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December 14, 2020

Emilio Vaca, Deputy Director of Outreach
Quintilia Avila, Regional Program Manager, Southern California Lead
California Complete Count – Census 2020
400 R Street, Suite 359
Sacramento, CA 95811

Dear Mr. Vaca and Ms. Avila,

County of Los Angeles Final Narrative Report California Complete County – Census 2020 Agreement # CCC-18-20014

Attached please find the County of Los Angeles' Final Narrative report. The Report contains our responses across the nine areas specified in the State's report template, describing our completed activities and efforts to meet the County's 2020 Census education and outreach objectives, subsequent to our December 9, 2019 Third Quarterly Report and particularly, in response to the devastating impact of the COVID-19 pandemic on our plans. We are also including reports from the cities of Los Angeles and Long Beach. When reviewed collectively, one can see the comprehensive and exhaustive efforts employed across Los Angeles, to educate and outreach to, by far, the largest and most diverse population in the state of California under the most difficult of unexpected challenges.

For any questions, please contact me at (213) 974-5210 or at hkawasaki@ceo.lacounty.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read "HK", is written over a horizontal line.

Harvey Kawasaki, CEO Manager
Chief Executive Office, Service Integration Branch – Census Unit

Attachments

HK:ma

c: Each Supervisor
Executive Office, Board of Supervisors
Mayor, City of Los Angeles
Mayor, City of Long Beach
Census Policy Advocacy Network
Ditas Katague, California Complete Count, Census 2020



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California Complete Count-Census 2020
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Sacramento, CA 95811
www.census.ca.gov
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GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	December 14, 2020
Organization / Entity	County of Los Angeles
Responsible Person / Title	Harvey Kawasaki, CEO Manager
Contact Person / Title	Harvey Kawasaki, CEO Manager
Address	Kenneth Hahn Hall of Administration, Room 726 500 West Temple Street Los Angeles, CA 90012
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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?

Our primary goal of educating and motivating Los Angeles County (County) residents to participate in the 2020 Census, with a special focus on Hard-to-Count (HTC) populations, remained unchanged despite the COVID-19 pandemic. However, the pandemic did force the County to revise its planning methods to meet all objectives.

The County's initial Implementation Plan identified the following five (5) objectives:

1. Through the Countywide Outreach Complete Count Committee (Countywide CCC) in partnership with the City of Los Angeles, establish partnerships with the U.S. Census Bureau, the State Complete Count Office, the Regional Administrative Community-Based Organization, County departments, city municipalities, unions, faith-based organizations, and educational institutions to engage in a multi-platform public education and outreach campaign to educate, motivate, and activate County residents to participate in the 2020 Census and develop specific strategies that target our HTC communities.
2. Implement a Countywide Paid and Earned Media Campaign plan that explains, promotes, and educates residents on the benefits of being counted,

Due Date: November 16, 2020

and is closely coordinated with the State of California Complete Count – Census 2020 office to ensure that the County's campaign complements the State's media and marketing campaign, supports consistency in messaging, and avoids duplication of efforts.

3. Identify locations in or near HTC areas that can serve as Questionnaire Action Kiosks (QAKs) and/or Questionnaire Assistance Centers (QACs) Countywide, particularly in neighborhoods with households occupied by individuals with limited-English proficiency and limited or no access to computers and Wi-Fi internet connections.
4. Establish the County's Census Goodwill Ambassador (CGA) program using trained County employees to staff QAKs and QACs.
5. Coordinate and/or directly contract with cities with HTC areas within the County to conduct specific census outreach and education activities within their local jurisdictions.

Objectives Nos. 1, 2 and 5 remained intact and were fully implemented. However, the COVID-19 pandemic forced the County to first postpone, and then ultimately abandon its plans to host QACs/QAKs (Objective No. 3). As a result, the County's CGA program plans (Objective No. 4) became moot and had to be replaced.

However, until COVID-19 hit in March 2020, the County trained over 350 County employees to serve as CGAs and interface with the public at nearly 250 County designated QAC/QAK sites situated at or near HTC areas. The Countywide CCC QAC Subcommittee, led by the County and the City of Los Angeles, identified over 650 potential QAC/QAK locations throughout Los Angeles County. To be hosted by County CGAs, municipalities, schools, community-based organizations (CBOs), and other community stakeholders, these locations were selected to serve HTC areas throughout the County.

The unfortunate cancellation of the QAC/QAK program due to COVID-19 was a major setback to our plans, as a distrust of government was a recognized barrier to overcome in outreaching to our HTC populations. Our hope was that our QAC/QAK program would provide places, often staffed by trusted messengers such as CBOs, to not only engage with residents, but also to rebuild trust in the census survey participation process. Furthermore, the program was designed to remedy the lack of internet access too often found in HTC areas and their resident populations, as every QAC/QAK would have provided kiosks and internet access to the online survey in a safe and confidential setting.

Although the program had to be abandoned, some partners were able to host mobile QACs/QAKs towards the closing months of the census. However, in large part, the County and its city subcontractors replaced the QAC/QAK strategy to rely heavily upon virtual outreach strategies that did not require face-to-face interaction, such as advertising (including print, radio, and television) and social digital media.

The social distancing COVID-19 requirements not only presented strategic planning challenges, but also created other outreach opportunities for census messaging through COVID-19-specific events where face-to-face interactions were unavoidable. We used these COVID-19 opportunities, such as at food banks and homeless sheltering locations, to minimize physical interaction to whatever extent possible. As a result, food banks and homeless sheltering locations doubled as census information centers. In addition, many of our partners added census branding to personal protective equipment (PPE) used by staff and provided to individuals.

In summary, in response to COVID-19, our objective stayed focused on keeping the census in the minds and attention of HTC residents during the pandemic, and to the October 15, 2020 ending of the census.

- 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?

COORDINATION WITH KEY STAKEHOLDERS (All Phases)

As noted above, the creation of the Countywide CCC and the County's membership in the We Count Los Angeles Census Table created forums for the County to share ideas and coordinate with other stakeholders, including: 1) the state of California (State);

2) the California Community Foundation (CCF), which acted as the region's administrative CBO; 3) several city municipalities; and 4) key CBOs representing various HTC communities.

These collaborations among stakeholders allowed for quick and efficient communication of critical census information and updates, which proved critical as COVID-19 placed initial plans, such as the QAC/QAK program, into question. The Countywide CCC also provided a support system for all participating stakeholders, including the County, to rely upon during the uncertainty created by COVID-19, followed by the myriad of legal challenges, and politics surrounding the final count, during the last months of the census campaign.

Finally, the County's media and communications contractor, Fenton, along with CCF, worked closely with the state of California's contractor, Mercury Public Affairs, to first strategize and then execute a census promotional campaign with grocery stores and pharmacies throughout the County.

EARLY PREPARATION AND EXISTING CENSUS KNOWLEDGE (Education Phase)

The County, along with the City of Los Angeles and CCF, began forming the Countywide CCC in March 2017. The early start first helped promote awareness, then engagement, among key stakeholders across the County.

The County's selection of Fenton as its media and communications contractor was in acknowledgement of their existing census knowledge and experience. Prior to being contracted by the County in December 2019, the Fenton team had already started working with CCF on its campaign to engage local CBOs for census promotion. Fenton's existing knowledge and understanding of messaging strategies, focus on audience research, and census leadership allowed them to expeditiously implement a communications campaign to address the County's HTC needs. Within weeks of their procurement, Fenton provided a digital census toolkit that contained handouts, FAQs, social media posts and other promotional census content in multiple languages that the County was able to share with its myriad of municipalities and partners.

What hindered the operations?

COVID-19

COVID-19 was the single biggest and most obvious obstacle to our census outreach plans and efforts, which forced the County and its partners to revisit and revamp previously agreed upon plans. This included the key outreach strategy of face-to-face interaction with our HTC populations, which many of our municipalities and CBOs agreed might significantly reduce fear, increase trust in the census process, and result in substantially increased survey self-response rates.

In addition, the planned physical availability and accessibility of QACs/QAKs by HTC residents was intended to close the "digital divide" (limited or no internet access) experienced by HTC populations and to provide a safe, trusted physical location within the HTC communities for residents to complete the survey online.

However, COVID-19 put an unexpected strain on the plans of the County and partners to conduct any outreach where face-to-face contact was emphasized. Along with its partners, the County saw planned census resources redeployed. For example, County employees solely dedicated to the County census campaign plans as CGAs, were reassigned and mobilized to respond to COVID-19 prevention efforts. Some of our partners were forced to downsize. In such pervasive uncertainty, finding ways to maintain both resident and employee focus on the 2020 Census proved challenging for everyone involved.

In response, the County and its partners adapted census plans to shift to a more virtual, less personal contact approach for education and outreach strategies and efforts. We wonder how many more HTC residents we might have reached and how many more may have participated in the self-response had we been able to implement our original personal contact strategies.

FEDERAL POLITICAL DYNAMICS

The ongoing political dynamics at the federal level surrounding the census planning and implementation period were highly disruptive and confusing to the public. At the outset, the proposed citizenship questions, even while ultimately not posed, likely negatively impacted the County's large and diverse immigrant population. Further, the landscape surrounding and impacting the census can best be described as "consistently inconsistent." The last-minute federal pivots regarding the census deadlines, coupled with the resulting court orders as the issue was litigated, created apparent uncertainty with both the public and several local census offices about whether and when enumeration would continue. The resulting legal challenges in the courts about both the deadlines and the executive memorandum to exclude undocumented immigrants from the count seriously impacted the County and its partners' ability to maintain effective outreach messaging, strategies, and approaches to a confused public.

LACK OF CLARITY FROM U.S. CENSUS BUREAU

The County found it often challenging to receive timely and reliable answers or guidance from the Census Bureau for key operational issues. For example, the Bureau did not provide timely the needed clarity on when they would deploy their own field enumerators, when it was needed for the County to finalize its specific media relations, messaging, and outreach tactics designed to be in concert and in support of the planned Census Bureau's enumeration plans. This made our planning more difficult. Additionally, there were reports of incorrect information being provided to community members and groups by the Census Bureau Partnership Specialists about counting people experiencing homelessness, citizenship status, and funding opportunities.

Contracted partner's outreach

What outreach tactics worked well?

LEVERAGING COVID-19 ASSISTANCE TO INCLUDE CENSUS OUTREACH

As COVID-19 hit in early March 2020, the messaging of the census (e.g., impacting Federal funding and political representation) immediately gave way to public priority concerns about safety and basic personal survival for everyone. Understandably, the census opportunity became a less pressing matter in the eyes of the public's attention. The County and its partners' response was to leverage COVID-19 crisis intervention and support opportunities to include census outreach messaging and engagement.

The County and its partners collaborated with key COVID-19 County partners who were leading the COVID-19 response, to provide census outreach and materials to their COVID-19 outreach efforts. As such, census materials were made available at community-based COVID-19 locations, including food banks and COVID-19 testing sites. Many County partners provided residents who attended their events, with census branded PPE (e.g., hand sanitizer, face masks, gloves, etc.).

To highlight a specific example, the use of Project Roomkey (PRK) sites were established as early as April 2020 to outreach to the homeless population. As you may know, PRK is a key collaborative effort by the State, County, and the Los Angeles Homeless Services Authority (LAHSA) to secure hotel and motel rooms for vulnerable people experiencing homelessness. By doing so successfully, PRK not only provided shelter for the most vulnerable of our homeless population, but also ensured enhanced public well-being by reducing the spread of COVID-19. Led by the County's events contractor, Quantasy, the County deployed a team of census-trained ambassadors, tents, standing iPad kiosks, PPE supplies, secure Wi-Fi, merchandise, and a raffle for participants to outreach to this HTC population at the 19 County overseen sites. These efforts resulted in 524 completed census questionnaires by people experiencing homelessness and housed at PRK sites.

INTERNAL EDUCATION

With a workforce exceeding 115,000, the County recognized an important opportunity to start engagement within its own ranks by educating and mobilizing its own employees to not only participate in the census survey, but also to encourage family and friends to do so as well. On February 24, 2020, the County launched the Census Champions 101 online learning program for all County employees. The campaign was designed to educate every County employee on the importance of completing the 2020 Census, as well as motivate each person to encourage census participation within their respective families, friends, and communities. As of the date of this report, over 74,000 County employees completed the training module, becoming Census Champions.

ETHNIC MEDIA BRIEFINGS

As part of ongoing outreach to ethnic media outlets, the County hosted two ethnic media briefings via Zoom meetings to highlight ethnic areas with low response rates and to create urgency with their communities. County representatives and CBOs announced up-to-date response rates, including exclusive data about response rates for 10 different ethnic populations in LA County. The briefings were intended to educate and encourage ethnic media attendees to use their media outlets (including radio, print, and television) to encourage HTC populations to complete the survey, particularly in the waning months of the census. The two ethnic media briefings resulted in 57 news placements of articles from media outlets that are considered trusted messengers within their respective communities.

MOBILIZING A MULTITUDE OF PARTNERS

Partnering County departments with cities allowed the County to leverage multiple networks and share customized languages tailored for the respective audience. The following two-pronged approach was used:

- A 24/7 on-demand self-serve online digital toolkit provided County departments and local cities with ready-to-use talking points, electronic

handouts, videos, and social media posts in 12 languages. A survey was created in May 2020, and maintained through the October 15, 2020 ending of the census survey, to determine the need for additional tools. Identified tools were added and launched during a webinar via Zoom conference.

- On a parallel track, Fenton developed customized outreach tools in collaboration with County departments and individual cities. County departments and cities were provided the opportunity to receive tailored content, including customized social media graphics, custom newsletter content, banners, and handouts. This synergy allowed for hundreds of thousands of County residents to be reached with messages via cities and County departments' contact lists, based on Fenton's tracking efforts.

Our County departments, in conjunction with the partner cities that house County programs, completed the following achievements:

- The Department of Mental Health (DMH) trained 150 members of the Peer Veterans Network (PVN) on the importance of the 2020 Census and participated in a Southern California Association of Governments presentation to Veteran service providers on the census. The PVN members shared census messaging at each monthly meeting to the network of more than 200 community organizations.
- When social distancing restrictions eased, the LA County Library included census materials in curbside pickup of books and materials and included print materials and census advertising merchandise in take-away food bags through their Lunch at the Library program.
- The Department of Parks and Recreation, in collaboration with the Los Angeles County Office of Education, made public space available for Chalk-Art installations promoting census participation. The art installations stayed in place for more than four weeks and are estimated to be viewed by more than 20,000 community members.
- County departments that continued to provide field-based client services incorporated census messaging into all client engagement as well as to their employees (to be shared with their families and friends). These field-based messaging efforts included client contacts made by Social Workers for seniors and children, DMH Promotores program, Probation Officers, Public Health Nurses, and Community Workers.

Our faith-based community engagement efforts included the following:

- The County's Chief Executive Office (CEO) Census team participated in the South Los Angeles Ministers' COVID-19 Weekly Briefings, coordinated by the CEO's Service Integration Branch, to ensure that faith-based communities were updated on opportunities to complete the census. The weekly briefings included more than 75 faith leaders who echoed the importance of

completing the 2020 Census among their congregations via web-based religious services. Additionally, DMH incorporated census messaging into the standing Faith-Based Advocacy Council monthly convenings, which included representatives from more than 200 local faith entities during in-person pre-COVID-19, and continued to do so following the Safer-at-Home orders.

- The County also collaborated with LA Voice, which served as the lead CBO for the 2020 Census faith-based outreach and engagement, to provide access to their constituency to virtual events where the census was highlighted.

BI-WEEKLY MEETINGS WITH CONTRACT CITIES

Borrowing from the State's model, the County held bi-weekly calls with the cities who chose to contract with the County for control over their census funding allocations. The purpose of these calls was to provide our cities with updates regarding the census, and for the cities to share ideas, success stories, and challenges.

During each off week, each city was provided an update on its response rates, broken down by census tracts, with the lowest performing tracts highlighted. Each city was required to present to the group its plan to improve response rates in lower-performing areas, as well as share strategies that proved successful in their respective cities. The County found that these calls helped ensure that our cities were engaged, and inspired camaraderie and the sharing of strategies among the participants.

In addition, ongoing meetings were held with 37 County departments' designated census liaisons to: 1) learn and engage with each department's community engagement events; and 2) ensure a census engagement strategy was present to those who participated in these events.

DIRECT MAIL AND GEOREFERENCING ADS

The County outreach plan included aggressive social media and digital video outreach that placed census content in multiple languages on residents' phones, tablets, computers, and televisions. The campaign was boosted with digital layering for direct mail. Taking best practices from studies conducted by the Analyst Institute to boost response rates to direct mail programs, households in areas with low response rates were sent a direct mail piece promoting the census. In the weeks leading up to the mail piece being delivered, those households received digital ads using the same creative elements as the mail.

This *digital re-treatment* is a strategy proven to raise response rates in direct mail programs. The County and City of Los Angeles' combined resources allowed us to target 1.2 million households, spanning more than 500 zip codes within County and City HTC tracts. Our direct mailers were sent in multiple languages including Spanish, Chinese, Korean, and Russian. Research has also shown this tactic has a similar bolstering effect in census response rates among targeted households.

The first coordinated direct mail/digital advertising campaign in April 2020 reached over 370,000 households in census tracts designated as HTC according to the State's CA-HTC Index. Subsequent coordinated direct mail/digital advertising campaigns included:

- Over 490,000 households in low-responding census tracts based on Statewide Outreach and Rapid Deployment (SwORD) analysis (August 2020);
- Approximately 517,000 households in low-responding Limited English-Spanish speaking census tracts based on SwORD analysis (September 2020);
- Approximately 500,000 households in low-responding city of Los Angeles census tracts based on SwORD analysis (September 2020);
- Approximately 154,000 households in low-responding Limited English-Chinese speaking census tracts based on SwORD analysis (September 2020);
- Approximately 40,000 households in low-responding Limited English-Korean speaking census tracts based on SwORD analysis (September 2020); and
- Approximately 20,000 households in low-responding Limited English-Russian speaking census tracts based on SwORD analysis (September 2020).

To overcome the unique challenges related to the COVID-19 pandemic, the County and Fenton agilely shifted its existing "Get Out the Count" campaign to a digital-first approach. We leveraged virtual channels like social media and email while doubling down on our digital paid ad program, constantly pivoting to meet the shifting census deadlines. The overall design of our paid media program was built from lessons learned through similar Get-Out-The-Vote efforts. Studies from the Analyst Institute have shown that concise, emotionally engaging video ads, served at an average frequency of seven times per week, have a measurable effect on election turnout.

Our program used the same technology that allows successful e-commerce companies, like Amazon, to create a "surround-sound" effect by following them around the internet to whatever site they happen to be on at the time. The placements included pre-roll video ads, text-based native ads, connected TV ads (Roku, Hulu, Sling, etc.), banner ads, and social media ads on Facebook and Instagram. In order to target ads, data provided by the County and SwORD was analyzed to identify the highest-priority low responding and HTC tracts throughout the region.

As a result of the digital ad program, Los Angeles County residents have been served census paid media ads in a "surround-sound" approach, including social, programmatic, and banner ads across numerous digital platforms. An estimated 108,061 individuals who viewed the County's digital ads clicked on the link to the Census Bureau's 2020Census.gov to fill out the census. Results included:

- Delivering 70.9 million total digital ad impressions to HTC individuals in Los Angeles County;
- Reaching 847,257 HTC County residents on social media an average of 14.42 times per person;
- Reaching at least 1.79 million devices with an average number of approximately 28.9 impressions per device;

- Reaching at least 2.9 million County residents with YouTube ads in the final few days before the deadline (once the County learned of the shortened census deadline of October 15, 2020); and
- Garnering over 23 million completed video ad views and over 200,000 hours of video ad content consumed.

DIGITAL VIDEO

As reported by Fenton, digital videos saw strong results, with an average video completion rate around 70 percent throughout the campaign. This is acknowledged to be well above the standard benchmark for such programmatic advertising, which is usually within the 50 percent to 60 percent range. Of those digital view impressions, 1.5 million were delivered on TV screens, reaching HTC residents who may not have a cable or linear TV connection and rely on streaming services. Videos included "trusted messengers" such as County doctors, firefighters, and County program experts. Additionally, following the results of focus group message testing, multilingual videos were created to express the importance of the census through a child's perspective.

What hindered the outreach?

As previously mentioned, COVID-19 presented the largest challenge in conducting our outreach plan. Beyond the operational implications mentioned above, including the cancellation of nearly all physical interaction strategies with HTC residents, COVID-19 and its impact on all aspects of daily life commanded the media's attention on a daily basis throughout the census period, and overshadowed our census outreach plans and efforts.

To adjust, the County revised its strategy by shifting to greater investment in digital outreach and direct mail. Since grocery stores remained some of the busiest retail outlets, posters and signage were installed at nearly 500 supermarkets, convenience stores, pharmacies, mini-markets, and carnecerias, in partnership with the State and CCF. Although forced to scale back its plans for ads on public transit due to reduced use of public transit by the public, the County still installed signage at 100 bus stops and on 50 bus tails, as well as placing 250 street banners in areas with low response rates, which were continuously tracked by the County.

As indicated above, the uncertainty created by ongoing politics surrounding the census made outreach strategizing more difficult and, in the end, impacted our final self-response rate. For example, as the County prepared for our final census outreach efforts through the month of October 2020, the news of the census ending on October 15, 2020, made our planned October 2020 outreach and engagement work more difficult to implement, including meeting the shortened deadline date.

- 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.**

Again, the challenges created by COVID-19 and the political environment that impacted key census deadline dates created an aura of uncertainty for everyone including the public. Almost as soon as plans were drafted and ready to be executed with partners, the County was forced to change its collective approach.

For example, on the day our media campaign was set to launch, the County issued its Safer-at-Home orders to prevent the spread of COVID-19. This resulted in the revision of our entire campaign strategy, beginning with the suspension of all in-person activities, including the launch of QACs/QAKs and promotion at public community events of all sizes.

Most notably, the County was unable to implement its innovative and robustly immersive live-branded experience designed by contractor Quantasy. These staffed pop-ups for small, medium, and large-sized gatherings would have consisted of a bank of iPads for the public to complete the census, a photo booth, an information viewer with an animated video, and large-scale interactive art pieces to explain and inspire visitors to participate in the 2020 Census, particularly in HTC areas.

Similar to other stakeholders in our region, the County refocused much of its approach on digital outreach and a mail campaign, as detailed throughout this report. The County looked for COVID-19 outreach and support opportunities to add census outreach materials and reviewed response rates to focus future virtual and digital outreach, where it was deemed to be most needed.

4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

The County's 2010 final self-response rate was 69 percent, and the 2020 self-response rate was 65.1 percent as of October 27, 2020. Throughout the census response period, the County carefully monitored census tract and city self-response data, and also estimated response rates for census tracts where this data was not available, such as Board Supervisorial Districts and unincorporated areas of the County.

The County - with over 3.3 million households and considered to be the hardest-to-count county in the nation - faced a number of challenges that negatively impacted its achieving a complete and accurate count in Los Angeles County:

- The biggest impacts on our outreach plans and efforts were COVID-19 and public health measures, which greatly restricted the County, CBOs, cities, and all other partners' ability to conduct in-person outreach. For our HTC populations and census tracts, in-person outreach from trusted messengers was considered a key necessity to encouraging participation. Additionally, many of the areas considered hardest to count also had a disproportionately higher number of COVID-19 cases. In addition, almost all of the County's hundreds of public facilities were closed, and events were cancelled throughout the entire Census response

period (mid-March 2020 through October 2020), resulting in missed opportunities for outreach with our HTC populations.

