



State of California – Government Operations Agency
California Complete Count-Census 2020
400 R Street, Suite 359
Sacramento, CA 95811
www.census.ca.gov
(916) 852-2020

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT

General Information

Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-600009
Contract start date	7/1/2019
Contract end date	12/31/2020
Contractor name	Los Angeles County Office of Education
Contractor business address	9300 Imperial Hwy, Downey, CA 90242
Contact name	Debra Duardo
Contact title	Superintendent of Schools
Contact phone	562-922-6123
Contact email	Andrade_Vlbiana@laoe.edu
Total amount of allocation	\$2,347, 576.82
County	Los Angeles
Region	8
Date of report	12/14/2020

Demographic Overview

Please provide a demographic overview of the county's educational system and student population that was reached through this agreement

	Please provide approximate numbers of those reached through the Census outreach activities
Number of students reached	501,619

Narrative Report

1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

Los Angeles County is the highest Hard to Count county in the nation, with a population of approximately 10.16 million people. The total school enrollment in Los Angeles County is 1.5 million students. 1 million students receive free/reduced price meals and 70,545 are homeless. Almost 50,000 Los Angeles County children were undercounted in the 2010 Census. The attempt to add a citizenship question to the Census would have deterred 6.5 million people from participating in this civic effort. Schools were a critical messenger to families.

Los Angeles County Office of Education serves over two million students through 2,314 K-12 schools, 367 charter schools, and 89 Head Start programs. School districts range from the nation's second largest school district serving over 600,000 students (Los Angeles Unified School District, LAUSD) to the county's smallest district serving 97 students (Gorman Joint School District).

LACOE began raising awareness of the importance of the 2020 Census in 2018. To prepare our proposal for a community-centered campaign, we spoke with Superintendents, school administrators, elected officials and stakeholders about the cost of operating Census Action Kiosks; assessed costs and evaluated the possibility of providing monetary incentives to some parent liaisons through our Head Start programs. Our initial outreach plans were more modest and included a limited number of school districts and QAKs outside of the Los Angeles Unified School District. Through the campaign we participated in the meetings with the LA Regional Census Table (We Count LA), Regional Complete Count Committee Partners calls, the LA Countywide Complete Count Committee, and CAK Subcommittee and advocated for additional funding that could allow us to reach the hundreds of schools in hard to count Census tracts in Los Angeles County. Our ask was answered and the State invested in a reasonably sized campaign for the second largest school system in the country.

LACOE implemented outreach and education activities for the K-12 sector initially supporting 38 LA County school districts and nine (9) LACOE authorized charter schools that received pass-through funding from the State's investment. Due to the COVID-19 pandemic, schools in Los Angeles County had to close their physical doors in the middle of March of this year. Recognizing the extreme changes in circumstances for our districts and charter schools, we shifted our Census outreach efforts and guided them in the process to readjust strategies.

Through these past two years, our team and partners tackled numerous challenges from the two pandemics (COVID 19 and racial injustice), and took advantage of schools being at the center of communities in the response to the pandemic. We have used the connections we had and created new ones to continue to empower the communities that we serve through our Los Angeles County schools. During this critical

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time, building and strengthening coalitions became key to ensure the resilience of our operations -and that of our staff and colleagues too!

Our goals and objectives included:

- **Providing funds and technical assistance to 43 school districts:**

While the initial plan included 43 school districts, five of them were not able to participate in the campaign (*Acton Agua Dulce, Burbank, Bellflower, Glendale, Santa Monica-Malibu*), either due to staff capacity or due to COVID and their need to shift priorities. LACOE led this effort in conjunction with 38 school districts. After a careful review of the list of schools identified by the State as hard to count, we noticed that a number of schools that had closed or were in the process of closing had to be replaced, so we went through an identification process of additional schools by using SWORD early on, with the assistance and guidance of the CA Census Office team and one of LA County's GIS specialists. We are attaching the latest version of this list.

In the initial stages, our professional development / technical assistance to districts and public presentations to families consisted in sharing key messaging about the 2020 Census, the importance of getting out the count, regardless of immigration status and the short and long term impact of having a complete count in our communities. To identify key players in the campaign, we engaged with schools through the *Count Me In* curriculum trainings, organized by LACOE and SCOE, starting October 2019.

Per our agreement with the State, upon receipt of the Communications toolkit we printed and distributed in person at the first School District Census Convening on December 3, 2019. However, due to the delay in the production of this toolkit, we had opted to share the We Count LA Digital toolkit with districts to be able to begin planning communication tactics. Thus, we had Fenton Communications provide an overview of that toolkit during our first convening. We placed the digital version on a Google shared drive and we extracted specific collaterals to share with schools (i.e. letters from Principal, others).

In March we switched to virtual operations and prioritized increasing capacity of the districts through the creation of easy to use digital resources and collaborated with Fenton and We Count LA to release the first version of the [Digital Toolkit for schools](#), housed in Social Press Kit.

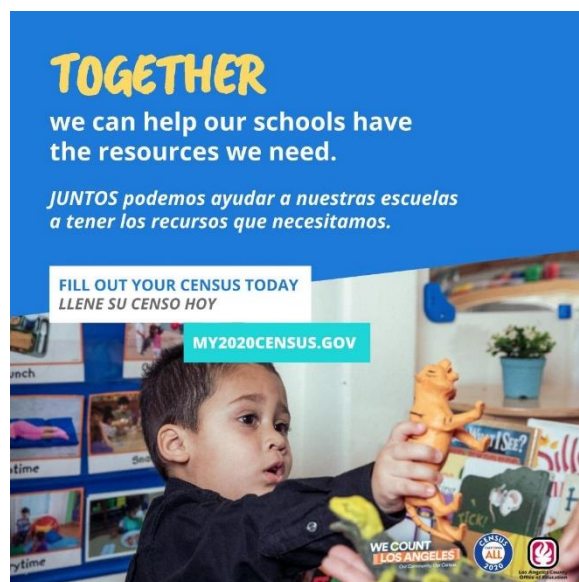
- **Awareness Raising**

In combination with the efforts led by our Census Curriculum team, our campaign focused on raising awareness on the importance of Census for hard to count communities and on how the Census would be conducted online for the first time. Our initial concerns had to do with the possible inclusion of a citizenship question in the Census questionnaire and the confusion that this created in immigrant communities, in spite of a Supreme Court decision ruling otherwise.

We educated schools (from Superintendents, to teachers, counselors and administrative staff), parents, city and community based organizations about the

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impact Census has in schools and communities and adjusted our communication campaign during COVID through developing more digital content and building capacity of school districts to use social media assets created with schools in mind.



Flyer from LACOE Digital Toolkit developed in May, 2020.

- **Parent & Student Engagement**

Despite the vast array of challenges and issues faced by LACOE and those it supports during the rise of the pandemic, in many ways it also served to create an opportunity for stronger family engagement.

As schools stepped up to provide basic needs via *Grab and Go* sites and teachers became essential workers at the frontline of the crisis, these roles enhanced schools and teachers as trusted messengers in the community, particularly in an environment where the national conversation and leadership lacked clarity on the issue at hand. Schools learned to connect and communicate in new ways, maintaining social distance and wearing masks when in person and activating virtual connections as much as possible via telephone and email.

Digital and virtual communications became a new frontier of engagement between teachers and students and families, breaking down barriers and inviting more opportunities for stronger personal connections. When schools went into distance learning mode in March, not all families had devices nor stable internet connection. Providing access to ensure continuation of instruction and supports became a priority. Unknowingly, securing this access would also help in civic engagement efforts.

To engage Gen-Z in our campaign, LACOE partnered with USC Annenberg Innovation Lab's *Count the Nation* in their [Stand Up Be Counted campaign](#) from January to April 2020. This campaign meant to use students as trusted messengers, and bring the attention to the 2020 Census to families that had not participated before in the Census

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or who were fearful of doing so. We thought this would be a good move, considering that schools and students had a vital role to play in raising awareness about census and getting out the count, so we tried to introduce a census user-generated content (UGC) contest to catalyze the existing teacher trainings, classroom curricula and in-school financial resources. The approach recognized this generation's digital connectedness, its diversity, eagerness to build toward the future and frequent role as trusted messengers and guides in their families and communities.

