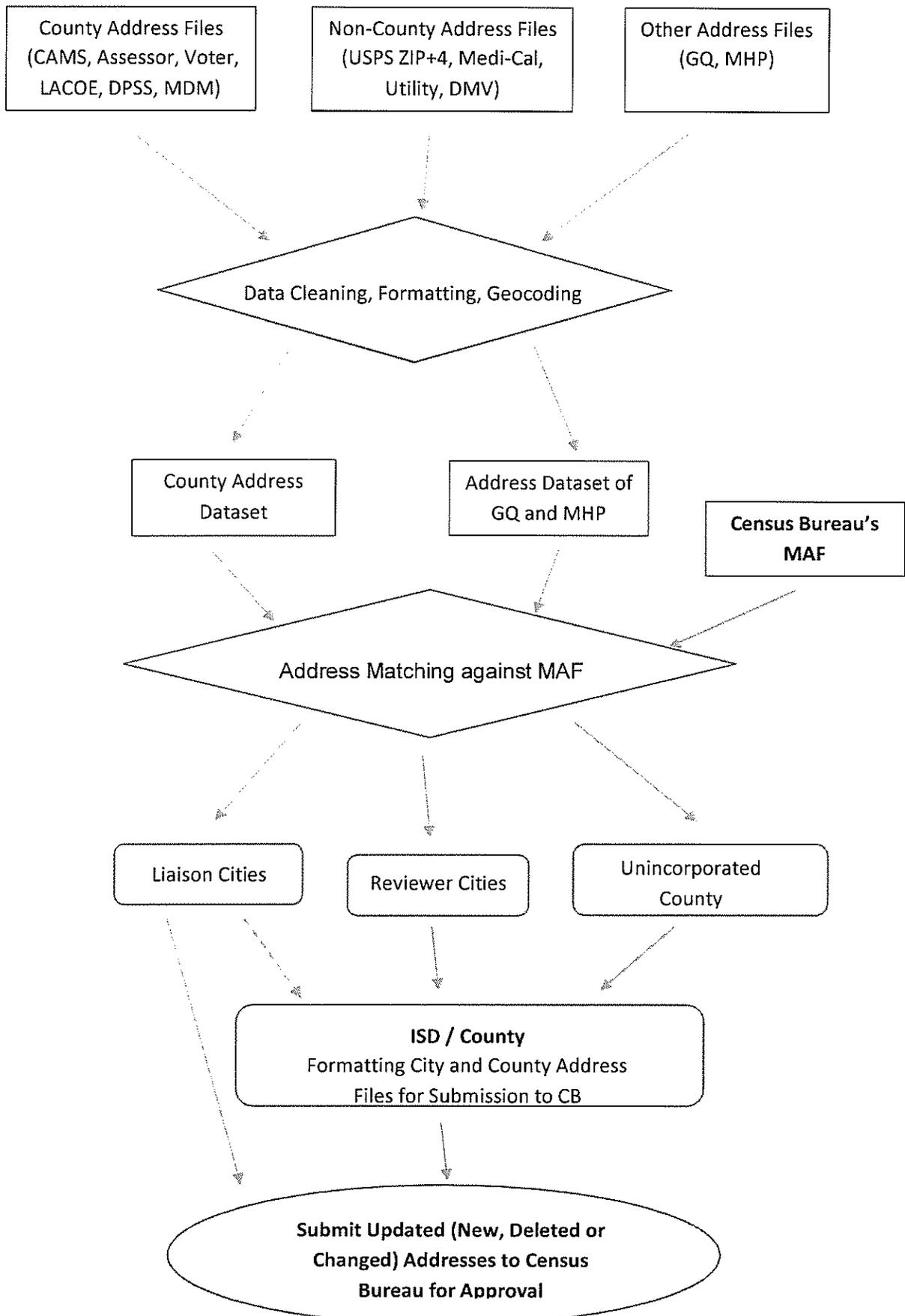
LUCA Operation Timeline

Task	Task Description	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018
1	LUCA Registration							
2	Collect Address Files from County Departments							
3	Collect Address Files from Non-County Sources							
4	Collect GQ and MHP Address Files							
5	Validating Address-Matching Procedures							
6	MAF File to Be Delivered to County and Cities							
7a	Cleaning, Formatting, Geocoding County Address Files							
7b	Cleaning, Formatting, Geocoding MAF Addresses of Census Bureau							
8	County Files Address-Matching against MAF File							
9	Send MAF Addresses to Reviewer Cities							
10	Send Non-Matched Addresses to all Cities							
11	Send GQ & MHP Addresses and ZE Spreadsheet to all Cities							
12	Follow-Up with Cities until Submission to CB is Confirmed							
13	Format LUCA Address Files from Reviewer Cities							
14	Submit Final LUCA Address Files to Census Bureau*							

*MAF file coming in February is supposed to be submitted to the Bureau by the end of May, whereas MAF file coming in March will be submitted by the end of June. (i.e.: Participants have 120 calendar days from the receipt of materials to complete their review.)

LUCA PROJECT PLAN

Flowchart of LUCA Operation



IT Specifications for LUCA Application on Survey123

The LUCA app operates using the ArcGIS Survey123 application. Below are system requirements to run the application.

Supported browsers for the Survey123 website

The following browsers are supported. For best performance, use the latest version.

- Chrome
- Firefox
- Safari
- Edge
- Internet Explorer 11

Supported operating systems for the Survey123field app

The following operating systems (with minimum versions) are supported for the Survey123 field app:

Operating system	OS version
Windows	<ul style="list-style-type: none">• Windows 10 Pro and Windows 10 Enterprise (32 bit and 64 bit [EM64T])• Windows 8.1, Windows 8.1 Pro, and Windows 8.1 Enterprise (32 bit and 64 bit [EM64T])• Windows 7 Ultimate, Enterprise, Professional, and Home Premium (32 bit and 64 bit [EM64T]) SP1• Windows Server 2012 Standard and Datacenter (64 bit [EM64T])• Windows Server 2008 R2 Standard, Enterprise, and Datacenter (64 bit [EM64T]) SP1• Windows Server 2008 Standard, Enterprise, and Datacenter (32 bit and 64 bit [EM64T]) SP2
