Education and Outreach Overview

Los Angeles County
2020 Census

California State Association of Counties
September 5, 2018
What’s New?...

- Use of technology including:
  - GIS and aerial imagery to validate addresses with plans to walk only 25% of the blocks nationwide.
  - The internet as the primary response mode to fill out and submit Census forms.
  - Administrative and third party data to validate respondent addresses and guide non-response follow-up.

- A citizenship question will be added to the Census form.
Federal Funding to Los Angeles County
Billions of dollars are received annually in Federal funding. The top Federal Departments with funding sources that support L.A. County programs based on Census-driven data are:

- Health and Human Services Department
- Housing and Urban Development Department
- Agriculture Department
- Labor Department
- Transportation Department
California has 10 of the Top 50 Hard-to-Survey Counties in the nation, including the #1 Hardest-to-Survey......

LOS ANGELES COUNTY

Center for Collaborative Policy at California State University, Sacramento. 2012 “California Complete Count: Counting 2010 and Planning for 2020 Report Highlights” Prepared for the California Complete Count Committee
Role of Local Government

L. A. County’s Role in the 2020 Census
Board Adopted Motion (March 14, 2017)

1. Ensure that County boundaries, addresses, and population data (Local Update of Census Addresses known as LUCA), were updated and provided to the U.S. Census Bureau.

2. Develop a framework and plan for L.A. County’s 2020 Census education and outreach strategy focusing on Hard-to-Survey (HTS) populations.
On January 16, 2018, the Los Angeles County Board of Supervisors instructed the CEO to:

Forward a letter from the Board to the Secretary of U.S. Dept. of Commerce opposing the inclusion of a citizenship question.

Include the County’s Office of Immigrant Affairs in Complete County Committee (CCC) planning activities to ensure outreach to HTS families that participate in County programs, in a linguistically and culturally competent manner.

Report back to the Board, in writing, on a quarterly basis with status updates on the implementation of the CCCs education and outreach strategy and any related challenges and accomplishments.
Initial Steps to Developing an Education and Outreach Strategy


2. Compare 2010 Census response rates in other jurisdictions nationwide to LA County, and identify areas with successful strategies.

3. Determine which County departments and agencies provide programs to the region that are funded based on Census-driven data.

4. Establish Complete Count Committees (CCCs) to build partnerships and develop education and outreach plans.

5. Based on the U.S. Census Bureau’s online Census map, create a County mapping tool to identify Hard-to-Survey (HTS) Block Groups and their socio-economic and demographic characteristics.
To successfully connect with all County residents, with a focus on HTS populations, a Countywide coordinated outreach plan is needed. Based on Federal funding allocations to the County of L.A. and its regionwide responsibility for the Census, the following CCCs were developed:

- **Health and Human Services**
- **Transportation**
- **Countywide Outreach**
Complete Count Committees and Sub-committees

Education & Outreach Sub-Committee

- Health & Human Services CCC (public/private)
  - Stakeholder Organizations Sub-committee
  - Government/Quasi-Government Sub-committee
  - County Departments Sub-committee

- Transportation CCC (public/private)
  - Stakeholder Organizations Sub-committee
  - County Departments and Government Agencies Sub-committee

- Countywide Outreach CCC
  - Stakeholder/Community Table Sub-committee
  - Government/Quasi-Government Sub-committees
  - County/City Departments Sub-committee
  - Census Action Kiosk (CAK) Sub-committee

Sub-committees:

- Municipal Complete Count (Cities) Sub-committee
- Higher Education Sub-committee
- Unions Sub-committee
- Business/Chambers Sub-committee
- School Districts and Charter Schools Working Group
Overall Goals of the Countywide Outreach CCC

- Identify the City of Los Angeles as the co-lead of the Countywide Outreach CCC.
- Build partnerships with various sectors to develop an effective outreach campaign.
- Develop a Countywide education and outreach plan to:
  - Educate partners on the importance of the 2020 Census.
  - Mobilize partners to deliver the tested 2020 Census messages.
  - Activate direct “On-the-Ground” outreach through:
    1. Census Action Kiosks (CAKs)/Census Goodwill Ambassadors (CGAs),
    2. “Adopt-a-Block Group” commitments, and/or
- Develop effective messaging Countywide, focusing on HTS populations, and in appropriate languages. Avoid duplication of efforts and maximize limited resources.
- Identify outreach capacity of partners and determine how to fill any gaps.
- Adopt the Statewide “On-the-Ground” and “On-the-Air” outreach models at the Countywide level.
Identifying and Building Partnership Capacity Through Trusted Messengers

Stakeholder/Community Table Sub-committee

• The Advancement Project California organized the Census Policy Advocacy Network (CPAN) which serves as the County’s Stakeholder Community Table for L.A. County’s 2020 Countywide Census effort.

• CPAN formed the Regional Table as a gathering space for community-based and non-profit organizations (CBOs and NGOs) who serve as “trusted messengers”, to coordinate the planning and execution of outreach plans.