While the outcomes were fewer than expected, due to the shift in attention of both audience (families, students) and messengers (teachers, school staff) Count the Nation (CtN) recorded several thousand impressions and views of social media influencers that were used to encourage student participation. Among these we can highlight: Skai Jackson (@skaijackson): on 3/23 with 28,179 impressions, Nandi Hildebrand (@nandihildebrand) on 3/31 with 68,818 impressions and Maria Camargo (@mariaecamargo) on 4/14 with 99,000 views on their Instagram pages.

Given COVID and distance learning while families were either working from home or at the risk of losing employment, posed a significant challenge for our target audience's attention. LACOE designed, purchased and distributed merchandise with Census messaging, including the Census 2020 website for half of our school districts, which were distributed at Grab & Go sites where families would pick up school lunches and electronic devices. This strategy was difficult to implement at first, given the very strict preventive public health measures but it was most effective in putting the census messaging front and center.



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Whittier Union Grab & Go Site



Masks and First Aid Kits with Census 2020 messaging.

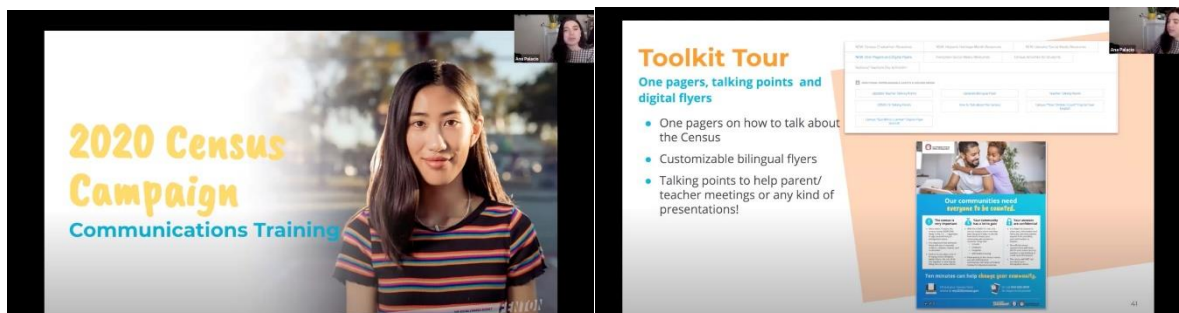
- **Professional Development**

Schools are a pillar stone of the community, but much of this revolves around the physical aspect of the school building/campus where students and teachers gather for learning. The pandemic has brought to light the crisis of learning, engagement and connection that occurs when this is no longer available and schools must shut down.

With this in mind, a strong digital and virtual connection with the students and families served will be critical for schools and school-based organizations to undergo successful civic engagement efforts in the future.

By providing training and resources to conduct digital outreach, we increased schools' capacity to be trusted messengers during this shift to digital/virtual tactics.

LACOE expanded campaign efforts out into NRFU phase (not originally planned for) and reworked strategies given the COVID landscape to provide digital & social media trainings; a LACOE Mini Digital Toolkit for teachers and school staff and Facebook Lives, Zoom meetings, bi-weekly newsletters and email communications to continue to support the schools until the end of the Census count.



Digital Communications Training on August 19, 2020 during Back to School

- **Community Education & Partnerships**

The partnerships created during this campaign strengthened our outreach. We can highlight the involvement with the **Los Angeles County Complete Count Committee**, the **City of Los Angeles**, **WeCountLA** and community based organizations in Region 8.

We began with our partnership with **USC Annenberg Innovation Lab**, through which we intended to run the *Stand Up Be Counted* contest across schools and districts while creating efficiencies and unlocking synergies. It would have leveraged the \$2,000 per school, and gave teachers complementary resources for the census curriculum, encouraged friendly competition among schools and districts and attempted to build a critical mass of content to defend against disinformation creating census visibility and trust. The contest built on LACOE's outreach efforts, focusing on teachers and teacher advisors for clubs such as National Honor Society (NHS) and Junior State of America (JSA) and partnering with a student group. LACOE provided schools with a teacher toolkit, social media "one sheet", guidelines and rules. Judges included the former US Census Bureau Chief Innovation Officer Kyla Fullenwider, the California State Complete Count Committee Director Ditas Kitague and selected influencers.

Through the -then called- **Los Angeles Regional Census Table** (LARCT) we coordinated a working group for agencies working with early education and K-12. Informally called the **0-5 / K-12 Collaborative**. The group included: LACOE Head Start and Early Head Start; First 5 LA, Crystal Stairs, The Children's Partnership, NALEO, Child 360, among others. LARCT became *We Count LA* and while LACOE was not a CBO funded by the Region 8 ACBO CCF, we continued participating in the meetings and strategic discussions led by Advancement Project to address low response score Census tracts through Los Angeles County. Also, this partnership allowed us to work closer with **Fenton** communications, who would later support our digital communication strategy for schools.

During the Non Follow Up Response period, we also took advantage of the Back to School season to launch the Los Angeles County Census Chalkathon (more details on pages 13 to 16 - *outreach strategies that worked well*).

While not in our initial nor modified plans, we formed a close collaboration with the **City of Los Angeles' Mayor's Office of Census** for in person outreach events where COVID testing was available, in addition to devices to complete the Census questionnaire. Also

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with the Mayor's Office of Census we were able to support their phone banking operations, through which we were able to dedicate 25 non Census LACOE staff to support their citywide phone bank. LACOE staff dialed 9,600 households of which 1,670 calls were answered.

- **Bridge the Digital Divide**

At the time of our proposal and program design, we identified the need for bridging the existing digital divide for Hard to Count families, who would be left out during the first digital census. The implementation plan included schools setting up Census Action Kiosks and using schools as touchpoints for census outreach & engagement.

COVID catapulted the process of bridging the digital divide. Advocacy and funding for resources with LA County Board of Supervisors by the Greater Los Angeles Foundation and other philanthropic actors resulted in over \$12M being provided for equipment for students, resulting in more families having access to devices and internet connection. Efforts to close the digital divide got another boost on Nov. 10 when the Board of Supervisors approved an additional \$4.7 million to provide up to an estimated 25,000 devices and 19,000 hotspots for students in 47 districts.

Upon learning that Los Angeles Unified School District would return \$214,000 that was allocated for charter schools to us, we designed and sought approval of an updated outreach plan, with additional outreach tactics, which included:

- **Supplementing Funding to Super User Districts**

Providing additional funds to active districts (super users) to continue to do further outreach work in their communities with low self-response rates was one of these shifts. Districts selected and additional amounts provided: Compton (\$4,000); Lancaster (\$4,000); Lawndale (\$10,000); Lynwood (\$4,000) and Pomona (\$5,000).