Ubuntu	16.04 LTS (64 bit) or later
Mac OS X	10.10 (Yosemite) or later
Android	4.1 (Jelly Bean) or later
iOS	9 or later
Windows Phone	10 or later

Issues have been reported when running Survey123 on some Windows 7 and Windows Server 2008 machines, as well as on older hardware that may have had an operating system upgrade.

Hardware requirements that must also be considered include the following:

- CPU—2.2 GHz minimum or higher; Hyper-threading (HHT) or Multi-core recommended.
- Processor—Intel Pentium 4, Intel Core Duo, or Xeon Processors; SSE2 minimum.
- Graphics Card—An independent graphics card with a hardware acceleration driver.
- OpenGL—Version 2.1 or higher is required.

Supported languages

The following languages are supported by the Survey123 field app and the Survey123 website:

Arabic, Bosnian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hebrew, Hindi, Indonesian, Italian, Japanese, Korean, Latvian, Lithuanian, Norwegian, Polish, Portuguese (Brazil), Portuguese (Portugal), Romanian, Russian, Simplified Chinese, Serbian, Spanish, Swedish, Thai, Traditional Chinese (Hong Kong), Traditional Chinese (Taiwan), Turkish, and Vietnamese.

For the Survey123 field app the language used is determined by your device's language setting.

For the Survey123 website, the language used is determined by your ArcGIS organization user language setting.

Census 2020

Local Update of Census Addresses (LUCA) Program Data Collection of Non-standard Address Dwellings (NSADs) using Survey 123 Instructions Sheet

OBJECTIVE: In an effort to ensure a complete master address file for the City of Los Angeles, city employees, while out in the field performing their regular duties, will assist in capturing data of dwellings with no traditional street address using the Survey123 app on their city-issued mobile devices.

