



**CITY OF GLENDALE, CALIFORNIA
REPORT TO THE:**

Joint City Council Housing Authority Successor Agency Oversight Board

December 3, 2019

AGENDA ITEM

Report: Consideration of Direct Allocation of Funding for 2020 Census Education and Outreach

- 1) Motion Authorizing the City Manager to Execute an Agreement to Receive a Direct Funding Allocation from the County of Los Angeles in the Amount of \$147,789
- 2) Resolution of Appropriation for \$147,789
- 3) Motion to Pool Funding with the County of Los Angeles (Decline Direct Funding Allocation)

COUNCIL ACTION

Public Hearing <input type="checkbox"/>	Ordinance <input type="checkbox"/>	Consent Calendar <input type="checkbox"/>	Action Item <input checked="" type="checkbox"/>	Report Only <input type="checkbox"/>
Approved for <u>12/03/19</u> calendar				

ADMINISTRATIVE ACTION

Submitted by:
Christine B. Powers, Senior Executive Analyst

Prepared by:
Eliza Papazian, Public Information Officer

Christine B. Powers, Senior Executive Analyst

Approved by:
Yasmin K. Beers, City Manager

Reviewed by:
Roubik Golanian, Assistant City Manager

Michele Flynn, Finance Director *MK*

Michael J. Garcia, City Attorney

Signature

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[Signature]
[Signature]
[Signature]
[Signature]

RECOMMENDATION

Staff respectfully recommends that the City Council consider authorizing the City Manager to enter into an agreement with the County of Los Angeles to receive a direct allocation of funding in the amount of \$147,789 for providing outreach and education for the 2020 Census. This will require a resolution of appropriation, as funding from the County is provided in the form of reimbursements.

BACKGROUND/ANALYSIS

Once a decade, America comes together to count every resident in the United States (US), creating national awareness of the importance of the census and its valuable statistics. The decennial census was first taken in 1790, as mandated by the Constitution. It counts our population and households, providing the basis for reapportioning congressional seats, redistricting, and distributing more than \$675 billion in federal funds annually to support states, counties, and communities' vital programs — impacting housing, education, transportation, employment, health care, and public policy.

Federal funds, grants, and support to states, counties, and cities are based on population totals and breakdowns by sex, age, race, and other factors. Communities benefit the most when the Census counts everyone. An undercount can result in the loss of funding, along with Congressional representation.

Participating in the 2020 Census

For the first time, the Census will be available online, as well as the more traditional options of participating by phone or by completing the paper form. People will have the ability to self-respond via internet and phone as early as March 12, 2020. The goal is to have as many people complete the Census using these two methods before the paper Census form is released.

The online Census form, as well as the phone interview version of the Census will be available in the following 12 languages:

- Spanish
- Chinese (Online: Simplified; Phone: Mandarin and Cantonese)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

The paper Census form will be mailed to those households that have not completed the Census online or by phone, and will be translated into Spanish. A copy of the Census questionnaire is provided as Exhibit 1 of this report.

Those who do not respond online, by phone, or by mailing back their forms will receive a final reminder late April 2020 before the Census Bureau begin to follow up with unresponsive residents by conducting at-home, in-person interviews.

Census Confidentiality and Security

Federal law, under Title 13 of the United States Code (U.S.C.), requires the U.S. Census Bureau to maintain the confidentiality of the information it collects. The Census Bureau takes this responsibility very seriously. Respondents place their trust in the Census Bureau each time they complete a survey or an interview. This trust in confidentiality is critical to the success of the Census Bureau's mission to collect and report the most accurate data possible. To uphold the law, the Census Bureau requires that any individuals with access to Title 13 materials adhere to confidentiality and security guidelines.

The penalty for the wrongful disclosure or release of information protected by Title 13 is a fine of not more than \$250,000 or imprisonment for not more than 5 years, or both, as set by Section 214 of the Code and the Uniform Sentencing Act of 1984.

Consideration of Direct Allocation of Census Funding

On March 21, 2019, the County of Los Angeles (County) elected to receive funding from the State of California to promote participation in the upcoming 2020 Census. The State funding allocation for the County to promote participation in the 2020 Census is \$9,393,090. The State's campaign is designed to focus outreach efforts on both the geographic areas and hard-to-count (HTC) demographic populations. As a result, the County is allocating Census outreach funding to appropriate cities according to the State's CA-HTC Index and the Census Bureau's Low Response Score measure.