- As part of our two main plan objectives (No. 3 and No. 4), the QAC/QAK program was created and initiated to address an acknowledged gap in internet access among HTC populations and to assist limited-English speakers and people with disabilities by providing access to an internet-enabled device to complete the 2020 Census, and access to staff (CGAs at QACs) to provide in-language and other assistance. A total of 653 QAC and QAK locations that would have served HTC populations and areas in-person were identified at libraries, parks, schools, CBOs, and many other venues.
- Based on our analysis of SwORD data and U.S. Census Bureau self-response data at the tract level throughout the 2020 Census campaign, a key trend that emerged in the lowest-responding census tracts was a lack of broadband internet. In almost 30 percent of the lowest responding tracts in the County (lowest fifth of tracts), 40 percent or more of households did not have broadband internet subscriptions. The lack of internet in 40 percent or more of households in these lowest responding tracts was almost four times higher than in tracts Countywide, which was only 8 percent. The impact was even greater due to the COVID-19 pandemic. The County's planned 653 QAC and QAK locations would have provided internet-enabled devices to complete the census, had they been allowed to be open. Additionally, planned mobile kiosks had to be cancelled, which would have allowed outreach at events, businesses, schools, and other gatherings throughout the County.

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 County began discussing and developing education and outreach strategies in 2017, including the formation of the Countywide CCC. For the first time, the local Countywide Outreach CCC was co-led with the city of Los Angeles, which has by far the largest HTC population in the County.

The city of Los Angeles and the city of Long Beach comprise nearly 60 percent of the total number of County HTC block groups. As these cities were best positioned to outreach to their respective HTC populations, the County contracted directly with these cities to directly implement their outreach plans. These city partnerships also proved essential to maintaining a coordinated approach with the County to outreach in the region, and provided consistent, real-time insight into what our partners were experiencing within their cities and communities.

For our remaining 65 cities with much smaller HTC populations, the County provided two choices:

- Option 1 - Pool the city's funding with other cities for exclusive content, including but not limited to, access to an online toolkit, a direct mail campaign, and an earned and paid media campaign; or
- Option 2 - Submit a proposal and budget for County approval for the city's full funding allocation (following execution of a contract with the County), which may be used to develop their own outreach services.

Option 1 was comprised of 48 cities that elected to pool their funds. Option 2 was comprised of 17 cities that chose to contract with the County.

The County partnered with the State and CCF to place ads in nearly 500 store locations throughout HTC communities in the County.

Finally, the County maintained consistent communication with its partners through the Countywide CCC, as well as webinars and regularly scheduled calls, often in partnership with the city of Los Angeles. Led by the State model, the County regularly reviewed response rates by tract, and collaborated with partners on how to best reach residents and improve response rates. This information was also provided to the five Board of Supervisor offices, for their information and any actions they determined to initiate within their supervisorial district boundaries and community partners.

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

Our key partners include the following:

1. 211 LA County: The County subcontracted with 211 LA County (211), the County's information and referral program, to provide County residents and all callers with key and critical census information and resources (website and local contact numbers). In February 2020, the County provided a training to 211 Community Resource Advisor coaches on the 2020 Census and how to address public inquiries regarding the census. In addition, 211 incorporated census messaging on its website and played census reminder announcements while callers were on hold, and after calls, encouraging completion of the census online. 211 reported experiencing extremely high call volumes from people looking for COVID-19 resources, testing information, and recovery assistance, which made the added census reminders even more important and timely. Thousands of County residents were informed of the census or had their questions about the census answered by 211.
2. Cities with HTC Populations: The County's partnership with cities was beneficial as the cities proved themselves to be engaged, creative, and driven to succeed. When the COVID-19 pandemic hit, our cities answered the call with innovative ideas, including Easter basket giveaways and virtual Easter egg hunts, census coloring books for children, and various challenges daring residents and/or employees to prove that they completed the census.

As stated above, Option 1 cities had access to the County's exclusive content, while Option 2 cities developed their own outreach services. Despite the previously mentioned challenges, some cities in both groups saw increases in their 2020 response rates over their 2010 final self-response rates.

Highlights of Option 1 cities that saw increases in response rates include:

- South Pasadena + 5.2 percent
- Redondo Beach + 4.5 percent
- El Segundo + 4.3 percent
- Signal Hill + 3.6 percent
- Culver City + 3.3 percent

Option 2 cities typically had a larger concentration of HTC populations to reach, making their task more difficult. The following Option 2 cities saw increases:

- Gardena + 1.4 percent
- Lancaster + 0.3 percent
- Monrovia + 0.1 percent

3. Fenton: Our media and communications contractor was responsible for creating and implementing our paid and earned media campaign. Fenton also designed much of the content found in our online toolkit, tailored products in collaboration with County departments and cities, and held ethnic media briefings to create urgency in low responding communities.
 4. Quantasy and Associates: Our contractor in charge of organizing events played a large role in our presence at the PRK sites where we conducted outreach to the homeless. Quantasy also designed an immersive live-branded census experience that was, unfortunately, cancelled due to COVID-19 and social distancing restrictions.
 5. KH Consulting Group: KH Consulting Group (KH) assisted the County with organizing and planning during the initial stages of the census, including attending early stakeholder meetings and communicating potential strategies. KH also assisted with the development of the County census strategic plan.
 6. LanguageLine Solutions: LanguageLine Solutions (LLS) was a key component of our language access plan. The County contracted with LLS to provide video and/or phone interpretation at QACs staffed by CGAs from the County and at community outreach events. However, once the QAC/QAK program was permanently suspended, the County no longer needed LLS's services.
- 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?**

Given the diversity and multilingual population of the County, it was recognized from the beginning that our campaign activities needed to successfully outreach and engage limited-English and multilingual populations.

For example, the County's online and digital toolkit that was provided to Option 1 cities, and available to County departments and other key partners, included handouts, social media posts, and other census promotional content that were readily available in all languages required of the County by the State Language and Communications Access Plan (LACAP).

Below are examples of our key multilingual efforts:

- Oversized postcards in Spanish, Korean, Chinese, Russian, and English sent via direct mail to millions of households in identified low-responding tracts;
- Television advertising on Spanish, Korean, and Chinese-language networks;
- Mobile billboards with Spanish-language messaging;
- Grocery and convenience store advertising in Spanish, Korean, Chinese, Vietnamese, and Tagalog; and
- Advertising in Spanish, Chinese, Korean, and Vietnamese-language newspapers.

The County's earned media outreach focused on ethnic media, and whenever possible, in-language spokespeople were provided for reporters. Press releases were made available in Spanish, Chinese, Korean, and Vietnamese.

Our efforts were guided by our self-response data, enabling us to thoughtfully and deliberately craft outreach efforts to maximize impact. For example, when data showed the response rates among Latinx communities were a significant concern, Fenton conducted message testing through a Spanish-language telephone survey. Results revealed potent messaging opportunities for the Latinx community, which enabled us to adjust campaign approaches.

The County's digital outreach focused on microtargeting at the individual-level using digital banner ads, video ads, text-based native ads, connected TV ads, and social media ads on Facebook and Instagram. Use of County data identifying the highest priority HTC tracts throughout Los Angeles County allowed the use of these ad formats in those tracts. The use of the Political Data Inc. census tool, which provided a database to assist with canvassing and phone banking efforts, allowed us to match lists of every individual living in households within these tracts to cookies, mobile device IDs, and social profiles.

In addition to our media outreach, the County census website provided exhaustive and timely updates in the language groups required by the LACAP. The County also partnered with 211, the central source for providing information and referrals for

all health and human services in the County. The 211 phone lines were open 24 hours, 7 days a week, with trained Community Resource Advisors who provided interpretation in or access to 140 languages, and were able to use LLS if the operator was unable to speak a particular language. LLS was available to provide telephone or video interpreting services in over 50 languages, including American Sign Language.

The County's plans to accommodate the disabled population was primarily focused on the QAC/QAK program, as detailed above. All designated County sponsored QAC/QAK locations were certified as ADA compliant and accessible to the disabled. However, COVID-19 ended these plans. Nevertheless, as detailed above, the County maintained the ability to serve disabled residents who requested census access via the 211 phone line. Furthermore, anyone calling the 211 phone line for non-census reasons, such as medical service referrals, were reminded to complete the census and provided the necessary assistance.

Finally, the County's Option 2 cities were required to provide their language access plans prior to execution of their contracts. Each submitted proposal was required to ensure that all materials would be available in English and Spanish, as well as any other prominent languages found in each respective city.

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.

As civil servants in Los Angeles County, we are reminded daily of the impact and prevalence of homelessness. The population of people experiencing homeless (PEH) too often represents the most ignored, avoided, and forgotten in our society. Similarly, the PEH are identified as one of the most undercounted and hardest to count groups.

The County views the census outreach efforts conducted at PRK sites as a significant effort to count PEH, which may help in the funding needed to combat the plight of those being or becoming homeless. In a census year like no other, every person mattered. The County's team was able to remind our neighbors experiencing homelessness that they do in fact count, and offer them an opportunity to contribute to obtaining support to address homeless in Los Angeles County. In total, 524 people experiencing homelessness completed the census questionnaire at a PRK site, through a collaborative effort led by Quantasy (See attached Quantasy report for more details and pictures of these efforts).

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

While the focus of outreach should primarily remain on HTC census tracts, once some response rate becomes available, there should also be flexibility or a required contingency plan to conduct outreach in areas that may not have traditional or formula-based HTC metrics, but that may end up requiring outreach.

For example, in 2020, some cities or unincorporated communities like Malibu, Marina Del Rey, and Bradbury were not considered hard to count according to the CA-HTC Index or the Census Bureau's Low Response Score measure and, therefore, no specific outreach was initially planned in those areas. However, based on our ongoing tracking, these were some of the lower self-responding areas in the County with rates well below their 2010 final figures.

Furthermore, the County believes timely decision-making and timely communication of deadlines would be helpful; however, it requested additional funding in March 2019. The County did not execute the agreement for additional funds until February 2020. The delay in receiving the funds made it difficult to efficiently disburse the funds to our partners.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

a) SwORD uploads of completed activities

The County confirms that the majority of SwORD updates are complete and expect SwORD entry completion by the extended deadline of December 14, 2020.

b) Updated list of subcontractors

- 211 LA County
- Fenton
- Quantasy and Associates
- KH Consulting Group
- Cities
 - Los Angeles
 - Long Beach
- Option 2 Cities
 - Bell Gardens
 - Commerce
 - Compton
 - Gardena
 - Glendale
 - Lancaster
 - Monrovia
 - Norwalk
 - Palmdale
 - Pasadena
 - Pico Rivera
 - Pomona

[County of Los Angeles]

- Rosemead
- San Fernando
- Santa Fe Springs
- South El Monte
- South Gate

c) Evaluations or analytical reports, if any

Please review our analytical reports at:

<https://docs.google.com/spreadsheets/d/1rcAh-bdTHjdlgsG5qvC4iMpEEKZ3Hua1YnZFI2lhzmU/edit?usp=sharing>

Please see the attached final report by our education and engagement contractor Fenton.

d) Sample products

Please review our sample products at:

<https://docs.google.com/presentation/d/1HUuC2bnXOeSFiGNGuNhTuzdKDFRMz5qb4xwZ62x1DME/edit?usp=sharing>

* 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)

e) Project Roomkey Report (*continued from Question 8 – Census Story)

Submission

Please submit your final report and attachments no later than December 14, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
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FESIA A. DAVENPORT
Acting Chief Executive Officer

Board of Supervisors
HILDA L. SOLIS
First District

HOLLY J. MITCHELL
Second District

SHEILA KUEHL
Third District

JANICE HAHN
Fourth District

KATHRYN BARGER
Fifth District

December 10, 2020

Emilio Vaca, Deputy Director of Outreach
Quintilia Avila, Regional Program Manager, Southern California Lead
California Complete Count – Census 2020
400 R Street, Suite 359
Sacramento, CA 95811

Dear Mr. Vaca and Ms. Avila,

County of Los Angeles Final Narrative Report California Complete County – Census 2020 Agreement # CCC-18-20014

Attached please find the County of Los Angeles' Final Narrative report. The Report contains our responses across the nine areas specified in the State's report template, describing our completed activities and efforts to meet the County's 2020 Census education and outreach objectives, subsequent to our December 9, 2019 Third Quarterly Report and particularly, in response to the devastating impact of the COVID-19 pandemic on our plans. We are also including reports from the cities of Los Angeles and Long Beach. When reviewed collectively, one can see the comprehensive and exhaustive efforts employed across Los Angeles, to educate and outreach to, by far, the largest and most diverse population in the state of California under the most difficult of unexpected challenges.

For any questions, please contact me at (213) 974-5210 or at hkawasaki@ceo.lacounty.gov.

Sincerely,

A handwritten signature in black ink, appearing to be "HK", is written over a horizontal line.

Harvey Kawasaki, CEO Manager
Chief Executive Office, Service Integration Branch – Census Unit

Attachments

HK:ma

c: Each Supervisor
Executive Office, Board of Supervisors
Mayor, City of Los Angeles
Mayor, City of Long Beach
Census Policy Advocacy Network
Ditas Katague, California Complete Count, Census 2020



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 TEMPLATE

General Information

Date of report	December 10, 2020
Organization / Entity	County of Los Angeles
Responsible Person / Title	Harvey Kawasaki, CEO Manager
Contact Person / Title	Harvey Kawasaki, CEO Manager
Address	Kenneth Hahn Hall of Administration, Room 726 500 West Temple Street Los Angeles, CA 90012
Email / Phone	hkawasaki@ceo.lacounty.gov Phone: 213 974-5210

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?

Our primary goal of educating and motivating Los Angeles County (County) residents to participate in the 2020 Census, with a special focus on Hard-to-Count (HTC) populations, remained unchanged despite the COVID-19 pandemic. However, the pandemic did force the County to revise its planning methods to meet all objectives.

The County's initial Implementation Plan identified the following five (5) objectives:

1. Through the Countywide Outreach Complete Count Committee (Countywide CCC) in partnership with the City of Los Angeles, establish partnerships with the U.S. Census Bureau, the State Complete Count Office, the Regional Administrative Community-Based Organization, County departments, city municipalities, unions, faith-based organizations, and educational institutions to engage in a multi-platform public education and outreach campaign to educate, motivate, and activate County residents to participate in the 2020 Census and develop specific strategies that target our HTC communities.
2. Implement a Countywide Paid and Earned Media Campaign plan that explains, promotes, and educates residents on the benefits of being counted, and is closely coordinated with the State of California Complete Count – Census 2020

Due Date: November 16, 2020

office to ensure that the County's campaign complements the State's media and marketing campaign, supports consistency in messaging, and avoids duplication of efforts.

3. Identify locations in or near HTC areas that can serve as Questionnaire Action Kiosks (QAKs) and/or Questionnaire Assistance Centers (QACs) Countywide, particularly in neighborhoods with households occupied by individuals with limited-English proficiency and limited or no access to computers and Wi-Fi internet connections.
4. Establish the County's Census Goodwill Ambassador (CGA) program using trained County employees to staff QAKs and QACs.
5. Coordinate and/or directly contract with cities with HTC areas within the County to conduct specific census outreach and education activities within their local jurisdictions.

Objectives Nos. 1, 2 and 5 remained intact and were fully implemented. However, the COVID-19 pandemic forced the County to first postpone, and then ultimately abandon its plans to host QACs/QAKs (Objective No. 3). As a result, the County's CGA program plans (Objective No. 4) became moot and had to be replaced.

However, until COVID-19 hit in March 2020, the County trained over 350 County employees to serve as CGAs and interface with the public at nearly 250 County designated QAC/QAK sites situated at or near HTC areas. The Countywide CCC QAC Subcommittee, led by the County and the City of Los Angeles, identified over 650 potential QAC/QAK locations throughout Los Angeles County. To be hosted by County CGAs, municipalities, schools, community-based organizations (CBOs), and other community stakeholders, these locations were selected to serve HTC areas throughout the County.

The unfortunate cancellation of the QAC/QAK program due to COVID-19 was a major setback to our plans, as a distrust of government was a recognized barrier to overcome in outreaching to our HTC populations. Our hope was that our QAC/QAK program would provide places, often staffed by trusted messengers such as CBOs, to not only engage with residents, but also to rebuild trust in the census survey participation process. Furthermore, the program was designed to remedy the lack of internet access too often found in HTC areas and their resident populations, as every QAC/QAK would have provided kiosks and internet access to the online survey in a safe and confidential setting.

Although the program had to be abandoned, some partners were able to host mobile QACs/QAKs towards the closing months of the census. However, in large part, the County and its city subcontractors replaced the QAC/QAK strategy to rely heavily upon virtual outreach strategies that did not require face-to-face interaction, such as advertising (including print, radio, and television) and social digital media.

The social distancing COVID-19 requirements not only presented strategic planning challenges, but also created other outreach opportunities for census messaging through COVID-19-specific events where face-to-face interactions were unavoidable. We used these COVID-19 opportunities, such as at food banks and homeless sheltering

locations, to minimize physical interaction to whatever extent possible. As a result, food banks and homeless sheltering locations doubled as census information centers. In addition, many of our partners added census branding to personal protective equipment (PPE) used by staff and provided to individuals.

In summary, in response to COVID-19, our objective stayed focused on keeping the census in the minds and attention of HTC residents during the pandemic, and to the October 15, 2020 ending of the census.

- 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?

COORDINATION WITH KEY STAKEHOLDERS (All Phases)

As noted above, the creation of the Countywide CCC and the County's membership in the We Count Los Angeles Census Table created forums for the County to share ideas and coordinate with other stakeholders, including: 1) the state of California (State); 2) the California Community Foundation (CCF), which acted as the region's administrative CBO; 3) several city municipalities; and 4) key CBOs representing various HTC communities.

These collaborations among stakeholders allowed for quick and efficient communication of critical census information and updates, which proved critical as COVID-19 placed initial plans, such as the QAC/QAK program, into question. The Countywide CCC also provided a support system for all participating stakeholders, including the County, to rely upon during the uncertainty created by COVID-19, followed by the myriad of legal challenges, and politics surrounding the final count, during the last months of the census campaign.

Finally, the County's media and communications contractor, Fenton, along with CCF, worked closely with the state of California's contractor, Mercury Public Affairs, to first strategize and then execute a census promotional campaign with grocery stores and pharmacies throughout the County.

EARLY PREPARATION AND EXISTING CENSUS KNOWLEDGE (Education Phase)

The County, along with the City of Los Angeles and CCF, began forming the Countywide CCC in March 2017. The early start first helped promote awareness, then engagement, among key stakeholders across the County.

The County's selection of Fenton as its media and communications contractor was in acknowledgement of their existing census knowledge and experience. Prior to being contracted by the County in December 2019, the Fenton team had already started working with CCF on its campaign to engage local CBOs for census promotion. Fenton's existing knowledge and understanding of messaging strategies, focus on

audience research, and census leadership allowed them to expeditiously implement a communications campaign to address the County's HTC needs. Within weeks of their procurement, Fenton provided a digital census toolkit that contained handouts, FAQs, social media posts and other promotional census content in multiple languages that the County was able to share with its myriad of municipalities and partners.

What hindered the operations?

COVID-19

COVID-19 was the single biggest and most obvious obstacle to our census outreach plans and efforts, which forced the County and its partners to revisit and revamp previously agreed upon plans. This included the key outreach strategy of face-to-face interaction with our HTC populations, which many of our municipalities and CBOs agreed might significantly reduce fear, increase trust in the census process, and result in substantially increased survey self-response rates.

In addition, the planned physical availability and accessibility of QACs/QAKs by HTC residents was intended to close the "digital divide" (limited or no internet access) experienced by HTC populations and to provide a safe, trusted physical location within the HTC communities for residents to complete the survey online.

However, COVID-19 put an unexpected strain on the plans of the County and partners to conduct any outreach where face-to-face contact was emphasized. Along with its partners, the County saw planned census resources redeployed. For example, County employees solely dedicated to the County census campaign plans as CGAs, were reassigned and mobilized to respond to COVID-19 prevention efforts. Some of our partners were forced to downsize. In such pervasive uncertainty, finding ways to maintain both resident *and* employee focus on the 2020 Census proved challenging for everyone involved.

In response, the County and its partners adapted census plans to shift to a more virtual, less personal contact approach for education and outreach strategies and efforts. We wonder how many more HTC residents we might have reached and how many more may have participated in the self-response had we been able to implement our original personal contact strategies.

FEDERAL POLITICAL DYNAMICS

The ongoing political dynamics at the federal level surrounding the census planning and implementation period were highly disruptive and confusing to the public. Starting with the proposed citizenship questions (which likely negatively impacted our large and diverse immigrant population), the landscape surrounding and impacting the census can best be described as "consistently inconsistent." More specifically, the chatter, rumors, and the seemingly ultimate last-minute federal actions to shorten the census deadlines several times, as well as the resulting legal challenges in the courts, seriously impacted the County and its partners' ability to maintain effective outreach strategies, messaging, and approaches to an acknowledged, confused public-at-large.

LACK OF CLARITY FROM U.S. CENSUS BUREAU

The County found it often challenging to receive timely and reliable answers or guidance from the Census Bureau for key operational issues. For example, the Bureau did not provide timely the needed clarity on when they would deploy their own field enumerators, when it was needed for the County to finalize its specific media relations, messaging, and outreach tactics designed to be in concert and in support of the planned Census Bureau's enumeration plans. This made our planning more difficult. Additionally, there were reports of incorrect information being provided to community members and groups by the Census Bureau Partnership Specialists about counting people experiencing homelessness, citizenship status, and funding opportunities.

Contracted partner's outreach

What outreach tactics worked well?

LEVERAGING COVID-19 ASSISTANCE TO INCLUDE CENSUS OUTREACH

As COVID-19 hit in early March 2020, the messaging of the census (e.g., impacting Federal funding and political representation) immediately gave way to public priority concerns about safety and basic personal survival for everyone. Understandably, the census opportunity became a less pressing matter in the eyes of the public's attention. The County and its partners' response was to leverage COVID-19 crisis intervention and support opportunities to include census outreach messaging and engagement.

The County and its partners collaborated with key COVID-19 County partners who were leading the COVID-19 response, to provide census outreach and materials to their COVID-19 outreach efforts. As such, census materials were made available at community-based COVID-19 locations, including food banks and COVID-19 testing sites. Many County partners provided residents who attended their events, with census branded PPE (e.g., hand sanitizer, face masks, gloves, etc.).

To highlight a specific example, the use of Project Roomkey (PRK) sites were established as early as April 2020 to outreach to the homeless population. As you may know, PRK is a key collaborative effort by the State, County, and the Los Angeles Homeless Services Authority (LAHSA) to secure hotel and motel rooms for vulnerable people experiencing homelessness. By doing so successfully, PRK not only provided shelter for the most vulnerable of our homeless population, but also ensured enhanced public well-being by reducing the spread of COVID-19. Led by the County's events contractor, Quantasy, the County deployed a team of census-trained ambassadors, tents, standing iPad kiosks, PPE supplies, secure Wi-Fi, merchandise, and a raffle for participants to outreach to this HTC population at the 19 County overseen sites. These efforts resulted in 524 completed census questionnaires by people experiencing homelessness and housed at PRK sites.

INTERNAL EDUCATION

With a workforce exceeding 115,000, the County recognized an important opportunity to start engagement within its own ranks by educating and mobilizing its own employees to not only participate in the census survey, but also to encourage family and friends to do so as well. On February 24, 2020, the County launched the Census Champions 101 online learning program for all County employees. The campaign was

designed to educate every County employee on the importance of completing the 2020 Census, as well as motivate each person to encourage census participation within their respective families, friends, and communities. As of the date of this report, over 74,000 County employees completed the training module, becoming Census Champions.

ETHNIC MEDIA BRIEFINGS

As part of ongoing outreach to ethnic media outlets, the County hosted two ethnic media briefings via Zoom meetings to highlight ethnic areas with low response rates and to create urgency with their communities. County representatives and CBOs announced up-to-date response rates, including exclusive data about response rates for 10 different ethnic populations in LA County. The briefings were intended to educate and encourage ethnic media attendees to use their media outlets (including radio, print, and television) to encourage HTC populations to complete the survey, particularly in the waning months of the census. The two ethnic media briefings resulted in 57 news placements of articles from media outlets that are considered trusted messengers within their respective communities.

