

Los Angeles Counts 2020

Ensuring a Fair and
Accurate Count in Our
Region



John Dobard, Director of Political Voice





Advancement Project California

Advancement Project is a next generation, multiracial civil rights organization.

In California we champion the struggle for greater equity and opportunity for all, fostering upward mobility in communities most impacted by economic and racial injustice. We build alliances and trust, use data-driven policy solutions, create innovative tools, and work alongside communities to ignite social transformation!

Educational Equity – Expanding opportunity for marginalized students.

Equity in Public Funds – Empowering communities to shift funding and investments.

Health Equity – Striving to produce healthy built environments and communities.

Political Voice – Making governments more participatory and representative.



Census Policy Advocacy Network



CHILDREN NOW





Why the Census Matters

Community Power



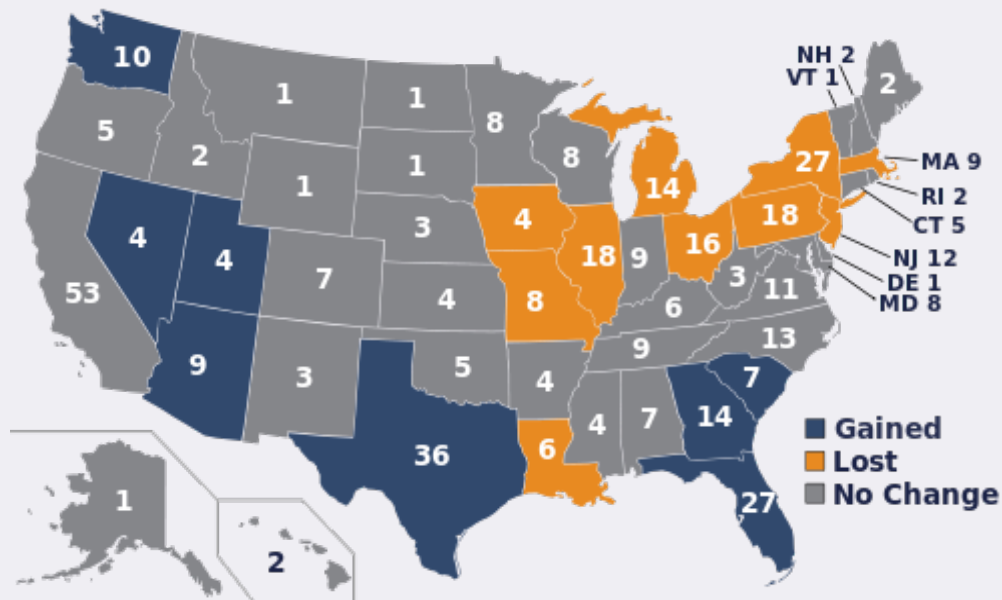
- Build base
- Establish new organizational relationships across regions and issues
- Develop community leaders

Protection

- Monitoring civil rights laws that protect voting rights, equal employment opportunity, and more



Representation



- Reapportionment of seats in the House of Representatives
- Redrawing of political districts at the federal, state, and local levels

