



2020 CENSUS Planning Committee Meeting Notes

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

- 1) **Introductions** - Dorothea Park, Manager, CEO, Unincorporated Area Services, opened the meeting with introductions of both the Education and Outreach, and Technical/GIS Subcommittees. (Please see attached participant sign-in sheets).

- 2) **LA County - Other Business**
 - a. **Motion by Supervisors Solis and Hahn** – Ms. Park presented the Motion that was introduced by Supervisors Solis and Hahn on 1/16/18. The Motion directs the Chief Executive Officer (CEO) to send a 5-signature letter to the Secretary of the U.S. Department of Commerce and the County’s Congressional Delegation urging that the citizen question not be included on the 2020 Census form. The Motion also directs the CEO to add the Office of Immigrant Affairs to the Planning Committee, and to report back to the Board with quarterly status updates. Ms. Park presented the timeline and format to comply with the quarterly reports to the Board. (Please see attached timeline and format).

ACTION ITEM: Each of the three Complete Count Committees (CCC), Health and Human Services, Transportation, and Countywide Outreach, will prepare a quarterly report and submit it to the CEO’s office for review three weeks prior to the due date to the Board. The CEO will compile the reports and submit them to the Board by the due date.

 - b. **Complete Count Committee Agendas** – Ms. Park briefly went over the Countywide Outreach, and the Health and Human Services CCC meeting agendas.

 - c. **State of California Budget and Calendar** – Ms. Park informed the group that the State’s proposed budget, which was released on January 10, 2018, would appropriate \$40.3 million for the California Complete Count effort to complement the U.S. Census Outreach. Most of the funding will go to the State for media and on-the-ground outreach and about \$3 million will go to the local Complete Count Committees statewide. Additionally, State funding will go *directly* to Community Based Organizations (CBO) for outreach. The CBOs, as trusted messengers, will handle the ‘on-the-ground’ outreach and the County will handle the regional outreach. Ms. Park reminded the group that the County government receives approximately \$5 Billion in federal funds and \$2 Billion in State funding based on census-derived statistics.

Please see the attached State calendar for important dates. The State is planning for an April 2018 Census launch. Furthermore, the County and City are preparing for a September 2018 launch.

- d. **Planning Committee Organization Chart and Updated Roster** – Ms. Park presented the Planning Committee organization chart indicating the leads for each Complete Count Committee. Ms. Park also provided the group with the Planning Committee roster which will be shared with the Department Heads at the February Department Head Meeting (subsequent to this 1/17/18 meeting, the February Department head presentation was changed to March 2018). Mr. Baron will be making the 2020 Census presentation to the Department heads in March 2018.
- e. **Doug Baron, Planning Committee** – Doug Baron informed the group that he will assume oversight of the Planning Committee. Mr. Baron stated that the 2020 Census will become an increasing priority for the CEO and the Board.
- f. **Technical/GIS Staff Support for CCCs** – Technical support will be added to each Sub-Committee. Nick Franchino, of DRP, will provide support for the Countywide Sub-committee, Alma Vasquez, of DHS, will provide support for the Health and Human Services Sub-Committee, and Carrie Wiley, of DPW, will provide support for the Transportation Sub-Committee.

3) Local Update of Census Addresses (LUCA) Project Plan - Mark Greninger, of the CEO will lead the technical efforts with assistance from the County GIS Officer, when hired. Victor Chen, of ISD, presented the LUCA project plan for implementation.

Mr. Chen explained the LUCA operation to those present. Mr. Chen also informed the group that the County will be working with the 88 cities within the County on their LUCA efforts. He has thus far gathered address files from the Assessor, DMH, and LACOE. Mr. Chen advised that the CEO's assistance may be required in requesting address files from utility companies. Utility companies may be helpful in gathering addresses for non-traditional units. Mr. Chen is requesting address files from the State for Group Quarters and Mobile Home Parks, and from the DMV. Mr. Chen indicated that ISD will be working on correcting typos to better match the Census Bureau's files, otherwise the address files will be rejected. Mr. Baron asked Maria Garcia, from the City of LA's Mayor's office, to assist in requesting LADWP address files. Ms. Garcia agreed to assist in facilitating the conversation between the County and LADWP.