• Activities will be guided by a Stakeholder Regional Census Outreach General Plan.
Census Policy Advocacy Network (CPAN)
**Identifying and Building Partnership Capacity Through Trusted Messengers**

**Municipal (Cities) Sub-Committee**

- The Countywide Outreach CCC is coordinating with all 88 cities in the County and 100+ unincorporated areas to develop 2020 Census strategies.

- Cities have expert knowledge about their residents, local resources, and partners. Since HTS areas exist throughout the County, it will be crucial to have city participation in the outreach efforts, especially in addressing potential gaps in the regionwide outreach campaign.
Identifying and Building Partnership Capacity Through Trusted Messengers

Higher Education Sub-committee

- The college student population is consistently considered one of the HTS populations in the Census.

- The Higher Education Sub-committee consists of administrators and students from UCs, Cal State schools, community colleges, and private universities who convene to discuss strategies to increase the count of college students and promote student participation in Census education and outreach as Census Goodwill Ambassadors (CGAs) and Census enumerators.
Identifying and Building Partnership Capacity Through Trusted Messengers

**Unions Sub-committee**

- The County, City, and other professional groups have a large number of union members and organizers who can help provide education and outreach support in promoting Census participation.

- One partner, SEIU 721 alone includes over 60,000 members in the County.
Business and Chambers Sub-committee

• Businesses and commerce depend on accurate Census data and have the ability to reach a wide variety of populations. The Countywide Outreach CCC will convene a group consisting of business interests which may include chambers of commerce, local business associations, trade groups, economic development groups, and small and large companies.

• The County has engaged LA BizFed (Los Angeles County Business Federation), an advocacy federation of more than 170 business organizations.
Identifying and Building Partnership Capacity Through Trusted Messengers

County/City Department Sub-committee

• Los Angeles County has over 30 departments and over 100,000 employees, many of who have direct face-to-face interaction with the public through various County programs and operations which serve the entire County.

• Los Angeles City Departments have submitted 2020 Census outreach plans to the Mayor’s Office.

• The Department Sub-committee will develop department outreach plans, and coordinate and mobilize department staff/volunteers to participate in education and outreach efforts for the 2020 Census by providing toolkits, coordinating and promoting events, addressing potential gaps in outreach, and utilizing all forms of communication.
Identifying and Building Partnership Capacity Through Trusted Messengers

Census Action Kiosks (CAKs)

• The CCC will identify trusted locations/facilities that serve HTS populations where the public can obtain information and assistance in completing a Census form.

• Locations could include County and city facilities (health clinics, libraries, parks, etc.), CBOs and NGOs, or other public/private organizations that have spaces which serve HTS populations.

Census Goodwill Ambassadors (CGAs) Volunteer Program

• The recruitment and training of volunteers from City/County Departments and the community to assist with the Census outreach such as staffing CAKs, participating at events, or providing direct outreach.
The County, CCCs, and Community Partners will need:

1. Research on HTS populations, including where they are located (Low Response Score Mapping) and socio-economic and demographic characteristics;

2. Research-based messaging to motivate response to the Census survey, targeted to different population segments, and engaging “trusted messengers” to convey the messages:
   - What messages will motivate response to the Census survey?
   - What type and frequency of methods will motivate response (e.g. how many mail pieces, phone calls, text messages, and social media contacts)?
   - What information and tools for access will be required (e.g. CAKs)?
Identifying Hard-to-Survey (HTS) Populations

- The U.S. Census Bureau created a measure called a **Low Response Score** or **LRS** to predict areas that are less likely to respond to the Census, or HTS. The LRS for an area is based on a statistical analysis involving the 2010 non-response rate and other key socio-economic and demographic variables (renters, poverty level). The higher the LRS, the harder the Block Group is to survey.

- 16 variables were identified by the U.S. Census Bureau to provide socio-economic and demographic profiles of communities and that enable identification of HTS populations.

- Based on these variables, a mapping tool was developed that indicates which Census Block Groups within the County of L.A. are HTS. This will support a targeted outreach plan including the ability to identify outreach coverage capacity, identify gaps in coverage, “Adopting” **Census Block Groups**, and tracking real-time survey responses.
The Census Bureau created a mapping application to: 1) help identify HTS areas and 2) use the data in the Census Planning Database to provide a socio-economic and demographic characteristic profile of these areas. The mapping application initially included these 16 variables:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Median Household Income</td>
<td>Not High School Graduate</td>
</tr>
<tr>
<td>Non-Hispanic Black</td>
<td>Renter Occupied Housing Units</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>Vacant Housing Units</td>
</tr>
<tr>
<td>Hispanic</td>
<td>Limited English Age 14+</td>
</tr>
<tr>
<td>Asian</td>
<td>Population Age 18-24</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>Population Age 65+</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>Family Occupied Housing Units with Related Children Under Age 6</td>
</tr>
<tr>
<td>Below Poverty Level</td>
<td>Multi-Unit (10+) Housing</td>
</tr>
</tbody>
</table>
LA County developed an online mapping tool based on a version created by the U.S. Census Bureau which:

1) Helps identify HTS areas at the Census Block Group level, and

2) Provides a socio-economic and demographic characteristic profile of each Block Group.

http://rpgis.isd.lacounty.gov/lrs/
Mapping L.A. County’s Hard-to-Survey (HTS) Populations

The Mapping tool allows for the creation of socio-economic and demographic profiles of geographies:

**2020 CENSUS**

Demographic Profile: First District

<table>
<thead>
<tr>
<th>The U.S. Census Bureau provides Block Group data on selected variables to provide socioeconomic and demographic characteristic profiles of areas. The following figures are averages of the Census Block Groups in the First District:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Median Household Income</strong></td>
</tr>
<tr>
<td><strong>Asian</strong></td>
</tr>
<tr>
<td><strong>Hispanic</strong></td>
</tr>
<tr>
<td><strong>White (Non-Hispanic)</strong></td>
</tr>
<tr>
<td><strong>Black (Non-Hispanic)</strong></td>
</tr>
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<td><strong>American Indian or Alaska Native</strong></td>
</tr>
<tr>
<td><strong>Below Poverty Level</strong></td>
</tr>
<tr>
<td><strong>Limited English (Spanish Language)</strong></td>
</tr>
<tr>
<td><strong>Population Ages 0-5</strong></td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau 2016 Planning Database

**Impact of the Census**

**MONEY:** California receives billions of dollars annually from Federal programs that use Census-derived data to determine funding allocations for health and human services, housing, nutrition, workforce development, transportation, and other services.

**REPRESENTATION:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.

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**SD1 Quick Facts**

- In SD1, approximately 490,544 people live in “Very High” LRS Block Groups and 767,604 live in “High” LRS Block Groups, for a total of 1,258,148 people (61.7%) living in Hard-to-Survey Block Groups.
- SD1 has 38 “Very High” and 78 “High” LRS Block Groups in unincorporated areas.
- The SD1 cities and unincorporated communities with the highest number of Hard-to-Survey Census Block Groups ("Very High" or "High" LRS) are: Los Angeles (266), East LA (79), El Monte (48), South Gate (45), Pomona (44), and Huntington Park (41).
- In SD1 Block Groups with “Very High” LRS, the average percentage of Non-High School Graduates was 53.4% (vs. 37.3% Districtwide), Renters was 83.2% (vs. 54.3% Districtwide), living in Multi-Unit (10+) Housing was 33% (vs. 16.3% Districtwide), and Limited English (Spanish) was 28.5% (vs. 15.4% Districtwide).
- Compared to the other Supervisorial Districts, SD1 has the highest average percentage of Non-High School Graduates; Hispanic Population; Households in Which No One (14+) Speaks English Very Well; Ages 18-24; Limited English (Spanish or API) Languages; and Population with No Health Insurance.

**Cities and Unincorporated Communities in SD1 with Census Block Groups that have “Very High” LRS:**

- Azusa
- Bell
- Bell Gardens
- Claremont
- Commerce
- Cudahy
- East Los Angeles
- El Monte
- Huntington Park
- Industry
- La Puente
- Los Angeles
- Maywood
- Montebello
- Pico Rivera
- Pomona
- San Jose Hills
- South El Monte
- South Gate
- Walnut
- West Covina

**Additional Cities and Unincorporated Communities in SD1 with Census Block Groups that have “High” LRS:**

- Avocado Heights
- Baldwin Park
- Bassett
- Covina
- Irwindale
- Monterey Park
- Rosemead
- Unincorporated Azusa
- Unincorporated El Monte
- Unincorporated Pomona
- Unincorporated South El Monte
- Valinda
- Vernon
- Walnut Park
- West Puente Valley
- Whittier Narrows
<table>
<thead>
<tr>
<th>Phases</th>
<th>Timeframe</th>
</tr>
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<tbody>
<tr>
<td>Initial Planning</td>
<td>2017</td>
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<tr>
<td>Collaboration and Education and Outreach Strategic Planning</td>
<td>2018</td>
</tr>
<tr>
<td>educating and Outreach Implementation</td>
<td>2019</td>
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<tr>
<td>Census Implementation Plan Launch and Final Assessment</td>
<td>2020</td>
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Achieving Census Survey Responses Within HTS Populations Requires:

1. **Motivation:** What are the benefits? (Federally funded programs.)

2. **Education:** Who counts? (Counting all people living in a household.)

3. **Action:** How do you complete the survey? (Online, phone, mail-in form, or at a CAK.)

4. **Follow-Up and Flexibility:** How do we assist with the Census Bureau’s Non-Response Follow Up operation? (Identification of outreach capacity and redirecting of resources.)
1. Form Complete Count Committees and Sub-committees.
2. Identify Hard-to-Survey Populations.
3. Establish Census Action Kiosks (CAKs).
4. Recruit and Train Census Goodwill Ambassador (CGA) Volunteers.
5. Adopt a Block Group and/or Adopt a Population.
6. Identify CBO and Language Capacity and Gaps.
7. Get the 2020 Census message out!
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