Money

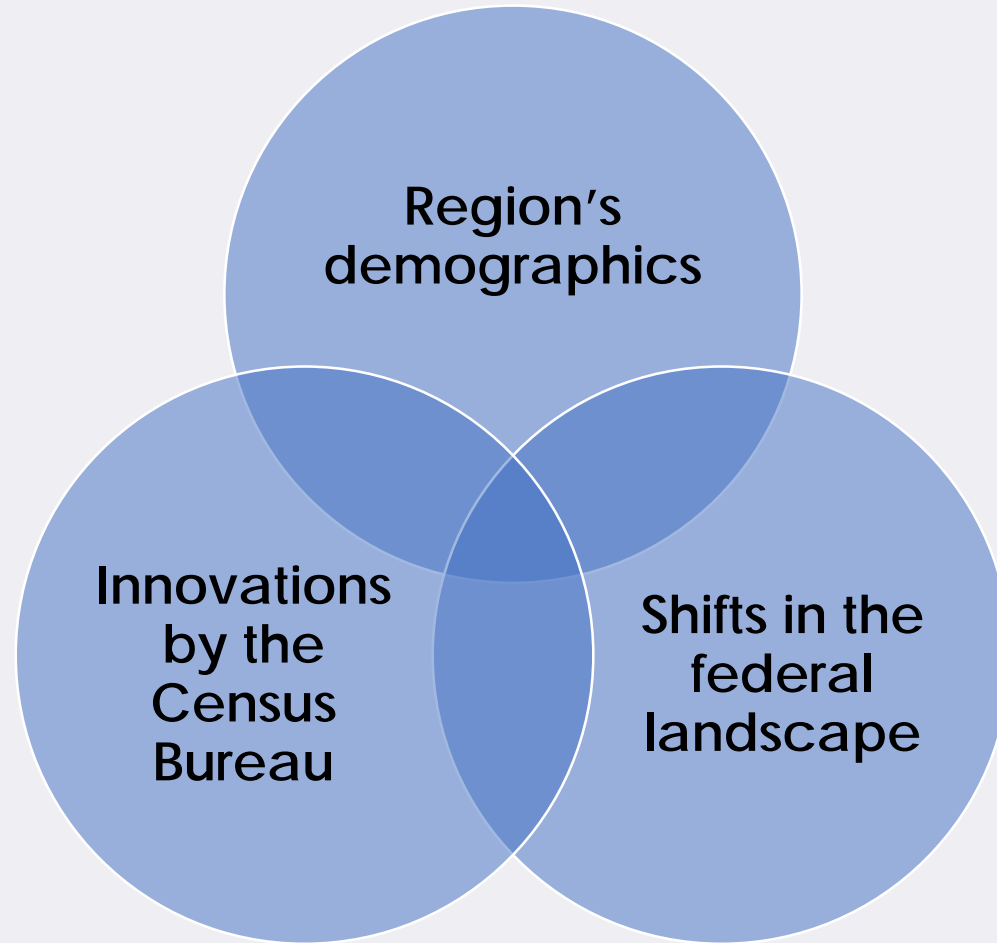


- Allocation of federal funding for health care, education, housing, and other services
- CA received over \$115 billion in FY 2016 from 55 federal programs that use census-derived data



The Challenge for L.A. County

The County is at High Risk for an Undercount



HTC Populations in CA

- American Indians/Alaska Natives; Asian Americans; Blacks/African Americans; Latinos; Middle East and North Africa; Pacific Islanders
- Immigrants and refugees
- Farm workers
- People with disabilities
- Lesbian, Gay, Bisexual, Transgender, and Queer/Questioning (LGBTQ)
- Seniors
- People experiencing homelessness
- Children 0-5
- Veterans
- Low broadband subscription/limited or no access
- Limited English proficient



Note: These are HTC populations that the State of California recognizes

L.A. County HTC Estimates

Group	Population Living in High and Very High LRS Tracts	HTC Population Living Outside High and Very High LRS Tracts	Total Target Population
Latino	3,582,732	168,834	3,751,566
NH White	741,750	154,033	895,783
Asian American	619,889	322,724	942,613
Black/African American	689,882	50,423	740,305
American Indian/Alaska Native	90,254	50,321	140,575
Pacific Islander	29,672	24,445	54,117
Total	5,598,716	770,780	6,369,496