- **Increasing Online Engagement and use of Paid Media**

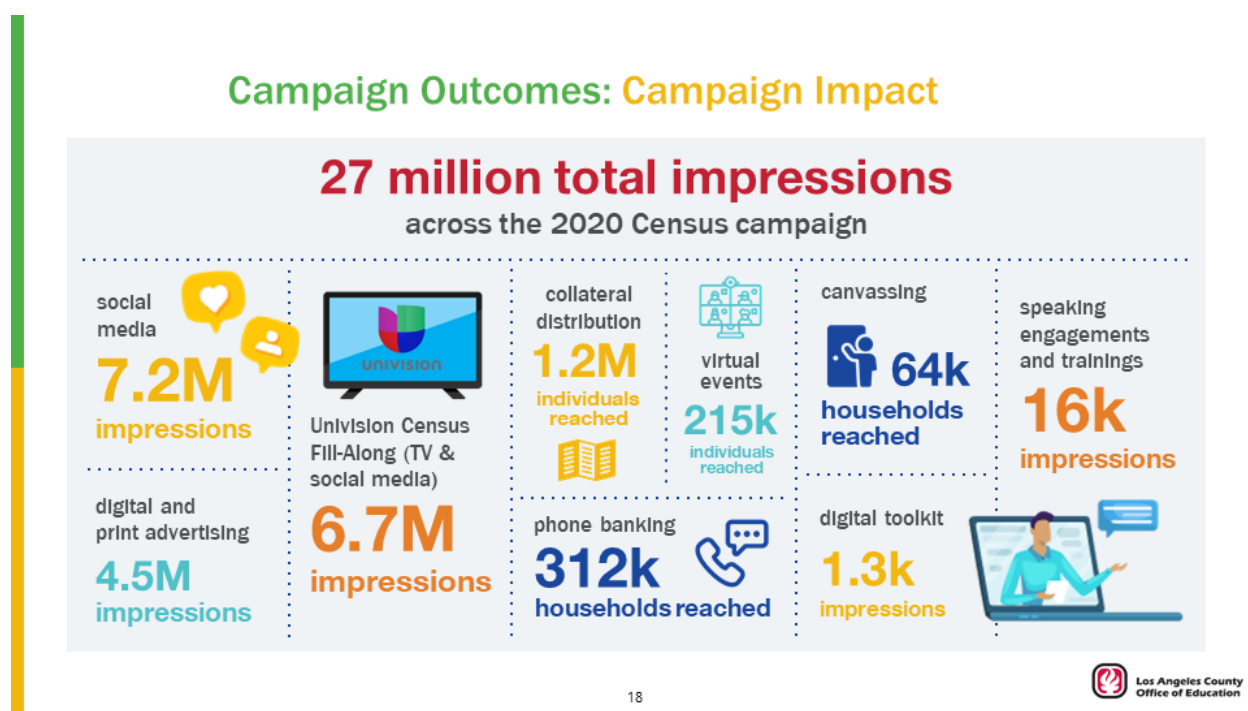
Given the urgency to connect with more families and as COVID impeded us to hold in person events, LACOE decided to partner with *We Count LA* and Fenton Communications to produce programming during the last Census Action Week of the campaign. This resulted in the Census Fill-Along held on September 3 (*more details on pages 13 and 14*).

- **Video: Voices from the Schools**

In order to showcase some of the key messages and to leave institutional knowledge for the next decennial census, we have been producing two short videos that highlight voices from the districts and more (including Board Members Alex Johnson). Final product will be delivered separately from this report by December 18.

- **Presentation Recap of LACOE's Census Outreach Campaign**

LACOE has also developed a slide deck to accompany its various 2020 Census reporting tools. Thanks to the talent of Fenton Communications, this presentation, titled ["Rising to the Challenge"](#) offers a visual representation and topline overview of LACOE's 2020 Census efforts to communicate campaign goals, metrics, outcomes and lessons learned to funders, peers, and key stakeholders at the local and state level. The overall tone of the report will encompass themes of both resilience and reinvention. The narrative will illustrate how in the face of various barriers — and the unique challenges as a leading organization of school-based communities — LACOE rose to the challenge and found creative and innovative ways to reinvent its strategies and tactics to get out the census count among students, teachers, and families all across Los Angeles County. Final product will be delivered separately from this report by December 18.



Sample of Rising to The Challenge presentation developed by Fenton for LACOE

2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations: What worked well operationally?

EDUCATION PHASE

Having an entry point to schools, as an Office of Education was critical in establishing the campaign operations. With the launch of the **Count Me In! Curriculum trainings** in October, 2019, we were able to start building relationships with the LA County school

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districts while we defined our strategy and incorporated their suggestions into the project goals.

Additionally, we noticed, anecdotally, how the negative narratives towards immigrants and other underrepresented communities, added to the schools' motivation to increase civic engagement with families and fueled their interest in engaging in the outreach campaign to get out the count. In a year of a decisive National Election, being counted in the Census was the way for everybody to participate in public processes, regardless of their ability to vote.

Having a close collaboration with California Community Foundation as a pre-existing partner of LACOE in our Community Schools initiative and Council on Immigrant Integrations, allowed us to have early exchanges around our advocacy efforts, fundraising and outreach plans and program design, which contributed to the long standing collaboration that LACOE had through this campaign with *We Count LA*.

MOTIVATE PHASE

On December 3, 2019, LACOE hosted a convening for the 43 districts who were slated to receive funding for Census outreach to their hard-to-count schools identified by the California Complete Count office. 37 of the funded districts attended, together with partners from the County of LA, Mayor Garcetti's Census Office, NALEO, First 5 LA, and The Children's Partnership, who had an opportunity to present to the group and share relevant resources. Recording of the convening can be found [here](#). While we had an earlier announcement of the Census Outreach campaign during the Superintendents' Collaborative in October 2019, this was our official launch, where we also notified each school district of how much funding each would be receiving, where the low responding score (LRS) census tracts were located, the California Communications Toolkit for Schools and other materials from partners. Additionally, the participation of the US Census Bureau partner specialists provided the group with USCB merchandise that they could distribute in school, so they went home with their hands full.

ACTIVATE PHASE

Quickly after going into **Stay at Home orders** in Los Angeles county and schools moving to distance learning (on March 16, 2020), we reconvened school districts and provided them with ideas on how to continue implementing their outreach plans. To support the activation, we started holding monthly 90 minute meetings through which LACOE would update schools on Self-Response Rates, provided opportunities for collaborations / exchanges; surveyed interest in additional training and heard concerns from the schools. The Los Angeles County Office of Education alone reached over 16,000 people through presentations, school convenings (1,360 impressions), education forums (874) and various parent trainings and webinars ((13,265). In the following PadLet we collected [ideas and strategies](#) from districts for our pivots and reinventions.

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NRFU PHASE

Originally, we had planned to conclude our outreach efforts and not engage during the Non Response Follow Up (NRFU) period. Given the extraordinary circumstances that COVID created, plus the opportunity to continue, LACOE staff double-downed on their role as the motivators and hub of information for districts and charter schools. The LACOE Census team continued to raise awareness and community engagement on social media through participation in panel discussions on **Facebook Live with the California Complete Count Census Office**, bringing the attention to Offices of Education in other states. Dr. Victor Thompson, Director of Student Support Services, served on the *Honoring Fathers and Empowering Families* panel, which has over 10.6k views and Carolina Sheinfeld, Immigrant Relations Coordinator, served on the [LGBTQ+ and Immigrant Communities](#) panel moderated by [Insurance Commissioner Ricardo Lara](#), which has received over 59,000 views.



Facebook Live with Insurance Commissioner Ricardo Lara and reps. From MALDEF, CHIRLA and LACOE

What hindered the operations?

From the time of our outreach plan submission to the first report of the updated Implementation Plan in early December, LACOE had to adjust the budget as some schools and districts opted out from participating in the campaign, due to staff reductions or others. Through SwORD we were able to determine other schools within low response rate Census tracts to replace some of those who had chosen not to participate.

EDUCATE PHASE

Given that this was the first digital Census, our first challenge was ensuring that people understood that it was a safe process where their information would be protected and that their participation would have an impact in their future and the future of their children.

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The timeline was challenging to the implementation process. Since we started raising awareness in February 2019, some school districts had been preparing for the outreach effort, but funds didn't come through until months later.

Additionally, we were raising awareness while still not knowing if the Census questionnaire would include a citizenship question for the first time in over 50 years. This attempt tainted the Census operations, as we now can see. The immigrant community was feeling attacked on many fronts through Executive Orders banning certain nationals to enter the United States; a proposed public charge rule that would penalize participation in any publicly funded programs; announcements of increased deportation operations, so asking them to complete a form for the US Government was not in their list of priorities.

During informal discussions at our monthly meetings, schools also expressed the frustration of the bureaucracy of the Districts which slowed down the process of purchasing, activating operations and even hiring.

ACTIVATE PHASE

March 2020 came and while we were worried about COVID-19, we never anticipated it would disrupt our lives the way it did. The Los Angeles County Superintendent of Schools, Debra Duardo, [recommended the closure of schools](#) in Los Angeles County on March 14, followed by the State ordering a Stay at Home Order on March 19, which gave very little time to schools to prepare a transition in operations. While initially this closure would have been until March 27, it was first [extended](#) to the end of school year later. Social distancing rules and being away from families became a barrier to face-to-face interactions, which was at the center of the outreach plan for many schools via Questionnaire Assistance Centers / Kiosks. It also meant that Census Action Week events that they had calendared would have to be canceled or transformed into digital events once the timing became more appropriate.