STEPS:

1. Download **Survey123 for ArcGIS** app on your city-issued mobile device
2. Sign in using the username you received via email and the password you created
3. Download the **LUCA survey** already loaded on the app. It will be automatically saved under My Surveys.
4. Once you identify a potential non-standard address dwelling, open the app and click on the LUCA survey
5. Click **Collect** to start collecting data, survey will load
6. **Allow** Survey123 app to access your location while you are using the app
7. Answer multiple choice questions 1-4 describing the dwelling
8. **Pinpoint** your location, while still at location of dwelling you are reporting
9. Add any other descriptions of dwelling unit in the notes section
10. Click check mark at bottom of screen to **submit data**

TIMELINE:

City employees will collect data between February 1 and April 30

TIPS:

1. You must fill out the survey for each dwelling you see on a property
2. You must fill out survey and pin location while still at the location of dwelling...very important!
3. Do not knock on any doors, ask residents any questions, or take photographs.
4. Use your best judgement based on the definition of a non-standard address dwelling
5. If in doubt if used as a living quarter, fill out the survey for the dwelling in question

NON-STANDARD ADDRESS DWELLINGS

DEFINITION: A structure on a property (typically non-permitted) that is used as a separate living quarter and does not have a standard numerical address.

EXAMPLES:

- Basements
- Converted garages
- Subdivided housing
- Mobile homes
- Campers

REMINDER: Per Title 13 of the U.S. Code, all data gathered by city employees in connection with planning for the decennial Census, including addresses of non-standard dwelling units, is confidential and **can not** be used for enforcement actions.



Census 2020 Initiative

Local Update of Census Addresses (LUCA)

Non-Standard Address Dwellings (NSAD) Program

January 17, 2018



Census LUCA Program

- ❖ LUCA is the only opportunity offered to tribal, state, and local governments to review and comment on the U.S. Census Bureau's residential address list for their jurisdiction prior to the 2020 Census.
- ❖ The Census Bureau relies on a complete and accurate address list to reach every living quarters and associated population for inclusion in the census.



Census LUCA Program

- ❖ LUCA operations consist of:
 - ❖ Collection and consolidation of address databases citywide
 - ❖ Identification of Non-standard Address Dwelling (NSAD) Units
 - ❖ Identification of Group Quarters



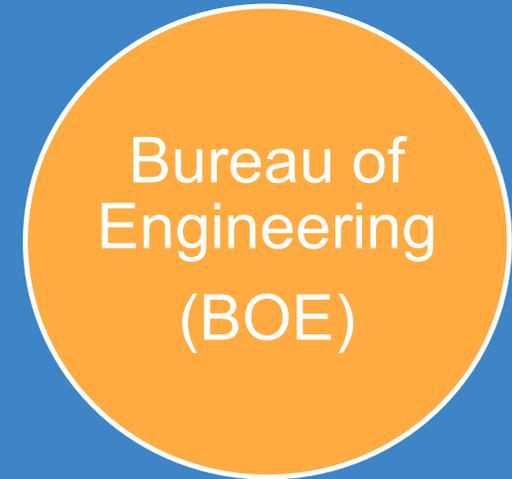
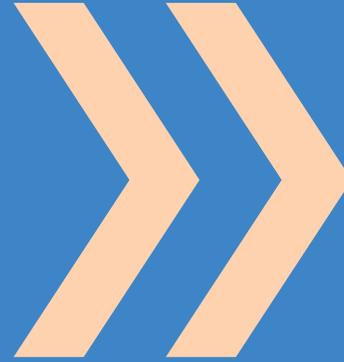
Without an accurate Master Address File
(MAF) we will have an innacurate census



LUCA Process



City Departments
provide their address
databases BOE



BOE serves as the
central repository of
address databases



LUCA Process

U.S. Census Bureau
delivers MAF to L.A.
City/BOE



We compare our own
MAF with that of the
U.S. Census Bureau
and send back only new
or missing addresses



U.S. Census Bureau
either accepts or rejects
addresses



NSAD Program Overview

- ❖ NSAD Program aims to identify and collect information on NSAD units.
- ❖ NSADs include structures on properties such as basements, converted garages, accessory dwelling units, sub-divided housing, mobile homes, or campers that are used as living quarters.
- ❖ These types of dwellings are typically non-permitted living quarters/dwellings.



No data gathered by city employees in connection with planning for the decennial Census, including NSAD units, can be used for enforcement actions.