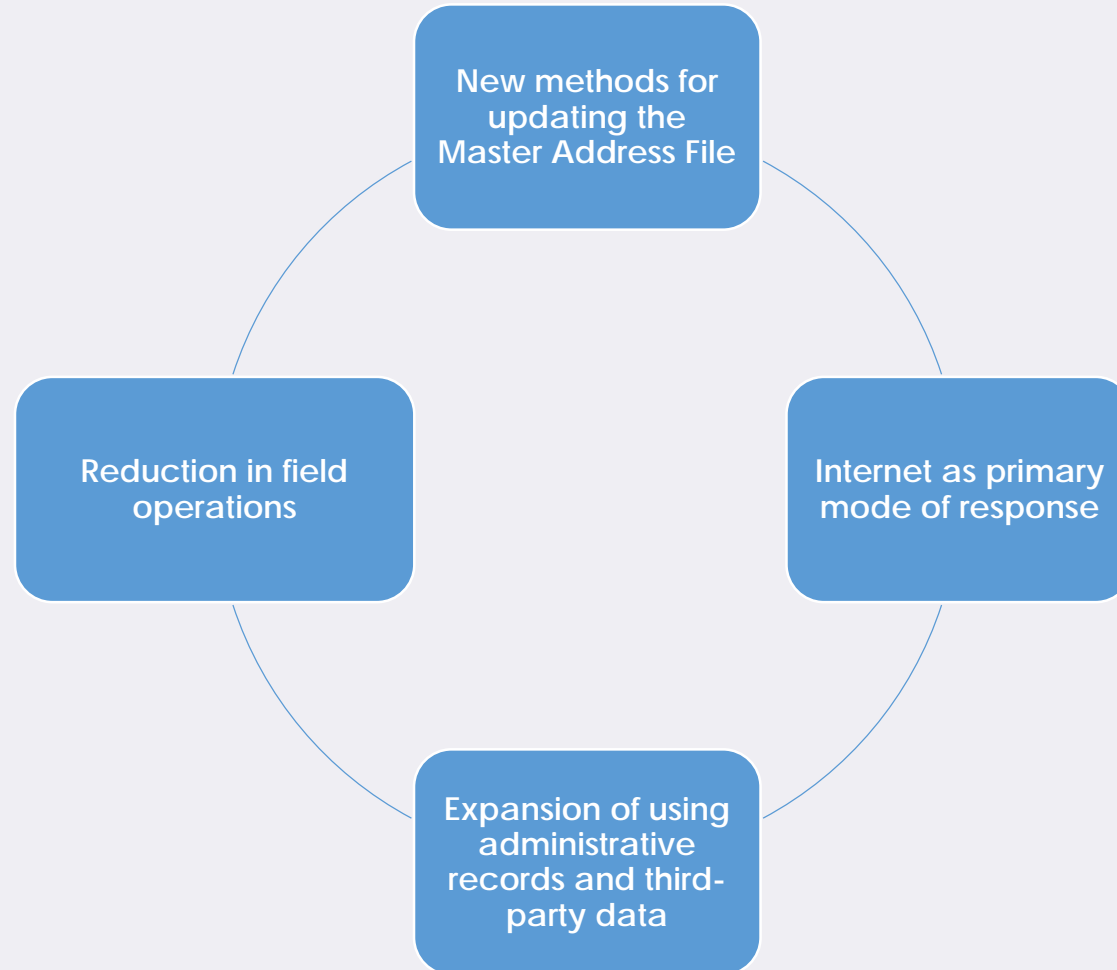
Note: HTC populations living outside census tracts whose Low Response Score is deemed very high or high include Latino noncitizen, non-Hispanic Whites living below the poverty line, Asian American with limited English proficiency, African Americans living below the poverty line, American Indians/Alaska Natives, and Pacific Islanders. The details of columns two and four do not sum to the total because some people are included in more than one group if they selected more than one racial group and/or selected Hispanic. Individuals are included in more than one group in an effort to be inclusive and follow recommendations from the U.S. Office of Management and Budget (OMB).



Key Barriers to Census Participation

- Uncertainty about the purpose and use of census data
- Uncertainty about who should be included
- Fear or mistrust of government
- Limited English proficiency

