



# Countywide Outreach Complete Count Committee Meeting

Thursday, January 25, 2018  
Los Angeles City Hall

# AGENDA

- Welcome Remarks and Introductions
- Overview of the County of Los Angeles/City of Los Angeles Census Efforts
- Complete Count Committee Framework
- L.A. County Low Response Score Mapping Tool
- Group Discussion on Regional Census Efforts
- Questions and Answers
- Adjourn Meeting



# Brief Overview of the County of Los Angeles/ City of Los Angeles Census Efforts

Role of local government  
County of Los Angeles Complete Count  
Committees



# Role of Local Government

1. Provide the U.S. Census Bureau with a Master Address File of census addresses.
2. Work collaboratively with Los Angeles' diverse stakeholders and other government agencies to conduct and support outreach and education efforts.



# County of L.A. Complete Count Committees

To successfully connect with all County residents, with a focus on Hard-to-Survey populations, a Countywide coordinated outreach plan is needed. Based on Federal funding allocations to the County of L.A. and its regionwide responsibility for the census, the CCC's are:

1. Health and Human Services
2. Transportation
3. Countywide Outreach

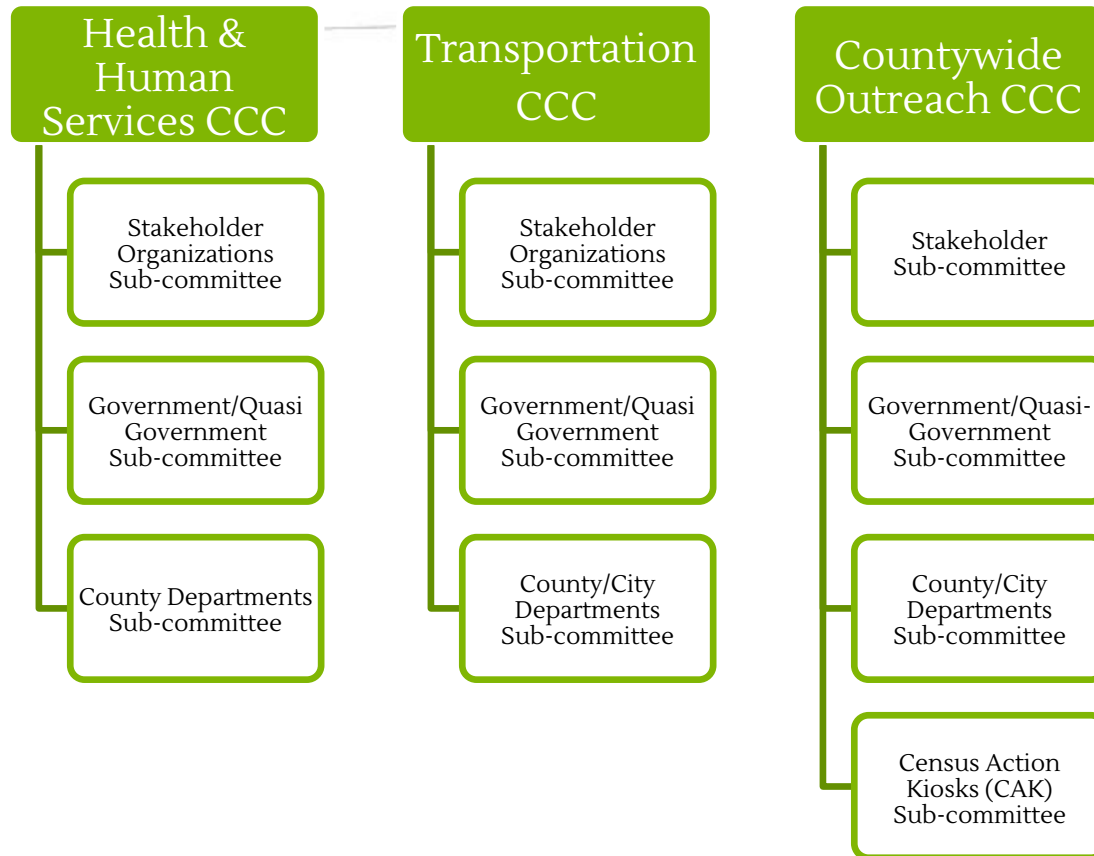


# Complete Count Committee Framework

Sub-committees  
Meeting schedule and reports



# Sub-committees



# Overall Goals of Countywide Outreach CCC

- Work in concert with diverse stakeholders and government agencies from various sectors to ensure a full, fair and accurate count Countywide.
- Avoid duplication of outreach efforts and maximize limited resources.
- Develop a Countywide education and outreach plan.
- Adopt the Statewide “on the ground” and “on the air” outreach models at the Countywide level.