The County chose to allocate funding directly to cities and unincorporated areas, focused on HTC areas under three funding allocation agreements, as follows:

- City of Los Angeles: \$2,950,115
- City of Long Beach: \$322,141
- Administrative Community Based Organization for Region 8: \$6,220,154

The County decided to provide direct funding to the Cities of Los Angeles and Long Beach, along with the County unincorporated areas, since they comprise approximately two-thirds of the HTC block groups within Los Angeles County. Throughout the County, there are 21 cities and 66 unincorporated areas that do not have HTC block groups and therefore do not reflect a funding allocation.

The County allocation for the City of Glendale is \$147,789, as can be seen in Exhibit 2, which identifies the County allocation for cities and unincorporated areas in the San Fernando Valley Council of Governments (COG) region.

Cities that have been identified for an allocation can select between two options to manage their Census allocations: pool funding with the County or request a direct allocation.

Option 1 – Pooled Fund

Under this option, a city can pool its money with the County and other cities, and by doing so, be eligible to receive the following services based on its HTC funding allocation level:

Item	Description
Digital 2020 Census Media Kit	<ul style="list-style-type: none"> • High resolution 2020 Census Logos/Graphics to be used for print materials and/or online efforts (materials will be customizable for a city’s own branding, if desired). • Available in 12 County threshold language groups (Arabic, Armenian, Chinese, Farsi, Japanese, Khmer, Korean, Russian, Spanish, Tagalog/Filipino, Thai, and Vietnamese). • Short video files that users can download and share. • Long format narrative videos and testimonial/success stories from those affected by federal funding because of Census. • Social media (Facebook, Instagram, Twitter, LinkedIn, etc.) content including banners, graphics, hashtags, and a calendared trove of social media posts with interactive content for coordinated distribution. • Census-branded photos. • Branded and calendared outreach emails that may be personalized by a city. • Branded FAQs about LA County and the 2020 Census. • Branded, graphic 2020 Census timeline.
Direct Mail Campaign	<ul style="list-style-type: none"> • Outreach materials sent via U.S. mail directly to the cities’ HTC Census block groups.
Earned and Paid Media Campaign	<ul style="list-style-type: none"> • Media outreach designed to reach the cities’ HTC Census areas/populations.

Option 2 – City Deployment of State Funding

Under this option, a city may elect to receive up to their full funding allocation. To be eligible for this allocation, a city must complete the following tasks:

Task	Description
Census Complete Count Committee Membership	A city may form its own committee, or it may join and participate in the County’s Complete Count Committee.
Strategic Implementation Plan	<p>A city must submit a plan, subject to County approval, detailing the city’s plan for Census education/outreach targeting the city’s HTC areas/populations. Such plan must include:</p> <ul style="list-style-type: none"> • Approach — Detail how the city plans to maximize local participation in the 2020 Census with specific strategies, tactics and timelines, as well as describe how the city will use partnerships and leverage resources via approved activities/ expenditures to achieve the highest self-response rate on the 2020 Census questionnaire. • Partnership Coordination — Describe how the city will coordinate with the US Census Bureau, the California Complete Count Committee, the County, community-based organizations, and other civil society organizations to avoid duplication and address gaps in Census outreach. • Language Access Plan — Explain how the city will address language access in its jurisdiction. • Accountability — Specify how the city plans to meet County reporting and data collection requirements. • Budget — Provide specific itemization of how the city will use allocated funding, including, but not limited to, administrative costs (not to exceed 5% of the total allocation), outreach, and media.
Reporting	<p>A city must agree to adhere to all State and County reporting requirements, including tracking all Census outreach events/activities using the attached Activities Tracking Sheet and submitting such spreadsheets on a monthly basis, and documenting that State funds are being used for the approved activities/expenditures identified below:</p> <ul style="list-style-type: none"> • Outreach activities/community events to educate/encourage HTC populations to complete the Census questionnaire • Purchase of outreach materials (banners, bus wraparounds, flyers, etc.). • Local paid media targeting HTC areas/populations • Distribution of outreach materials • Canvassing of HTC areas • Form-filling assistance • Phone banking

	<ul style="list-style-type: none"> • Pledge cards (creation and/or distribution) • Translation/interpretation services • Promotion of local hiring of Census enumerators (in partnership with US Census Bureau) • Non-Response follow-up activities (during May-August 2020)
Unused Funds	A city must agree to return any funds not used in accordance with State requirements.