Shifts in Census Operations



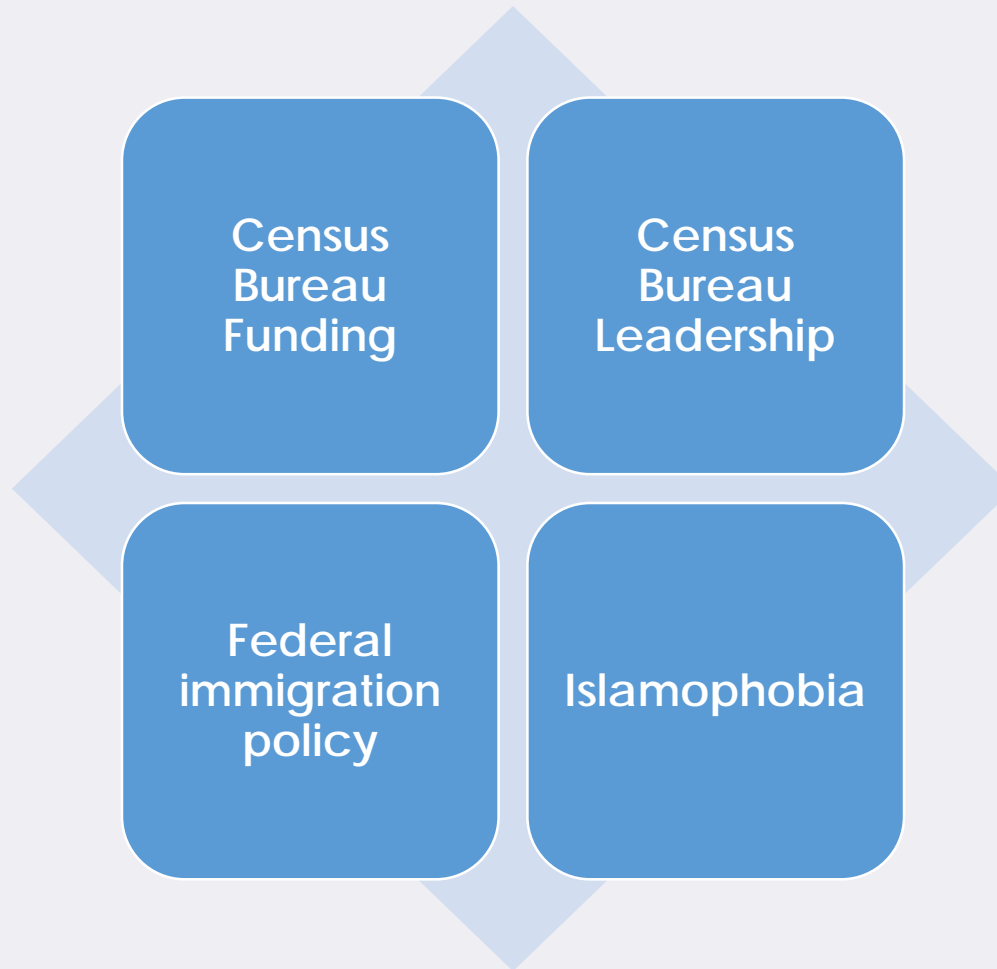
The Citizenship Question

Is this person a citizen of the United States?

- ☐ Yes, born in the United States
- ☐ Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas
- ☐ Yes, born abroad of U.S. citizen parent or parents
- ☐ Yes, U.S. citizen by naturalization – *Print year of naturalization* ↴