Families started receiving Census postcards at the end of March, while they were worried about their wellbeing, their jobs, their children's education and their communities. April 1, Census Day arrived and many schools were still on extended Spring Break while they re-adjusted their operations, trained teachers in new online platforms and distributed equipment.

NRFU PHASE

Unfortunately, we did not anticipate additional schools opting out at this stage, but. Los Angeles Unified (LAUSD) notified us in late June that a large number of LAUSD-authorized charter schools would not be participating, resulting in the district returning \$214,000 to LACOE.

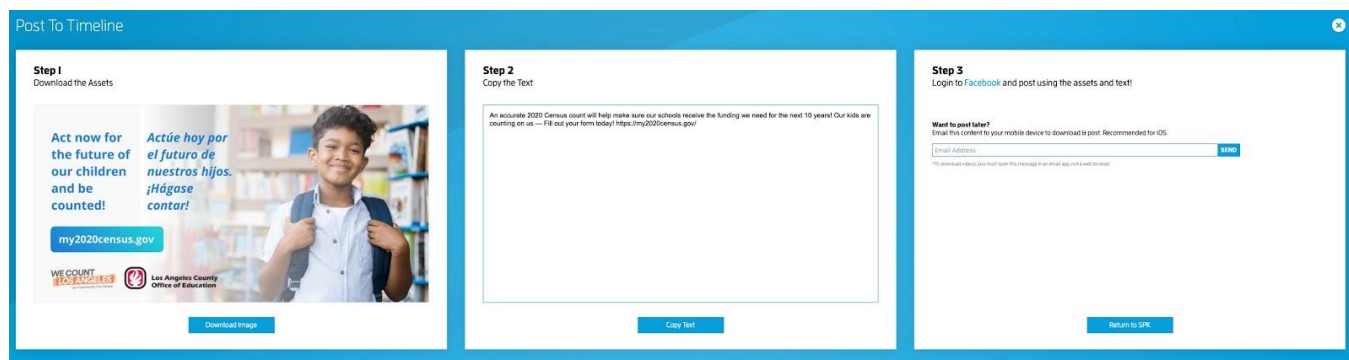
LAUSD had repeatedly reached out to the identified charter schools regarding the Census outreach campaign and they were not successful in recruiting these schools. LACOE personally connected with 10 of the larger CMOs to inform and encourage them to participate. Collectively, these CMOs encompassed almost half of the identified

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charter schools authorized by LAUSD. In order to focus on the communities that are hardest-to-count we proposed a reallocation of funds plan, which was submitted to our PRM on August 7, 2020. This plan included five new strategies: phone banking, merchandise distribution, Census Chalkathon, Paid Media and Supplemental funding to *superuser* schools. We were able to deploy all of them except one: **Distribute Census 2020 Merchandise to LAUSD Charters**. We aimed to engage 68 charter schools with the lowest responding census tracts in LAUSD boundaries by providing them with outreach materials (swag, fliers, posters, resources). Given the focus in COVID response of schools, they were not able to participate in this distribution. Instead, materials were distributed to funded schools as requested.

Contracted partner's outreach: What outreach tactics worked well?

While the State's Partner Portal was updated regularly and there was a vast content available, initially there were not a lot of resources focused on schools and communities. **Developing [digital resources for schools](#)** to have ready to share materials was fundamental at the time of a pivot. Developed by Fenton for LACOE, this Social Press Kit included different materials in different languages, which could be shared with one click. Below, example from a *bilingual ready to post content*:



The screenshot shows a 'Post To Timeline' interface with three steps:

- Step 1: Download the Assets** - Displays a bilingual flyer for the 2020 Census. The flyer features a young boy and text in English ('Act now for the future of our children and be counted!') and Spanish ('Actúe hoy por el futuro de nuestros hijos. ¡Hágase contar!'). It includes the URL 'my2020census.gov' and logos for 'WE COUNT' and 'Los Angeles County Office of Education'. A 'Download Image' button is at the bottom.
- Step 2: Copy the Text** - Displays a text box with the message: 'An accurate 2020 Census count will help make sure our schools receive the funding we need for the next 10 years! Our kids are counting on us — Fill out your form today! https://my2020census.gov/'. A 'Copy Text' button is at the bottom.
- Step 3: Login to Facebook and post using the assets and text!** - Includes a 'Want to post later?' section with an email input field and a 'SEND' button. A 'Return to SPK' button is at the bottom.

To engage families and schools during the Summer months, following Census Weeks of Action, LACOE launched the **[Los Angeles County Census Chalkathon](#)**, in collaboration with LA County, City of Long Beach and the arts based non profit Puente LA. Its success was possible thanks to the established relationships with partners through the Los Angeles County Complete Count Committee. Each collaborator had assets that complimented the other.

Los Angeles County's Parks and Recreation department provided special permits for chalking sites in areas with Low Response Score census tracts that were identified with SwORD. Additionally, LA County CEO's office encouraged cities within the county to participate in the LA County Census Chalkathon. Puente LA Long Beach helped to source chalk artists and created videos on-site with tips for schools to share with families and students. Puente LA Long Beach also co-hosted chalk events in the community

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that included Census kiosks pop-ups. The city of Long Beach also provided locations for chalking and created on-site filming and media attention while artists created the chalk-art.

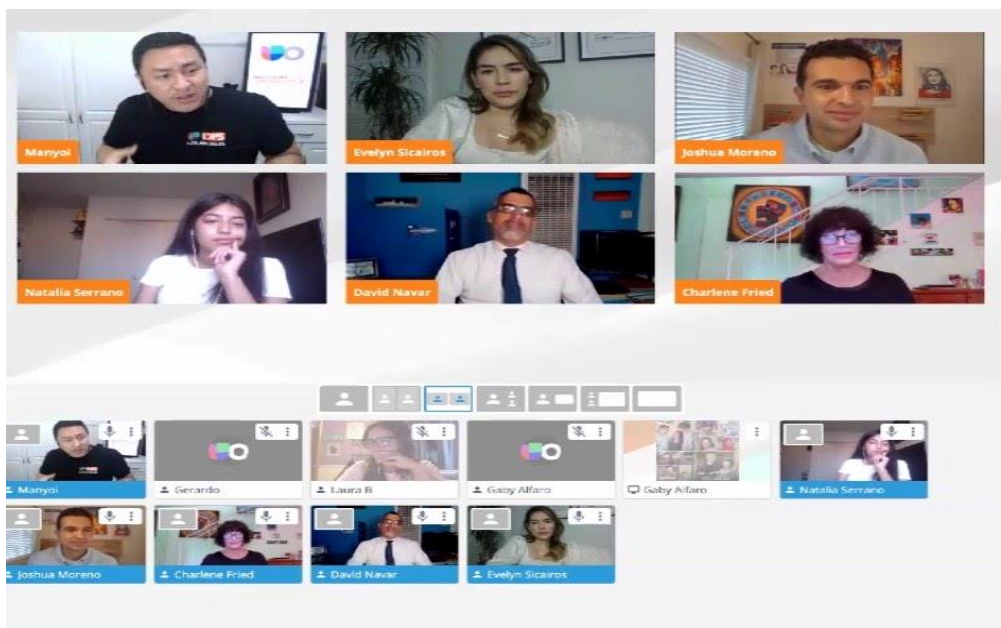


LACOE's communications team created the landing webpage with Census general information and chalk-tip videos, list of local artists, calendar of chalk-art events, and list of other partners and supporters. LACOE also provided much of the chalk to schools and partners to share with students and families and created the digital and physical flyers for outreach. LACOE staff served as project managers for this county-wide multi-day event and continued to include and collaborate with other cities, and organizations that wanted to participate in the Chalkathon or create their own chalk-events. Due to its popularity, we extended it to the end of September.