MOBILIZING A MULTITUDE OF PARTNERS

Partnering County departments with cities allowed the County to leverage multiple networks and share customized languages tailored for the respective audience. The following two-pronged approach was used:

- A 24/7 on-demand self-serve online digital toolkit provided County departments and local cities with ready-to-use talking points, electronic handouts, videos, and social media posts in 12 languages. A survey was created in May 2020, and maintained through the October 15, 2020 ending of the census survey, to determine the need for additional tools. Identified tools were added and launched during a webinar via Zoom conference.
- On a parallel track, Fenton developed customized outreach tools in collaboration with County departments and individual cities. County departments and cities were provided the opportunity to receive tailored content, including customized social media graphics, custom newsletter content, banners, and handouts. This synergy allowed for hundreds of thousands of County residents to be reached with messages via cities and County departments' contact lists, based on Fenton's tracking efforts.

Our County departments, in conjunction with the partner cities that house County programs, completed the following achievements:

- The Department of Mental Health (DMH) trained 150 members of the Peer Veterans Network (PVN) on the importance of the 2020 Census and participated in a Southern California Association of Governments presentation to Veteran service providers on the census. The PVN members shared census messaging at each monthly meeting to the network of more than 200 community organizations.

- When social distancing restrictions eased, the LA County Library included census materials in curbside pickup of books and materials and included print materials and census advertising merchandise in take-away food bags through their Lunch at the Library program.
- The Department of Parks and Recreation, in collaboration with the Los Angeles County Office of Education, made public space available for Chalk-Art installations promoting census participation. The art installations stayed in place for more than four weeks and are estimated to be viewed by more than 20,000 community members.
- County departments that continued to provide field-based client services incorporated census messaging into all client engagement as well as to their employees (to be shared with their families and friends). These field-based messaging efforts included client contacts made by Social Workers for seniors and children, DMH Promotores program, Probation Officers, Public Health Nurses, and Community Workers.

Our faith-based community engagement efforts included the following:

- The County's Chief Executive Office (CEO) Census team participated in the South Los Angeles Ministers' COVID-19 Weekly Briefings, coordinated by the CEO's Service Integration Branch, to ensure that faith-based communities were updated on opportunities to complete the census. The weekly briefings included more than 75 faith leaders who echoed the importance of completing the 2020 Census among their congregations via web-based religious services. Additionally, DMH incorporated census messaging into the standing Faith-Based Advocacy Council monthly convenings, which included representatives from more than 200 local faith entities during in-person pre-COVID-19, and continued to do so following the Safer-at-Home orders.
- The County also collaborated with LA Voice, which served as the lead CBO for the 2020 Census faith-based outreach and engagement, to provide access to their constituency to virtual events where the census was highlighted.

BI-WEEKLY MEETINGS WITH CONTRACT CITIES

Borrowing from the State's model, the County held bi-weekly calls with the cities who chose to contract with the County for control over their census funding allocations. The purpose of these calls was to provide our cities with updates regarding the census, and for the cities to share ideas, success stories, and challenges.

During each off week, each city was provided an update on its response rates, broken down by census tracts, with the lowest performing tracts highlighted. Each city was required to present to the group its plan to improve response rates in lower-performing areas, as well as share strategies that proved successful in their respective cities. The County found that these calls helped ensure that our cities were engaged, and inspired camaraderie and the sharing of strategies among the participants.

In addition, ongoing meetings were held with 37 County departments' designated census liaisons to: 1) learn and engage with each department's community engagement events; and 2) ensure a census engagement strategy was present to those who participated in these events.

DIRECT MAIL AND GEOREFERENCING ADS

The County outreach plan included aggressive social media and digital video outreach that placed census content in multiple languages on residents' phones, tablets, computers, and televisions. The campaign was boosted with digital layering for direct mail. Taking best practices from studies conducted by the Analyst Institute to boost response rates to direct mail programs, households in areas with low response rates were sent a direct mail piece promoting the census. In the weeks leading up to the mail piece being delivered, those households received digital ads using the same creative elements as the mail.

This *digital re-treatment* is a strategy proven to raise response rates in direct mail programs. The County and City of Los Angeles' combined resources allowed us to target 1.2 million households, spanning more than 500 zip codes within County and City HTC tracts. Our direct mailers were sent in multiple languages including Spanish, Chinese, Korean, and Russian. Research has also shown this tactic has a similar bolstering effect in census response rates among targeted households.

The first coordinated direct mail/digital advertising campaign in April 2020 reached over 370,000 households in census tracts designated as HTC according to the State's CA-HTC Index. Subsequent coordinated direct mail/digital advertising campaigns included:

- Over 490,000 households in low-responding census tracts based on Statewide Outreach and Rapid Deployment (SwORD) analysis (August 2020);
- Approximately 517,000 households in low-responding Limited English-Spanish speaking census tracts based on SwORD analysis (September 2020);
- Approximately 500,000 households in low-responding city of Los Angeles census tracts based on SwORD analysis (September 2020);
- Approximately 154,000 households in low-responding Limited English-Chinese speaking census tracts based on SwORD analysis (September 2020);
- Approximately 40,000 households in low-responding Limited English-Korean speaking census tracts based on SwORD analysis (September 2020); and
- Approximately 20,000 households in low-responding Limited English-Russian speaking census tracts based on SwORD analysis (September 2020).

To overcome the unique challenges related to the COVID-19 pandemic, the County and Fenton agilely shifted its existing "Get Out the Count" campaign to a digital-first approach. We leveraged virtual channels like social media and email while doubling down on our digital paid ad program, constantly pivoting to meet the shifting census deadlines. The overall design of our paid media program was built from lessons learned through similar Get-Out-The-Vote efforts. Studies from the Analyst Institute have shown that concise, emotionally engaging video ads, served at an average frequency of seven times per week, have a measurable effect on election turnout.

Our program used the same technology that allows successful e-commerce companies, like Amazon, to create a “surround-sound” effect by following them around the internet to whatever site they happen to be on at the time. The placements included pre-roll video ads, text-based native ads, connected TV ads (Roku, Hulu, Sling, etc.), banner ads, and social media ads on Facebook and Instagram. In order to target ads, data provided by the County and SwORD was analyzed to identify the highest-priority low responding and HTC tracts throughout the region.

As a result of the digital ad program, Los Angeles County residents have been served census paid media ads in a “surround-sound” approach, including social, programmatic, and banner ads across numerous digital platforms. An estimated 108,061 individuals who viewed the County’s digital ads clicked on the link to the Census Bureau’s 2020Census.gov to fill out the census. Results included:

- Delivering 70.9 million total digital ad impressions to HTC individuals in Los Angeles County;
- Reaching 847,257 HTC County residents on social media an average of 14.42 times per person;
- Reaching at least 1.79 million devices with an average number of approximately 28.9 impressions per device;
- Reaching at least 2.9 million County residents with YouTube ads in the final few days before the deadline (once the County learned of the shortened census deadline of October 15, 2020); and
- Garnering over 23 million completed video ad views and over 200,000 hours of video ad content consumed.

DIGITAL VIDEO

As reported by Fenton, digital videos saw strong results, with an average video completion rate around 70 percent throughout the campaign. This is acknowledged to be well above the standard benchmark for such programmatic advertising, which is usually within the 50 percent to 60 percent range. Of those digital view impressions, 1.5 million were delivered on TV screens, reaching HTC residents who may not have a cable or linear TV connection and rely on streaming services. Videos included “trusted messengers” such as County doctors, firefighters, and County program experts. Additionally, following the results of focus group message testing, multilingual videos were created to express the importance of the census through a child’s perspective.

What hindered the outreach?

As previously mentioned, COVID-19 presented the largest challenge in conducting our outreach plan. Beyond the operational implications mentioned above, including the cancellation of nearly all physical interaction strategies with HTC residents, COVID-19 and its impact on all aspects of daily life commanded the media’s attention on a daily basis throughout the census period, and overshadowed our census outreach plans and efforts.

To adjust, the County revised its strategy by shifting to greater investment in digital outreach and direct mail. Since grocery stores remained some of the busiest retail outlets, posters and signage were installed at nearly 500 supermarkets, convenience

stores, pharmacies, mini-markets, and carnecerias, in partnership with the State and CCF. Although forced to scale back its plans for ads on public transit due to reduced use of public transit by the public, the County still installed signage at 100 bus stops and on 50 bus tails, as well as placing 250 street banners in areas with low response rates, which were continuously tracked by the County.

As indicated above, the uncertainty created by ongoing politics surrounding the census made outreach strategizing more difficult and, in the end, impacted our final self-response rate. For example, as the County prepared for our final census outreach efforts through the month of October 2020, the news of the census ending on October 15, 2020, made our planned October 2020 outreach and engagement work more difficult to implement, including meeting the shortened deadline date.

- 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.

Again, as indicated above, the challenges created by COVID-19 and the political environment that impacted key census deadline dates created an aura of uncertainty for everyone including the public. Almost as soon as plans were drafted and ready to be executed with partners, the County was forced to change its collective approach.

For example, on the day our media campaign was set to launch, the County issued its Safer-at-Home orders to prevent the spread of COVID-19. This resulted in the revision of our entire campaign strategy, beginning with the suspension of all in-person activities, including the launch of QACs/QAKs and promotion at public community events of all sizes.

Most notably, the County was unable to implement its innovative and robustly immersive live-branded experience designed by contractor Quantasy. These staffed pop-ups for small, medium, and large-sized gatherings would have consisted of a bank of iPads for the public to complete the census, a photo booth, an information viewer with an animated video, and large-scale interactive art pieces to explain and inspire visitors to participate in the 2020 Census, particularly in HTC areas.

Similar to other stakeholders in our region, the County refocused much of its approach on digital outreach and a mail campaign, as detailed throughout this report. The County looked for COVID-19 outreach and support opportunities to add census outreach materials and reviewed response rates to focus future virtual and digital outreach, where it was deemed to be most needed.

- 4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

The County's 2010 final self-response rate was 69 percent; and the 2020 self-response rate was 65.1 percent as of October 27, 2020. Throughout the census response period, the County carefully monitored census tract and city self-response data, and also

estimated response rates for census tracts where this data was not available, such as Board Supervisorial Districts and unincorporated areas of the County.

The County - with over 3.3 million households and considered to be the hardest-to-count county in the nation - faced a number of challenges that negatively impacted its achieving a complete and accurate count in Los Angeles County:

- The biggest impacts on our outreach plans and efforts were COVID-19 and public health measures, which greatly restricted the County, CBOs, cities, and all other partners' ability to conduct in-person outreach. For our HTC populations and census tracts, in-person outreach from trusted messengers was considered a key necessity to encouraging participation. Additionally, many of the areas considered hardest to count also had a disproportionately higher number of COVID-19 cases. In addition, almost all of the County's hundreds of public facilities were closed, and events were cancelled throughout the entire Census response period (mid-March 2020 through October 2020), resulting in missed opportunities for outreach with our HTC populations.
 - As part of our two main plan objectives (No. 3 and No. 4), the QAC/QAK program was created and initiated to address an acknowledged gap in internet access among HTC populations and to assist limited-English speakers and people with disabilities by providing access to an internet-enabled device to complete the 2020 Census, and access to staff (CGAs at QACs) to provide in-language and other assistance. A total of 653 QAC and QAK locations that would have served HTC populations and areas in-person were identified at libraries, parks, schools, CBOs, and many other venues.
 - Based on our analysis of SWORD data and U.S. Census Bureau self-response data at the tract level throughout the 2020 Census campaign, a key trend that emerged in the lowest-responding census tracts was a lack of broadband internet. In almost 30 percent of the lowest responding tracts in the County (lowest fifth of tracts), 40 percent or more of households did not have broadband internet subscriptions. The lack of internet in 40 percent or more of households in these lowest responding tracts was almost four times higher than in tracts Countywide, which was only 8 percent. The impact was even greater due to the COVID-19 pandemic. The County's planned 653 QAC and QAK locations would have provided internet-enabled devices to complete the census, had they been allowed to be open. Additionally, planned mobile kiosks had to be cancelled, which would have allowed outreach at events, businesses, schools, and other gatherings throughout the County.
- 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 County began discussing and developing education and outreach strategies in 2017, including the formation of the Countywide CCC. For the first time, the local Countywide Outreach CCC was co-led with the city of Los Angeles, which has by far the largest HTC population in the County.

The city of Los Angeles and the city of Long Beach comprise nearly 60 percent of the total number of County HTC block groups. As these cities were best positioned to outreach to their respective HTC populations, the County contracted directly with these cities to directly implement their outreach plans. These city partnerships also proved essential to maintaining a coordinated approach with the County to outreach in the region, and provided consistent, real-time insight into what our partners were experiencing within their cities and communities.

For our remaining 65 cities with much smaller HTC populations, the County provided two choices:

- Option 1 - Pool the city's funding with other cities for exclusive content, including but not limited to, access to an online toolkit, a direct mail campaign, and an earned and paid media campaign; or
- Option 2 - Submit a proposal and budget for County approval for the city's full funding allocation (following execution of a contract with the County), which may be used to develop their own outreach services.

Option 1 was comprised of 48 cities that elected to pool their funds. Option 2 was comprised of 17 cities that chose to contract with the County.

The County partnered with the State and CCF to place ads in nearly 500 store locations throughout HTC communities in the County.

Finally, the County maintained consistent communication with its partners through the Countywide CCC, as well as webinars and regularly scheduled calls, often in partnership with the city of Los Angeles. Led by the State model, the County regularly reviewed response rates by tract, and collaborated with partners on how to best reach residents and improve response rates. This information was also provided to the five Board of Supervisor offices, for their information and any actions they determined to initiate within their supervisorial district boundaries and community partners.

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

Our key partners include the following:

1. **211 LA County:** The County subcontracted with 211 LA County (211), the County's information and referral program, to provide County residents and all callers with key and critical census information and resources (website and local contact numbers). In February 2020, the County provided a training to 211 Community Resource Advisor coaches on the 2020 Census and how to address public inquiries regarding the census. In addition, 211 incorporated census messaging on its website and played census reminder announcements while callers were on hold, and after calls, encouraging completion of the census online. 211 reported experiencing extremely high call volumes from people looking for COVID-19 resources, testing information, and recovery assistance, which made the added census reminders even more important and timely. Thousands of County residents

were informed of the census or had their questions about the census answered by 211.

2. **Cities with HTC Populations:** The County's partnership with cities was beneficial as the cities proved themselves to be engaged, creative, and driven to succeed. When the COVID-19 pandemic hit, our cities answered the call with innovative ideas, including Easter basket giveaways and virtual Easter egg hunts, census coloring books for children, and various challenges daring residents and/or employees to prove that they completed the census.

As stated above, Option 1 cities had access to the County's exclusive content, while Option 2 cities developed their own outreach services. Despite the previously mentioned challenges, some cities in both groups saw increases in their 2020 response rates over their 2010 final self-response rates.

Highlights of Option 1 cities that saw increases in response rates include:

- South Pasadena + 5.2 percent
- Redondo Beach + 4.5 percent
- El Segundo + 4.3 percent
- Signal Hill + 3.6 percent
- Culver City + 3.3 percent

Option 2 cities typically had a larger concentration of HTC populations to reach, making their task more difficult. The following Option 2 cities saw increases:

- Gardena + 1.4 percent
- Lancaster + 0.3 percent
- Monrovia + 0.1 percent

3. **Fenton:** Our media and communications contractor was responsible for creating and implementing our paid and earned media campaign. Fenton also designed much of the content found in our online toolkit, tailored products in collaboration with County departments and cities, and held ethnic media briefings to create urgency in low responding communities.
4. **Quantasy and Associates:** Our contractor in charge of organizing events played a large role in our presence at the PRK sites where we conducted outreach to the homeless. Quantasy also designed an immersive live-branded census experience that was, unfortunately, cancelled due to COVID-19 and social distancing restrictions.
5. **KH Consulting Group:** KH Consulting Group (KH) assisted the County with organizing and planning during the initial stages of the census, including attending early stakeholder meetings and communicating potential strategies. KH also assisted with the development of the County census strategic plan.
6. **LanguageLine Solutions:** LanguageLine Solutions (LLS) was a key component of our language access plan. The County contracted with LLS to provide video and/or phone interpretation at QACs staffed by CGAs from the County and at community outreach events. However, once the QAC/QAK program was permanently suspended, the County no longer needed LLS's services.

- 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?

Given the diversity and multilingual population of the County, it was recognized from the beginning that our campaign activities needed to successfully outreach and engage limited-English and multilingual populations.

For example, the County's online and digital toolkit that was provided to Option 1 cities, and available to County departments and other key partners, included handouts, social media posts, and other census promotional content that were readily available in all languages required of the County by the State Language and Communications Access Plan (LACAP).

Below are examples of our key multilingual efforts:

- **Oversized postcards in Spanish, Korean, Chinese, Russian, and English sent via direct mail to millions of households in identified low-responding tracts;**
- **Television advertising on Spanish, Korean, and Chinese-language networks;**
- **Mobile billboards with Spanish-language messaging;**
- **Grocery and convenience store advertising in Spanish, Korean, Chinese, Vietnamese, and Tagalog; and**
- **Advertising in Spanish, Chinese, Korean, and Vietnamese-language newspapers.**

The County's earned media outreach focused on ethnic media, and whenever possible, in-language spokespeople were provided for reporters. Press releases were made available in Spanish, Chinese, Korean, and Vietnamese.

Our efforts were guided by our self-response data, enabling us to thoughtfully and deliberately craft outreach efforts to maximize impact. For example, when data showed the response rates among Latinx communities were a significant concern, Fenton conducted message testing through a Spanish-language telephone survey. Results revealed potent messaging opportunities for the Latinx community, which enabled us to adjust campaign approaches.

The County's digital outreach focused on microtargeting at the individual-level using digital banner ads, video ads, text-based native ads, connected TV ads, and social media ads on Facebook and Instagram. Use of County data identifying the highest priority HTC tracts throughout Los Angeles County allowed the use of these ad formats in those tracts. The use of the Political Data Inc. census tool, which provided a database to assist with canvassing and phone banking efforts, allowed us to match lists of every individual living in households within these tracts to cookies, mobile device IDs, and social profiles.

In addition to our media outreach, the County census website provided exhaustive and timely updates in the language groups required by the LACAP. The County also partnered with 211, the central source for providing information and referrals for all health and human services in the County. The 211 phone lines were open 24 hours, 7 days a week, with trained Community Resource Advisors who provided interpretation in or access to 140 languages, and were able to use LLS if the operator was unable to speak a particular language. LLS was available to provide telephone or video interpreting services in over 50 languages, including American Sign Language.

The County's plans to accommodate the disabled population was primarily focused on the QAC/QAK program, as detailed above. All designated County sponsored QAC/QAK locations were certified as ADA compliant and accessible to the disabled. However, COVID-19 ended these plans. Nevertheless, as detailed above, the County maintained the ability to serve disabled residents who requested census access via the 211 phone line. Furthermore, anyone calling the 211 phone line for non-census reasons, such as medical service referrals, were reminded to complete the census and provided the necessary assistance.

Finally, the County's Option 2 cities were required to provide their language access plans prior to execution of their contracts. Each submitted proposal was required to ensure that all materials would be available in English and Spanish, as well as any other prominent languages found in each respective city.

- 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.

As civil servants in Los Angeles County, we are reminded daily of the impact and prevalence of homelessness. The population of people experiencing homeless (PEH) too often represents the most ignored, avoided, and forgotten in our society. Similarly, the PEH are identified as one of the most undercounted and hardest to count groups.

The County views the census outreach efforts conducted at PRK sites as a significant effort to count PEH, which may help in the funding needed to combat the plight of those being or becoming homeless. In a census year like no other, every person mattered. The County's team was able to remind our neighbors experiencing homelessness that they do in fact count, and offer them an opportunity to contribute to obtaining support to address homeless in Los Angeles County. In total, 524 people experiencing homelessness completed the census questionnaire at a PRK site, through a collaborative effort led by Quantasy (See attached Quantasy report for more details and pictures of these efforts).

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

While the focus of outreach should primarily remain on HTC census tracts, once some response rate becomes available, there should also be flexibility or a required contingency plan to conduct outreach in areas that may not have traditional or formula-based HTC metrics, but that may end up requiring outreach.

For example, in 2020, some cities or unincorporated communities like Malibu, Marina Del Rey, and Bradbury were not considered hard to count according to the CA-HTC Index or the Census Bureau's Low Response Score measure and, therefore, no specific outreach was initially planned in those areas. However, based on our ongoing tracking, these were some of the lower self-responding areas in the County with rates well below their 2010 final figures.

Furthermore, the County believes timely decision-making and timely communication of deadlines would be helpful; however, it requested additional funding in March 2019. The County did not execute the agreement for additional funds until February 2020. The delay in receiving the funds made it difficult to efficiently disburse the funds to our partners.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

a) SwORD uploads of completed activities

The County confirms that the majority of SwORD updates are complete and expect SwORD entry completion by the extended deadline of December 14, 2020.

b) Updated list of subcontractors

- 211 LA County
- Fenton
- Quantasy and Associates
- KH Consulting Group
- Cities
 - Los Angeles
 - Long Beach
- Option 2 Cities
 - Bell Gardens
 - Commerce
 - Compton
 - Gardena
 - Glendale
 - Lancaster
 - Monrovia
 - Norwalk
 - Palmdale
 - Pasadena
 - Pico Rivera
 - Pomona
 - Rosemead

[County of Los Angeles]

- **San Fernando**
- **Santa Fe Springs**
- **South El Monte**
- **South Gate**

c) Evaluations or analytical reports, if any

Please review our analytical reports at:

<https://docs.google.com/spreadsheets/d/1rcAh-bdTHjdLqSG5qvC4iMpEEKZ3Hua1YnZF12lhzmU/edit?usp=sharing>

Please see the attached final report by our education and engagement contractor Fenton.

d) Sample products

Please review our sample products at:

<https://docs.google.com/presentation/d/1HUuC2bnXOeSFiGNGuNhTuzdKDFRMz5qb4xwZ62x1DME/edit?usp=sharing>

* 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)

e) Project Roomkey Report (*continued from Question 8 – Census Story)

Submission

Please submit your final report and attachments no later than December 14, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.





CITY OF COMMERCE

Edgar P. Cisneros
City Manager

February 27, 2020

Dear Commerce Community Member,

Did you know that the number of residents living in a community, calculated by the Census, helps to determine how much federal funding the city receives for community services? The City uses these funds for our transit system, libraries, social services, and other programs. Census data also dictates funding for federal programs, like the Supplemental Nutrition Assistance Program, which provides food stamps for nearly 9 percent of households in LA County. The Census will also determine how many seats California gets in the U.S. House of Representatives. Businesses also use the demographics data to know where to build new workspaces and create jobs.

Next month, people throughout the country will be asked to participate in one of the most important public processes in this nation's history: the United States Census. Every ten years, the federal government is required by the United States Constitution (Article I, Section 2) to conduct a census of all people living in the United States. The Census can have massive impacts on program funding and fair Congressional representation, which is why the City of Commerce is urging all residents to complete their Census forms as soon and as accurately as possible.

Starting March 23, 2020, Commerce residents can fill out the census form, which will be made available online for the first time. All Commerce Public Libraries will provide computers and internet access for all residents to submit their questionnaire and library staff is available for all patrons to answer questions. Residents can also respond by phone or through traditional paper forms.

If you don't respond to the Census, census workers will be knocking on your door as early as May 13 through July 24. If you're worried that the person knocking on your door isn't a legitimate census worker, you can ask for an ID Badge, which contains a photograph of the field representative, Department of Commerce watermark, and expiration date.

Under federal law, the federal government cannot use census information for any reason other than statistical purposes. By law, your personal data cannot be shared with any law enforcement or immigration agencies.

The City strongly urges your household to fill out your census as accurately and as soon as possible. We want everyone to be counted. If you have any questions, contact the Public Information Office at (323) 722-4805 (ext. 2210).