After weighing the two options, staff respectfully recommends that City Council consider approving Option 2, in which the City can receive up to \$147,789 in direct allocation funding to implement Census outreach. Staff feels that the funding can be used effectively and efficiently, especially with coordination with the County to ensure that there is no duplication of efforts.

The City of Glendale has already formed a Glendale Complete Count Committee, which has been meeting since October 2019. Additionally, staff has drafted a Strategic Implementation Plan, a comprehensive plan that outlines the City’s education and outreach efforts for the 2020 Census. This plan can be found as Exhibit 3 of this report.

FISCAL IMPACT

Should City Council choose to receive a direct funding allocation (Option 2), the City will need to execute a contract with the County. An agreement will commence upon full execution of an agreement with the County through December 31, 2020. The City shall not receive payment for work performed prior to approval of an agreement and before receipt of notice to proceed by the County Contract Manager.

Cities with allocations greater than \$10,000.00 will receive funds in increments. Following satisfactory completion of the milestones outlined below, and upon receipt and approval of the appropriate invoice, the County will compensate the City.

Milestone	Payment %	Amount	Anticipated Payment Date
Strategic Implementation Plan	50%	\$73,894	Upon County Approval
Progress Report	40%	\$59,116	Upon County Approval
Final Report	10%	\$14,779	August 31, 2020
Total Contract Amount	100%	\$147,789	

Staff is requesting an appropriation of \$147,789 in the Grant Fund account 45682-2160-MSD-0020-P0000-T0000 Project MSD00240AG, towards education and outreach for the 2020 Census. This is a reimbursement grant, as the City will become eligible for the funds described above following the satisfactory completion of each milestone outlined above. Prior to disbursement, the City must submit an invoice for the reimbursement.

ALTERNATIVES

Alternative 1: The City Council may choose to receive a direct funding allocation of \$147,789 from the County for the 2020 Census (Option 2), and thus appropriate the funds, which will be reimbursed by the County.

Alternative 2: The City Council may choose to not receive a direct funding allocation, and instead pool its funding with the County.

Alternative 3: The City Council may consider any other alternative not proposed by staff.

CAMPAIGN DISCLOSURE

Not applicable for this report.

EXHIBITS

Exhibit 1: US Census 2020 Questionnaire

Exhibit 2: City and Unincorporated Area Allocations by Outreach Regions: San Fernando Valley COG Region

Exhibit 3: 2020 Census: Strategic Implementation Plan

MOTION

Moved by Council Member _____, and seconded by Council Member _____, that the Council hereby authorizes the City Manager or her designee to execute an agreement to receive a direct funding allocation in an amount up to \$147,789 for 2020 Census Education and Outreach from the County of Los Angeles, as outlined in the Report to Council dated December 3, 2019.

Vote as follows:

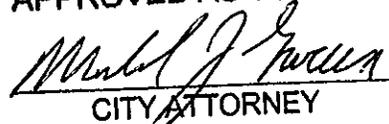
Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM


CITY ATTORNEY

DATE 11/26/19

8 A 1

RESOLUTION NO. _____

**RESOLUTION OF THE COUNCIL OF THE CITY OF GLENDALE
MAKING AN APPROPRIATION**

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GLENDALE:

SECTION 1: That the sum of \$147,789 is hereby appropriated and/or transferred from the following accounts to the following accounts:

ACCOUNTS	DESCRIPTION	FROM	TO
34301-2160-MSD-0020-P0000-T0000-F0000-0000-0000	Local Grants, Grant Fund, Management Services Department, Projects	\$147,789	
45682-2160-MSD-0020-P0000-T0000-F0000-0000-0000-MSD00240AG	Miscellaneous, Grant Fund, Management Services Department, Projects		\$147,789

To appropriate funds for 2020 Census Education and Outreach.

SECTION 2: The Director of Finance is authorized to make such other revisions, individual appropriation line-items, changes in summaries, fund totals, grand totals, and other portions of the budget document as necessary to reflect and implement the changes specified in this resolution.

SECTION 3: The City Clerk shall certify to the adoption of this Resolution.

Adopted this _____ day of _____, 2019.

ATTEST:

City Clerk



Mayor

CITY OF GLENDALE
DATE 11/26/2019
APPROVED AS TO FINANCIAL
PROVISION FOR \$ 147,789

Michele Flynn

Director of Finance

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS
CITY OF GLENDALE)

I, Ardashes Kassakhian, City Clerk of the City of Glendale, do hereby certify that the foregoing Resolution No. _____ was adopted by the Council of the City of Glendale, California, at a regular meeting held on the _____ day of _____, 2019, and that the same was adopted by the following vote:

Ayes:
Noes:
Absent:
Abstain:

APPROVED AS TO FORM
Michael J. ...