Key Elements for a Successful NSAD Program

- Buy In – Executive Directive
- Infrastructure/IT Systems – City's GeoHub
- Technology – City issued mobile devices
- Labor – Work force in the field



How NSAD Program Works

Step 1

Field staff identify an NSAD unit during the course of their regular workshift.

Step 2

He or she uses the mobile/web app to geotag its location.

Step 3

Click submit.



LUCA Web/Mobile App

- ❖ Survey123 for ArcGIS app
- ❖ Available for L.A. city employees to download on the City's GeoHub
- ❖ Functions on iPhone and Android devices
- ❖ Mobile and web friendly
- ❖ Collected data is pushed to a central database



LA City Census 2020 Local Area of Census Addresses (LUCA) S...

Please identify and report non-standard dwelling units in the City of Los Angeles. If there are multiple non-standard dwelling units on the property, please fill out a survey for each one.

Date *

What type of structure is the non-standard dwelling unit? *

- Apartment
- Garage
- RV/Van
- Shed/Structure
- Trailer
- Other (briefly describe)

Where is it located on the property relative to the main unit? *

- In front
- Behind
- Left side
- Right side
- Other (briefly describe)

What color best describes the non-standard dwelling unit? *

- Blue
- Brown
- Beige
- Green
- Grey
- Orange
- Purple
- Red
- White
- Yellow
- Other (briefly describe)

Does this unit have a visible address, house number, or apartment number? *

- Yes
- No

NSAD Employee Training Process

1. Participating City Departments send supervisors to obtain training.
2. Supervisors provide the CLA and Mayor's Office a list of employees that will participate in the NSAD program.
3. Supervisors and field staff obtains usernames and passwords to use application.
4. Supervisors train their employees.
5. Employees begin to collect addresses.
6. Pinned NSADs are automatically uploaded to a central database.



Census 2020

Local Update of Census Addresses (LUCA) Program Data Collection of Non-standard Address Dwellings (NSADs) using Survey 123 Instructions Sheet

OBJECTIVE: In an effort to ensure a complete master address file for the City of Los Angeles, city employees, while out in the field performing their regular duties, will assist in capturing data of dwellings with no traditional street address using the Survey123 app on their city-issued mobile devices.

STEPS:

1. Download **Survey123 for ArcGIS** app on your city-issued mobile device
2. Sign in using the username you received via email and the password you created
3. Download the **LUCA** survey already loaded on the app. It will be automatically saved under My Surveys.
4. Once you identify a potential non-standard address dwelling, open the app and click on the LUCA survey
5. Click **Collect** to start collecting data, survey will load
6. **Allow** Survey123 app to access your location while you are using the app
7. Answer multiple choice questions 1-4 describing the dwelling
8. **Pinpoint** your location, while still at location of dwelling you are reporting
9. Add any other descriptions of dwelling unit in the notes section
10. Click check mark at bottom of screen to **submit data**

TIMELINE:

City employees will collect data between February 1 and April 30

TIPS:

1. You must fill out the survey for each dwelling you see on a property
2. You must fill out survey and pin location while still at the location of dwelling...very important!
3. Do not knock on any doors, ask residents any questions, or take photographs.
4. Use your best judgement based on the definition of a non-standard address dwelling
5. If in doubt if used as a living quarter, fill out the survey for the dwelling in question

NON-STANDARD ADDRESS DWELLINGS

DEFINITION: A structure on a property (typically non-permitted) that is used as a separate living quarter and does not have a standard numerical address.

EXAMPLES:

- Basements
- Converted garages
- Subdivided housing
- Mobile homes
- Campers

REMINDER: Per Title 13 of the U.S. Code, all data gathered by city employees in connection with planning for the decennial Census, including addresses of non-standard dwelling units, is confidential and can not be used for enforcement actions.

NSAD Schedule

NSAD Schedule	
January 2018	NSAD training for participating City Department employees
February 1, 2018	Trained employees begin collecting data
April 31, 2018*	Projected last day of data collection
May-June, 2018*	Mayor's Office forwards database to BOE for inclusion into MAF.

- Local governments will have 120 days from the date of receipt of their MAF to review and comment.



Questions?

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