Sincerely,

Edgar Cisneros
City Manager



CITY OF COMMERCE

Edgar P. Cisneros
City Manager

27 de febrero, 2020

Estimado miembro de la Comunidad de Comercio,

¿Sabía que la cantidad de residentes que viven en una comunidad, calculada por el Censo, ayuda a determinar la cantidad de fondos federales que recibe la ciudad para los servicios comunitarios? La Ciudad usa estos fondos para nuestro sistema de tránsito, bibliotecas, servicios sociales y otros programas. Los datos del censo también dictan fondos para programas federales, como el Programa de Asistencia Nutricional Suplementaria, que proporciona cupones de alimentos para casi el 9 por ciento de los hogares en el Condado de Los Ángeles. El Censo también determinará cuántos escaños tiene California en la Cámara de Representantes de los Estados Unidos. Las empresas también usan los datos demográficos para saber dónde construir nuevos espacios de trabajo y crear empleos.

En el mes que vienen, personas de todas partes de los Estados Unidos se pedirá que participen en uno de los procesos políticos más importantes en la historia de esta nación: el Censo de los Estados Unidos.

Empesando el 23 de Marzo de 2020, los residentes de Commerce pueden responder al censo, que estará disponible para completar en el internet por primera vez en la historia. Las bibliotecas públicas de la ciudad de Commerce proporcionarán computadoras y acceso a Internet para que todos los residentes presenten su cuestionario y el personal de la biblioteca está disponible para que todos los usuarios respondan sus preguntas. Los residentes también pueden responder por teléfono o mediante los formularios en papel tradicionales.

Si no lo entrega, espere que los trabajadores del censo toquen su puerta desde el 13 de mayo de 2020 hasta el 24 de julio de 2020. Si le preocupa que la persona no es un trabajador legítimo, puede solicitar una credencial de identificación que contenga una fotografía del representante, la marca de agua del Departamento de Comercio y la fecha de vencimiento.

Según la ley federal, el gobierno federal no puede usar la información del censo por ningún motivo que no sea para usos estadísticos. Esto significa que, por ley, sus datos personales no se pueden compartir con las agencias policiales o de inmigración.

La Ciudad urge a su hogar a completar su censo con la mayor precisión y lo más pronto posible. Queremos que todos sean contados. Si tiene alguna pregunta, comuníquese con la oficina de información pública (323) 722-4805 (ext. 2210).

Sinceramente,

Edgar Cisneros
Administrador de la ciudad

United States® Census

Get Counted: Fill Out the Census

In a few months, people throughout the country will be asked to participate in one of the oldest and most important political processes in this nation's history. It's the United States Census.

Every ten years, the federal government is required by the United States Constitution (Article I, Section 2) to conduct a census of all people living in the United States. The census can have massive impacts on program funding and fair Congressional representation, which is why the City of Commerce is urging all residents to complete their Census forms as soon and as accurate as possible. Only one person per household must complete the census to avoid over counting.

Taking part is your civic duty.

Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"



Starting March 23, 2020, Commerce residents can self-respond to the census, which will be made available to fill out online for the first time in history. All Commerce Public Libraries will provide computers and internet access for all residents to submit their questionnaire and library staff is available for all patrons to answer questions.

Residents can also respond by phone or through the traditional paper forms. Nearly every household in the country will receive an invitation through the mail with details about how they can self-respond.

The deadline to submit your census form is April 1, 2020. If you don't turn it in, expect census workers will be going door to door as early as May 13, 2020 through July 24, 2020. If you're worried that the person at your door isn't a legitimate census worker, you can ask for an ID Badge which contains a photograph of the field representative, Department of Commerce watermark, and expiration date.

Concerns About the Census

Under federal law, the federal government cannot use census information for any reason other than statistical purposes. Data can't be identifiable for one person and anyone who is not an employee of the Census Bureau can't examine individual reports. This means, by law, your personal data cannot be shared with law enforcement or immigration agencies.

Why is the Census important?

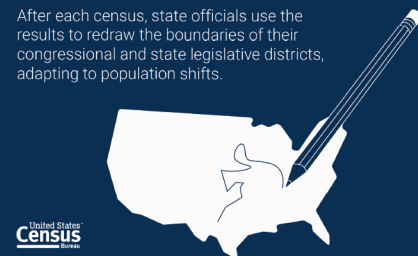
The Census also determines how much money our local and state government will receive from the federal government with more than \$800 billion dollars at stake. The census data informs funding decisions to federal programs, like the Supplemental Nutrition Assistance Program, which provides food stamps for nearly 9 percent of households in LA County. The state is expected to lose federal funding to the tune of approximately \$1,950 per person, per year, for ten years, for every person who is missed in the 2020 census.

The census also determines how many seats the state gets in the U.S. House of Representatives. A year after the census, per the new population data, lines are redrawn in congressional and state districts.

Businesses also use the demographics data to know where to build new work spaces and create jobs. Non-profit organizations depend on the most accurate data possible to know where services are needed. Federal programs like Supplemental Nutrition Assistance Program, Head Start and the National School Lunch Program use the information to better serve communities.

It's about redistricting.

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



With that said, please fill-out census information, so all stakeholders get fair distribution of program funding that might affect yours or your neighbor's benefits.

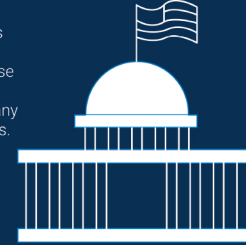
For more information on the 2020 Census, visit www.census.gov/census.

Ser Contado: Completa el Censo

En los meses que vienen, personas de todas partes de los Estados Unidos se pedirá que participen en uno de los procesos políticos más antiguos e importantes en la historia de esta nación. No, no se vota en una elección: es el Censo de los Estados Unidos.

It's about fair representation.

Every ten years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



Cada diez años, la constitucion de los Estados Unidos require que el gobierno federal conducta un censo de todas las personas viviendo en los Estados Unidos. El censo puede tener un impacto masivo en la financiacion del los programas y la representacion del Congreso, por lo que la Ciudad de Commerce está instando a todos los residentes a completar sus formularios del Censo lo antes y con la mayor precisión posible. Solo una persona por cada casa debe completar el censo para evitar contar de más.

Empesando el 23 de Marzo de 2020, los residentes de Commerce pueden responder al censo, que estará disponible para completar en línea por primera vez en la historia. Las bibliotecas públicas de la ciudad de Commerce proporcionarán computadoras y acceso a Internet para que todos los residentes presenten su cuestionario y el personal de la biblioteca está disponible para que todos los usuarios respondan sus preguntas.

Los residentes también pueden responder por teléfono o mediante los formularios en papel tradicionales. Casi todos los hogares del país recibirán una invitación por correo con detalles sobre cómo pueden responder por sí mismos.

La fecha límite para enviar su formulario del censo es el 1 de abril de 2020. Si no lo

entrega, espere que los trabajadores del censo toquen su puerta desde el 13 de mayo de 2020 hasta el 24 de julio de 2020. Si le preocupa que la persona no es un trabajador legítimo, puede solicitar una credencial de identificación que contenga una fotografía del representante, la marca de agua del Departamento de Comercio y la fecha de vencimiento.

Preocupaciones sobre el censo

Según la ley federal, el gobierno federal no puede usar la información del censo por ningún motivo que no sea para usos estadísticos. Los datos no pueden ser identificables para una persona y cualquier persona que no sea empleado de la Oficina del Censo no puede examinar informes individuales. Esto significa que, por ley, sus datos personales no se pueden compartir con las agencias policiales o de inmigración.

¿Por qué es importante el censo?

El Censo también determina cuánto dinero recibirá nuestro gobierno local y estatal del gobierno federal con más de \$800 mil millones de dólares en juego. Los datos del censo informan las decisiones de financiación a los

programas federales, como el Programa de Asistencia Nutricional Suplementaria, que proporciona cupones de alimentos para casi el 9 por ciento de los hogares en el Condado de Los Ángeles. Se espera que el estado pierda fondos federales por una suma de aproximadamente \$ 1,950 por persona, por año, durante diez años, por cada persona que se pierde en el censo de 2020.

El censo también determina cuántos asientos obtiene el estado en la Cámara de Representantes de EE. UU. Un año después del censo, según los nuevos datos de población, se vuelven a trazar líneas en los distritos del Congreso y estatales.

Las compañías también usan los datos demográficos para saber dónde construir nuevos espacios de trabajo y crear empleos. Las organizaciones sin fines de lucro dependen de los datos más precisos posibles para saber dónde se necesitan los servicios. Los programas federales como el Programa de Asistencia Nutricional Suplementaria, Head Start y el Programa Nacional de Almuerzos Escolares utilizan la información para servir mejor a las comunidades.

Para obtener más información sobre el Censo 2020, visite www.census.gov/census.



JOIN JANELLE MONÁE, JIDENNA, ANGELA RYE, WONDALAND, CONGRESSWOMAN MAXINE WATERS & INGLEWOOD UNIFIED SCHOOL DISTRICT FOR:

#WONDALUNCH

Drive through and enjoy contact-free prepacked meals for you and your family on us!

FRIDAY | MAY 29TH | 12PM-3PM

All families must pre-register: tinyurl.com/wondalunchonus

Early arrival is highly advised. Current COVID-19 social distancing ordinances allow for drive-thru or walk-up service only.

Crozier Middle School
120 West Regent Street, Inglewood, CA 90301

EVERYONE IS WELCOME!

Logos: Wondaland, Billups Foundation, 102.3FM KJLH, Social Justice Leadership Institute, Project Isaiah, #INGLEWOODGIVES

Happening TOMORROW! Los Angeles: join us and [@janellemonae](#) [@jidenna](#) [@angelarye](#) [@wondaland](#) [@repmaxinewaters](#) [@inglewoodunified](#) for [#WONDALUNCH](#) on us! • Drive through to pick up your lunch tomorrow. Be sure to pre-register!



Our County Administrator, Dr. Erika Torres, supporting our amazing staff at [#WondaLunch](#) with Census outreach and providing meals to the community at Crozier MS. [#WeAreInglewoodUnified](#)



Yesterday was an amazing day giving back to the community in Inglewood California. Especially given the current circumstances of this world happening to our people. Being able to serve families was a blessing. Thank you [@janellemonae](#) [@wondaland](#)



[#Wondalunch](#) with Wonda Woman. [@janellemonae](#)
Credit- [@jidenna](#)

Inglewood Middle School Hosts

School Lunch Program with Janelle Monae and Maxine Waters helping to distribute food.

Be Counted with the 2020 Census

Despite the mass disruptions caused by the COVID-19 pandemic, the U.S. Census Bureau continues to forge ahead with the constitutionally mandated count of everyone in the country. The census has a massive impact on program funding and fair Congressional representation. With more than 65% of households already responding to the 2020 Census, the City of Commerce is leading the pack in Southeast LA. However, the City still needs to get all households counted, which is why Commerce is urging all residents to complete their Census forms as soon and as accurate as possible.

Commerce residents can self-respond to the census online at <http://my2020census.gov>. You can still respond online to the 2020 Census even if you did not receive a letter or paper questionnaire. Go to my2020census.gov and select the link that says, "If you do not have a Census ID, click here."

Residents can also respond by phone at 1-844-330-2020 or through the traditional paper forms. The new deadline to submit your census form is October 31, 2020. If you don't turn it in, expect census workers to be knocking on your door. If you're worried that the person knocking on your door is not a legitimate census worker, you can ask for an ID Badge, which contains a photograph of the field representative, Department of Commerce watermark, and expiration date.

Concerns about the Census

Under federal law, the federal government cannot use census information for any reason other than statistical purposes. Data can't be identifiable for one person, and anyone who is not an employee of the Census Bureau can't examine individual reports. This means, by law, your personal data cannot be shared with law enforcement or immigration agencies.

Filling out the Census is easy and takes approximately 10 minutes. Based on all the information given, it is vitally important for every Commerce resident to be counted. By filling out your Census, you are helping your community and letting your voice be heard. For more information on the 2020 Census, visit www.census.gov/census.

Ser contado con el censo 2020

A pesar de las perturbaciones masivas causadas por la pandemia de COVID-19, la Oficina del Censo continúa avanzando con el recuento constitucional de todos en el país. El censo tiene un impacto masivo en la financiación del programa y la representación justa del Congreso. Con más del 64% de los hogares que ya respondieron al Censo 2020, la Ciudad de Comercio lidera el paquete en Los Ángeles. Sin embargo, la Ciudad todavía necesita que se cuenten todos los hogares, por lo que la Ciudad de Comercio está instando a todos los

residentes a completar sus formularios del Censo lo antes y con la mayor precisión posible.

Los residentes de Commerce pueden responder por sí mismos al censo en el internet en <http://my2020census.gov>. Todavía puede responder en línea al Censo 2020 incluso si no recibió una carta o cuestionario del correo. Vaya a my2020census.gov y seleccione el enlace que dice: "Si no tiene una identificación del censo, haga clic aquí".

Los residentes también pueden responder por teléfono al 1-844-330-2020 o mediante los formularios en papel tradicionales. La nueva fecha para enviar su formulario del censo es el 31 de octubre de 2020. Si no lo entrega, espere que los trabajadores del censo toquen su puerta. Si le preocupa que la persona que llama a su puerta no sea un trabajador legítimo, puede solicitar una credencial de identificación, que contiene una fotografía del representante de campo, la marca de agua del Departamento de Comercio y la fecha de vencimiento.

Preocupaciones sobre el censo

Según la ley federal, el gobierno federal no puede usar la información del censo por ningún motivo que no sea para fines estadísticos. Los datos no pueden ser identificables para una persona, y cualquiera que no sea empleado de la Oficina del Censo no puede examinar informes individuales. Esto significa que, por ley, sus datos personales no se pueden compartir con las agencias policiales o de inmigración.

Completar el censo es fácil y toma aproximadamente 10 minutos. En base a toda la información dada, es de vital importancia contar a todos los residentes de Commerce. Al completar su Censo, está ayudando a su comunidad y permitiendo que se escuche su voz.

Para obtener más información sobre el Censo 2020, visite www.census.gov/census.

2020 CENSUS

BE COUNTED, LONG BEACH

All of us
together
can make a
difference.
We are Long
Beach strong!



WHY IS IT IMPORTANT?



Food Pantries &
School Meals



Affordable Housing



Public transportation



Medical Assistance/
Covered CA



And much more!

3 WAYS TO RESPOND



my2020census.gov



Paid postage is
provided



1-844-330-2020

ជំរឿន ឆ្នាំ 2020

យើងចូលរួមឲ្យគេរាប់បញ្ចូល នៅក្នុងទីក្រុងឡងប៊ិច

យើងទាំងអស់គ្នាគ្រប់រូប
អាចធ្វើឲ្យមាន
ការផ្លាស់ប្តូរ។
យើងជាពលរដ្ឋដ៏រឹងមាំនៃ
ទីក្រុងឡងប៊ិច!



ហេតុអ្វីការធ្វើជំរឿនមានសារៈសំខាន់?



កន្លែងតែកម្មបរអាហារ & ការផ្តល់អាហារ
នៅសាលារៀន



លំនៅឋានតំលៃសមរម្យ



មធ្យោបាយធ្វើដំណើរសាធារណៈ



ជំនួយផ្នែកសុខាភិបាល/Covered CA



និងជាច្រើនទៀត!

មានវិធី ៣ យ៉ាងដើម្បីឆ្លើយតប៖



គេហទំព័រ
my2020census.gov



តាមស្រាមសំបុត្រដែលបានផ្តល់ជូន



តាមទូរស័ព្ទលេខ ៖
562-999-1755

EVERYONE COUNTS! IN COMMERCE CENSUS 2020



Despite the mass disruptions caused by the COVID-19 pandemic, the U.S. Census Bureau continues to forge ahead with the constitutionally mandated count of everyone in the country. The census has a massive impact on program funding and fair Congressional representation. With more than 57% of households already responding to the 2020 Census, the City is leading the pack in Southeast LA. However, the City still has a long way to go to get all households counted, which is why the City of Commerce is urging all residents to complete their Census forms as soon and as accurate as possible.

Commerce residents can self-respond to the census online at my2020census.gov. Residents can also respond by phone at 1-844-330-2020 or through the traditional paper forms. The deadline to submit your census form is August 14, 2020. If you don't turn it in, expect census workers to be knocking on your door by late August. If you're worried that the person knocking on your door is not a legitimate census worker, you can ask for an ID badge, which contains a photograph of the field representative, Department of Commerce watermark, and expiration date.

CONCERNS ABOUT THE CENSUS

Under federal law, the federal government cannot use census information for any reason other than statistical purposes. Data can't be identifiable for one person, and anyone who is not an employee of the Census Bureau can't examine individual reports. This means, by law, your personal data cannot be shared with law enforcement or immigration agencies.

WHY IS THE CENSUS IMPORTANT?

The census also determines how much money our local and state government will receive from the federal government, with more than \$800 billion dollars at stake. The census data regulates funding decisions for federal programs, like the Supplemental Nutrition Assistance Program, which provides food stamps for nearly 9 percent of households in LA County. The state is expected to lose federal funding to the tune of approximately \$1,950 per person, per year, for ten years, for every person who is missed in the 2020 census.

The census also determines how many seats the state gets in the U.S. House of Representatives. A year after the census, per the new population data, lines are redrawn in congressional and state districts. Businesses also use the demographics data to know where to build new workspaces and create jobs. Non-profit organizations depend on the most accurate data possible to know where services are needed. Federal programs like the Supplemental Nutrition Assistance Program, Head Start, and the National School Lunch Program use the information to better serve communities.

Filling out the Census is easy and takes approximately 10 minutes. Based on all the information given, it is vitally important for every Commerce resident to be counted. By filling out your Census, you are helping your community and letting your voice be heard.

For more information on the 2020 Census, visit

www.census.gov/census

QUANTASY

+ ASSOCIATES

Project Roomkey: Activation Summary

In the wake of the Covid-19 pandemic, Quantasy lead **18** activations across LA County's Project Roomkey sites. This was intended to stimulate participation in the 2020 Census among our homeless population, one of the most under counted and hardest to count groups. Quantasy deployed an activation footprint consisting of a team of Census-trained brand ambassadors, tents, standing iPad kiosks, PPE supplies, secure Wi-Fi, merchandise and a raffle for participants. All events were completed while adhering to strict safety measures for both the residents of each PRK site and the activation team.

Quantasy worked together with the managing organizations to spread awareness and promote the events in the form of custom flyers and site run notifications via text, phone calls, or door-to-door.

Event Details

2 PILOT SITES + 16 ADDITIONAL SITES



Date of Activation: June 27th, 2020

City: Monterey Park, CA

Completed Census: 32

Merch Distribution: 34

Percentage of Completion (Per Room): 22%



Date of Activation: June 30th, 2020

City: Hacienda Heights, CA

Completed Census: 58

Merch Distribution: 51

Percentage of Completion (Per Room): 38%

SPRING HILL SUITES



Date of Activation: July 18th, 2020

City: Lancaster, CA

Completed Census: 21

Merch Distribution: 21

Percentage of Completion (Per Room): 22%

SADDLEBACK INN



Date of Activation: July 20th, 2020

City: Norwalk, CA

Completed Census: 33

Merch Distribution: 33

Percentage of Completion (Per Room): 15%



Date of Activation: July 23rd, 2020

City: Pomona, CA

Completed Census: 89

Merch Distribution: 80

Percentage of Completion (Per Room): 95%



Date of Activation: July 25th, 2020

City: Lawndale, CA

Completed Census: 24

Merch Distribution: 23

Percentage of Completion (Per Room): 24%



Date of Activation: July 29th, 2020

City: Artesia, CA

Completed Census: 46

Merch Distribution: 43

Percentage of Completion (Per Room): 38%

TROPICANA HOTEL



Date of Activation: August 13th, 2020

City: Compton, CA

Completed Census: 8

Merch Distribution: 8

Percentage of Completion (Per Room): 20%

THE GARVEY INN



Date of Activation: August 13th, 2020

City: Monterey Park, CA

Completed Census: 28

Merch Distribution: 25

Percentage of Completion (Per Room): 57%

MOTEL 6 WHITTIER



Date of Activation: August 16th, 2020

City: Whittier, CA

Completed Census: 43

Merch Distribution: 38

Percentage of Completion (Per Room): 43%

AMERICAS BEST VALUE OAK PARK



Date of Activation: August 18th, 2020
City: El Monte, CA
Completed Census: 20
Merch Distribution: 20
Percentage of Completion (Per Room): 40%

QUALITY INN WALNUT



Date of Activation: August 18th, 2020

City: Walnut, CA

Completed Census: 37

Merch Distribution: 35

Percentage of Completion (Per Room): 42%

QUALITY INN SIGNAL HILL



Date of Activation: August 20th, 2020

City: Signal Hill, CA

Completed Census: 26

Merch Distribution: 23

Percentage of Completion (Per Room): 52%

QUALITY INN LOMITA



Date of Activation: August 20th, 2020

City: Lomita, CA

Completed Census: 5

Merch Distribution: 5

Percentage of Completion (Per Room): 8%



Date of Activation: August 22nd, 2020

City: Glendale, CA

Completed Census: 27

Merch Distribution: 25

Percentage of Completion (Per Room): 51%



Date of Activation: August 22nd, 2020

City: Santa Clarita, CA

Completed Census: 27

Merch Distribution: 24

Percentage of Completion (Per Room): 54%

CONCLUSION

In total, Quantasy registered **524** completions over an **18** week period. Out of the **546** entries into the activation footprint, Quantasy registered a participation rate of **96%** for the overall program. Project Roomkey Census 2020 activations were a successful coordinated effort between the State, LA County, LAHSA, and the site organizations.

CONCLUSION



THANK YOU.

2020 CENSUS

BE COUNTED, LONG BEACH

All of us
together
can make a
difference.
We are Long
Beach strong!



WHY IS IT IMPORTANT?



Food Pantries &
School Meals



Affordable Housing



Public transportation



Medical Assistance/
Covered CA



And much more!

3 WAYS TO RESPOND



my2020census.gov



Paid postage is
provided



1-844-330-2020

2020 CENSUS

¡HÁGASE CONTAR, LONG BEACH!

Todos juntos
podemos cambiar
el futuro.
¡Somos fuertes,
Long Beach!



¿POR QUÉ NECESITAS COMPLETAR EL CENSO?



Comida para su
familia y los niños



Vivienda asequible



Transporte público



Asistencia médica/
Covered CA



Y mucho más!

HAY TRES MODOS DE RESPONDER AL CENSO



my2020census.gov



Por correo: no
gastos de envío



1-844-486-2020

2020 CENSUS BE COUNTED, LONG BEACH

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difference.
We are Long
Beach strong!



WHY IS IT IMPORTANT?



Food Pantries &
School Meals



Affordable Housing



Public transportation



Medical Assistance/
Covered CA



And much more!

3 WAYS TO RESPOND



my2020census.gov



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1-844-330-2020

2020 CENSUS MABIBILANG, LONG BEACH

Lahat tayo
magkakasama ay
maaring gumawa
nang isang pagkakaiba.
Kami ay taga
Long beach malakas!



BAKIT MAHALAGA?



Mga pantry ng Pagkain
at pagkain sa paaralan



Naangkop na pabahay



Pampublikong
transportasyon



Tulong sa medical/
Covered CA



At marami pang iba!