# County/City Partnership

- Countywide Communications and Marketing
- Joint Complete Count Committees
- Use of Regional Mapping Tool
- Census Action Kiosks
- Census Goodwill Ambassadors Program



# Meeting Schedule and Reports

- Countywide Outreach CCC will meet every other month beginning January 2018 on the fourth Thursday of the month.
- Sub-committees will meet as determined by each sub-committee and members are welcome to attend the Countywide Outreach CCC meetings.
- Submit Education and Outreach and Strategic Plans by February 14, 2018.

# Los Angeles County Low Response Score Mapping Tool

Reaching Hard-to-Survey Populations  
Census Planning Database Variables  
Mapping Tool Live Demonstration



# Reaching Hard-to-Survey Populations

- 16 variables identified by the U.S. Census Bureau characterize socio-economic and demographic profiles of communities that enable identification of Hard-to-Survey populations.
- Based on these variables, a mapping tool was developed that indicates which Census Blocks within the County of L.A. are Hard-to-Survey. This will support a targeted outreach plan.

## Census Planning Database Variables

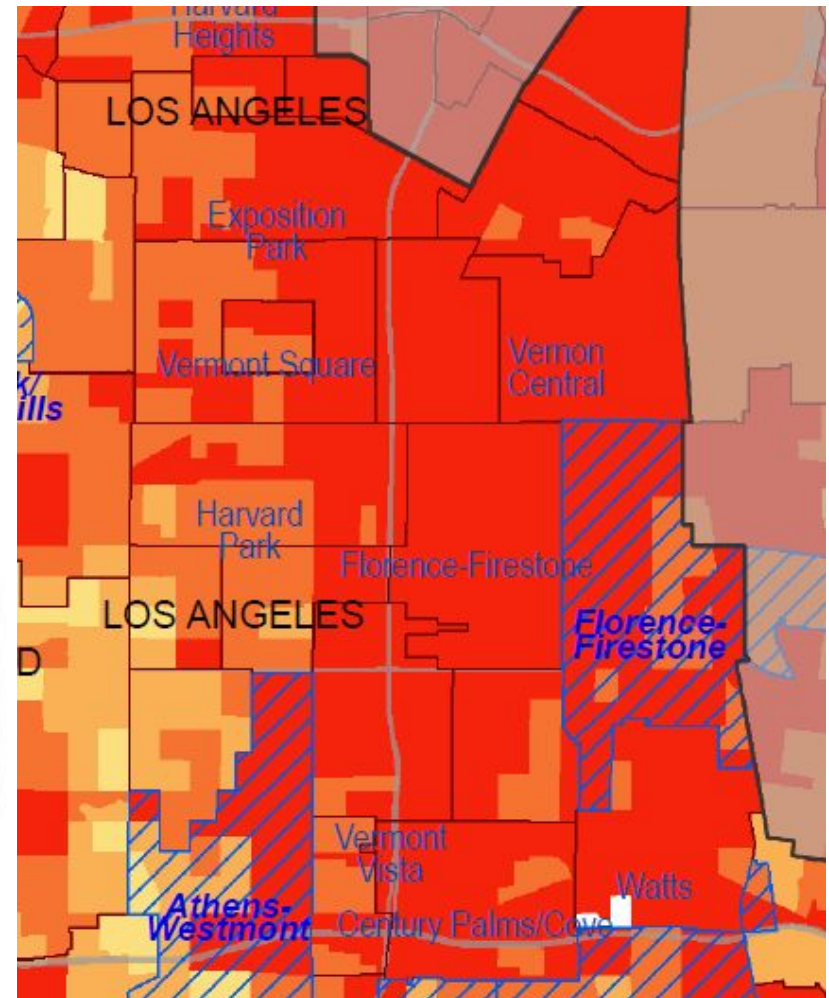
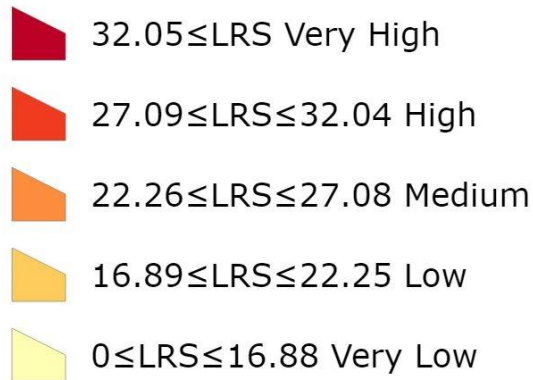
(Provides socio-economic and demographic characteristic profiles of communities to enable identification of Hard-to-Survey populations)

