

2020 Census
Health and Human Services (HHS) Committee Meeting Notes
April 11, 2018

Attendees:

Lourie Gladney, DHS
Rosalia Montero, DPSS
Louise Rollin-Alamillo, DPH
Rowena Magana, CEO-Homeless
Angie Gentry, CEO-UAS
Alan Weisbart, DCFS
Alma Vazquez, DHS

Census Updates

- Angie Gentry provided an update on the following related to 2020 Census outreach efforts:
 - The 2020 Census Quarterly Report to the Board has been completed and is due on April 16, 2018.
 - Complete Count Committees will report back to the Education and Outreach Sub-Committee with the status of their respective strategic plans on May 16, 2018.
 - The Countywide Outreach CCC will convene a sub-committee of Unions. It will not be necessary for the HHS CCC to duplicate this effort by engaging unions through the government/quasi-government sub-committee.

Review and Discussion of Sub-Committee Strategic Plans

- The group discussed the status of the sub-committee strategic plans, including plans for outreach to stakeholders. Committee members will begin to schedule initial presentations at commission and board meetings in order to solicit their participation in the stakeholder and government/quasi-government sub-committees. It was determined that active engagement of sub-committees will begin with the 2020 Census roll out for LA County.

Development of Program Messaging for Census Outreach

- The group discussed appropriate strategies for developing program specific messaging for the 2020 Census. Concerns were raised that this may be a bit premature, as branding and messaging for countywide outreach has not yet been developed and PIOs/marketing staff may want to align program messaging with countywide messaging. It was determined that initial meetings would be scheduled with staff in order to obtain feedback and begin formulating ideas for appropriate messaging.

Next Steps

- Committee members will begin to schedule presentations to boards and commissions and provide meeting dates to committee chair/co-chair. Angie Gentry will provide committee members with a Fact Sheet and PowerPoint Presentation.
- Committee members will coordinate with their respective departments' marketing units to obtain feedback to begin development of 2020 Census program-specific messaging.
- CCC updates are scheduled for presentation at the Education and Outreach Sub-Committee meeting scheduled for May 16, 2018.
- Committee updates are due to the CEO on June 25, 2018 in preparation for the July 2018 Quarterly Report to the Board.