TATLO MGA PARRAAN UPANG TUMUGON



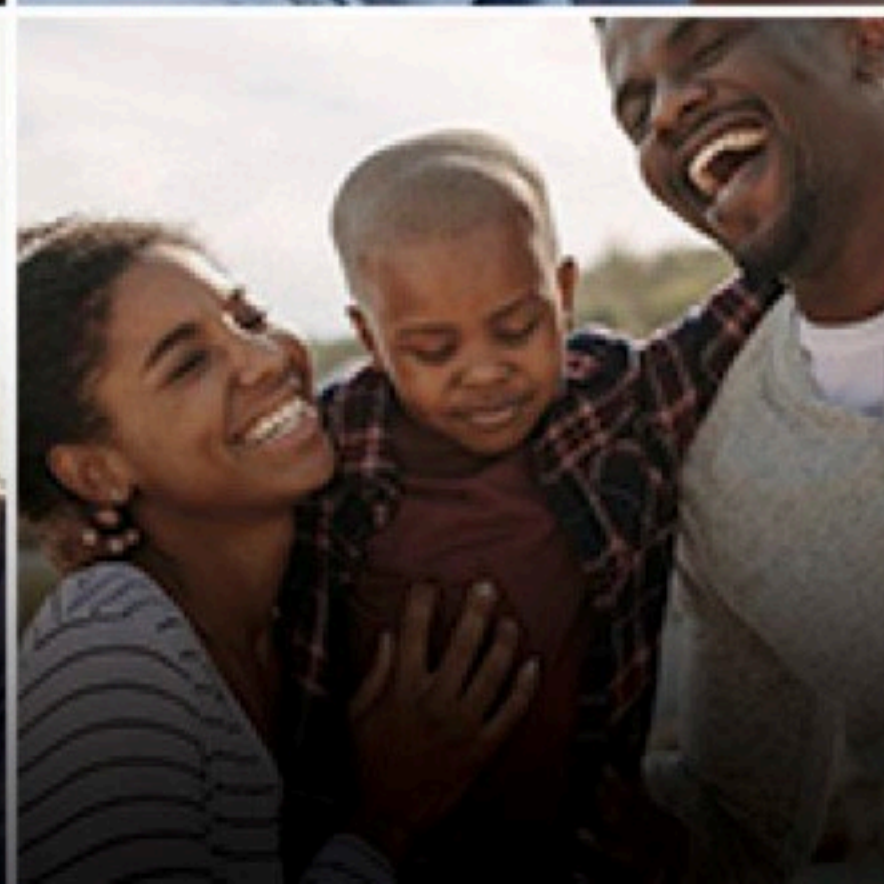
my2020census.gov



Libreng bayad sa
selyo



1-844-478-2020



**WE COUNT
LOS ANGELES**

Our Community. Our Census.



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, Gov
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	12/15/2020
Organization / Entity	City of Commerce
Responsible Person / Title	Lena Shumway, Director of Administrative Services and City Clerk
Contact Person / Title	Lena Shumway, Director of Administrative Services and City Clerk
Address	2535 Commerce Way, Commerce, CA 90040
Email / Phone	lshumway@ci.commerce.ca.us 323-722-4805

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?

In regards to information distribution via social media and the City's newsletter, all goals and objectives were reached. However, the goal of distributing information and reaching constituents via neighborhood and civic organizations were placed on hold. However, even in person meetings and presentations were not possible, information was provided to organization for distribution.

Distribution of information via library roundtables and events, were partially completed and information distributed via other City's events including food distribution, and on-line library events.

- 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?

Utilizing other departments within the City helped to distribute information. Originally only PIO and library were involved in census outreach. However, utilizing social services, and other City's events made possible to reach to more residents.

Due Date: December 1, 2020

[Insert contract partner name]

What hindered the operations?

Safety requirements during covid. We had to concentrate our efforts mainly on social media, outreach via postal mailing.

Contracted partner's outreach

What outreach tactics worked well?

We did not contract out as we used City's departments that became our partners during the process.

What hindered the outreach?

N/A

- 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.

Covid and as a result restrictions like quarantine and safety precautions made staff look into other options, and ways to reach out our constituents. We placed a main stress on social media. Reaching out to constituents via food distribution and utilizing library pick-up process distribute information to those that do not have access to computers.

Library conducted several in person meetings once the restrictions were lessened and had outstanding response.

- 4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

The City exceeded response rate. Social media was the key factor in this Census. Outreach was more spread via cable, Facebook, regular mail and Commerce newsletter.

- 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.

Our efforts concentrated on coordinating any possible events that was taken place in the City whether it was a library event, social services event, mask distribution event, etc we provided census kits, and information to all recipients.

In addition, partnering with the cable division to increase outreach, and utilizing our civic organizations. Before the quarantine, staff was able to visit, make announcements and distribute information at two civic organizations, and having eight workshops at the local libraries. And four additional, workshops/booth events in September. The

[Insert contract partner name]

response was very positive and staff was able to reach and assist numerous community members.

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

The City's library, public information office, graphic and cable television were key partners. In addition, civic organizations reached out with the information provided to their members.

- 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?

Libraries were hosting community Census meeting for the public in both English and Spanish, and bilingual staff was available to assist those that needed translation services. Any Census information provided to patrons was available in English and Spanish. Articles published in the "Commerce Connect", our local publication were in English and Spanish as well.

- 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.
The person who managed Census contract was recently laid off due to Covid. There were no stories were provided.

- 9) Please add any suggestions for the 2030 Census efforts, including timelines
N/A

Attachments

- 10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

- a) SwORD uploads of completed activities
- b) Updated list of subcontractors
- c) Evaluations or analytical reports, if any
- d) Sample products*

* 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)

Attached materials

[Insert contract partner name]

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 2020: County of Los Angeles Outreach Campaign Final Report

Executive Summary Submitted by Fenton

Campaign at a glance

The census comes once every ten years, but its ramifications are immense and enduring. For Los Angeles County, tens of millions in federal funding and national political power hang in the balance. Complicating the count, LA County was identified as the “hardest to count” county in the nation. The future of the region is dependent on an accurate count, as more people counted meant more funding for LA County.

To drive census participation, LA County partnered with Fenton Communications to develop and implement an aggressive communications campaign to engage diverse communities across the region. The “Be Counted” campaign was designed to work in alignment with census outreach efforts led by the State of California, California Community Foundation and other organizations. The campaign deployed tactics, spokespeople and messages in multiple languages that targeted populations that have historically not been counted in the census.

Yet, like all aspects of our lives, the pandemic created serious challenges to census outreach. The very day “Be Counted” was to officially launch with a press conference featuring members of the Board of Supervisors, the Mayor of Los Angeles, and other community leaders, safer-at-home orders were issued to slow the spread of COVID-19. Two things happened to the campaign:

1. All in-person campaign tactics were suspended.
2. The deadline to complete the census was extended, meaning campaign activities would be sustained into the fall.

The team quickly pivoted to safe outreach tactics over the longer response period. In the end, **millions of hard-to-count residents safely received census messaging in a dozen languages**, whether watching videos on YouTube, or walking by signs at grocery stores and carnicerias. They learned about the census from trusted media outlets in a range of languages. Their social media timelines were flooded with census posts. Postcards landed in mailboxes, and text messages and emails from familiar messengers arrived on cell phones.

Thanks to effective coordination and strong teamwork across the region, LA County’s hard-to-count residents were inundated with a clear call to action: Be Counted!

Approach

Two goals drove the County’s 2020 Census communications campaign:

1. Ensure that LA County residents are informed about, have access to and complete the 2020 Census
2. Prioritize and engage diverse hard-to-count populations who comprise a significant portion of LA County — people of color, immigrants, children and renters

To meet the goals, the team implemented a two-pronged approach:

1. Support cities and County departments in engaging residents, and align with census outreach at the national, state and local level
2. Drive responses by directly encouraging residents to be counted, and focusing on hard-to-count communities

Outreach that prioritized safety during the pandemic

After the pandemic hit, the campaign approach remained the same. However, planned in-person tactics had to be cancelled, including promotion at festivals and events of an “immersive census experience,” as well the launch of Questionnaire Action Kiosks that were to be placed at hundreds of county facilities and public places across the county. A reimagined campaign increased emphasis on tactics that reached people safely, particularly at home:

- As residents spent more time on their phones, computers and tablets, investment in paid digital advertising was increased.
 - Strategy focused on microtargeting at the individual level using digital banner ads, video ads, text-based native ads, connected TV ads, and ads on Facebook and Instagram.
 - To target the campaign, the team used PDI’s census tools. Lists of every individual living in households in hard-to-count tracts identified by the County were matched to cookies, mobile device IDs and social profiles. For individuals for whom PDI did not have data or whom the team was unable to match, mobile geolocation technology was used to pinpoint mobile devices for anyone who was identified as residing inside of those tracts to deliver display and video ads to their mobile devices.
 - The campaign was boosted with digital layering for direct mail — an innovative and effective approach that combines geo-targeted digital ads with direct mail. Households in areas with low response rates were sent a direct mail piece promoting the census. In the weeks leading up to the mail piece being delivered, those households received digital ads using the same creative elements as the mail. County research showed the tactic had a bolstering effect in census response rates among targeted households.
- The team worked more closely with the State of California and the California Community Foundation to align paid media buys. Advertising promotion at grocery stores and pharmacies (frequented retail businesses that were still open), and television, print and digital campaigns in multiple languages were coordinated and co-funded. Furthermore, specific paid advertising tactics such as direct mail were prominent and unique contributions made by the “Be Counted” campaign, as the State and federal government in comparison invested heavily in television and radio advertising. Other local partners were appreciative of the County’s ability to fill in important advertising gaps that could expand reach and engagement with residents.
- While ads on public transit were scaled back since residents were not traveling as much, bus shelter signage, bus tails ads, street banners and mobile billboards delivered census messages directly into underperforming census tracts and high-traffic commercial areas.
- Hyperlocal ethnic media outreach was a priority in the campaign, which included paid ad placement with local ethnic media outlets that routinely engage communities of color. Furthermore, our team routinely and aggressively corresponded with reporters from these same outlets to drive news coverage about the census.
- By providing Board offices, County departments and partner cities with information, materials and tools, the campaign could leverage those networks to engage residents.
 - A 24/7 online digital toolkit provided partners with ready-to-use talking points, electronic handouts, videos and social media posts in 12 languages. A survey at the midpoint of the campaign invited input into additional tools needed, and a webinar via Zoom launched the new assets.
 - On a parallel track, custom outreach was developed in collaboration with individual cities and departments. Hundreds of thousands of people were reached in multiple languages

through partners' email, robocall and text message lists, blogs and social media channels. Handouts and banners were sent to food pantries, temporary housing for people experiencing homelessness, COVID-19 test sites and library book distributions. Participating County departments included Arts & Culture, Beaches and Harbors, Consumer and Business Affairs, Health Services, Human Resources, LA County Development Authority, LA County Library, Parks and Recreation, Probation, Public Health, Public Social Services, Registrar-Recorder/County Clerk and Workforce Development, Aging and Community Services, among others.

- Media outreach garnered extensive news coverage from mainstream and ethnic media. To sound the alarm on low response rates, County representatives and community leaders hosted two ethnic media briefings via Zoom. Reporters and editors representing dozens of media outlets were given access to exclusive data about response rates for 10 different ethnic populations in the County. A steady stream of press releases were transcreated into Spanish, Chinese, Korean and Vietnamese, and, wherever possible, in-language spokespeople shared census messages.

When the US Census Bureau moved to end the census early with minimal notice, the team responded with an aggressive digital push to get out the count, delivering millions of impressions in the final day and a half. Phone banking was also activated to reach residents directly and connect them to the Census Bureau's phone number.

Driven by data

After the initial campaign pivot due to COVID-19, the team remained nimble with outreach. By identifying neighborhoods and ethnic communities with low response rates on an ongoing basis, outreach could be targeted in meaningful ways. For example:

- When data showed low response rates among Latinx communities, the team conducted message testing through a Spanish-language telephone survey. Results revealed potent messages for Latinx residents, which enabled the team to adjust campaign assets.
- The campaign leveraged technology to increase direct mail and digital outreach to low response rate neighborhoods.

Reach by the numbers

- 70,900,000 digital ad impressions to hard-to-count individuals
- 26,175,470 paid television impressions
- 12,658,269 impressions for print and digital ads in ethnic media
- 1,763,169 postcards mailed to low response rate neighborhoods, in 5 languages
- Custom campaigns with 16+ County departments, resulting in millions of emails, in addition to blog posts, text messages, robocalls and handouts
- 250+ news stories in multiple languages, and 2 media briefings with 20+ reporters each
- Signage in 730 supermarkets and 87 convenience stores
- 250 street banners, plus posters in 98 bus shelters and on 50 bus tails
- 68 days of mobile billboards across 3,448 miles
- Approximately 800 social media posts developed, with content in 12 languages
- Nearly 140,000 residents called in the final hours of the count

In the end, the success of the campaign rested on the teamwork of LA County Supervisors, County department staff, and many more, who remained committed to getting out the count.

CENSUS 2020:

COUNTY OF LA OUTREACH CAMPAIGN

FINAL REPORT



BE COUNTED ✓

SUBMITTED BY FENTON



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CAMPAIGN INTRODUCTION

The census comes once every ten years, but its ramifications are immense and enduring.

OVERVIEW

- For Los Angeles County, tens of millions in federal funding and national political power hang in the balance.
- Complicating the count, LA County had been designated the “hardest to count” county in the nation.

To drive participation and responses among residents, the County of Los Angeles partnered with Fenton Communications to develop and implement a comprehensive, aggressive outreach campaign.

Ultimately, we sought to ensure that diverse populations across LA County were counted.



The campaign's communications goals:

GOALS

- Ensure that LA County residents are informed about, have access to and complete the 2020 Census.
- Prioritize and engage diverse hard-to-count populations who comprise a significant portion of LA County — people of color, immigrants, children and renters.

Multiple organizations were involved in census outreach activities in LA County, most notably:

CENSUS OUTREACH LANDSCAPE

- 1. California Community Foundation** - supported and partnered with more than 100 community-based organizations and nonprofits to get the word out
- 2. State of California** - drove paid advertising (particularly television and radio) in the LA County market

It was important for LA County to identify a role that was not duplicative and that complimented existing census outreach.

COMMUNICATIONS APPROACH



CAMPAIGN TIMELINE AT-A-GLANCE

01

PLANNING, DEVELOP TOOLS
TO ACTIVATE COUNTY/PARTNERS,
“NORMALIZE” CENSUS

JAN - MAR

03

BASED ON DATA, ADJUST TACTICS
TO INCREASE OUTREACH
TO POPULATIONS WITH LOW
RESPONSE RATES

JUNE - OCT

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

02

MAR - MAY

SHARE BROAD CENSUS MESSAGES
TO DRIVE RESPONSES

04

NOV

REPORTING, IDENTIFY
AREAS OF PARTICULAR
SUCCESS FOR FUTURE
CENSUSES

BUILDING A NIMBLE AND RESPONSIVE CAMPAIGN

This year's census brought the unexpected:

CHALLENGES

- A pandemic meant reevaluating tactics to reach people safely
- Multiple changes to the census deadline required flexibility

To respond to the challenges, the team placed priority on being nimble and responsive.



The original campaign approach was initially based on three core strategies:

INITIAL COMMUNICATIONS APPROACH

1. Support and activate **county departments and local municipalities** to promote the census.
2. Implement a comprehensive set of **outreach activities** including news coverage, social media, video, paid advertising and more to educate residents and urge them to complete the census.
3. Participate in and organize **live events** that could more directly engage residents about the census.

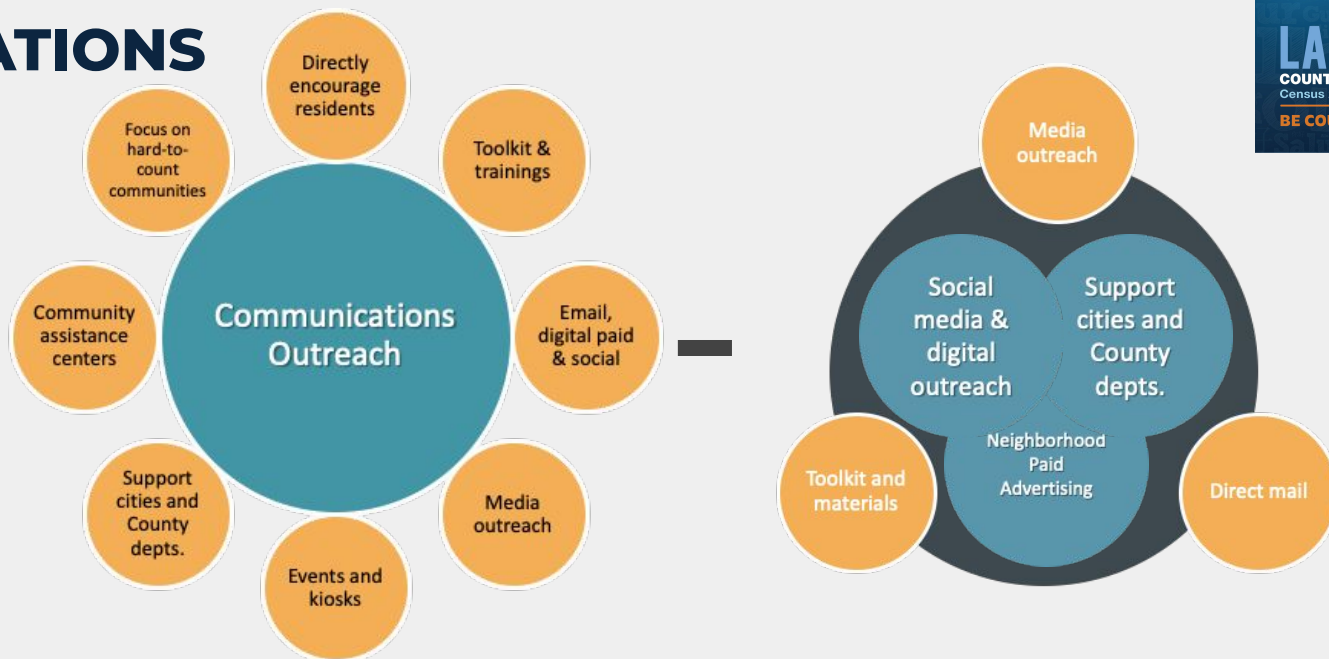
However, the day the Be Counted campaign was to officially launch, “safer-at-home” orders were issued to help slow the spread of COVID-19. The entire campaign strategy had to be re-examined. For example:

CAMPAIGN CHALLENGES

- All in-person activities were suspended, including:
 - Participation in events to provide an “immersive census experience”
 - Launch of census-assistance kiosks located at hundreds of County facilities and public places
- Tactics that relied on individuals being out in the community were reworked:
 - Major transit ad buys were reshaped given lower commuter rates
 - Digital campaigns targeting residents out-of-home were modified

The campaign pivoted to reach people safely and effectively, particularly at home.

COMMUNICATIONS PIVOT



ONGOING ADJUSTMENTS DRIVEN BY DATA

After the initial campaign pivot, the team remained nimble with outreach.

By identifying neighborhoods and ethnic communities with low response rates on an ongoing basis, outreach could be targeted in meaningful ways. For example:

- When data showed that response rates among Latinx communities were a significant concern, the team conducted message testing through a Spanish-language telephone survey. Results revealed potent messages for Latinx residents, which enabled the team to adjust campaign assets.
- The campaign leveraged technology to target individuals in low response rate neighborhoods through direct mail and digital outreach.

DEADLINE UNCERTAINTY DEMANDED AGILITY

- Originally, the census deadline and campaign was was scheduled to end July 31.
- However, the deadline extension into October due to COVID-19 required that the campaign maintain activities over a longer period of time.
- And when the US Census Bureau moved to end the census early with minimal notice, the campaign adjusted tactics.

Based on in-depth national and statewide audience research, the team developed a message framework about the census that would resonate with diverse, hard-to-count populations. In summary, message themes focused on:

CAMPAIGN MESSAGES

1. Building knowledge and understanding about what the census is, how it works, and the process for completing it
2. Emphasis on the fact that everyone must complete the census, regardless of immigration status, age or zip code
3. Importance of counting children, and how it impacts their future
4. Explaining how more people counted means more money for schools, hospitals, parks and other County services
5. Using COVID-19 as a hook for greater participation (i.e., completing the census can mean more health care and support for hospitals)
6. Prioritizing safety and confidentiality of personal information
7. Creating urgency about completing the census before it is too late
8. Directing people to the census website and phone number to participate

MESSAGE TESTING FOR LATINX RESIDENTS

At the midpoint of the campaign, response rate data showed that the largest demographic not participating in the census in LA County were Latinos – particularly those who are Spanish-speaking; low-income; and reside in high density communities.

- To better engage this demographic, the team conducted message testing to determine what census framing would resonate.
- A telephone survey reached nearly 600 respondents from priority Latinx communities that were showing low response rates - including Pico Union/Westlake, Huntington Park and Southeast cities, and Inglewood/Lennox.

LATINX MESSAGE TESTING FINDINGS

Among survey respondents, reasons for not completing the census included: (1) no one had come to their door to help them fill it out; (2) they intended to fill it out later and didn't feel urgency to do so; (3) they didn't have time to complete the form.

Overall, high percentages of respondents rated as “extremely important” such reasons to complete the Census as:

- Making sure hospitals and clinics get enough funding to provide health care/fight the coronavirus
- The government needs to know how many live people in the community to provide enough funding for services for everyone
- Allows the government/businesses to plan where to create more jobs
- Ensures local schools receive enough funding

The most powerful messages for persuading Latinos to complete the census included:

LATINX MESSAGE TESTING FINDINGS

1. Statements about improving the future of their children
2. Statements about how completing the census leads to more resources to fight COVID-19
3. Statements that explicitly point out how the Latinx community matters in the census count
4. Statements about the Latinx community getting a fair share of resources

By high percentages, local teachers, local doctors and nurses, local community groups, Telemundo and County government officials were considered among the most trustworthy messengers about the census.

Highest testing messaging was incorporated into the campaign's outreach efforts (mid-August to October), most notably social media content, paid advertising, video scripts and direct mail.

OUTREACH CAMPAIGN OVERVIEW

BY THE NUMBERS

AN AGGRESSIVE CAMPAIGN REACHED MILLIONS,

with a focus on hard-to-reach populations

DIGITAL

70.9
million

digital ad
impressions to
hard-to-count
individuals



DIRECT MAIL



1,763,169

postcards mailed to low
response neighborhoods
in 5 languages

EARNED MEDIA

250+

media hits

Two ethnic media briefings with
reporters each



20+

OUT-OF-HOME ADS

730

supermarkets



87

convenience
stores



250

street banners

50

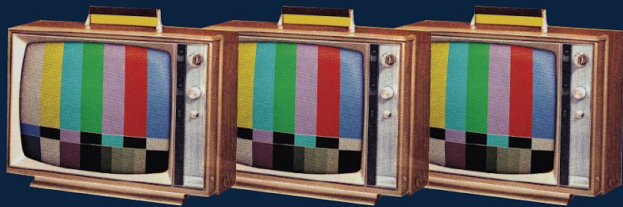
bus tails

98

bus
shelters



TELEVISION



7,921,534

impressions

ETHNIC PAID PRINT

12,658,269

impressions

MOBILE BILLBOARDS

68 544



days



hours



PARTNERSHIPS

Millions of e-mails

Custom campaigns with

16+

County departments

SOCIAL MEDIA

Approximately

800

social media
posts developed
in 12 languages



OUTREACH CAMPAIGN TACTICS

MOBILIZING PARTNERS

MOBILIZING PARTNERS

Providing easy-to-use social content meant the reach of census messages could be increased exponentially

An online digital toolkit with ready-to-share resources in 12 languages equipped County Department and Partner City staff to promote the census. Videos, fact sheets, social media posts and more were available 24/7.

MENTION

CITIES/COMMUNITIES ACROSS THE REGION

MARINA DEL REY

MAYWOOD

SANTA MONICA

LYNWOOD

CLAREMONT

SIGNAL HILL

BELL GARDENS

MONTEREY PARK

REDONDO BEACH

SOUTH PASADENA

LA VERNE

AZUSA

WEST HOLLYWOOD

BURBANK

BALDWIN PARK

LA VERNE

ARCADIA

ALHAMBRA

SAN GABRIEL

PRIORITY CITIES

EL MONTE

INGLEWOOD

HAWTHORNE

HUNTINGTON PARK

LYNWOOD

PARAMOUNT

DOWNEY

BELL

BELLFLOWER



MOBILIZING PARTNERS

Communications partners could make the messages their own

Members of the LA County Board of Supervisors and official County channels leveraged content from the digital toolkit to create social media posts.



