CENSUS 2020
PEER LEARNING LAB
Stephania Ramirez, Director of Strategic Initiatives
September 25, 2020
<table>
<thead>
<tr>
<th>WCLA GUIDING PRINCIPLES</th>
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<tbody>
<tr>
<td><strong>GROUNDED IN COMMUNITY LEADERSHIP</strong></td>
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<td><strong>STRATEGIC:</strong> Planning over 2 years that was community &amp; evidence-based</td>
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<td><strong>AGILE:</strong> Built to respond quickly from the beginning</td>
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<td><strong>INTENTIONAL ABOUT BUILDING CAPACITY:</strong> Aimed at strength for the future</td>
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<td><strong>ACCOUNTABLE:</strong> Measurement-driven</td>
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<td><strong>INNOVATIVE:</strong> Willing to step outside of conventional areas in the face of challenges</td>
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<td><strong>INVESTED IN LEARNING:</strong> Campaign provides best practices, dos and don’ts for a new era of civic engagement</td>
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<td><strong>DOGGED:</strong> Committed to do whatever it takes to GOTC</td>
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FUNDING SNAPSHOT

- 4+ waves of grantmaking
- 8 regional tables deployed
- 16 HTC populations targeted
- 60 languages supported
- 115 organizations funded
- 1008 census tracts prioritized
- 1235 stakeholders engaged across regional tables
ORIGINAL WCLA STRATEGY

DIRECT OUTREACH & TACTICS

Direct Peer-to-Peer Outreach

- PHONE & TEXT BANKING
- TOOLKIT & TRAININGS
- EMAIL, DIGITAL PAID & SOCIAL MEDIA
- EARNED MEDIA
- DOOR TO DOOR CANVASSING
- TRAIN-THE-TRAINER
- COMMUNITY ASSISTANCE CENTERS
- COMMUNITY EVENTS

WE COUNT LOS ANGELES
Our Community. Our Census.
C-19 PIVOT WCLA STRATEGY

VIRTUAL ENGAGEMENT TACTICS

- EARNED MEDIA
- Email & SMS
- Phone Banking
- Digital Paid & Social Media
- TOOLKIT, TRAININGS, MATERIALS
- CBO PEER-TO-PEER OUTREACH
CURRENT WCLA STRATEGY

RE-ENGAGED IN-PERSON TACTICS

- **Paid + CBO**
- **Peer-to-Peer Outreach**
- **PHONE & TEXT BANKING**
- **TOOLKIT, TRAININGS, MATERIALS**
- **DIGITAL PAID, EMAIL & SOCIAL MEDIA**
- **EARNED MEDIA**
- **DOOR TO DOOR CANVASSING**
- **COMMUNITY ASSISTANCE CENTERS**
- **NON-TRADITIONAL MEDIA PARTNERSHIPS**
LEARNING & EVALUATION

EVALUATION ACTIVITIES
- Pulse Survey #1 (March)
- Pulse Survey #2 (June)
- Final Survey (9/15)
- Secondary Data Analysis
- Grantee & Multi-Stakeholder Interviews (9/15-12/15)
- Final Report

Q3 2019 and Q4 2019
Q1 2020
Q2 2020
Q3 2020
Q4 2020
Q1 2021

NATIONAL EVENTS
- COVID-19
- Protests
- Elections (11/3)

CENSUS BUREAU EVENTS
- Census Day (4/1)
- Census Extension (4/13)
- Day of Action (6/17)
- Week of Action (7/27-7/31)
- Census Ends (9/30)

CAMPAIGN EVENTS
- Pivot to Virtual & Socially Distanced Outreach (3/30)
- Town Hall Fall 2020
- Town Hall (7/8)
With our last push, we have rolled out a large-scale ad campaign across general market and in-language TV stations. Some of the ads that are now being featured across LA County are linked here in English and Spanish.

We Count LA campaign toolkit remains the one-stop shop for all things We Count LA messaging and materials. New resources have been added, including:

• Updated ThruText script
• Enhanced messaging toolkit
PREVIEW OF DIGITAL TOOLS
PREVIEW OF DIGITAL TOOLS

ALL ASSETS CAN BE ACCESSED VIA THE CAMPAIGN TOOLKIT, COME WITH TEXT AND INSTRUCTIONS FOR USING, AND ARE IN SPANISH TOO.
EXPANDED MEDIA PARTNERSHIPS & UPLIFTED CENSUS STORIES: We Count LA creative and messages will take center stage in supplementing the state's media program and help to fill gaps through focused partnerships with multi-cultural media across radio, TV, and digital. We will also continue to feature our network of trusted messengers and make the most of each media moment.

NEW MESSAGING & SOCIAL CONTENT FOR PARTNERS: As the September 30 deadline approaches, We Count LA has shifted our messaging to increase the urgency of filling out the census and encouraging everyone to do it now.

ON THE GO FOOD TRUCK "HYBRID CANVASSING": Food trucks set up in low-response neighborhoods incentivize customers with vouchers to fill out census forms as they wait for their food order.

PHONE BANKING AND CANVASSING: Ongoing canvassing and phone banking efforts continue to make a difference in raising the self-response rate in the hardest HTC tracts.
THANK YOU!

Let’s get out the count!