



Achieving an Accurate Count in 2020: Best Practices for Cities October 17, 2019

LEAGUE OF CALIFORNIA CITIES ANNUAL
CONFERENCE

Background

- US Constitution mandates that everyone be counted every 10 years.
- The data collected from the Census is used to determine:
 - **Fair Representation** –how many seats each state receives in the House of Representatives.
 - **Fair Funding** – The distribution of more than **\$675 billion** in federal funds, grants, and support to states, counties, and communities. The State of California also uses Census data to distribute billions of dollars each year.
 - **Fair Boundaries** - After each decade's Census, state and local government officials redraw the boundaries of Congressional districts, state legislative districts, and other local districts to account for population shifts.

Impact of Federal Funding to Los Angeles County

The top Federal Departments with funding sources that support county programs based on Census-driven data are:

Health and Human Services Department:

Health/Medical-related services, Foster Care, TANF, Head Start

Housing and Urban Development:

Community Development Block Grants (CDBG), Section 8 Housing

Agriculture Department:

Nutrition Programs (SNAP, National School Lunch Program, WIC)

Labor Department:

Workforce Development Programs, Unemployment Insurance Administration

Transportation Department:

Highway Planning and Construction, Transit Programs

Challenges to Achieving a Complete Count

LA County is the **hardest-to-count county in the nation**- With 88 cities, 140 unincorporated areas, and with an ethnically diverse population **larger than 41 states**.

- Geography: Spans 4,083 miles including urban, suburban, and rural communities.
- Languages: Over 220 languages with 25% of the population as Limited English Proficient.
- Housing: A wide range of living arrangements exist in the County including:
 - Multiple families in a household
 - Non-standard housing units (e.g. converted garage, trailers)
 - Individuals experiencing homelessness
- Digital Divide: Limited access to broadband internet especially impacts hard-to-count populations including low-income households, seniors, and people with disabilities.

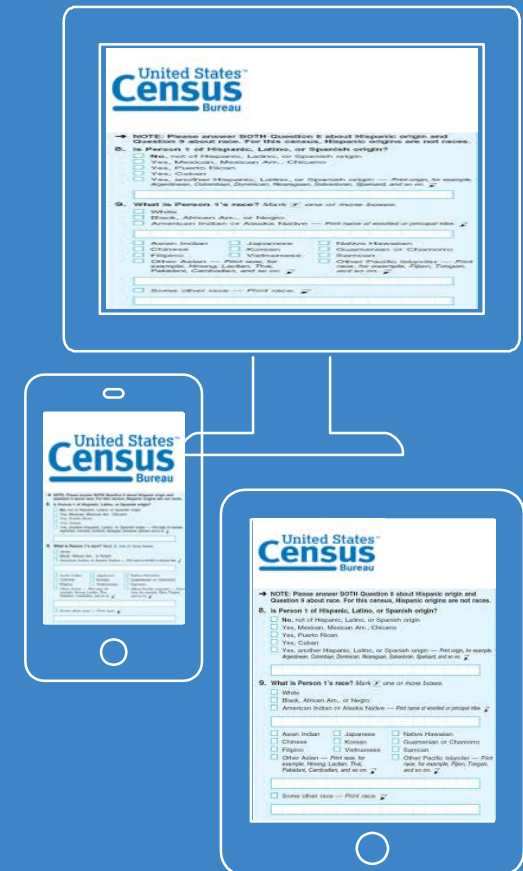
2020 Census: What's New?

□ Use of technology including:

- The internet as the primary response mode to fill out and submit Census forms. Mailings will be sent with a pin number used to login to complete the Census on a secured website.
- People can also respond to the Census over the phone.
- Limited numbers of paper forms will be available.

□ A proposed citizenship question was ultimately not added to the Census form, however the threat of the question has caused further mistrust with hard-to-count communities.

□ Reduction in federal staffing at the Census Bureau, including fewer partnership specialists and enumerators than in 2010.



