Census 2020
Achieving an Accurate Count in 2020
Best Practices for Cities

Presentation for League of California Cities Conference

October 17, 2019
California has 10 of the top 50 Hard-to-Survey Counties in the nation, including the number 1 Hardest-to-Survey County:

Los Angeles
## Hard-to-Count Populations in LA City

<table>
<thead>
<tr>
<th>Communities that are typically HTC</th>
<th>Approximate population in L.A. City</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racial and ethnic minorities</td>
<td>3.1 million (2017)</td>
<td>71.6%</td>
</tr>
<tr>
<td>People who speak English less than very well</td>
<td>979,688 (2017)</td>
<td>26.4%</td>
</tr>
<tr>
<td>People living in poverty</td>
<td>791,860 (2017)</td>
<td>20.4%</td>
</tr>
<tr>
<td>LGBTQ</td>
<td>589,000 (2015)</td>
<td>15%</td>
</tr>
<tr>
<td>Undocumented immigrants</td>
<td>374,000 (2017)</td>
<td>9.6%</td>
</tr>
<tr>
<td>Children (5 and under)</td>
<td>243,819 (2017)</td>
<td>6.2%</td>
</tr>
<tr>
<td>People experiencing homelessness</td>
<td>34,198 (2017)</td>
<td>.009%</td>
</tr>
</tbody>
</table>
LA City Decennial Census Preparations

- LA City begins planning 2½ years ahead of Census 2020--Jun ‘17
- LA City and County form partnership--Nov ‘17
- LA is among the first in the country to convene a Complete Count Committee--Jan ‘18
- Mayor Eric Garcetti issues Executive Directive 21: Decennial Census Preparations--Feb ‘18
- City of Los Angeles joins CA Attorney General’s lawsuit opposing the addition of a citizenship question --May ‘18
- City departments submit draft Outreach Plans--June ‘18
- Identified approximately 450,000 addresses as part of the LUCA program--Jul ‘18
Barriers to Overcome

Lack of Understanding/Information

**Digital Divide**
53% of South Los Angeles Households have Internet Access

- Limited or no access to high-speed internet and/or computer equipment
- More likely to be technologically illiterate

**Linguistic Isolation**
More than 200 languages are spoken Los Angeles County alone.

- Some non-English language communities will have limited access to information in their native language

**Distrust of Govt.**
The attempt to add a citizenship question has increased concerns over security and confidentiality of survey.

- Concerns over security and confidentiality specifically how data might be shared with law enforcement
- Increased sense of fear and anxiety
LA’s Census 2020 Five Pillar Strategy

1. Convene a Countywide Outreach Complete Count Committee
2. Identify Hard-to-Survey Populations
3. Establish Census Action Kiosks
4. Recruit and Train Census Goodwill Ambassadors
5. Foster and Support Outreach
Census Action Kiosks (CAKs)
Increase access to the new digital census and create a uniform user experience countywide.
Census Action Kiosks (CAKs)

- LA City Departments: 198
- LA County Departments: 249
- CBOs - 236
- LAUSD - 40
- Higher Education - 7
- Municipalities - 71 (30+ cities)
- Los Angeles County Office of Education - 74
- Total CAKs countywide: 875, and counting

Map of Potential CAKs: [https://Bit.ly/CAKlocations](https://Bit.ly/CAKlocations)
Census Action Kiosks (CAKs)

**LA City**
Will train community leader volunteers to host events at CAKs and available City employees to provide assistance.

**LA County**
Will train County employees to provide assistance at all County staffed CAKs.
Census Goodwill Ambassadors

The Census Goodwill Ambassador program is the City of Los Angeles’ effort to recruit and train volunteers from the community to assist with education and outreach.

The CGAs will be the face and voice of Census 2020 on-the-ground in their communities.
Census Goodwill Ambassadors

- Utilizes a train-the-trainer model
- 1.5 hour training
- Participants walk away with
  - Knowledge of the 2020 Census, what it is and why it is important
  - Template Slide Decks
  - Census 2020 Talking Points
  - Conversation Starters
  - Frequently Asked Questions

Learn more: Bobby.Kobara@lacity.org
Outreach Resources

Census website: [Census.lacity.org](https://Census.lacity.org)
Outreach resources
Flyers
Posters
Social Media Toolkit
FAQs
Hard to Count Profile Maps
Link to Jobs
What Can You Do?

- Disseminate Census 2020 information on public counters
- Add Census 2020 websites to city departments websites
- Disseminate Census 2020 messages on department social media platforms
- Add social media messages to newsletters, email signatures, communications and correspondence
- Record and use census 2020 messages instead of hold music on telephones
- Issue intra/inter departmental memos to city employees
- Incorporate Census 2020 messaging into your talking points at community events
Be Counted, Los Angeles!

Maria de la Luz Garcia
Director, Census 2020 Initiative
Mayor’s Office of Budget and Innovation
maria.garcia@lacity.org
(213) 922-9768

census.lacity.org