Mr. Chen informed the group of the LUCA 2nd Phase which takes place after June 2018 and includes updating addresses for the new construction of housing units which should be added to the Census Bureau's Master Address File (MAF). Rigo Reyes, of the Office of Immigrant Affairs, recommended that we contact the credit reporting bureaus to request their address files. He also offered to request Professional Licenses from the Office of Consumer Affairs.

Mr. Reyes also recommended that we utilize Facebook, Twitter and other social media to do outreach.

ACTION ITEM: ISD to reach out to the three credit monitoring bureaus (Experian, Equifax, TransUnion), and to LAUSD to request their address files. Mr. Reyes will work with the Department of Consumer Affairs to gather Professional Licenses that may be available. The CEO will evaluate the best means to reach out to the utility companies to request their address files. The CCCs to investigate utilizing SoCal media, Facebook, and twitter for outreach.

4) Utilizing Survey 1,2,3 for LUCA Non-Traditional Residences – Maria Garcia, from the City of Los Angeles’ Mayor’s Office, gave a Power Point Presentation reviewing the City’s approach to capturing non-standard address dwelling units (NSAD) utilizing Survey123 to assist with LUCA. The City’s Chief Legislative Office is the lead for LUCA. Survey 123 is a mobile app whereby the City employee will ping NSAD units during their normal course of work. Ms. Garcia is in the process of ‘training the trainer’ in various City departments on how to use the application. Ms. Garcia estimates that she will be training 100 supervisors to then in turn train around 500 City staff.

5) LA County Approach to Collect Non-Traditional Residential Addresses – Nick Franchino informed the group that the County has approximately 100-150 licenses for Survey 123. Therefore, the County is more limited in its ability to use Survey 123. Additionally, we may need to request Union approval to use Field Code Enforcement staff to annotate addresses while conducting their normal course of business. Furthermore, we should provide the information to the other 87 cities. If it is feasible to use Survey123, we need to know from the departments if they have the staff capacity. In the 2010 Census the City added 2,500 units to the MAF, which indicates that using a new tool such as Survey123 could be highly beneficial.

ACTION ITEM: Technical/GIS Subcommittee will review the feasibility of utilizing County staff to report addresses, in the unincorporated areas, using Survey123 in the normal course of their work day. The Technical/GIS Subcommittee will also follow-up on providing this Survey 123 information to the other 87 cities, not including LA City.

6) Evaluation of Block Groups for Participant Statistical Areas Program (PSAP) to Maximize Potential Federal Revenue – John Wickham, of the City of Los Angeles’ Chief Legislative Office, provided a brief overview of the PSAP program. The PSAP is utilized to edit Census Tract (CT) boundaries to benefit areas in terms of ensuring eligibility for federal funding and to maximize funding. Each CT should be about 4,000 people. There has been a lot of development, and we may currently have 6,000 to 12,000 people in a CT. Thus, we may need to change the CT boundaries. L.A. City tries to make the new CTs in a meaningful way. They look at law enforcement areas, other department services, CDBG funding based on low to moderate income households. They look at boundaries to maximize eligible tracts. The goal is to divide the CTs into one or more CTs that meet the minimum criteria and maximize

funding opportunities. A CT must have at least 4,000 people in each. The American Community Survey (ACS) provides better data that helps make decisions on how to split CTs.

ACTION ITEM: The Technical/GIS Subcommittee will follow-up with Alma Vasquez, DHS and Mark Greninger, CIO on the ability to divide Census Tracts.

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) 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.

“To Enrich Lives Through Effective and Caring Service”

**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: _____