Timeline of Key 2020 Census Activities

| Dates | Activity |
|--------------------------|---|
| Sept 2019 – April 2020 | Hiring of enumerators by the U.S. Census Bureau (CB) |
| January 2020 | Launch of LA Countywide Census public awareness campaign. |
| March 12 – 20, 2020 | <u>CB Mailing 1</u> : Letter with info to take survey online (the majority of households will get this) or Letter with Paper Survey (limited number of households). |
| mid-March – July 2020 | Census Internet and Telephone Self-Response Period |
| March 16 – 24, 2020 | <u>CB Mailing 2</u> : Reminder letter to non-respondents |
| March 23, 2020 | National Census Week |
| March 26 – April 3, 2020 | <u>CB Mailing 3</u> : Reminder postcard to non-respondents |
| March 30 – April 1, 2020 | Service Based Enumeration Count (Homeless) |
| April 1, 2020 | <i>National Census Day!</i> |
| April 2020 | <u>CB Mailings 4 and 5</u> : Reminder letter with paper survey and “It’s not too late” postcard to non-respondents |
| May – July 2020 | Non-response follow-up: Census Bureau enumerators visit addresses that did not complete the Census survey. |

Role of the State

- The **California Complete Count – Census 2020 Office** is coordinating the State's outreach and communication strategy, which focuses on the hardest-to-count residents.
- The State has made a significant financial commitment to Census 2020 outreach and communication efforts including funding for community-based organizations, local and tribal governments, schools, and a media/educational campaign.
- For more information on the State, visit **census.ca.gov**.

Role of Los Angeles County

- Region-wide coordinator and mobilizer to support Census efforts, including working with municipalities, community-based organizations, and schools.
- Developed a framework and plan for 2020 Census education and outreach strategies that focuses on Hard-to-Count (HTC) populations.
- Established the LA County Census Website: **census.lacounty.gov**
Available in 16 languages.
- Created Customizable Census flyers/posters: Cities can customize flyers/posters to include their city name :
<https://www.lacounty.gov/wp-content/uploads/EDITABLE-Census-Poster-Fliers.zip>
- **County Departments:** All 35+ County departments will engage/support census outreach.

Role of Los Angeles County (continued)

- Contracted with the State (\$9.39 million) to provide:
 - Outreach to Hard-to-Count (HTC) cities/unincorporated areas
 - To develop a Countywide Media & Marketing and Community Outreach Campaign, including providing language and disability access.
- **HTC City and Unincorporated Community Outreach:** Based on measures developed by the U.S. Census Bureau and State of CA, identified 67 cities and 45 Unincorporated Areas that contain HTC areas that qualify for State funding administered by the County.
- **Census Action Kiosks (CAKs)/Questionnaire Assistance Centers (QACs):** Locations where the public can use a computer/tablet to complete the census or obtain information and assistance.
- **Census Goodwill Ambassadors (CGAs) Program:** Trusted messengers from County Departments will assist with Census outreach, such as staffing QACs or providing direct outreach.

Los Angeles Countywide Outreach Complete Count Committee (CCC)

- Established in 2017, chaired by the County and the City of LA- meets every other month to engage stakeholders across the County to build partnerships and mobilize efforts to support the 2020 Census.
- **GOAL:** Ensure that everyone is informed about, has access to, and completes the 2020 Census survey by building partnerships with cities, community-based organizations, and sectors to develop an effective outreach campaign that focuses on Hard-to-Count populations, and in appropriate languages.
- Developed a Countywide education and outreach plan to:
 - **Educate** partners and all populations on the importance of the 2020 Census.
 - **Mobilize** partners to deliver the tested 2020 Census messages.
 - **Activate** direct “On-the-Ground” outreach such as through Census Action Kiosks (CAKs)/Census Goodwill Ambassadors (CGAs).

Municipal Government Participation in the Countywide Outreach Census Effort

- The Countywide Outreach CCC has invited all 88 cities to join the CCC.
- A Countywide Municipal Subcommittee meeting was held in 2018. For information on the CCC including meeting agendas and materials, visit [census.lacounty.gov/committees/#CCC](https://www.lacounty.gov/committees/#CCC).
- The Census Bureau has created toolkits with resources to help guide outreach for local elected officials and communities:
<https://2020census.gov/en/partners/government-resources.html>
- A Municipal Action Guide for preparing for the 2020 Census can be found at the National League of Cities website: www.nlc.org/resource/cities-count-preparing-for-the-2020-census.

What Cities Can Do to Help?

- **Educate** city employees, elected officials, and constituents on the importance of completing the 2020 Census and how Census data directly impacts the funding for local programs and infrastructure in the city.

- **Promote**
 - Use your city's communication tools (e.g. websites, social media channels, blogs, e-mail blasts) to promote participation in the 2020 Census and broadcast Census messaging.

 - Identify city locations/events where 2020 Census outreach materials can be displayed or distributed.

- **Collaborate**
 - Work with other local stakeholders, governmental agencies, or utility companies as part of the outreach process.

 - Coordinate with your local Census Bureau Partnership Specialists and other partners to participate in on-the-ground outreach at public community events, townhall meetings, or other local gatherings.

Thank you!

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