MOBILIZING PARTNERS

The approach meant the campaign could leverage partners' existing communications networks for census messages

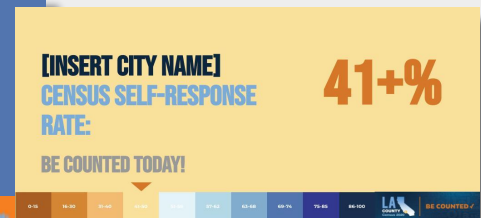
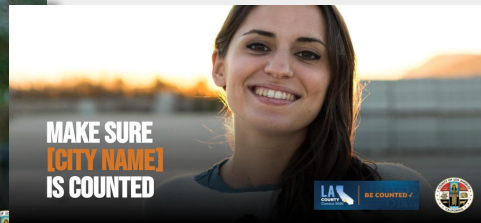
County Departments and Partner Cities also leveraged content from the digital toolkit to create their own social media posts.



MOBILIZING PARTNERS

Fresh content was developed based on input from partners

Customizable social media share graphics and prewritten newsletter articles were among the new content added to the digital toolkit at the midpoint of the campaign, developed in response to survey input from County Department and Partner City staff.



Friend —

With the coronavirus threatening all of us, it's more important than ever to be counted in the census.

And now it's easier than ever to stand up for your community without leaving your home.

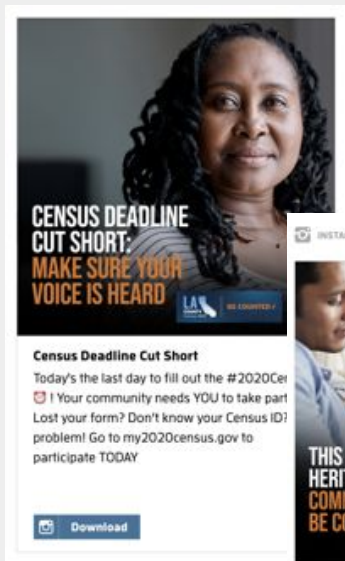
Go to my2020census.gov to complete your census form today!

Did you know the census determines how many resources go to the hospitals and emergency services we are counting on to fight the disease? More people counted means more funding for our communities. An accurate count will help LA County be better prepared to handle crises like the COVID-19 outbreak in the future.



MOBILIZING PARTNERS

New content was created and added to the digital toolkit on a weekly, monthly and even daily basis, reflecting holidays, changed deadlines, new information, and in response to questions surfaced by community members through County Board Offices.






MOBILIZING PARTNERS

In addition to the toolkit, a new comprehensive social media editorial calendar was developed each month, including visuals, written post copy and call-to-action links.

The calendar made it easy for County Departments and Partner Cities to maintain a steady pace of posts to Facebook, Twitter and Instagram, tied to seasonal events and holidays.



LA County Census Social Calendar				Twitter			
				Since Twitter has your largest audience, as well as the platform where most organic conversations take place, we recommend posting daily. Whether that's a post, a retweet, or a quote retweet it is important to introduce our audience to the census. With that in mind, we also recommend engaging with state and local partners, census campaigns and census advocates. This will signal to our audience that we are part of a movement at large.			
Date	Day	Theme	CTA	Copy	Link	Hook	Art/ Media
4/1/20	Wednesday	Census 101	Website	It's Census Day! Have you completed your form yet? Here are 3 things you need to <ol style="list-style-type: none"> 1 The census is private 2 The census helps make our communities better places to live 3 You can participate in the census from the comfort of your own home! Learn more: https://census.lacounty.gov/census/	https://census.la	Census Day	https://fenton.org
4/2/20	Thursday	GOTC	Website	As L.A. County residents stay inside to stop the spread of the coronavirus, it's easier than ever to stand up for your community without leaving your home. You can fill out the census online and ensure your community gets the resources they need. https://census.lacounty.gov/census/	https://census.la	Census Day	https://fenton.org
4/3/20	Friday	GOTC	Website	You can safely participate in the census today from your home: online  , by mail  or by phone  ! For more information visit: https://census.lacounty.gov/census/	https://census.la	GOTC	https://fenton.org
4/4/20	Saturday	GOTC	—	With the coronavirus threatening to spread across our communities, it's more important than ever to fill out the census. Did you know the census determines resources for the hospitals and emergency services that are helping L.A. County combat this disease? https://my2020census.gov/	https://my2020census.gov/	GOTC	https://fenton.org



MOBILIZING PARTNERS

Maintaining momentum over an extended campaign

At the midpoint of the campaign, the team hosted a [webinar](#) attended by 48 individuals representing County Departments and Partner Cities. The webinar was designed to keep up momentum over the longer outreach period and debut new assets developed in response to feedback solicited through a survey of partner needs.



Communication Approach

Work together

- Support cities and county departments in engaging residents
- Align with others' census outreach at national, state and local level

Drive responses

- Directly encourage residents to be counted
- Focus on hard-to-count communities



BE COUNTED CAMPAIGN

Digital Tools & Resources to Promote the Census

June 4, 2020



MOBILIZING PARTNERS

Audiences received tailored and relevant messages from County Departments and partner cities

Custom outreach campaigns were developed in partnership with County departments and partner cities. Tactics ranged from handouts and signage to slates of emails, text messages, blog posts and robocalls -- all with highly targeted census messages.



COUNTY DEPARTMENTS

- ARTS & CULTURE
- BEACHES & HARBORS
- CONSUMER & BUSINESS AFFAIRS
- HEALTH SERVICES
- HUMAN RESOURCES
- LA COUNTY DEVELOPMENT AUTHORITY
- LA COUNTY LIBRARY
- MILITARY & VETERAN AFFAIRS
- OFFICE OF IMMIGRANT AFFAIRS
- PARKS & RECREATION
- PROBATION
- PUBLIC HEALTH
- PUBLIC SOCIAL SERVICES
- REGISTRAR-RECORDER/COUNTY CLERK
- TREASURER & TAX COLLECTOR
- WORKFORCE DEVELOPMENT, AGING & COMMUNITY SERVICES

LOCAL COMMUNITIES

- CITY OF SANTA MONICA
- CITY OF LYNWOOD
- MARINA DEL REY



MOBILIZING PARTNERS

Content shared with partners was made more meaningful and relevant through audience-specific messages

NONF

From LA County Development Authority: It's time to complete your 2020 Census form. Call [1-844-330-2020](tel:1-844-330-2020) or visit www.my2020census.gov/ to be counted today.



The Census Helps Libraries

The 2020 Census Deadline has been Extended. Be Counted!

More people counted = more funding for libraries. Did you know that census data helps determine funding for library services, like librarians, books, computers, and digital resources? By responding to the census, you can help make sure the programs you rely on get federal funding.

Being counted will help your family and community. Census information is used to decide how much federal money your community will receive over the next 10 years for libraries, schools, housing, child care centers, parks, senior services, hospitals, emergency services, public transportation and roads, and other services we rely on in LA County.

Everyone counts, regardless of immigration status. It doesn't matter if you are undocumented, an ayile, or are a legal permanent resident. You can participate in the census. Everyone who lives with you must be counted—including infants, children, friends, relatives, and roommates.

The census is private. Under current federal laws, your responses are kept confidential and can only be used by the government to produce statistics. It is illegal for any census information to be shared with anyone outside the US Census Bureau.



WDACS
WORKFORCE DEVELOPMENT
ADULT & COMMUNITY SERVICES

The Census Counts All Seniors. Complete Your Census Form Today!

Did you know that census data helps determine funding for senior centers, hospitals and other services we rely on? By responding to the census, you can help make sure the programs you care about get federal funding.

Go to www.my2020census.gov to complete your census form today.

WHAT IS THE CENSUS?

The census happens once every 10 years. EVERYONE living in the United States is counted. Age, race, immigration status or ZIP code do not matter. Everyone who lives with you counts, including babies and relatives.

TIME IS RUNNING OUT



MOBILIZING PARTNERS

Onsite outreach connected with residents in the community with safety in mind

- Bilingual handouts were shared for outreach through libraries, senior centers, cities and more
- Through Project Roomkey, custom handouts were developed for individuals experiencing homelessness
- Banners were placed at COVID-19 screening sites and County Parks

NONET

DO YOUR CENSUS TODAY!
Time is Running Out
¡PARTICIPE EN EL CENSO!
Ya Casi Se Acaba el Tiempo

DO YOUR CENSUS TODAY!
Time is Running Out
¡PARTICIPE EN EL CENSO!
Ya Casi Se Acaba el Tiempo

DO YOUR CENSUS! COMPLETE YOUR 2020 CENSUS FORM TODAY!
MORE PEOPLE COUNTED = MORE MONEY FOR YOUR COMMUNITY
Being counted in the census means better schools, hospitals, parks and roads for your community. Help your children. Help yourself. Take ten minutes to fill out your census form.
COMPLETING THE CENSUS IS EASY!
Complete your census form today online at my2020census.gov or by phone at 1-844-330-2020.
EVERYONE COUNTS
Everyone who lives with you must be counted — including infants, children, friends, relatives and roommates.
The census is private. Under current census laws, your responses are kept confidential.

¡PARTICIPE EN EL CENSO! ¡COMPLETE LA ENCUESTA DEL CENSO 2020 HOY!
MÁS PERSONAS CONTADAS = MÁS DINERO PARA SU COMUNIDAD
El recuento censal significa mejores escuelas, hospitales, parques y carreteras para su comunidad. Ayude a sus hijos. Ayúdese a sí mismo. Tome 10 minutos y complete su formulario del censo.
¡PARTICIPAR EN EL CENSO ES FÁCIL Y SOLO TOMA 10 MINUTOS!
Complete su formulario del censo hoy por internet visitando my2020census.gov o por teléfono llamando al: 1-844-468-2020.
PODIOS CUENTAR!
Cada persona que vive con usted debe ser contada — incluyendo a niños, amigos, familiares y compañeros de cuarto.
El censo es confidencial. Su información será protegida por leyes federales.

Whether you have a street address or not, YOU COUNT!
Your age, race, type of residence or immigration status doesn't matter. You do not need a permanent address to complete your census form.
Want to learn more? Go to my2020census.gov or call 844-330-2020 to be counted!
The census is private. Under current census laws, your responses are kept confidential.

LA COUNTY
Census 2020
BE COUNTED ✓

OUTREACH CAMPAIGN TACTICS

NEWS COVERAGE

NEWS COVERAGE

Outreach sought to leverage media's role as trusted messengers in the community

- The campaign prioritized ethnic media outlets along with general market media to facilitate news coverage about the census
- Throughout the campaign, the team pitched outlets about importance of the census, the impacts to local communities, and the necessity for an accurate count
 - Mid-campaign report
 - Final report



洛縣聯手多市政府正式啟動2020年人口普查

Los Angeles Times

EN ESPAÑOL

Pandemia modifica fechas de participación del Censo 2020, millones de dólares en juego



Señalada por un usuario de Internet. Los Angeles Times

By SELENE RIVERA | WRITER

APRIL 1, 2020 | 10:31 AM

Los Angeles — Los hogares de todo Estados Unidos han estado recibiendo invitaciones para completar el censo de 2020 durante estas semanas. El 1 de abril se conoce como el Día del Censo, y en esta fecha la invitación para que la gente participe hace eco de la necesidad que existe para que ningún estado pierda fondos.

NEWS COVERAGE

Media coverage conveyed County census messages

More than 250 new stories have been featured in general market, Spanish-language, Korean, Chinese, Vietnamese, African American, Filipino, Southeast Asian and more news outlets.



THURSDAY, SEPTEMBER 10, 2020

NEWS

LASENTINEL.NET A-9

Advocates: Completing Your Census Form is Taking Action - Not Just Sharing Info

By QUINCY LE GARDY
California Black Media

California's overall 2020 Census response rate is a few points higher than the national response rate. But advocates pushing for an accurate and complete count in the state say in many of the counties where African Americans and other minorities live, the response rates remain a few points lower than the state average.

On Sept. 3, Los Angeles County held a briefing where county administrators from across the state stressed the importance of the census for communities of color and warned residents about the new deadline to complete their census form.

The U.S. Census

ing door-knocking and collecting responses online, over the phone and by mail, on Sept. 30, a month earlier than the previous deadline.

As of Sept. 7, 67.6 % of Californians had self-responded to the census either online, by phone or by mail. In census tracts in L.A. County with an African American population of 33.3 % or higher, an average of 59.6% of households have self-responded to the census.

"The accelerated timeline to complete the census has the potential to harm low-income individuals and people of color. We know they are traditionally harder to reach and would benefit most from door-to-door outreach, which began just last month. The cen-

sus data," said Judith Vasquez, Senior Advisor to L.A. County Supervisor Hilda L. Solis, 1st District.

The National Urban League, the League of Women Voters and multiple advocacy groups and local governments, including the city of Los Angeles, filed a lawsuit opposing the federal government's decision to shorten the timeline of the 2020 Census, arguing that ending the count early would result in an inaccurate tally. On Sept. 6, a federal judge ordered the Census Bureau to resume its full-scale population count through Sept. 17, when the lawsuit will be considered.

The population count completed by the census is



information, it's actually a way of taking action to claim the resources that we are entitled to, and that the county needs to improve lives through caring, effective and equitable services in every community," said Diaperstein.

Official census takers going door-to-door wear census ID badges with a U.S. Department of Commerce watermark and expiration date, and they may also carry a bag or other equipment bearing the U.S. Census Bureau logo. They are also required to wear masks to comply with Centers of Disease Control regulations.

The census can be completed online, by phone or by mail. The online form and general information in 59 languages are available at my2020census.gov, and the phone number is 844-330-2020.

for federal
this even,
census forms
or sharing

plemental Nutrition Assistance Program, the national school lunch program, housing assistance and COVID-19 aid. If communities of color are counted inaccurately, they would lose millions of federal dollars and adequate political representation.

"The more people that

Not filing out your census literally means that you are throwing away money for your neighborhood and for your community," said Acting Los Angeles County Chief Executive Officer, Ferra Davempont.

"At a time when so many of our communities are facing slow-changed,

Friday, September 4, 2020

WWW.PACENEWSONLINE.COM

Page 9

HEALTH & COMMUNITY NEWS

Board of Supervisors Sounds Alarm: Services in L.A. County Could Be Starved of COVID-19 Response & Other Funding Unless More Residents Fill Out the Census

LOS ANGELES, CA - Today the L.A. County Board of Supervisors warned residents that a massive undercount in the U.S. Census will result in the loss of hundreds of millions of dollars for critical services and a loss of political representation in Washington for the next 10 years. With only four weeks until the census deadline, only 62.2% of households in L.A. County have self-responded to the census, far off from the

many other safety net programs that our vulnerable residents are counting on - especially now, during the COVID-19 pandemic and likely more it's over," Supervisor Hilda L. Solis said. "You much is at stake. I urge all County residents, including our immigrant communities, to continue responding to the 2020 Census. The 2020 Census is secure, quick, and easy and can be completed online, by phone or mail."

Census takers are hired from local communities and speak English, many are bilingual, but if they do not speak the household's language, the household can request a non-visit from a census taker who does. The Census Bu-

reau's data," said Judith Vasquez, Senior Advisor to L.A. County Supervisor Hilda L. Solis, 1st District.

The National Urban League, the League of Women Voters and multiple advocacy groups and local governments, including the city of Los Angeles, filed a lawsuit opposing the federal government's decision to shorten the timeline of the 2020 Census, arguing that ending the count early would result in an inaccurate tally. On Sept. 6, a federal judge ordered the Census Bureau to resume its full-scale population count through Sept. 17, when the lawsuit will be considered.

The population count completed by the census is

at my2020census.gov or by phone at 844-330-2020.

If no one is at home, census takers will leave a notice of their visit with information about how to respond online, by phone or by mail. They also might deliver a paper questionnaire and hang it on the front door in a plastic bag. Census takers' identities can also be confirmed by contacting the regional census center at (213) 314-6000 and speaking with a

den, but residents can respond to the census online or by phone without a Census ID.

Completing the census is private. Responses are protected by federal law, specifically Title 13 of the United States Code. They cannot be shared with any other government agencies or other entities, including your landlord.

"Some members of the Asian American and Native Ha-

den, but residents can respond to the census online or by phone without a Census ID.

Completing the census is private. Responses are protected by federal law, specifically Title 13 of the United States Code. They cannot be shared with any other government agencies or other entities, including your landlord.

"Some members of the Asian American and Native Ha-



NEWS COVERAGE

Press materials were developed and transcreated in multiple languages to maintain a steady drumbeat of census news coverage

News outlets were given access to electronic press kits tailored to [Latinx](#), [African American](#) and [Asian Pacific Islander](#) media. For Census Day April 1, the team recorded scripted video statements from LA County Supervisors for distribution to media:

- Supervisor Solis, in [English](#) and [Spanish](#)
- [Supervisor Ridley-Thomas](#)
- [Supervisor Kuehl](#)

A [joint press release](#) with County health officials underscored the connection between the census and resources to fight COVID-19



NEWS COVERAGE

Briefings for ethnic media brought census messages to life



- To convey urgency and request support from ethnic media, the campaign hosted two media briefings tailored for ethnic media reporters and editors
- New response rate data by population and geographic area were debuted in the briefings
- Each briefing included participation from more than 22 general market, African American, Latinx and API outlets
 - [June ethnic media briefing slides](#)
 - [September ethnic media briefing slides](#)

Briefing Agenda

- About the 2020 Census
- The Impact of the Census
- LA County Response Rates
- Trends in Low Response Rates
- Looking Ahead
- Q&A



OUTREACH CAMPAIGN TACTICS

PAID ADVERTISING

DIGITAL ADVERTISING

**Digital ad strategy created
a “surround sound” effect**

- To overcome the unique challenges related to the COVID-19 pandemic, the campaign doubled down on the digital paid ad program.
- More people than ever were relying on their mobile phones, tablets and other devices to receive information while at home.
- The campaign leveraged the same technology that allows e-commerce companies like Amazon to create a “surround-sound” effect by following users around the internet to whatever site they happen to be on at the time.

DIGITAL ADVERTISING

**An enhanced digital
campaign immersed
hard-to-count residents
in census messages**

Aggressive campaign delivered 70.9 million total digital ad impressions to hard-to count individuals in LA County, including:

- More than 23 million completed video ad views and more than 200,000 hours of video ad content consumed
- Reaching 847,257 hard-to-count residents on social media an average of 14.42 times per person
- Reaching at least 1.79 million devices with an average number of impressions per device of ~28.9
- Reaching at least 2.9 million residents with YouTube ads in final push before the deadline

DIGITAL ADVERTISING

Microtargeting meant the campaign could connect directly with hard-to-count residents

Campaign strategy focused on microtargeting at the individual-level using pre-roll video ads, digital banner ads, video ads, text-based native ads, connected TV ads (Roku, Hulu, Sling, etc), and social media ads on Facebook and Instagram.

- To target the campaign through these ad formats, data identifying the highest-priority hard-to-count tracts throughout LA County was used. With PDI's census tools, the team was able to match lists of every individual living in households within these tracts to cookies, mobile device IDs and social profiles.
- For those individuals for whom PDI did not have data or whom the team was unable to match, mobile geolocation technology was used to pinpoint mobile devices for anyone who was identified as residing inside of the hard-to-count tracts to deliver display and video ads to their mobile devices.
- The team was also able to deliver 1.5 million of the digital video impressions on TV screens via set-top devices like Roku and Apple TV. In this way the campaign could reach hard-to-count residents who may not have a cable or linear TV connection and rely on streaming services.

DIGITAL ADVERTISING

**Powerful storytelling in
campaign videos resulted
in high engagement**

- Storytelling took center stage in campaign videos.
- A metric used to ensure that campaign videos were engaging to the user was the overall Video Completion Rate (VCR).
 - **LA County's video ads saw an astonishingly high VCR, averaging about 70% throughout the ad program.**
 - This is well above the benchmark for programmatic advertising, which is generally in the 50 - 60% range.

DIGITAL ADVERTISING

Animated videos
demystified the census

In the second phase of the campaign, we provided compelling reasons to complete the census by developing the following animated video ads.

- [Persuasion ads](#)



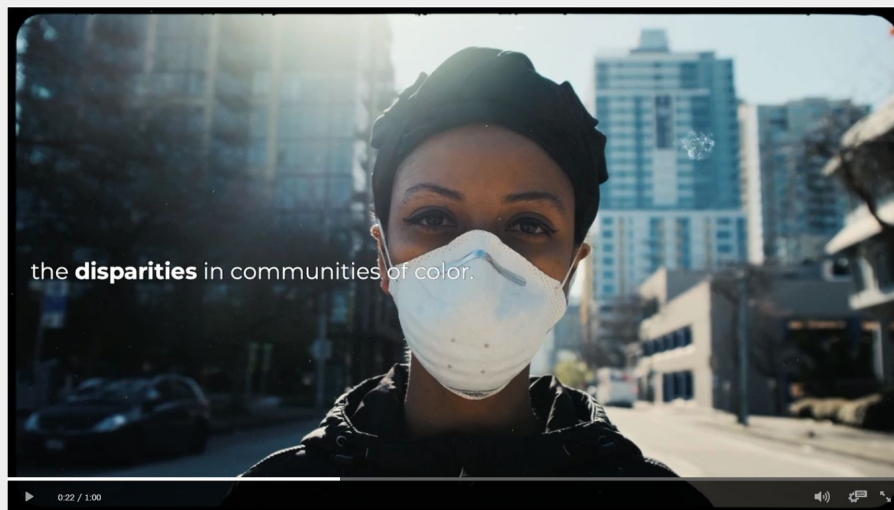
DIGITAL ADVERTISING

Documentary-style videos connected the census to community priorities

- Digital video ads were built around the stories of representatives from three LA County departments. Videos connect the importance of an accurate census count to services on which the community relies.



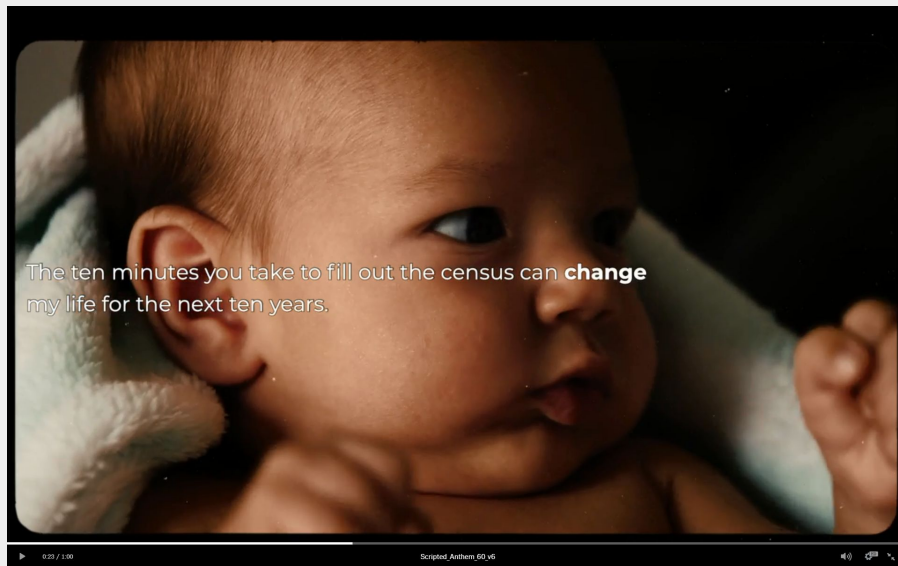
- [Claudia Coria, Community Health Worker, East Los Angeles Service Center](#)
- [Dawnesha Smith, Chief, LA County Center for Financial Empowerment](#)
- [Dr. Rangasamy Ramanathan, Physician, LAC USC Medical Center](#)



DIGITAL ADVERTISING

Scripted videos created an emotional connection with the viewer

Digital videos narrated by children in [English](#) and [Spanish](#) leveraged messages that tested well in research - that people were more motivated to complete the census if they knew it would help children.



OUT-OF-HOME ADVERTISING

Bringing the message
directly into communities

In low response rate neighborhoods, 250 street pole banners, 98 bus shelter ads and 50 bus tail ads delivered millions of impressions.

The team was able to take advantage of in-kind bus shelter and banner spaces through LA County Dept. of Public Works.