CITY ATTORNEY
DATE 11/25/19

City Clerk

8 A 2

MOTION

Moved by Council Member _____, and seconded by Council Member _____, that the Council hereby authorizes the City to pool funding with the County of Los Angeles for 2020 Census Education and Outreach and decline a direct funding allocation, as outlined in the Report to Council dated December 3, 2019.

Vote as follows:

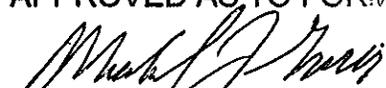
Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM:



CITY ATTORNEY

DATE 11/26/19

8 A 3

United States[®]
**Census
 2020**

U.S. DEPARTMENT OF COMMERCE
 Economics and Statistics Administration
 U.S. CENSUS BUREAU

This is the official questionnaire for this address.
 It is quick and easy to respond, and your answers are protected by law.

Para completar el cuestionario en español, dele la vuelta y complete el lado verde.

FOR OFFICIAL USE ONLY	
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ORIGINAL COPY

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
 Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number

- -

Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below.

First Name MI

--	--

Last Name(s)

--

6. What is Person 1's sex? Mark ONE box.

Male Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Print numbers in boxes.

Age on April 1, 2020	Month	Day	Year of birth
years			

→ **NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.* ↴

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9. What is Person 1's race?

Mark one or more boxes **AND** print origins.

- White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.* ↴

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- Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.* ↴

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- American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow, Inupiat Traditional Government, Nome Eskimo Community, etc.* ↴

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- Chinese Vietnamese Native Hawaiian

- Filipino Korean Samoan

- Asian Indian Japanese Chamorro

- Other Asian – *Print, for example, Pakistani, Cambodian, Hmong, etc.* ↴ Other Pacific Islander – *Print, for example, Tongan, Fijian, Marshallese, etc.* ↴

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- Some other race – *Print race or origin.* ↴

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→ **If more people were counted in Question 1 on the front page, continue with Person 2 on the next page.**

1. Print name of Person 2

First Name MI

Last Name(s)

2. Does this person usually live or stay somewhere else?

Mark all that apply.

- | | | |
|---|---|---|
| <input type="checkbox"/> No | <input type="checkbox"/> Yes, for college | <input type="checkbox"/> Yes, with a parent or other relative |
| <input type="checkbox"/> Yes, for a military assignment | <input type="checkbox"/> Yes, for a job or business | <input type="checkbox"/> Yes, at a seasonal or second residence |
| <input type="checkbox"/> Yes, in a nursing home | <input type="checkbox"/> Yes, in a jail or prison | <input type="checkbox"/> Yes, for another reason |

3. How is this person related to Person 1? Mark ONE box.

- | | |
|---|--|
| <input type="checkbox"/> Opposite-sex husband/wife/spouse | <input type="checkbox"/> Father or mother |
| <input type="checkbox"/> Opposite-sex unmarried partner | <input type="checkbox"/> Grandchild |
| <input type="checkbox"/> Same-sex husband/wife/spouse | <input type="checkbox"/> Parent-in-law |
| <input type="checkbox"/> Same-sex unmarried partner | <input type="checkbox"/> Son-in-law or daughter-in-law |
| <input type="checkbox"/> Biological son or daughter | <input type="checkbox"/> Other relative |
| <input type="checkbox"/> Adopted son or daughter | <input type="checkbox"/> Roommate or housemate |
| <input type="checkbox"/> Stepson or stepdaughter | <input type="checkbox"/> Foster child |
| <input type="checkbox"/> Brother or sister | <input type="checkbox"/> Other nonrelative |

4. What is this person's sex? Mark ONE box.

- Male Female

5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Print numbers in boxes.

Age on April 1, 2020 Month Day Year of birth

years

→ **NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.**

6. Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

7. What is this person's race?

Mark one or more boxes **AND** print origins.

- White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*

- Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*

- American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.*

- | | | |
|---|--|--|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input checked="" type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Other Asian – <i>Print, for example, Pakistani, Cambodian, Hmong, etc.</i> | <input type="checkbox"/> Other Pacific Islander – <i>Print, for example, Tongan, Fijian, Marshallese, etc.</i> | |

- Some other race – *Print race or origin.*

→ **If more people were counted in Question 1 on the front page, continue with Person 3 on the next page.**

1. Print name of Person 3

First Name MI

Last Name(s)

2. Does this person usually live or stay somewhere else?

Mark all that apply.