As part of the redistribution of funds, we explored a collaboration with California Community Foundation and Univision 34 in their event “La Linea de Ayuda”, using teachers and students as messengers to outreach with the zip codes connected to areas that surround LRS tracks. This resulted in a [Census Fill-Along campaign with Univision 34 on September 3, 2020](#). Fill-a-Long TV spots and social media content generated 6,050,067 impressions. LACOE selected one student from Los Angeles Unified and three teachers from different school districts for the Facebook Live with Evelyn Sicairos: Montebello, Alhambra and Baldwin Park. Students and their families joined by hundreds and brought a unique energy to this space. The level of impressions achieved is a tremendous result for non-entertainment related content. Engagement on Univision's social media platforms was higher in the first week of September than the entire months of June and July and already more than half the numbers of August. This

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is attributed to the Census content that was produced for this special sponsored event by **LACOE and We Count LA**.



Teachers and LAUSD student "backstage" in Univision's virtual studio with host Evelyn Sicaire

Using **Grab and Go** Sites as point of entry to families: Once schools were required to shut-down in person classes, the one tactic that was most accessible and successful was the utilization of the grab-and-go as well as drop-off/pick-up of school equipment and packets. The only opportunities for school staff to connect in-person with students and families were during these times. Prior research showed that the most effective way to engage and educate communities on the importance of completing their census questionnaire was through in person connections. During these short moments on interactions schools initially began to provide flyers and promotional items with food and material distribution. As we learned more about managing through this pandemic and realizing that this was the new normal, then schools created more messaging at these sites, which included:

- Banners and semi-permanent signs with Census website
- Specific "Census days" informational collaboration with the USCB
- Displaying Census messages / information on school marquees
- Pop-up kiosks (computers/Wi-Fi available) and staff encouraging families to complete the questionnaire on site while maintaining CDC Guidelines of social distancing and disinfection of equipment.

These sites provided a varied opportunity for families to receive census messaging through trusted sources. Schools were able to also make a connection to valuable resources in the community that they may have not been familiar with.

Hosting or presenting at virtual town halls with parents via Zoom or Google Meet. LACOE provided slides and messaging to use during these meetings in multiple

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languages. LACOE staff also presented on the Census to several parent meetings conducted in English or Spanish.



LACOE Census Team Presenting at Census Week event for Compton Unified.

Conducting **phone calls** (personal and robo calls) to parents: as schools started conducting regular check-ins with families to oversee their wellbeing and attendance, we developed scripts that they could use to inquire and prompt families to take the Census. (See [Teacher Talking Points](#) from LACOE's Digital Toolkit).

The different **partnerships** created during the campaign, such as the one with **LA City Mayor's Office of Census** for on-site census counting events in the community. LACOE directly contributed to nine in person events between August 29 and October 15. At each site, we provided ice-cream for community members, chalk artists created displays on-site, we distributed chalk and other promotional materials with the California Census brand, while the staff from the Mayor's Office of Census would help outreach and help bystanders complete their Census questionnaires and CORE (Community Organized Relief Effort) offered free COVID testing to those interested.

To address the low self-response rate in Los Angeles County and to try to incorporate Census tracts from LAUSD Charters that were not receiving funds from the Census outreach campaign, we decided to route funds to support **Phone Banking**. Through this effort our staff dialed 9,600 households and had 1,670 conversations. LA City's remote phone bank operation dialed 159,936 households overall of which 23,152 calls were answered. There were 25 total active LACOE callers. The partnership with the City of L.A. Mayor's Office of Census as a whole was successful and LACOE phone bankers were great at quickly adapting.

What hindered the outreach?

As mentioned in challenges to the operations, the most critical barrier was the **lack of face to face contact** with *hard to count* communities starting March, 2020.

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Given that the families that we were trying to connect with had new concerns related to job stability, wellbeing, family supports and others, we found ourselves **competing for attention**. In order to address this barrier, we recommended schools use specific [talking points that connected COVID to Census](#).

President's **Trump**'s Executive orders and [memoranda](#) impacting immigrants (travel bans, public charge, excluding undocumented immigrants from Census count) and the anti-immigrant rhetoric, together with the announcements of ICE raids in Los Angeles County, created misinformation, confusion about the 2020 Census and lack of trust in the Federal government for immigrants.

Anecdotally, we learned that school **staff changes** within schools was the reason why communication with the funded districts and charters had some challenges.

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

*We described most challenges in **pages 11-13**, see above for more details.*

Physical closure of schools due to COVID-19, Lack of in-person engagement and a clear discouragement (for our health) to connect face-to-face with others and to share materials. e.g. *"We had run-off all their copies for the teacher curriculum to give to teachers to teach. They were not allowed to share these materials and training was not able to proceed. We were not allowed to share it out."* (Norma Velasco, Montebello School District)

Census Action Kiosks plan thrown-out. Most schools were interested in this outreach tactic and went through training on guidelines and recommendations two weeks before the Stay at Home orders were released. This was seen as "the key" element to educating, engaging, and ensuring our families could safely complete the 2020 Census questionnaire and COVID took this away from schools.

LACOE staff and school personnel asked to work from home resulted in **limited logistical capacity** during the first weeks, while equipment was distributed and plans were redrawn. In the case of school personnel, there was overwhelming pressure already placed on the teachers due to the pandemic to quickly adjust to the new way to deliver instruction and to connect with students, so we were mindful in demanding more deliverables on the Census outreach campaign during the first months.

The death of George Floyd and Breonna Taylor brought the theme of **racial injustice** to the center of all conversations in schools and societies. Social unrest was present in communities and we made sure to connect these incidents and the fight for equity to the Census complete count. Nevertheless, our partners and the community felt overwhelmed with everything that was happening. Supporting them and creating spaces for reflection was a priority. At LACOE, the Equity and Social Justice Taskforce developed weekly racial dialogues and recommendations to ensure the organization moves into an anti-racist sphere. Schools were going through similar processes.

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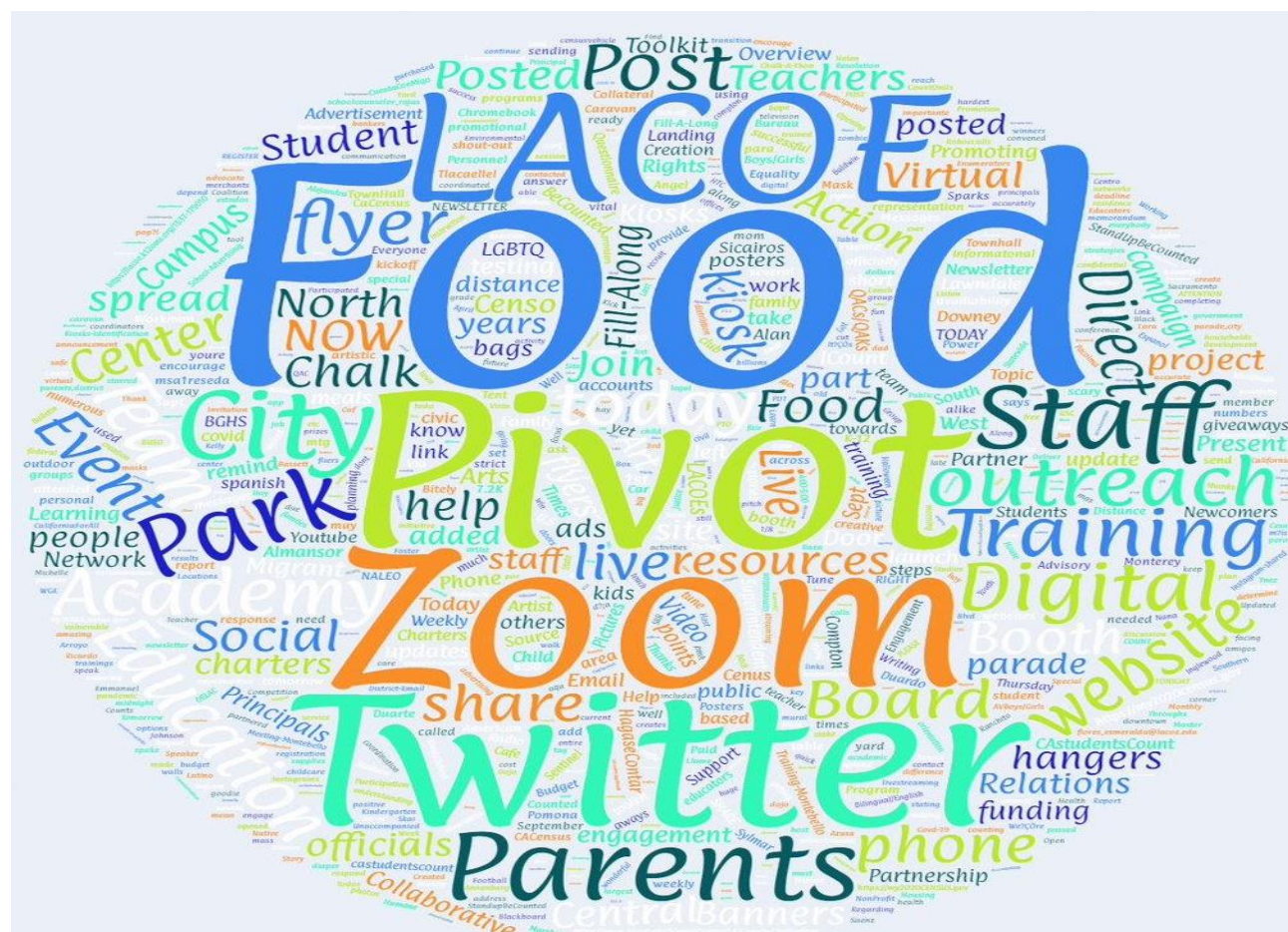
During the Summer months, protests calling for racial justice were answered by threats from the Federal administration, with the presence of Homeland Security special agents in some cities and the news coverage of all these events **reduced trust in government.**

