

MOTION

The U.S. Decennial Census is one of the most important events in the American political process as it determines political representation at all forms of government and distribution of billions of dollars in federal and State funding. The Census Data also informs the distribution of public safety resources in the City of Los Angeles

The Census has historically suffered from disproportionately undercounting minority communities. The accuracy of the 2020 Census is further burdened by two new developments in the Census process. First, the addition of a question regarding citizenship status has the potential to stoke fear in residents submitting Census forms, threatening to discourage participation in the Census. Second, the 2020 Census' reliance on electronic submittal creates an additional barrier in the Census process, as not all communities have reliable access to computers or the internet. The proposed citizenship question and the digital divide have the potential to lead to a dramatic undercount of our communities, and could have an even more extreme effect on already chronically undercounted areas.

Due to the importance of an accurate census, local, State and tribal governments have historically assisted the U.S. Census Bureau by conducting local outreach efforts. For instance, in 2000 and 2010, the State of California allocated \$20 million and \$2 million dollars, respectively, toward census outreach, part of which was allocated to local governments.

In preparation for the 2020 Census, the City has taken actions to ensure an accurate and complete population count. These include supporting and participating in the Local Update of Census Address (LUCA) Program, supporting legislative action to fund complete count committees and related Census outreach programs, and supporting the additional \$50 million allocated for Census activities in the 2019-2020 Governor's Budget.

Additionally, the State has allocated \$90.3 million, to date, for 2020 Census outreach. These funds will go toward launching a statewide "on-the-air" communications campaign and "on-the-ground" outreach efforts deployed to hard-to-count populations by local governments, schools, community organizations, and others. Council adopted Motion (Wesson-Bonin) that allowed the City to negotiate an agreement with the County of Los Angeles to accept funds for the City to engage in Census 2020 outreach and education efforts.

In order to guarantee an accurate Census count for all Los Angeles residents, it is critically important that these resources are deployed to prioritize outreach in historically undercounted areas.

I THEREFORE MOVE that the Office of the Mayor's Census 2020 Initiative be REQUESTED to report to Council with their funding plan for door-to-door outreach and education efforts in chronically undercounted areas, and if necessary, a report on what additional funding the City needs to provide to assure a comprehensive outreach effort.

PRESENTED BY *Monica Rodriguez*  
MONICA RODRIGUEZ  
Councilwoman, 7th District

PRESENTED BY *Gil Cedillo*  
GIL CEDILLO  
Councilmember, 1st District

PRESENTED BY *Nury Martinez*  
NURY MARTINEZ  
Councilwoman, 6th District

PRESENTED BY *Jose Huijar*  
JOSE HUIZAR  
Councilmember, 14th District

PRESENTED BY *Curren Price*  
CURREN PRICE  
Councilmember, 9th District

SECONDED BY *Sheryl Woff*

ORIGINAL

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