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- ☐ No, not a U.S. citizen

Shifts in the Federal Landscape



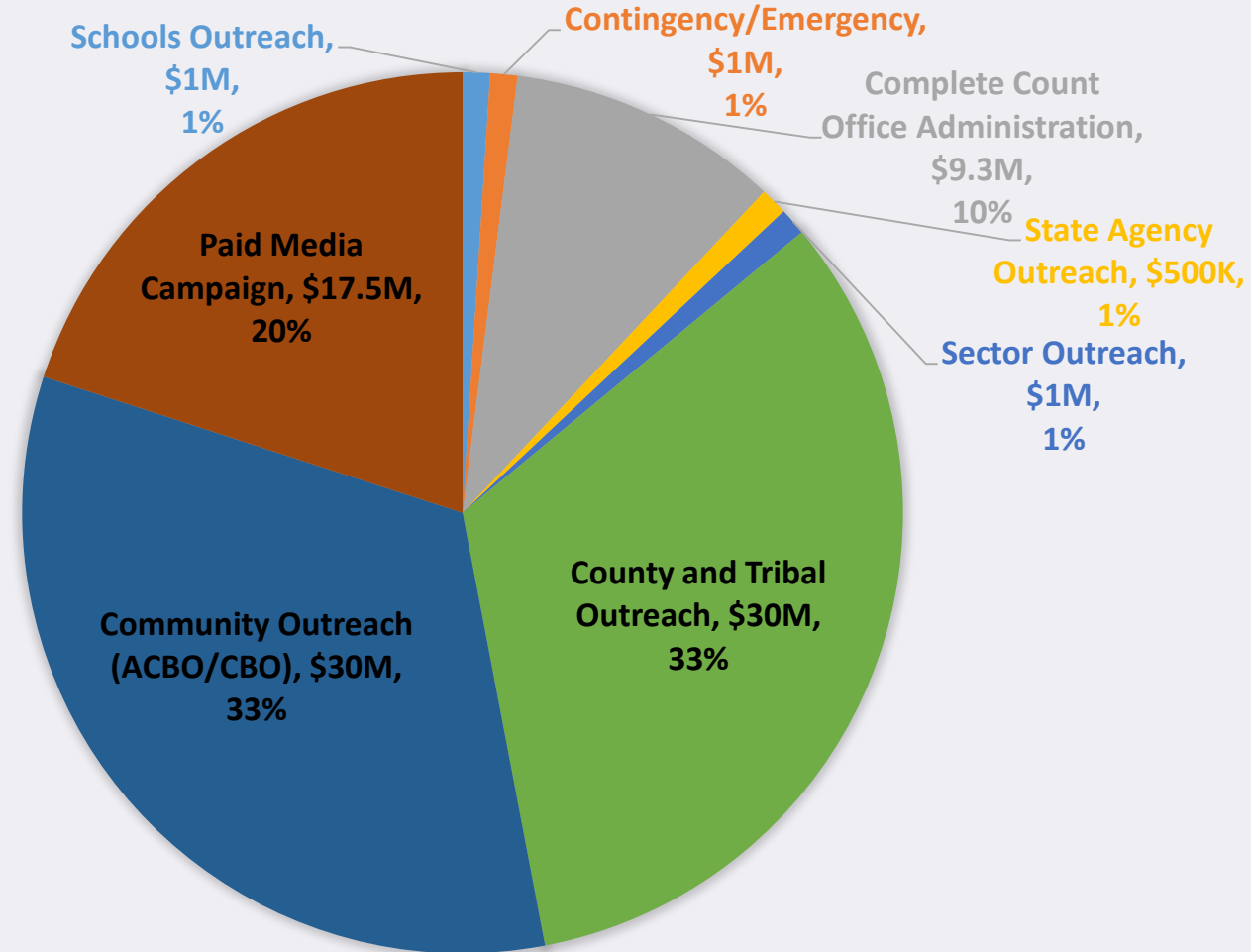


Meeting the Challenge

State-Based Programs at a Glance

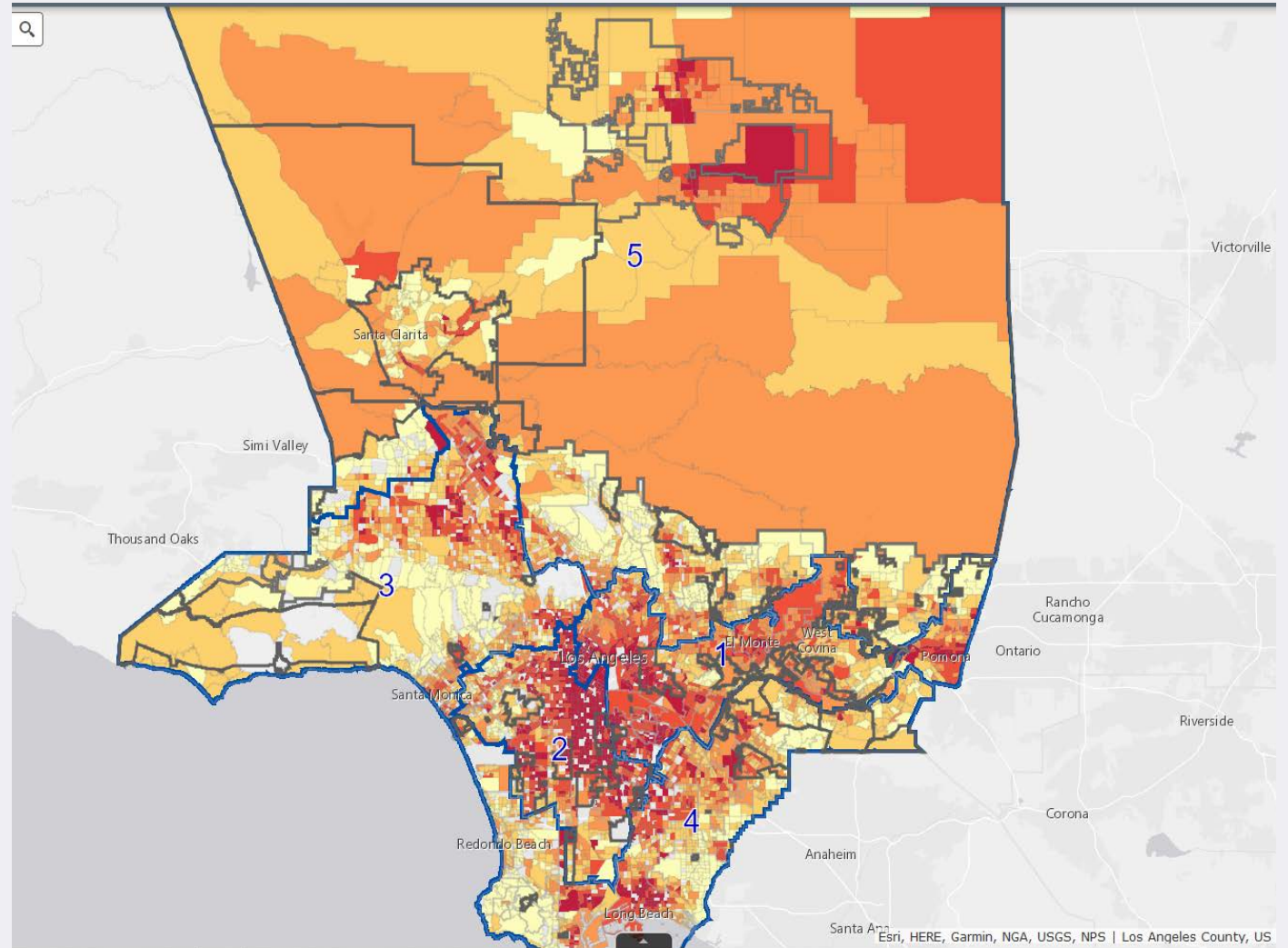
Census Year	2000	2010	2020
State Budget	\$24.7M	\$2.1M	\$100.3M
Staff	55	4	30
Office(s)	5	1	5
Approach	Grassroots	Grasstops	Grassroots
CA MPR*	76%	73%	TBD