GROCERY STORES AND PHARMACIES

Bringing the message directly into communities

Although residents were sheltering at home, they were still visiting essential locations like grocery stores and pharmacies. In a partnership between the state, LA County, and California Community Foundation:

- Posters with census messages were installed at 730 supermarkets and 87 convenience stores
- Branded hand-sanitizer kiosks were placed at 200 stores

Messages were placed in [areas with low response rates](#), with a focus on independent retailers like Baja Ranch along with mini-markets and carnercerias.



MOBILE BILLBOARDS

Bringing the message
directly into communities

NEIGHBORHOODS INCLUDED:

- PALMDALE
- PICO-UNION
- LONG BEACH
- WHITTIER
- EL MONTE
- BOYLE HEIGHTS
- FLORENCE/FIRESTONE
- HOLLYWOOD
- VAN NUYS
- CANOGA PARK

MONTE

- In neighborhoods with low response rates, 68 mobile billboards were deployed for eight-hour shifts, participating in caravans and community events and visiting high-traffic locations like grocery and home improvement stores.
- More than 544 hours and 3,448 miles were traveled throughout the campaign.



TELEVISION ADVERTISING

26 million impressions
in the final weeks of the
campaign

WENTON



ENGLISH

- KABC
- KNBC
- KCBS

CHINESE

- SKYLINK 3
- ETTV
- PHOENIX

SPANISH

- KMEX
- KFTR

KOREAN

- MBC
- KBS
- SBS



OUTREACH CAMPAIGN TACTICS

DIRECT MAIL INTEGRATED WITH PAID DIGITAL

DIRECT MAIL

Deploying a potent combination of direct mail and paid digital ads increased response rates



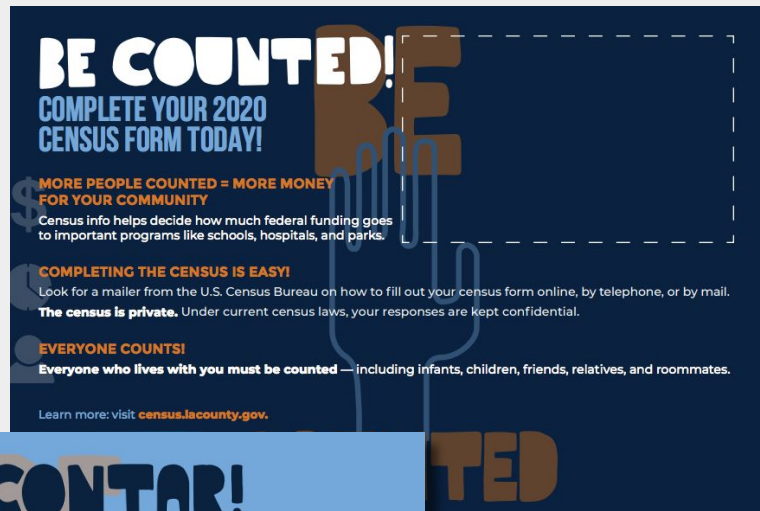
- The campaign distributed 1.7+ million bilingual postcards to households in LA communities with low response rates. Paid digital ads [like this](#) were targeted to the same residents for three weeks prior to mailing.
- This "digital pre-treatment" is proven to raise response rates in direct mail programs and had a similar bolstering effect in the census response rate among targeted households.



DIRECT MAIL

Oversized postcards with Spanish on one side and English on the reverse were sent to residents in hard-to-count communities in conjunction with paid digital ads.

Postcards hit mailboxes in April and September.



DIRECT MAIL

Oversized postcards with Traditional Chinese, Russian or Korean on one side and English on the reverse were mailed to residents in the lowest-responding census tracts. Messages connected the census to resources to fight COVID-19. A portion of the campaign was conducted in partnership with LA City.

NON

여러분이 센서스를 완료하지 않는 것 = COVID-19와 싸우는 예산이 줄어드는 것



병원 및 건강 관리에 대한 계획은 얼마나 많은 사람들이 센서스 인구조사에 응답하는지에 달려있습니다. 참여할 수 있는 시간이 얼마 남지 않았습니다.

전화 1-844-392-2020
온라인 www.my2020census.gov
10분이면 됩니다.
지금, 여러분의 센서스를 완료하세요

센서스에 반드시 참여해서 가족을 건강하게 지켜주세요.

COVID-19은 심각한 질병을 일으키는 바이러스입니다. COVID-19을 예방하기 위해 참여하세요.

LA CITY

Not completing your census = less money to fight COVID-19



Planning for health care and hospitals depends on how many people fill out the census. Time is running out to be counted.

Call 1-844-330-2020 or go to www.my2020census.gov

Take 10 minutes. Do your census now.

Make sure you are counted to keep our families healthy.

How do I get a COVID-19 test? Call your doctor first. If you don't have a doctor, call 211 or visit <https://corona.virus.la/covid-19-testing>

LA CITY

不填寫您的人口普查表 = 對抗COVID-19新冠病毒的資金會減少



醫療護理與醫院的規劃，均仰賴於多少人填寫了人口普查表。

時間所剩不多，不要少算您的一份。

致電 1-844-391-2020
或至 www.my2020census.gov

Неучастие в переписи населения = меньше денег для борьбы с COVID-19

Планирование на нужды здравоохранения и больниц зависит от того, сколько человек примет участие в переписи населения. Время для участия в переписи заканчивается.


Позвоните по номеру 1-844-417-2020 или посетите сайт www.my2020census.gov

Потратьте 10 минут. Примите участие в переписи сейчас.

Участуйте в переписи ради здоровья своей семьи.

LA CITY

No completar el censo = menos dinero para combatir COVID-19



Los fondos para los hospitales y el cuidado de la salud dependen de cuántos llenan el Censo. Ya casi se acaba el tiempo para participar.

Llame al 844-468-2020 o visite www.2020census.gov/es

Tome 10 minutos. Participe en el censo hoy.

Hágase contar para mantener a su familia sana.

¿Cómo obtengo una prueba de COVID-19? Primero, llame a su doctor. Si no tiene doctor, llame al 211 o visite <https://corona.virus.la/covid-19-testing>

LA CITY

Неучастие в переписи населения = меньше денег для борьбы с COVID-19



Планирование на нужды здравоохранения и больниц зависит от того, сколько человек примет участие в переписи населения. Время для участия в переписи заканчивается.

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Участуйте в переписи ради здоровья своей семьи.

LA CITY



OUTREACH CAMPAIGN TACTICS

PHONE BANKING

PHONE BANKING

When the Census Bureau moved up the deadline unexpectedly, the team activated phone banks to reach residents directly in the final hours of the count and connect them to the Census Bureau's phone number. Nearly 140,000 phone numbers in ZIP codes with low response rates were called October 14 and 15.

ZIP CODES TARGETED

- 90001 FLORENCE-FIRESTONE
- 90005 LA CITY
- 90022 EAST LA
- 90044 ATHENS/WESTMONT
- 90059 LA/WILLOWBROOK
- 90222 WILLOWBROOK/COMPTON
- 90255 HUNTINGTON PARK
- 90292 MARINA DEL REY
- 91331 LA CITY
- 91766 POMONA

CONCLUSION

The campaign relied on the strength and commitment of LA County elected officials and staff with County departments, who prioritized the census despite the monumental challenges of the year.



BE COUNTED ✓

THANK YOU.





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 TEMPLATE

General Information

Date of report	November 3, 2020
Organization / Entity	City of Long Beach
Responsible Person / Title	Julian Cernuda, Special Projects Officer
Contact Person / Title	Julian Cernuda, Special Projects Officer
Address	411 West Ocean Blvd, Long Beach CA, 90802
Email / Phone	Julian.Cernuda@longbeach.gov/562-570-6154

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?

On September 27, 2019, the Long Beach Complete Count Committee adopted goals and objectives that guided the development of the Strategic and Implementation Plans. The Committee also adopted its vision, "Everyone counts in Long Beach," and its mission "to ensure each and every person from newborn up is counted."

- Goal 1: Count everyone;

Objective A. Align with existing census efforts

Objective B. Cultivate resources, services, and partnerships

Objective C. Challenge all LB-CCC members to do outreach

Objective D. Work with trusted messengers

- Goal 2: Focus on HTC Populations;

Objective A. Identify specific populations

Objective B. Customize messages for different groups

Objective C. Conduct grassroots outreach for HTC populations

Objective D. Leverage resources to reach HTC populations

- Goal 3: Nurture a Local Census Workforce; and,

Due Date: November 16, 2020

Objective A. Engage Pacific Gateway
Objective B. Partner with LB-CCC organizations to connect to employees
Objective C. Hire and train people from HTC communities
Objective D. Assist local census employees beyond the census effort

- Goal 4: Implement Strategically.

Objective A. Build LB-CCC member partnerships
Objective B. Develop and deploy shared resources
Objective C. Evaluate effectiveness of the LB-CCC activities
Objective D. Retain engagement through 2020 Census

Immediately following the COVID-19 outbreak in March 2020, City staff evaluated impacted census activities and collaborated with City departments and Committee partners to initiate operational changes, to comply with state, county, and citywide physical distancing requirements. Below is summary of key operational modifications, new activities, and operating constraints resulting from the COVID-19 pandemic, as well as the impacted Goals and Objectives associated with these modifications.

Key Operational Change: Long Beach Complete Count Committee Meetings
Associated Goal(s) and Objective(s): Goal 1, Objectives A-D; Goal 4, Objectives A-D

In March 2020, City staff shifted in-person meetings to virtual meetings. The City continued to create content and materials for partners and standardized a pickup and drop off protocol for partners. New outreach materials were created to connect the importance of completing the census questionnaire to resources for crisis management, like COVID-19, access to health care, and maintaining a robust healthcare system. Conveying the census as a tool to ensure fair representation across governments and accurate federal resources for the City's diverse communities has also been elevated to remind residents about the role of the census in these areas. Updated materials were shared with City departments and all external partners.

To overcome the challenge of no longer meeting in person for community events, the City Census Team launched a Committee Communications Table that met, on average, twice a month to achieve a coordinated and well-developed Citywide communications plan. The Table helped to ensure an ongoing robust communications plan and provided near real time feedback to develop messaging as the census efforts and timelines evolve.

Key Operational Change: Community Outreach Services
Associated Goal(s) and Objective(s): Goal 2, Objectives A-D

During the early stages of the pandemic, the City Census Team worked with each organization selected to receive funding to review proposed activities and to adjust activities in ways that continued to educate, motivate, and activate residents on the census, while adhering to physical distancing requirements. Examples of adjustments included replacing in-person canvassing with phone banking and text messaging

campaigns, supporting census caravans, posting door hangers through neighborhood walks, and bolstering paid social media advertisement in HTC neighborhoods.

Key Operational Change: City COVID-19 Related Outreach

Associated Goal(s) and Objective(s): Goal 2, Objectives A-D; Goal 4, Objectives A-D

Meal Distribution Events

Meal distribution events were identified as key channels to distribute census messaging. The City partnered with the Long Beach Unified School District "Grab and Go" meal program; City Council Districts biweekly meal distributions; Parks, Recreation, and Marine Summer Meal Program; and, food pantry events through local community groups to distribute census postcards every week. These collaborations included multilingual census postcards, flyers, buttons, and other census-branded materials that continued through October 15, 2020.

Notable meal distribution partnerships included two large-scale events with the County, Office of Mayor Garcia, County Supervisor Janice Hahn's Office, and other partners to provide census materials, messaging, and questionnaire completion access. During the July event, the City piloted a census "pop-up" help station where residents who walked up to the meal event would receive PPE and could access census information and complete the census questionnaire online. The September food drive took a similar approach by where a partnership with the Census Bureau provided a Mobile Questionnaire Assistance (MQA) site for event participants.

Essential Businesses Outreach

Essential business services became the new focus to reach residents who may not have access to reliable broadband connection. Best practices from similar public outreach campaigns inform us that residents who are not digitally connected can learn about the census through their visits to:

- Grocery Stores
- Convenience Stores
- Pharmacies
- Laundry-Mats
- Discount Retail Stores
- Other essential services locations

Essential business outreach has focused on businesses in HTC and lower-performing census tracts. Staff has connected with these businesses located primarily in Central, West, and North Long Beach to notify them about the census and to partner to install multilingual sidewalk decals. These decals offered census website and phone number information in multiple languages in Spanish, Khmer, and Tagalog. The sidewalk decals have been on display through October 2020 and were placed on the sidewalks of approximately 100 essential businesses. Traditional outreach materials like posters and flyers have also been provided to essential businesses.

Testing Sites

COVID-19 testing sites were also made available for census messaging. On August 10, 2020, census messaging began to be on display at all testing site entrances and exits. The three different ways to complete the census “while you wait” were also displayed alongside vehicles as residents waited to access COVID-19 testing. In September, the City piloted mobile COVID-19 testing sites, where census materials were provided to residents.

Additional Events

A partnership with the Los Angeles County Office of Education resulted in numerous neighborhood census “chalkathons” throughout HTC and high pedestrian traffic areas of the City. The City also conducted multiple door hangings and small business outreach throughout the city, with a focus on areas with a low response rate.

Key Operational Change: Staff, Partner, and Community Trainings

Associated Goal(s) and Objective(s): Goal 1, Objectives A-D; Goal 4, Objectives A, B, and D

The City Census Team conducted a series of Census Champion Trainings to educate and create a census ambassadors program from three groups – City staff, partner organization staff, and residents. From October 2019 to March 2020, approximately 300 City staff were trained from Library Services, Health and Human Services, Financial Management, Development Services, and Parks, Recreation, and Marine. Public facing staff were provided with talking points and census materials as part of the training to engage residents as they conducted their daily duties. Trainings for partner organizations also began in October 2019 and included similar content as City staff trainings. During March 2020, staff launched the Census Champions training series to educate, motivate, and activate residents on the 2020 Census. Only three trainings were conducted before being cancelled due to COVID-19.

Despite the canceling of scheduled trainings for staff, partners, residents, the Census Team trained over 420 community members. In total, the Census team trained approximately 720 people as part of the Census Champions Training.

Key Operational Change: Workforce Development for Census Bureau Jobs

Associated Goal(s) and Objective(s): Goal 3, Objectives A-D

Although Bureau job recruitment assistance concluded in late 2019, the City continued to assist the Bureau to ensure enumerators receive proper training while adhering to physical distancing requirements. Through a partnership with the Parks, Recreation, and Marine Department, the Bureau onboarded and trained approximately 500 enumerators in their vehicles at the Chittick Field surface lot between July 30, 2020 through August 1, 2020. Similarly, the Economic Development Department and Long Beach Convention and Entertainment Center worked with the City Census Team to secure a Convention Center parking structure to train over 2,200 enumerators from August 2, 2020 through August 5, 2020. This in-kind service provided by the City permitted a total of approximately 2,700 enumerators to be trained to support Bureau Non-Response Follow-Up Operations for the City of Long Beach and 16 surrounding cities.

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).

The City of Long Beach contracted with 15 local nonprofits to serve as trusted messengers to increase the City's coordination to educate, motivate, activate, and enhance operations efforts throughout the ever-evolving census timeline. Below is a high-level summary of operational and outreach takeaways.

Contracted partner's operations

What worked well operationally?

Educate, Motivate, Activate, NRFU:

- Contracted partners provided increased staff time for project administration and operations, which allowed for an expansion of capabilities in HTC areas.

Activate, NRFU:

- Contracted organizations were extremely flexible in adjusting pre-COVID-19 activities to activities that adhered to physical distancing.

What hindered the operations?

Educate, Motivate, Activate, NRFU:

- Contractor administration staff oftentimes performed a dual administrative and outreach role, which limited accessibility to staff.

Activate, NRFU:

- Reevaluating proposed activities for 15 partners to adhere to physical distancing limited staff time for other project areas, such as internal City coordination
- Administration and coordination for 15 partners throughout an uncertain census timeline.

Contracted partner's outreach

What outreach tactics worked well?

Educate, Motivate, Activate (partial)

- Conducting Train the Trainer presentations.

Educate, Motivate, Activate, NRFU

- Providing culturally and linguistically appropriate social media posts and educational videos leveraged existing trust from partners to census efforts

Activate and NRFU

- Coordinating phone banking and texting campaigns

- Door hanging local census material in lieu of traditional canvassing
- Ethnic media, specifically for our Khmer speaking population
- Local Khmer hotline which served as a proxy for census questionnaire assistance

NRFU

- Car and bicycle caravans to increase awareness in HTC neighborhoods
- Census popup neighborhood events
- Meal distributions event partnerships
- Backpack and school supplies event partnerships
- Chalkathons in Downtown and North Long Beach
- Essential business outreach
- Hosting multiple events during the same dates throughout different geographic areas

What hindered the outreach?

Activate and NRFU

- Conducting events largely on virtual platforms and only a few in-person small events raised concerns about not engaging residents without broadband access
- Shifting census timeline caused confusion among partners and limited ability to inform neighborhoods about upcoming census events and questionnaire deadline
- Shifting census timeline caused for unanticipated funding needs that limited outreach during the September/October timeframe
- A noticeable drop off in partner assistance occurred during the August through October timeline as partners' funding, staff, and other resources were depleted or other campaigns were initiated (i.e. voter registration)

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.

Please review question one for challenges and changes experienced during the census timeline. Additional challenges and changes have also been included below.

(1) Challenge: Limited City staff to conduct outreach and manage operations. City Census Team staff was reduced and reassigned to assist with the COVID-19 response. This resulted in limited access to graphic design support, and GIS and mapping capabilities.

(1) Response: Contracted with nonprofits to expand footprint, and forged partnerships to recruit Cal State Long Beach interns to maintain and expand outreach capability. Graphic design and GIS/mapping support were absorbed by existing staff.

(2) Challenge: A flexible process to fund local nonprofit partners.

The City Census Team needed a mechanism to award nonprofits for census education, outreach, and questionnaire accesses throughout the census timeline, while also remaining flexible and responsive to changing self-response rates in HTC communities.

(2) Response: The City Census Team worked with the Financial Management Department to create a Request for Qualifications process that allowed for the review, selection, and awarding of funds, while also receiving new proposals to evaluate and assist with HTC outreach efforts.

(3) Challenge: Access to accurate, reliable, and expedient Khmer translations. Obtaining reliable and timely Khmer translations was an ongoing challenge during the Educate and Motivate Phases. The City's contracted translation services took, on average, about two weeks to provide translations, which then had to be incorporated into materials by the communications teams.

(3) Response: The Census Team identified a Khmer-speaking staff that was able to translate content in-house. Additionally, the Team sought a long-term solution by contracting translation services to United Cambodian Community, a local nonprofit that serves our Cambodian residents. This partnership was immensely helpful as translation wait time was reduced from two weeks to only 2-3 days. A reduction in translation errors was also experienced, which further expedited our process.

(4) Challenge: Lack of Khmer supported United States Census Bureau website, telephone platforms, and enumerators. The City holds the largest number of Khmer speakers outside Cambodia. The lack of Khmer-speaking assistance through Bureau created additional difficulties to count an already HTC population. Furthermore, Census Bureau guidance prohibited Khmer-speaking volunteers or partners from helping enumerators when assisting Khmer speakers in completing the questionnaire. Enumerator recruitment efforts also did not yield the desired Census Bureau enumerator employee pool to provide in-person physically distance questionnaire assistance.

(4) Response: The City partnered with two nonprofit organizations that served Khmer-speaking residents to create social media, print, and TV census campaigns to inform the Cambodian population about the census. Funding was also provided to these two nonprofits to conduct phone banking and provide socially distance assistance to Khmer-speaking residents. The lack of Khmer-speaking enumerators, however, continued to be a challenge.

(5) Challenge: Information sharing between the United States Census Bureau and the City was, at times, limited for specific operations or was only shared immediately preceding a Bureau operation.

- a. An internal Census Bureau Local Update of Census Addresses (LUCA) Operations error resulted in the oversight and lack of review

of a large number of addresses submitted by the City in late 2019. This caused additional addresses to not receive most census questionnaire completion reminders and only being added as part of NRFU operations – a solution only confirmed approximately in August of 2020.

- b. Level of safety support needed for the Transitory Non-Sheltered Location (TNSL) operations.
- c. Methodology used to determine MQA sites did not encompass several HTC areas in the City and, therefore, were left to be covered by City staff and nonprofit partners.
- d. Inconsistency on final self-response and non-response follow up deadline made it difficult to budget for activities and staff, while creating deadline confusion among residents.

(5) Response: Meaningful and timely responses to these challenges was limited because these operations were led and conducted by the Census Bureau. Our best approach was to remain flexible and adjust to information as it developed.

4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

As of October 16, 2020, the City's self-response rate was 68.3% and has met the final 2010 response rate of 2010. In addition, we anticipate the 2020 final response rate to increase once the NRFU operations enumeration is released.

Please see previous responses for key activities that may have assisted in meeting the 2010 challenges that may have depressed the count, particularly in HTC communities.

The data platforms below allowed for a data-informed approach to determine the most effective strategies to reach residents – particularly for those in the HTC areas of the city.

- Statewide Outreach Rapid Deployment (SwORD) Census 2020 Self-Response Rates in California Map
- Census Intelligence Center by Civis Analytics
- United States Census Bureau Self-Response Rates Map

These platforms and their data were utilized to review self-response performance throughout the City and were used focus on census tracts and neighborhoods which contained HTC communities. The data informed how to deploy resources to areas of the City which needed it most to increase self-response rates. Resources directed through this method included: paid advertisement, nonprofit partner funding decisions, and event coordination. SWORD data was particularly valuable because it included data that CA-HTC Index characteristic data that help inform

on-the-ground operations such as what language and what geographic area in the City an advertisement campaign should be implemented, or what type of census messaging to highlight to increase residents' willingness to complete the questionnaire. These platforms also played a crucial role in communicating self-response rates to our partners through weekly dashboards and performance reports. Partners included nonprofits, houses of worship, elected officials, educational institutions, City commissions and committees, businesses, and other partners.

Lastly, the City also leveraged Zencity, a social media reporting tool that provides post sentiment interactions with the public. This tool assisted us in refining messaging as well as understanding how residents viewed the 2020 Census through A/B message testing, pre-crafted digital toolkits, and weekly evaluations of our digital assets.

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 City took a wheel and spoke approach to coordinate partnerships in the City and launched a Complete Count Committee comprised of approximately 45 anchor organizations across the City's various sectors (i.e. Health, Nonprofit, Faith-based, business). Beginning in July of 2019, the Complete Count Committee met almost every month to coordinate, plan, and implement efforts for each census Phase. Partnership coordination was established first through months of planning which culminated in a Strategic Plan and an Implementation Plan – both of which aligned with County, regional, and state efforts. These initial meetings created great working relationships, which were later found to benefit the migration from in-person gatherings to remote work and videoconferencing meetings.

The City led the effort in distribution of resources and information. The City Census Team created hyperlocal educate, motivate, and activate outreach print and digital material to be utilized internally among City departments and provided the materials to anchored Committee member organization for their use. Anchor institutions also shared materials within their partnership networks to achieve a consistent Citywide message to engage HTC residents. Whether on Long Beach Transit buses, cell phones, sidewalks, clinics, or schools, our Committee created consistent census messaging that geographically and digitally blanketed HTC communities to increase questionnaire participation. On-the-ground activities were also folded into this approach once physical distancing guidelines were developed.

The City also committed to funding nonprofit organizations to serve as trusted messengers for HTC communities. Nonprofit organizations were critical to expand census efforts across HTC communities and specialized in hyperlocal outreach that included car and bicycle caravans, food distribution events, linguistically and culturally competent messaging campaigns, and socially distanced questionnaire completion assistance.

