CENSUS 2020
PEER LEARNING LAB
Stephania Ramirez,
Director of Strategic Initiatives
September 25, 2020
# WCLA GUIDING PRINCIPLES

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

San Fernando Valley
PACOIMA BEAUTIFUL
Alex Ortega, aortega@pacomabeautiful.org
Margarita Lopez-Pelayo, mlopez-pelayo@pacomabeautiful.org

San Gabriel Valley
LA VOICE
Chapman Clark, chaplavoice.org

Pomona
POMONA ECONOMIC OPPORTUNITY CENTER
Karen Kandamby, karen@pomonadaylabor.org

Southeast LA
SELA COLLABORATIVE
Cynthia Cortez, ccortez@selacollab.org

South LA & South Bay
COMMUNITY COALITION
Kirk Samuels, kirk@cacosouthla.org

Metro LA
ADVANCEMENT PROJECT CA
Alejandra Ramirez-Zarate, A zarate@advancementproj.org

Antelope Valley
ANTELOPE VALLEY PARTNERS IN HEALTH
Rocio Castellanos, rcastellanos@avph.org

Long Beach
LONG BEACH FORWARD
James Suazo, james@lbforward.org
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 Events
- Community Assistance Centers
C-19 PIVOT WCLA STRATEGY

VIRTUAL ENGAGEMENT TACTICS

- Earned Media
- Email & SMS
- Phone Banking
- Digital Paid & Social Media
- CBO Peer-To-Peer Outreach

TOOLKIT, TRAININGS, MATERIALS
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

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 (4/2)
- Town Hall (7/8)
- Town Hall Fall 2020

WE COUNT LOS ANGELES
Our Community. Our Census.
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.

Final Push Email

SUBJECT LINE: Last chance to be counted in the 2020 Census
SENDER: WE COUNT LA / (YOUR ORGANIZATION)

Friend / [FirstName],

Time is running out to be counted in the 2020 Census. September 30th, is the last day to participate.

We cannot wait for 10 more years. We cannot let this stop our communities from getting the resources we deserve. We must be counted.

Take 10 minutes today to be counted and ensure you and your families get funding for resources like schools, hospitals, and housing for the next 10 years.

[FILL OUT YOUR 2020 CENSUS TODAY]

Our communities were undercounted in the 2010 Census, which caused us to lose millions of dollars in funding for essential resources. Now, the COVID-19 pandemic has made it crystal clear that our neighborhoods must have access to crucial emergency resources that will help keep our loved ones safe in times of crisis.

You can fill out your form RIGHT NOW online at my2020census.gov or via phone by calling 844-330-2020.

Speak out, stand up, and be counted NOW.

In Solidarity,
• **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!