- No
- Yes, for college
- Yes, for a military assignment
- Yes, for a job or business
- Yes, in a nursing home
- Yes, with a parent or other relative
- Yes, at a seasonal or second residence
- Yes, in a jail or prison
- Yes, for another reason

3. How is this person related to Person 1? Mark ONE box.

- Opposite-sex husband/wife/spouse
- Opposite-sex unmarried partner
- Same-sex husband/wife/spouse
- Same-sex unmarried partner
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Roommate or housemate
- Foster child
- Other nonrelative

4. What is this person's sex? Mark ONE box.

- Male
- Female

5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Print numbers in boxes.

Age on April 1, 2020 Month Day Year of birth

years

→ **NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.**

6. Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. z

7. What is this person's race?

Mark one or more boxes AND print origins.

White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. z

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. z

American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. z

Chinese Vietnamese Native Hawaiian

Filipino Korean Samoan

Asian Indian Japanese Chamorro

Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. z Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. z

Some other race – Print race or origin. z

→ **If more people were counted in Question 1 on the front page, continue with Person 4 on the next page.**

1. Print name of Person 4

First Name MI

Last Name(s)

2. Does this person usually live or stay somewhere else?

Mark all that apply.

- | | | |
|---|---|---|
| <input type="checkbox"/> No | <input type="checkbox"/> Yes, for college | <input type="checkbox"/> Yes, with a parent or other relative |
| <input type="checkbox"/> Yes, for a military assignment | <input type="checkbox"/> Yes, for a job or business | <input type="checkbox"/> Yes, at a seasonal or second residence |
| <input type="checkbox"/> Yes, in a nursing home | <input type="checkbox"/> Yes, in a jail or prison | <input type="checkbox"/> Yes, for another reason |

3. How is this person related to Person 1? Mark ONE box.

- | | |
|---|--|
| <input type="checkbox"/> Opposite-sex husband/wife/spouse | <input type="checkbox"/> Father or mother |
| <input type="checkbox"/> Opposite-sex unmarried partner | <input type="checkbox"/> Grandchild |
| <input type="checkbox"/> Same-sex husband/wife/spouse | <input type="checkbox"/> Parent-in-law |
| <input type="checkbox"/> Same-sex unmarried partner | <input type="checkbox"/> Son-in-law or daughter-in-law |
| <input type="checkbox"/> Biological son or daughter | <input type="checkbox"/> Other relative |
| <input type="checkbox"/> Adopted son or daughter | <input type="checkbox"/> Roommate or housemate |
| <input type="checkbox"/> Stepson or stepdaughter | <input type="checkbox"/> Foster child |
| <input type="checkbox"/> Brother or sister | <input type="checkbox"/> Other nonrelative |

4. What is this person's sex? Mark ONE box.

- Male Female

5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020 Print numbers in boxes.

Month	Day	Year of birth
<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>

years

→ **NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.**

6. Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

7. What is this person's race?

Mark one or more boxes **AND** print origins.

White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*

Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*

American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.*

- | | | |
|---|--|--|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input checked="" type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Other Asian – <i>Print, for example, Pakistani, Cambodian, Hmong, etc.</i> | <input type="checkbox"/> Other Pacific Islander – <i>Print, for example, Tongan, Fijian, Marshallese, etc.</i> | |

Some other race – *Print race or origin.*

→ **If more people were counted in Question 1 on the front page, continue with Person 5 on the next page.**

1. Print name of Person 5

First Name MI

Last Name(s)

2. Does this person usually live or stay somewhere else?

Mark all that apply.

- No
- Yes, for college
- Yes, for a military assignment
- Yes, for a job or business
- Yes, in a nursing home
- Yes, with a parent or other relative
- Yes, at a seasonal or second residence
- Yes, in a jail or prison
- Yes, for another reason

3. How is this person related to Person 1? Mark ONE box.

- Opposite-sex husband/wife/spouse
- Opposite-sex unmarried partner
- Same-sex husband/wife/spouse
- Same-sex unmarried partner
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Roommate or housemate
- Foster child
- Other nonrelative

4. What is this person's sex? Mark ONE box.

- Male
- Female

5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020 Print numbers in boxes.

Month Day Year of birth

_____ years _____ _____ _____

→ **NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.**

6. Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

7. What is this person's race?

Mark one or more boxes **AND** print origins.