\$90.3 Million for Outreach

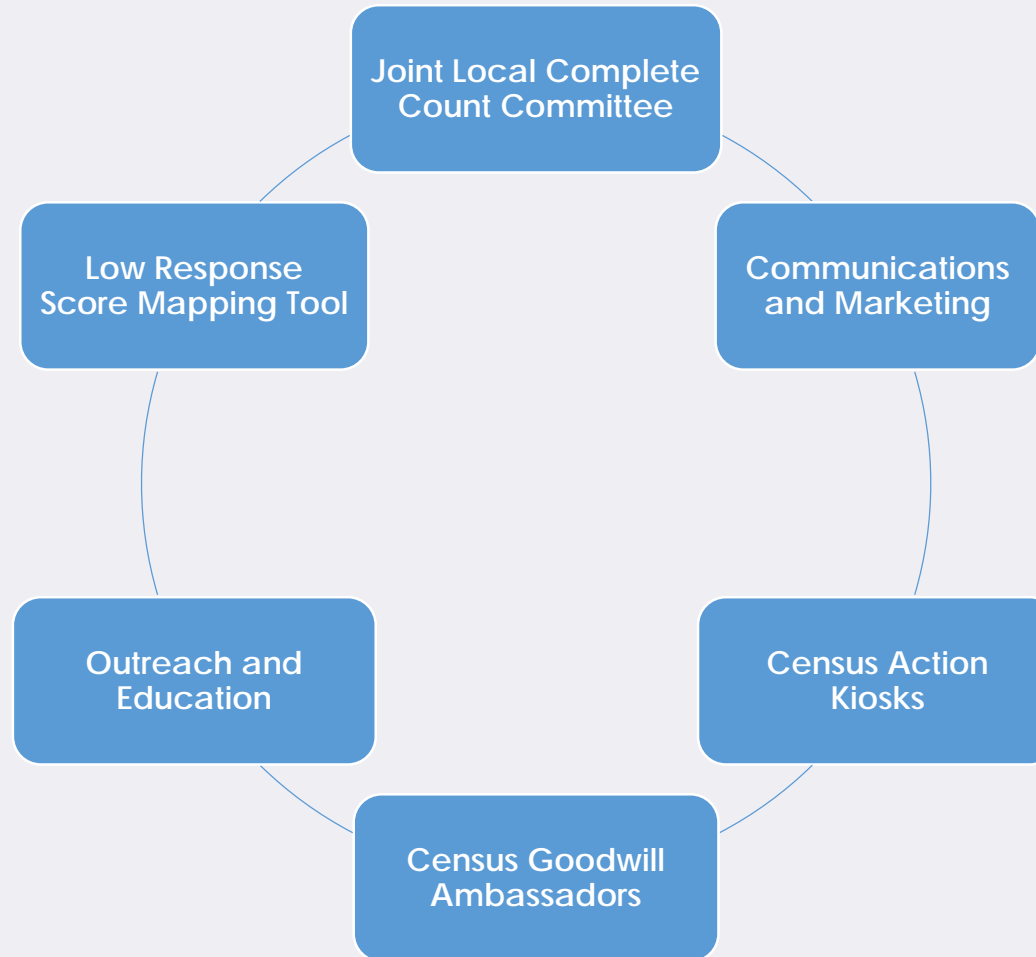


State Funding for L.A. County

- Total HTC %: 36.78
- Funding Amt: \$8.4M
- ACBO announced in March



Priority for the County and City of L.A.