Administrative processes were challenging as well. Trying to process requisitions and payment through business services was a challenge. Also, internal bureaucracies in some districts slowed down the process.

Learning curve of utilizing social media tools and other engagement tools online. Partners needed additional time to familiarize with social media tools, Zoom and other platforms. LACOE offered a workshop with Fenton to help with social media outreach for districts/charters, as mentioned earlier.

Broadband access - internally, some meetings were hindered with lack of good connectivity at times and also several of our HTC communities lacked good Wifi or internet access.

A challenge during this campaign was the **constant moving end-date target**. At first we planned to outreach until July 31st, then we extended to October 31st, then September 30th, only to go back to the 31st but for just one week, since it essentially ended on the 15th with only a day and half before that final closing date.





4) For county and ACBO partners, what was the county (or region's) 2010 response rate

LA County SRR as of 10/13 was 64.9%. 2010 level was 69%. In question # 2 of this report

We used the Education GIS page in SwORD and the cities factsheets that were created

5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

The impact of LACOE's 2020 Census campaign would not have been possible without the incredible power and support of so many key partners and collaborations. These collaborations began before the census even commenced — from discussions with key stakeholders to plan and assess our outreach, etc.

Key partners allowed for shared resources, communicating and building trust across key target audiences, and amplifying awareness of campaigns. The closeness of the project also allowed the groups to really know each other, their strengths and relationship-build that will serve them well for future civic engagement.

From the early days in the Los Angeles County Complete Count Committee, QAK Subcommittee and Los Angeles Regional Census Table, we established the presence of the education sector in this space of civic engagement and created an understanding of the role of Offices of Education that may not have existed before. Our leadership and the tone that our campaign set left a mark, which we hope can be remembered, not by the Self-Response Rate achieved but by the power that it gave to schools and communities during a worldwide pandemic.

The project was initially led by LACOE's General Counsel Vibiana Andrade, Immigrant Relations Coordinator Carolina Sheinfeld and Data Analyst Ramona Villagra. We were able to hire Esmeralda Xochitl Flores as Census Program Specialist in January 2020 which brought a renewed (and irreplaceable) energy to our campaign. We received additional administrative support from LACOE's Financial department, whose staff was instrumental in the disbursement of funds to the +900 schools.

6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

I. School Districts & Charters:

1. ABC Unified School District
2. Alhambra Unified School District
3. Antelope Valley Union High School District
4. Azusa Unified School District
5. Baldwin Park Unified School District
6. Bassett Unified School District
7. Centinela Valley Union High School District
8. Compton Unified School District
9. Downey Unified School District
11. Duarte Unified School District
12. El Monte City School District
13. El Monte Union High School District
14. El Rancho Unified School District

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15. Environmental Charter Middle (*returned funds*) LACOE Authorized Charter
16. Garvey Elementary School District
17. Glendale Unified School District (*returned funds but conducted some activities*)
18. Hacienda-La Puente Unified School District
19. Hawthorne School District
20. Inglewood Unified School District
21. Intellectual Virtues Academy School (LACOE authorized charter)
22. Jardin de la Infancia (LACOE authorized charter)
23. Keppel Union Elementary School District
24. Lancaster Elementary School District
25. Lawndale Elementary School District
26. Lennox School District
27. LA Promise Charter High (LACOE authorized charter)
28. LA Promise Charter Middle School (LACOE authorized charter)
29. Long Beach Unified School District
30. Los Angeles Unified School District (+ selected charters(*))
31. Los Nietos School District
32. Lynwood Unified School District
33. Magnolia Science Academy (LACOE authorized charter)
34. Montebello Unified School District
35. Mountain View Elementary School District
36. Newhall School District
37. North Valley Military Institute (LACOE authorized charter)
38. Norwalk-La Mirada Unified School District
39. Palmdale Elementary School District
40. Paramount Unified School District
41. Pasadena Unified School District
42. Pomona Unified School District
43. Rowland Unified School District
44. San Gabriel Unified School District
45. Santa Monica-Malibu Unified School District (*did not accept money, but did do some outreach & participated in Chalkathon*)
46. Soleil Academy Charter School (LACOE authorized charter)
47. South Whittier Elementary School District
48. Valiente College Preparatory Center (LACOE authorized charter)
49. Whittier City Elementary School District
50. William S. Hart Union High School District

(*) LAUSD Charters with which we communicated:

1. CHAMPS
2. Green Dot Public Schools (10 schools)
3. KIPP SoCal Public Schools (14 schools)
4. Fenton Primary Center
5. New Village Girls Academy
6. Arts in Action Community Charter & Middle School (2 schools)
7. Bright Star Schools (7 schools) – 8. Citizens of the World Schools (2 schools)
9. Magnolia Science Academy 7

Los Angeles County Office of Education

10. Magnolia Science Academy Bell
11. Para Los Niños (3 schools)
12. CATCH Prep Charter High
13. Los Angeles Academy of Arts and Enterprise

- II. **LA County CEO's Office:** coordination of LA County Complete Count Committee, promotion of LA County Census Chalkathon with County Departments.
- III. **City of Los Angeles Mayor's Office of Census:** Outreach events that included COVID Testing. Phone Banking with LACOE Employees.
- IV. **California Community Foundation's We Count LA:** connected with key partners for other activities: Advancement Project, Long Beach Forward, SELA Collaborative, Pomona Economic Opportunity Center, First 5 LA and others that became part of the 0-5 + K-12 Collaborative.
- V. **City of Long Beach:** LA County Census Chalkathon
- VI. **USC Annenberg Innovation Lab:** Stand Up Be Counted campaign for Gen Z.
- VII. **0-5, K-12 Collaborative:** LACOE Head Start and Early Head Start; First 5LA, Crystal Stairs, The Children's Partnership, NALEO, Child 360 and others.
- VIII. **Asian Americans Advancing Justice**
- IX. **US Census Bureau** - partnership specialists (merchandise, presentation), enumerators at events to assist with Census fill along.