Median Household Income	Not High School Graduate
Non-Hispanic Black	Renter Occupied Housing Units
Non-Hispanic White	Vacant Housing Units
Hispanic	Limited English Age 14+
Asian	Population Age 18-24
Native Hawaiian or Other Pacific Islander	Population Age 65+
American Indian or Alaska Native	Family Occupied Housing Units with Related Children Under Age 6
Below Poverty Level	Multi-Unit (10+) Housing



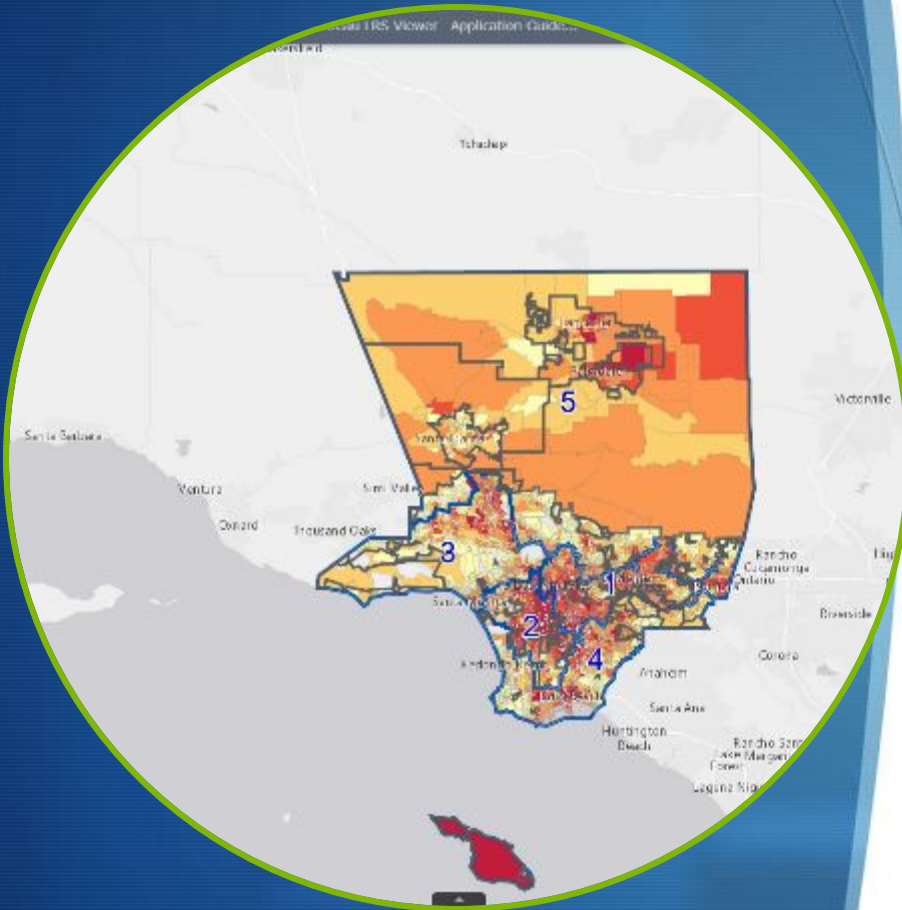
# Mapping L.A. County's Hard-to-Survey Communities

LRS



# Los Angeles County Low Response Score Mapping Tool Live Demonstration

<http://rpgis.isd.lacounty.gov/lrs/>



# Update by U.S. Census Bureau Regional Office





# Group Discussion on Regional Census Efforts



# Prompts

1. Is your organization, department or governmental agency currently engaged in any 2020 Census strategic efforts? If yes, what?
2. If your organization, department or governmental agency is currently NOT engaged in 2020 Census efforts, what role can your organization take as part of a “on the ground” outreach campaign focusing on geographic and demographic (Hard-to-Survey) areas?
3. What strategies do you recommend be taken to accomplish an “on the air” and “on the ground” outreach campaign?
4. Are there other stakeholders or governmental agencies that should be included as part of this process?
5. Based on the Education and Outreach Work Plan are there actions/tasks that can lead to a successful outreach campaign?



# Next Steps

- Next Countywide Outreach Complete Count Committee meeting will be hosted by the County of Los Angeles.

Thursday, March 22, 2018

9:00 a.m. to 11:00 a.m.

Kenneth Hahn Hall of Administration

500 W. Temple Street

Los Angeles, CA 90012

7th Floor, Conference Room 743



# Q & A

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# Thank You