Priority for the Nonprofit Community

Philanthropy:
Regional
Funders
Table

CBO
Community:
LA Regional
Census
Table

Table 2: Four-Phased Outreach Strategy

Phase	Timing	Activities/Tactics
1. Preparation: Focus on developing and preparing to execute field outreach plans	July 2018 – March 2019	<ul style="list-style-type: none"> • Funders: Develop funding strategy; provide grants for outreach planning and research; establish spaces for coordination among funders and, separately, among community-based organizations (CBOs)/nonprofit organizations (NPOs) • CBOs/NPOs: Develop organizational outreach plans; build organizational capacity; identify and secure resources • Intermediaries: Develop organizational outreach plans; build organizational capacity; identify and secure resources; support CBOs/NPOs in developing outreach plans; provide subgrants to CBOs/NPOs • Media: Develop media outreach plans; build organizational capacity; identify and secure resources • Researchers: Conduct first wave of research on barriers for and effective messaging to hard-to-count populations; provide data and mapping support for CBO/NPO planning efforts
2. Education: Focus on public education and consciousness raising about the census	April 2019 – December 2019	<ul style="list-style-type: none"> • Funders: Provide grants for outreach and maintain spaces for coordination • CBOs/NPOs: Conduct public education workshops/presentation; conduct train-the-trainer sessions for anyone who will engage with residents during the activation phase; launch media messaging; distribute educational materials • Intermediaries: Conduct educational workshops/presentations for CBOs/NPOs; conduct train-the-trainer sessions for CBOs/NPOs; coordinate coalition activities for CBOs/NPOs; develop materials for CBOs/NPOs; provide subgrants to CBOs/NPOs; launch media messaging • Media: Launch media messaging

		<ul style="list-style-type: none"> • Researchers: Conduct second wave of research on barriers for and effective messaging to hard-to-count populations to account for any shifts in the sociopolitical environment
3. Activation: Focus on ramping up the intensity of outreach and providing direct support to community residents	January 2020 – April 2020	<ul style="list-style-type: none"> • Funders: Continue to provide grants for outreach; continue to maintain spaces for coordination; prepare to provide grants for evaluation • CBOs/NPOs: Continue public education workshops/presentations; continue media messaging; continue distributing materials; engage in direct contact via neighborhood canvassing and phone banking; provide technical assistance by hosting Census Action Kiosks (CAKs) • Intermediaries: Continue educational workshops/presentations for CBOs/NPOs; conduct train-the-trainer sessions for CBOs/NPOs; coordinate coalition activities for CBOs/NPOs; develop materials for CBOs/NPOs; continue media messaging • Media: Continue media messaging • Researchers: Provide data and mapping support
4. Follow-Up: Focus on educating residents about the Census Bureau's Nonresponse Followup Operation (NRFU) and providing targeted outreach to geographies with low response rates	April 2020 – July 2020 <ul style="list-style-type: none"> • Early NRFU will occur in April and will focus on blocks surrounding colleges and universities. • The main NRFU operation will begin in May. 	<ul style="list-style-type: none"> • Funders: Continue to provide grants for outreach; continue to maintain spaces for coordination; provide grants for evaluation • CBOs/NPOs: Continue public education workshops/presentations; continue media messaging; continue distributing materials; engage in direct contact via neighborhood canvassing and phone banking; provide technical assistance by hosting CAKs • Intermediaries: Continue educational workshops/presentations for CBOs/NPOs; conduct train-the-trainer sessions for CBOs/NPOs; coordinate coalition activities for CBOs/NPOs; develop materials for CBOs/NPOs; continue media messaging • Media: Continue media messaging • Researchers: Provide data and mapping support; develop and launch plans for post-outreach evaluation

What You Can Do

1. Prioritize the census within your organization
 - Begin planning outreach efforts now
2. Stay engaged with the LA Regional Census Table
 - Next meeting: May 29th
3. Inquire about joining the Countywide Complete Count Committee
 - Tina Herzog (therzog@ceo.lacounty.gov)
 - Jason Tajima (jtajima@ceo.lacounty.gov)

Thank You

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