7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

LACOE ensured that resources were available to participating districts through their Census Google Drive Folder. Earlier in the year we provided flyers in several languages to districts to use at their outreach events. The languages included were (Armenian, Cantonese, Chinese-Simplified, Korean, Vietnamese, and Spanish). We also shared through our newsletters resources from our partners that had access and tools for outreach to individuals with limited English proficiency (i.e. Asian Americans Advancing Justice) and people with disabilities. Below is a list of some of the partners resources that were shared with our district and charters to utilize and incorporate:

- NALEO
- Asian Americans Advancing Justice and AAPI 2020 Civic Engagement Team
- Native People Count CA, PUKUU, Native Voter Project
- Immigrant Groups (BAJI...)
- *"Counting All My Children Videos" created actors with disabilities and also interpreted in ASL by The Arc of Texas, SILC, REV UP Texas and channel Austin.*

Several schools created videos that included American Sign Language:

- Alhambra students - <https://www.youtube.com/watch?v=LqexKi2cwHw>
- Compton shared the WeCountLA explainer video in Spanish (and English) on the CUSD Channel 26. They didn't create it but they ensured that Spanish speaking community members were outreached to. ([We Count Video by Fenton](#))

Los Angeles County Office of Education

- Language assistance was available at in person outreach events and presentations were conducted in English and Spanish
- All LACOE Flyers were produced in English/Spanish
- Child 360 Flyers available in other languages (Korean, Chinese - simplified, traditional, Vietnamese) were distributed with schools.
- Accessibility by wheel-chair to outreach events
- Access and links to resources for participating districts and schools in multiple languages
- Access and promotion of digital tools, resources, and community events for the American Indian community
- Access to digital materials from the Disability Counts partners
- Images, social media graphics, and text geared at specific audiences (race, age, ethnicity, etc.) available in [Google drive: LACOE 2020 Census Outreach Resources](#)

8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

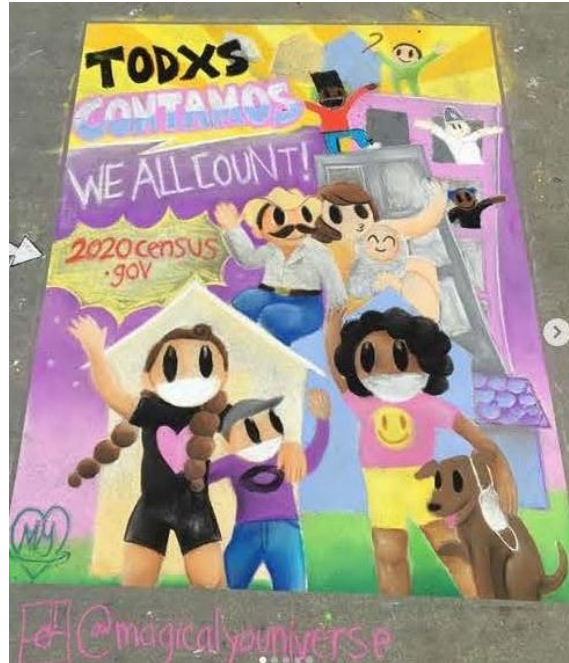
Physical closing of schools was a major challenge and we felt its implications on our census efforts, but LACOE did not give up and continued to reinvent the campaign, to ensure that the hardest to count were included in the 2020 Census. Schools are at the center of the community, but much of this revolves around the physical aspect of the school building/campus where students and teachers gather for learning. The pandemic has brought to light the crisis of learning, engagement and connection that occurs when this is no longer available and schools must shut down. With this in mind, a strong digital and virtual connection with the students and families served will be critical for schools and school-based organizations to undergo successful civic engagement efforts in the future. Despite the opportunity for digital and virtual engagement among school-based communities, there still is no direct equivalent for the trust-building power of human interaction and face-to-face contact.

This is seen in the power of engagement found at LACOE's census outreach conducted at its Grab and Go sites as well as its Chalkathon. There is an untold power of a 1:1 conversation in-person that cannot be translated to a Zoom meeting or phone call. LACOE capitalized on this opportunity as much as possible, ensuring schools would do so in a safe, healthy manner with its communities.

[Chalkathon Photo/Video Library](#) (organized by cities)







Los Angeles County Office of Education



The City of Long Beach in partnership with LACOE hosted several Chalkathon events throughout the city's hard-to-count areas in the last month of the campaign. We had trained individuals to help community members complete the Census questionnaire.



LAUSD student chalking at Pacoima outreach event hosted by LA City Mayor's office with co-sponsorship by LACOE. Sports bag on the child is a promotional item from LACOE.



This is an example of the partnership with LA City Mayor's Office Outreach. Pictured here Historic Filipino Town Event. Filipino Artists, LACOE sponsored ice-cream truck, LACOE sign in background, water station from the City and enumerators taking count.

9) Please add any suggestions for the 2030 Census efforts, including timelines.

This decennial census was unprecedented and while in Los Angeles County we did not reach the Self Response Rate of 2010, we believe that the response to the numerous challenges and the reinventions created by stakeholders involved in the outreach campaign to the Hard to Count communities are also to be remembered.

In the case of schools (and offices of education as partners), we think it will be very valuable to provide more parameters on how to use the funding as there were numerous occasions where districts and charter schools would call or email and ask us what was allowed or not allowed to do or buy with the Census funds. The guidelines provided in the Statement of Work seemed very vague and the more cautious districts would not move on an action unless they heard from LACOE or the CA Census Office that the activity was allowed. This slowed the process for actions, payments, and limited creativity to some extent.

In consulting with the schools during our last two meetings, the following suggestions were made:

- More person to person contact (for schools more convenings and exchanges between schools to learn about best practices and for families to have more opportunities to hear first-hand and get materials)
- Engage schools earlier in the process (in our case we had our first convening in December but schools would receive the funds upon signing Memoranda of Understanding, which would add time into the implementation / roll out)

Los Angeles County Office of Education

- They appreciated having a shared drive with collective collaboration and digital toolkit created by Fenton, which made it easier to share resources with families.
- Hiring of dedicated person per district to manage the census campaign on site, rather than having existing staff add a new responsibility to their caseload.

Attachments

a) SwORD uploads of completed activities (attached Excel Spreadsheet)

b) Updated list of subcontractors

Memoranda of Understanding were signed with 38 school districts and nine authorized Charters and 12 LAUSD charters. Additionally, we hired the following vendors for outreach activities:

1. USC - Annenberg Innovation Lab / Count The Nation: social media contest
2. Fenton - Digital toolkit updates; training for schools and paid media for Census Fill Along with Univision 34; design of digital campaign for last week (which was suspended).
3. 4Imprint (banners, masks, stickers, branded merchandise)
4. Ice Cream on Wheels: ice cream for in-person outreach events with City of LA Mayor's Office of Census.
5. Kona Ice North Valley: ice cream for in-person outreach events with City of LA Mayor's Office of Census.
6. Kona Ice South Carson: ice cream for in-person outreach events with City of LA Mayor's Office of Census.
7. Puente Latino Association (video production for Chalkathon and final recount / voices from the districts)

c) Evaluations or analytical reports, if any

While no formal evaluation was planned for our campaign, we incorporated focus groups during the meetings with districts and charters through which we were able to aggregate concerns and new ideas from school districts and provide a space for the schools to interact in smaller working groups. Some of their messages can be seen at the following [Padlet "Looking Back"](#), which contains an anecdotal recount and recommendations from the last meeting with the schools.

Additionally, in collaboration with Puente LA, we have produced three short videos, with voices from the districts, to highlight some of the testimonials of our census champions, including Board Members Alex Johnson and Superintendent Debra Duardo, MSW, Ed.D.

d) **Sample products***

- [LACOE Digital Toolkit](#)
- Sample [Updated Teachers Talking Points \(COVID times\) from Digital Toolkit](#)
- Sample [Teacher's Talking Points](#)
- [Stand Up Be Counted - Educator Toolkit for social media contest](#) & [Companion Guidebook](#)
- [First Census Convening for School Districts](#), December, 2019 (slides)
- [Video Recording of First Census Convening for School Districts](#) (recording)
- [Stand Up Be Counted video by Superintendent of Schools](#)
- [Communications Training to Districts \(August 2020\)](#) (slides)
- [Chalkathon Flyers](#) (in multiple languages)
- Facebook Lives during the Chalkathon [\[8.21.20\]](#) [\[8.28.20\]](#) [\[9.4.20\]](#) [(recordings)
- [Chalkathon Photo/Video Library](#) (organized by cities)
- [Univision Fill-Along Final Report by Fenton](#)
- [QAC/QAK LACOE Training](#), February 20, 2020 (audio recording with slides)
- [Count All Kids Blog by Esmeralda Flores](#)
- [LACOE Census Outreach Google Drive \(Shared Drive with Districts\)](#)
- Newsletters - distributed via Constant Contact (see attachments)