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

Below is a condensed list of key partners and their contributions:

Internal

- City of Long Beach Department of Health and Human Services
 - a. Provided yearly homelessness count data to Census Bureau to update Transitory Non-Sheltered Locations (TNSL) cases locations
 - b. Numerous COVID-19 relief and census outreach events through: flu vaccine and COVID-19 testing drive throughs; food distribution events; WIC and Health Department staff census trainings
- Development Services Department
 - a. Identification of group quarter locations and information sharing with Census Bureau
 - b. Educate and Motivate Phases Outreach at community events
- Library Services Department
 - a. Educate and Motivate Phases Census messaging throughout all libraries
 - b. Targeting youth and their parents/guardians
 - c. QAC/QAK host at all 12 libraries
- Parks, Recreation and Marine Department
 - a. Innovative outreach through Summer Meal Program, Cooling Centers, Mobile Recess Programs
 - b. Complete Count Committee host site
 - c. Messaging during all phases
- Technology and Innovation Department
 - a. Printing materials
 - b. City website creation
 - c. Internal census campaign
 - d. LUCA and New Construction Project Support
 - e. Data analysis and GIS support
- Elected Officials
 - a. Census messaging during COVID-19 briefings
 - b. Resident outreach through communications channels
- Office of Public Information – City Manager's Office
 - a. Internal digital outreach coordination
 - b. Press releases, media engagement
- Public Works Department
 - a. Sidewalk decal messaging campaign
 - b. Technology for QACs/QAKs
- Long Beach Convention Center
 - a. Enumerator social distancing training

External

- Long Beach Unified School District
 - a. Co-chaired Complete Count Committee
 - b. Activated communication channels to engaged parents, guardians, and students across all schools

- c. Coordinated financial resources with Committee
 - d. Provide internships to assist with outreach prior to COVID-19
- California State University, Long Beach
 - a. Group Quarters Enumeration – counting students
 - b. Created a CSULB CCC for Campus wide engagement
 - c. Partnership to create census internships and student census community services opportunities
- Los Angeles County and City
 - a. Regional coordination
 - b. Operations assistance
 - c. Funding
- Long Beach Forward
 - a. We Count LB Nonprofit leader
- United Cambodian Community
 - a. Khmer translations
 - b. Trusted messenger within Cambodian community
- Long Beach Area Census Office
 - a. Local census operations coordination
- Long Beach Transit
 - a. Internal and external census messaging
 - b. Bus shelter messaging
- Puente Latino Association
 - a. Engaged local artists for census messaging
 - b. Activated HTC neighborhoods through bicycle and car caravans
- MemorialCare Health System
 - a. Provided census materials to clinic network
 - b. Staff census trainings
 - c. Included census materials in patient departure packet

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?

Language access remained in the forefront throughout the census operations. See below for activities taken to provide high-quality and meaningful census access to LEP residents.

- Outreach materials created were translated into English, Khmer, Spanish, and Tagalog, and made available to all partners in the City. This included: Posters, flyers, buttons, tote bags, stickers, postcards, and other collateral.
- Census Bureau Spanish and Tagalog and local Khmer phone numbers were distributed widely.
- Nonprofits supporting Khmer-speakers were funded to: conduct inreach; outreach at temples and churches; Khmer print, tv, and social media advertisement; staff local census hotline; phone banking; and, text messaging campaigns
- City's paid advertisement included content translated into Spanish, Khmer, and Tagalog. The paid advertisement campaign included: billboards, sidewalk decals, online and newspaper ads placement, social media campaigns.

Campaign content digital and physical placements were determined by identifying HTC communities through census tracts and zip codes.

- Assisted the Census Bureau in recruitment to diversify enumerator applicant pool.
- Radio staff interviews in Spanish

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.

Please see attachment ["Question Eight Response"](#) for stories.

- 9)** Please add any suggestions for the 2030 Census efforts, including timelines.
- Additional funding to support larger inhouse City team to assist with coalition building internal department coordination and general operations.
 - Increase \$5 giveaway limit to provide for incentives that are more attractive to residents.
 - Regional and County collaboration across government agencies and nonprofits was key for the 2020 Census. It is suggested that these collaborations are, again, established for the purpose of achieving a complete count.
 - Beginning local planning starting three year prior to April 2030.
 - Create a Complete Count Committee on a County and City level to coordinate with partners, pool resources, and convey consistent messaging.
 - Continue to partner with school districts due to their unique access to families and, specifically, HTC families.
 - Work on closing the digital divide between now and the 2030 Census so residents can access the questionnaire more readily.
 - Include Khmer as a supported language on the online questionnaire and phone platforms.
 - Continue funding for small hyperlocal nonprofits, neighborhood groups, associations, and organizations.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

- a) SwORD uploads of completed activities

Activity upload complete.

- b) Updated list of subcontractors

Please see attachment ["Question 10 Section B"](#) for a list of subcontractors.

- c) Evaluations or analytical reports, if any

Please see attachment ["Question 10 Section C"](#) for sample evaluations and analytical reports.

d) Sample products*

Please see attachment ["Question 10 Section D – Communication Assets"](#) and ["Question 10 Section D – Collateral Assets"](#) for sample products.

* 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.



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 TEMPLATE

General Information

Date of report	November 4, 2020
Organization / Entity	City of Los Angeles / Office of Mayor Eric Garcetti
Responsible Person / Title	Maria de la Luz Garcia / Director, Census 2020 Initiative
Contact Person / Title	Maria de la Luz Garcia / Director, Census 2020 Initiative
Address	200 N. Spring St., Room 1625 Los Angeles CA 90012
Email / Phone	Maria.Garcia@lacity.org / (213) 713-3631

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?

The aim of the City of Los Angeles' Census 2020 Initiative was to inform, educate, motivate and activate hard-to-count (HTC) populations and geographies in the City of Los Angeles to respond to the 2020 Census through the use of an effective "on-the-ground" and "on-the-air" outreach strategy. This strategy specifically included:

- Convening and co-leading a Countywide Outreach Complete Count Committee comprised of diverse stakeholders;
- Identifying HTC populations and geographies in the City of Los Angeles;
- Establishing Questionnaire Action Kiosks (QAKs) in city libraries, work, youth, and family source centers, recreation, senior centers among other city departments with computers and internet access where individuals can respond to the 2020 census and receive language assistance, if needed;
- Recruiting, training, and deploying Census Goodwill Ambassadors (CGAs) that may serve as trusted messengers on the ground;
- Fostering and supporting on the ground outreach efforts by community organizations who themselves are trusted messengers in HTC communities;

Due Date: November 16, 2020

- Increasing awareness of the census by disseminating information and messages through city departments, LA City's Census 2020 website, social media, and city owned assets with marketing/advertising opportunities; and
- Hosting self-response events, and door-to-door canvassing efforts.

Yet like so much in the past eight months, this strategy ran up against the unprecedented conditions produced by the COVID-19 pandemic. Combine those impacts -- particularly the deep health and economic effects of the virus on HTC households, along with the inability to hold in-person events or send people door-to-door -- with shifting timelines from the federal government and the end result is a constantly shifting and constrained outreach strategy. Among the several changes made to the outreach strategy due to the pandemic include:

- the permanent countywide suspension of the Questionnaire Assistance Kiosk program,
- transition to and focus on operating a remote phone/text bank operation and virtual events,
- the purchase of paid advertisements on social media and at local businesses offering essential services,
- the dissemination of census materials to essential service providers like food banks/pantries, homeless shelters, grocery stores, laundromats, worksource centers and COVID-19 testing sites,
- a four month delay in hosting in-person outreach activities. (Note: In-person activities began mid-July only after personal protective equipment became available for staff and volunteers.)

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 time frame you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

A. What worked well operationally?

Establishing the Countywide Outreach Complete Count Committee and related subcommittees a full two years in advance of the 2020 Census helped tremendously. In the two years since its inception, the Countywide Outreach CCC grew from a few dozen to over 1,200 members that represent a diverse cross-section of community organizations, businesses, local government agencies and schools. Through the CCC, stakeholders were able to disseminate information and coordinate within and across sectors. This was particularly evident after the pandemic hit and the CCC transitioned to virtual meetings to communicate up to date public health guidance and share best practices. (Timeframe: Overall)

B. What hindered the operations?

Funding Delays - Delays in receiving census funding and restrictions on how that funding could be spent limited the Initiative's ability to carry out outreach tactics especially after the pandemic hit. For example, the Initiative was unable to use funding to hire/pay volunteers to go door-to-door, which could have helped increase outreach capacity and participation. (Timeframe: Overall)

Contracted partner's outreach

C. What outreach tactics worked well?

Outreach Tabling/Pledge to be Counted Sign-up Cards - The primary tactic employed by the Initiative prior the pandemic was tabling at community events where outreach staff disseminated information about the importance of the census, and collected "Pledge to be Counted" sign up cards. These cards were then used to keep individuals engaged with the Initiative. In all, outreach staff attended a total of 201 community outreach events between March 2018 and March 2020 making over 12K impressions and collecting over 750 Pledge to be Counted sign up cards. (Timeframe: Education phase)

Census Goodwill Ambassador (CGA) Program - The CGA Program was designed to recruit, train, and deploy trusted messengers, volunteers who are local residents themselves from HTC neighborhoods, to ramp up our tally and increase the City's Census response rate. In all, the Initiative recruited 1,258 CGAs over the course of 51 trainings. These CGAs hosted a total of 170 events (131 prior to the pandemic and 39 afterward) directly reaching 5,050 HTC residents through their efforts. After the pandemic hit, CGAs transitioned to virtual outreach and assisted with the remote phone bank, door-to-door canvassing and self-response events. (Timeframe: Education and Activation phases)

SMS Texting Campaign - Beginning December 2019 the Initiative launched the first of four SMS text messaging campaigns designed to remind and motivate individuals to respond to the 2020 Census. The Initiative targeted individuals that signed up through its Pledge to be Counted sign ups and Census Goodwill Ambassador program. Text messages were sent once a month from December 2019 to March 2020. In all, a total of 6,058 messages were sent with 1,564 engagements/responses or 25.8%. (Timeframe: Education phase)

Remote Phone Bank Operation - The California Complete Count Office provided its contracted partners access to Census PDI, a mobile phone application designed to assist with door-to-door canvassing and phone bank efforts. Because of this application, the Initiative was able to quickly transition from door-to-door canvassing efforts to operating a remote phone bank after the pandemic hit. From March to October 2020, a total of 159,936 phone calls to HTC Angelenos were made with 23,152 calls answered. (Timeframe: Activation phase)

Virtual Town Halls and events - The Initiative transitioned its on the ground outreach efforts to virtual events after the onset of the pandemic. Soon after this transition the Initiative co-hosted a virtual town hall in partnership with City Council District 9, the hardest-to-count council district in the City of Los Angeles. The town hall was aired

on Facebook Live, which garnered over 800 views and on Cityview Channel 35. Following the success of that town hall, Initiative staff delivered over 65 presentations at virtual events through the remainder of the self-response period. (Timeframe: Activation Phase)

Information dissemination through essential service providers - This tactic was particularly effective given that only essential service providers like food banks, pantries, homeless shelters, worksource centers, COVID 19 testing sites among others were the only agencies in operation during the initial stages of the pandemic. The Initiative focused its efforts on disseminating information to these locations and as such was able to distribute approximately 380K flyers, posters, and street banners. (Timeframe: Activation Phase)

In-person canvassing - Beginning in mid-July the California Complete Count Office was able to provide its contracted partners with personal protective equipment so that they may resume in person outreach activities. From mid-July to early August, the Initiative held five canvassing events reaching over 3K households in hard-to-count neighborhoods including South Los Angeles, Boyle Heights, Cypress Park, Pico Union and Wilmington. Data from those events shows that on average self-response in the canvassed census tracts increased by .4-.5 percent in the days following the events. (Timeframe: Activation Phase)

Self-Response Events - Following the start of the non-response follow-up (NRFU) period the Initiative began hosting self-response events in low responding census tracts. In all, a total of 17 self-response events were held from mid-July to the end of the self-response period. These events were particularly effective at generating direct responses to the census for a number of reasons. First, the events were held in low responding census tracts and in conjunction with COVID-19 pop up testing sites. Second, U.S. Census Bureau Mobile Questionnaire Assistance (MQA) staff attended these events, which facilitated direct responses to the census. Last, attendees received goodie bags, \$5 gift cards, water and ice cream thanks to a myriad of community partnerships. Through these events the Initiative made a total of 1,119 impressions and directly enumerated 501 households. (Timeframe: Activation, NRFU Phases)

LA Census 2020 (Digital) E-Newsletter - The e-newsletter served as a consistent form of communication with regional partners and stakeholders on the progress of the Census 2020 Initiative including news and information on the local complete count committee, outreach activities and highlights of Census Goodwill Ambassadors, partners and other volunteers. From February 2018 to October 2020, the Initiative issued 18 e-newsletters and grew its subscribers to 1,466 as of October 2020. (Timeframe: Overall)

Communications and Marketing - The Initiative focused its communications and marketing efforts on leveraging existing city assets that support advertising including street lighting poles, public transit locations/vehicles and by placing paid ads on social media and select convenience stores, laundromats and pharmacies in low

responding census tracts. This strategy generated millions of impressions throughout the campaign, see table below. (Timeframe: Activation phase)

Table 1: Estimate number of Impressions by Type

Type	Impressions
Social media ads	1.3 million people reached with a 4.05% click through rate well above the 1.9% industry standard
City of Los Angeles Sanitation Trucks	2.7 million
Street Light Pole Banner Ads	152.6 million
Bus Shelters	14 million
Convenience Stores/ Laundromats/pharmacies	3.4 million
DASH Bus Tails	11.7 million
DASH Interior Bus Cards	3.3 million
LAX Digital Signage	6 million
Banners at LAUSD Grab and Go Sites	7.6 million
LA City 311 phone line (hold message)	600,000
COVID-19 testing sites	503,000
LA City census website sessions	35,200

D. What hindered the outreach?

Lack of advance planning/notifications for community events - Given that the Census Bureau's operational timeline continued to change throughout the self-response and non-response follow up periods, the Initiative had a difficult time planning events well in advance, which impeded its outreach efforts. Event notifications were typically sent to stakeholders about a week in advance. Event promotion typically included flyer drops in the surrounding neighborhoods in the days preceding the events, e-blasts and social media pushes to community stakeholders. (Timeframe: Activation phase)

Lack of staffing/capacity - In May 2020, the Initiative lost its Data Analyst and was unable to fill the vacancy for the remainder of the campaign. This resulted in distributing the position's workload onto the remaining staff, which further stretched the Initiative's bandwidth for the remainder of the campaign. (Timeframe: Activation Phase)

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.

COVID-19 Pandemic - Due to state and local public health guidance, the Initiative halted all in person outreach events from March to mid-July resuming in person events only after personal protective equipment (PPE) became available for staff and volunteers. Once PPE became available, the Initiative began hosting in person canvassing and self-response events. CGAs, who were originally tasked with hosting in-person community events promoting the census, shifted to the remote phone bank and hosted other forms of virtual outreach. While CGAs were provided with additional digital organizing training including materials and toolkits, the Initiative saw a decline in their participation between May and August 2020 recording a total of 39 CGA led events down from 131 prior to the pandemic.

Climate Change - Since the self-response period went through the peak summer months, many of the in person outreach events were impacted by extreme weather conditions including bad air quality due to nearby wildfires and heat waves both of which impacted event attendance. On one occasion, a self-response event had to end earlier than anticipated due to an air quality health advisory issued because of a nearby wildfire.

Digital Divide - The Initiative found that census tracts with lower response rates were also tracts that had poor access to the internet. Hosting self-response events in these neighborhoods helped mitigate this barrier by providing residents an opportunity to respond to the census in person with a census taker.

4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

Throughout the Campaign the Initiative used the U.S. Census Bureau's self-response rate map and the California Hard-to-Count Index to guide its decision making on where and how to conduct outreach efforts.

The 2020 self-response rate in the City of Los Angeles ended at 58.6%, 9.4% below the 2010 self-response rate of 68%. There are a number of reasons why the self-response rate in the City of Los Angeles--and in most major cities nationwide--fell below 2010 levels namely the economic and health impacts of the COVID 19 pandemic, the failed attempt to add a last minute citizenship question to the 2020 Census which left immigrant populations fearful of providing their personal information, and continual changes to the US Census Bureau's operational timeline which made it difficult to effectively plan outreach efforts. Despite these challenges, the Mayor's Census 2020 Initiative was able to make an impact on self-response rates especially after it resumed in-person outreach activities, which began mid-July and went through to the end of the self-response period. Between July to October, the self-response rate in the City of Los Angeles increased a total of 7.1 percentage points alone.

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.

During the Education Phase of the campaign, the Initiative recruited and trained over 1,200 CGAs. This effort could not have been done without the support and collaboration of community partners that promoted the Program, participated in training sessions, and brought community leaders/trusted messengers to the training.

Later when the California Complete Count Office started holding bi-weekly partners calls, the Initiative would provide key updates to regional partners and extended invitations for partnership coordination. Several key partnerships were made as a result of participating on these calls namely organizations signing up to assist with the Initiative's remote phone bank and canvassing efforts, which generated a total of 274 phone bank and 161 canvass volunteers, respectively.

Self-response events held during the non-response followup period were generally coordinated with council offices, city departments and community partner organizations. Events were organized in low responding and hard to count census tracts. To incentivize participation a number of incentives were used including, free COVID 19 testing, goodie bags, \$5 gift cards, and ice cream. Through these events the Initiative made a total of 1,119 impressions directly enumerating 501 households.

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

Organization	Contribution
U.S. Census Bureau	<ol style="list-style-type: none"> 1. Provided census swag for self-response events 2. Provided census enumerators at self-response events
California Complete Count Campaign	<ol style="list-style-type: none"> 1. Promoted events via partner calls. 2. Leveraged our canvassing and self-response events by driving its census advertising truck in and around the event area.
County of Los Angeles Chief Executive Office	<ol style="list-style-type: none"> 1. Served as co-lead for local complete count committee 2. Sent a census mailer to low responding census tracts during NRFU period

Los Angeles County Office of Education (LACOE)	<ol style="list-style-type: none"> 1. Provided ice cream trucks at most of the Initiative's self-response events. 2. Provided volunteers for the remote phone bank operation
Los Angeles Unified School District (LAUSD)	Disseminated census materials at 63 LA's Best food distribution sites
CA State Legislature	<ol style="list-style-type: none"> 1. Provided volunteers for the remote phone bank operation 2. Promoted the Initiative's self-response events
Coalition for Humane Immigrant Rights Los Angeles (CHIRLA); KIPP So. Cal. Public Schools; Salvadoran American Leadership and Education Fund (SALEF); Central City Neighborhood Partners (CCNP); Black Women for Wellness; Promesa Boyle Heights; Hire LA's Youth; Paramount Studios; AARP; LA City Council Offices, City Departments, and Neighborhood Councils	Provided volunteers for the remote phone bank operation
City of Los Angeles Board of Public Works	Organized caravan and self-response event
City of Los Angeles Recreation and Parks, Watts Labor Community Action Center (WLCAC), and LA Downtown Medical Center	Provided locations for hosting canvassing and self-response events
City of Los Angeles Department of Water and Power	<ol style="list-style-type: none"> 1. Provided a mobile water truck at all canvassing and self-response events 2. Provided census messaging on billing statements
Latino Equality Alliance	Co-hosted a census virtual event targeting LGBTQ+ youth
Community Organized Relief Effort (CORE) and City of Los Angeles Fire Department	Provided free COVID-19 testing at all canvassing and self-response events
NALEO Educational Fund and Advancement Project California	Provided promotional support for all outreach activities and events

Los Angeles World Airports, Los Angeles Convention Center, Los Angeles Department of Transportation, Cityview Channel 35	Provided free digital/outdoor advertising
City departments	Disseminated census materials/communications and displayed posters/banners
Cityview Channel 35	1.) Provided coverage of canvassing and self-response events 2.) Aired and hosted multiple town halls

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?

All printed census materials including the City's census website were translated into English and 12 non-English languages including Arabic, Armenian, Chinese, Farsi, Japanese, Khmer, Korean, Russian, Spanish, Tagalog, Thai, and Vietnamese. To ensure accuracy and accessibility of outreach materials, the City contracted with a certified translation vendor and had those translations reviewed by community members prior to publication. In addition, the website underwent remediation to ensure ADA accessibility and Section 508 compliance.

Language assistance was provided at all trainings and in-person outreach events.

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.

During the Activation phase of the LA Census 2020 campaign, the Initiative highlighted several key volunteers and partners each working hard to achieve an accurate count in the City of Los Angeles. Below are brief descriptions of those stories with links to the digital e-newsletter in which the person or organization was highlighted.

The most emblematic success story is that of Blanca Lucio ([highlighted in the April 2020 e-newsletter](#)), who began her community organizing journey as a CGA. Her motivation to see additional resources and services reach her community in South Los Angeles led this mother of two to organize two community events prior to the pandemic. Blanca continued her community organizing journey by volunteering for nearly all of the Initiative's canvassing and self-response events. Her hard work did not go unnoticed for long as she soon found herself with a job offer to work on a local political campaign which she took. While her new job pulled her away from census outreach, it demonstrates the effectiveness of the CGA program in developing emerging leaders in the City's hardest to count communities.

E-newsletter Issue	Link to Story	Description
October 2020	https://mailchi.mp/a3df2fafca4b/la-census-2020-e-news-5077822	Highlights phone banking volunteer, Ángeles Rosales
September 2020	https://mailchi.mp/709e7ff5dc2c/la-census-2020-e-news-5060742	Highlights phone banking partnerships and virtual event with Latino Equality Alliance
August 2020	https://mailchi.mp/d0778fa510f4/la-census-2020-e-news-5041742	Highlights the reactivation of in person events
July 2020	https://mailchi.mp/5d9b1c879a3a/la-census-2020-e-news-2763632	Highlights corporate phone banking partner, Paramount Studios
June 2020	https://mailchi.mp/92b76a5e28c8/la-census-2020-e-news-2751012	Highlights two key partners, Black Women for Wellness and Latino Equality Alliance
May 2020	https://mailchi.mp/1aa33578d5d0/la-census-2020-e-news-1197620	Highlights top three phone banking champions, Zaw Tu Hkawng, Marielle Kriesel, and Itzel Flores
April 2020	https://mailchi.mp/9259f7e2d79d/la-census-2020-e-news-1185792	Highlights four CGAs, Angela Law, Winnie Fong, Jessica Beas and Blanca Lucio
March 2020	https://mailchi.mp/0102c87c624a/la-census-2020-e-news-1172235	Highlights CGA Maria Eugenia
February 2020	https://mailchi.mp/da4b8c255005/la-census-2020-e-news-1155719	Highlights two CGAs, LeAnn Kelch and Luis Moran

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

Start planning early - The City of Los Angeles began planning for the 2020 Census a full three years ahead and convened its first local complete count committee in January 2018. Planning early provided the City and the County of Los Angeles ample opportunity to bring a diverse cross-section of stakeholders into the fold. The group grew to more than 1,200 members toward the end of the campaign. Planning for the 2030 census should begin no later than 2027. Additional time will also allow for contingency planning to prepare for continuing outreach in emergency situations, such as a global pandemic.

Continue to use flexible/robust technology - One of the factors that made it easier for the Initiative to transition from in-person to remote outreach was the availability and utility of the Hard to Count Index, the Census PDI and SwORD applications. The Hard to Count Index made it easier to make decisions about which HTC populations and geographies to target while the Census PDI application made it possible to quickly transition from door-to-door canvassing to operating a remote phone bank operation and the SWORD application provided a real time outreach tracking solution.

Disburse funding early and allow expenditures for labor - See response in 2B.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

- a) SwORD uploads of completed activities - Last upload to SwORD was completed on: **Friday, October 30, 2020**
- b) Updated list of subcontractors - Not applicable.
- c) Links to evaluations or analytical reports, if any
 - o [LA Census 2020 Outreach Campaign Summary, slide deck](#)
 - o [Phone banking analytics](#)
 - o [CGA Program Update Issued October 2, 2020](#)
- d) Links to sample products
 - Social media toolkits are available on the City's Social Press kit site: <https://thesocialpresskit.com/lacitycensus>
 - [CGA Training Handbook](#)
 - [2019 CGA Training Slidedeck](#) and [2020 CGA Training Slidedeck](#)
 - [CGA phone script](#)
 - [CGA training for remote phone bank \(online\)](#)
 - All outreach materials available on <https://census.lacity.org>