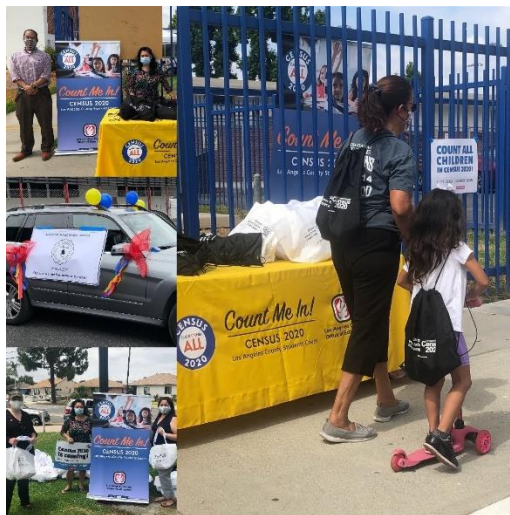
Links to videos by Superintendent of Schools

- [Dr. Duardo thanks youth](#) who participated in the CtN Contest
- Message from Dr. Duardo: Stand up and Be Counted for the 2020 Census - in [English](#) and in [Spanish](#)
- [Schools on Point Episode on the 2020 Census](#) - guest, Superintendent Duardo and General Counsel Vibiana Andrade

Links to videos created by students and staff at various schools

- [Alhambra District Students Video](#)
- [PSA Census by 6th Grade Students](#) at Monterey Vista Elementary - Garvey School District
- [Lawndale Elementary School District Videos](#)
- Facebook Presentation by Compton Unified & LACOE staff in [English](#) and [Spanish](#)
- [Los Angeles Unified Census PSA](#)

SELECTED MOMENTS OF THE 2020 CENSUS LACOE OUTREACH CAMPAIGN



Census outreach table with promotional material and information at Grab & Go locations in the El Rancho Unified School District in Pico Rivera. Also, included is a photo of a car during their city-wide car parade in partnership with the city of Pico Rivera.



Outreach Event with LA City Mayor's Office. Esmeralda helping a community member complete their Census questionnaire.



*Census Team with Dolores Huerta at the California Census statewide convening in late February.
The image was created into a meme to use for outreach.*

** communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)*

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.

CENSUS FILL A LONG

RECAP



OVERVIEW

- Fill-a-Long TV spots and social media content generated 6,050,067 impressions
- This is a tremendous result for non-entertainment related content
- Engagement on Univision's social media platforms was higher in the first week of September than the entire months of June and July and already more than half the numbers of August. This is attributed to the Census content.



CENSUS FILL A LONG

Sponsored Television Spots



CENSUS FILL A LONG

:30 TUNE IN PROMO

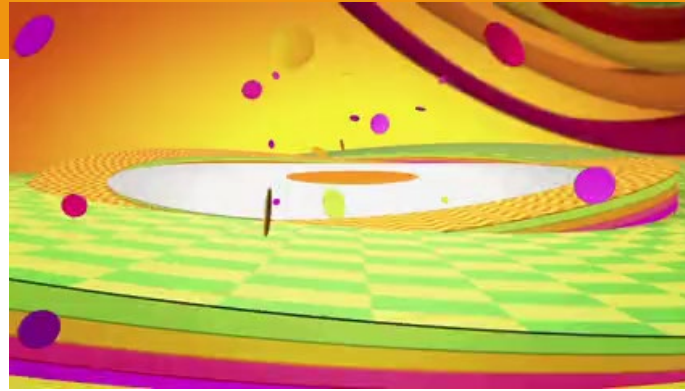


CENSUS FILL A LONG

INTEGRATIONS



6A NEWS
Gerry Goyenaga -Teacher
El Rancho Unified School District



DLA
Fr. Brendon Busse
Dolores Mission Church



EDCA
Dr. Carolina Aristizabal
USC Norris Cancer Center



CENSUS FILL A LONG

:60 1800 PHONE BANK PROMO



PRE



AFTER

REACH: HA 18+ 5,325,367 impressions



CENSUS FILL A LONG

Facebook Live Results





CENSUS FILL A LONG

Facebook Live Content

724.7K Impressions

620.8K Reach

88.4K Total Views

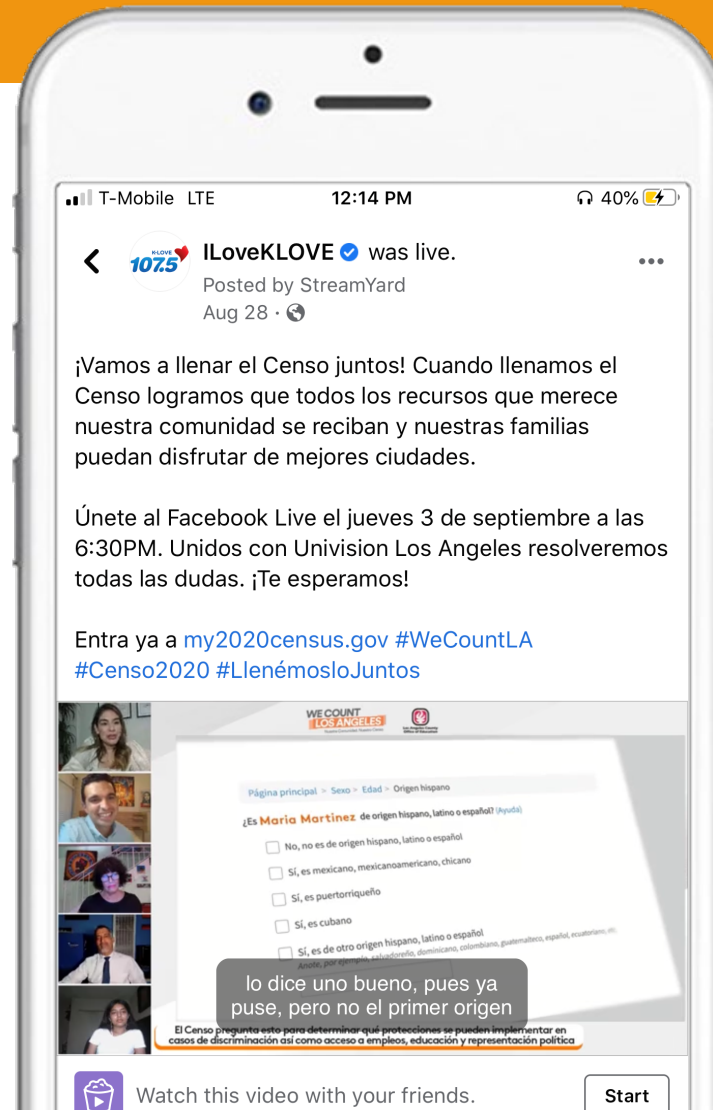
18.9K Engagements

236 Posts

[Click here for a recording of the Facebook Live.](#)



WE COUNT LA: Fill-A-Long Facebook Live



Univision 34 Los Angeles was live — with We Count L.A.
 Published by StreamYard · Paid Partnership ·

¡Vamos a llenar el Censo juntos! Cuando llenamos el Censo logramos que todos los recursos que merece nuestra comunidad se reciban y nuestras familias puedan disfrutar de mejores ciudades.
 Únete al Facebook Live el jueves 3 de septiembre a las 6:30PM. Unidos con Univision Los Angeles resolveremos todas las dudas. ¡Te esperamos!
 Entra ya a my2020census.gov #WeCountLA #Censo2020 #LlenémosloJuntos

Performance for Your Post

72,012 People Reached

26,421 3-Second Video Views

779 Reactions, Comments & Shares

469 Like	416 On Post	53 On Shares
183 Love	181 On Post	2 On Shares
2 Sad	2 On Post	0 On Shares
2 Angry	2 On Post	0 On Shares
152 Comments	143 On Post	9 On Shares
71 Shares	71 On Post	0 On Shares

7,292 Post Clicks

2,918 Clicks to Play	5 Link Clicks	4,369 Other Clicks
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NEGATIVE FEEDBACK

WE COUNT LA: Invite Posts Fill Along



WE COUNT LA: Talent Posts Fill Along



WE COUNT LA: Question Posts