- White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*

- Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*

- American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.*

- Chinese
- Filipino
- Asian Indian
- Other Asian – *Print, for example, Pakistani, Cambodian, Hmong, etc.*
- Vietnamese
- Korean
- Japanese
- Other Pacific Islander – *Print, for example, Tongan, Fijian, Marshallese, etc.*
- Native Hawaiian
- Samoan
- Chamorro

- Some other race – *Print race or origin.*

→ **If more people were counted in Question 1 on the front page, continue with Person 6 on the next page.**

1. Print name of Person 6

First Name MI

Last Name(s)

2. Does this person usually live or stay somewhere else?

Mark all that apply.

- | | | |
|---|---|---|
| <input type="checkbox"/> No | <input type="checkbox"/> Yes, for college | <input type="checkbox"/> Yes, with a parent or other relative |
| <input type="checkbox"/> Yes, for a military assignment | <input type="checkbox"/> Yes, for a job or business | <input type="checkbox"/> Yes, at a seasonal or second residence |
| <input type="checkbox"/> Yes, in a nursing home | <input type="checkbox"/> Yes, in a jail or prison | <input type="checkbox"/> Yes, for another reason |

3. How is this person related to Person 1? Mark ONE box.

- | | |
|---|--|
| <input type="checkbox"/> Opposite-sex husband/wife/spouse | <input type="checkbox"/> Father or mother |
| <input type="checkbox"/> Opposite-sex unmarried partner | <input type="checkbox"/> Grandchild |
| <input type="checkbox"/> Same-sex husband/wife/spouse | <input type="checkbox"/> Parent-in-law |
| <input type="checkbox"/> Same-sex unmarried partner | <input type="checkbox"/> Son-in-law or daughter-in-law |
| <input type="checkbox"/> Biological son or daughter | <input type="checkbox"/> Other relative |
| <input type="checkbox"/> Adopted son or daughter | <input type="checkbox"/> Roommate or housemate |
| <input type="checkbox"/> Stepson or stepdaughter | <input type="checkbox"/> Foster child |
| <input type="checkbox"/> Brother or sister | <input type="checkbox"/> Other nonrelative |

4. What is this person's sex? Mark ONE box.

- Male Female

5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020 Print numbers in boxes.

Month	Day	Year of birth
<input type="text"/>	<input type="text"/>	<input type="text"/>

years

→ **NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.**

6. Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

7. What is this person's race?

Mark one or more boxes AND print origins.

- White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*

- Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*

- American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.*

- | | | |
|---|--|--|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input checked="" type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Other Asian – <i>Print, for example, Pakistani, Cambodian, Hmong, etc.</i> | <input type="checkbox"/> Other Pacific Islander – <i>Print, for example, Tongan, Fijian, Marshallese, etc.</i> | |

- Some other race – *Print race or origin.*

→ **If more people were counted in Question 1 on the front page, continue with Person 7 on the next page.**

Use this section to complete information for the rest of the people you counted in Question 1 on the front page.
We may call for additional information about them.

Person 7

First Name MI Last Name(s)

Sex Male Female Age on April 1, 2020 years Date of Birth Month Day Year of birth Related to Person 1? Yes No

Person 8

First Name MI Last Name(s)

Sex Male Female Age on April 1, 2020 years Date of Birth Month Day Year of birth Related to Person 1? Yes No

Person 9

First Name MI Last Name(s)

Sex Male Female Age on April 1, 2020 years Date of Birth Month Day Year of birth Related to Person 1? Yes No

Person 10

First Name MI Last Name(s)

Sex Male Female Age on April 1, 2020 years Date of Birth Month Day Year of birth Related to Person 1? Yes No

Thank you for completing your 2020 Census questionnaire.

FOR OFFICIAL USE ONLY

JIC1 JIC2

If your enclosed postage-paid envelope is missing, please mail your completed questionnaire to:

U.S. Census Bureau
National Processing Center
[address removed]

If you need help completing this questionnaire, call [toll-free number removed], Sunday through Saturday from 7:00 a.m. to 2:00 a.m. ET.

TDD — Telephone display device for the hearing impaired. Call [toll-free number removed], Sunday through Saturday from 7:00 a.m. to 2:00 a.m. ET.

The U.S. Census Bureau estimates that completing the questionnaire will take 10 minutes on average. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project 0607-1006, U.S. Census Bureau [address removed] Washington, DC 20233. You may email comments to <[email address removed]>. Use "Paperwork Reduction Project 0607-1006" as the subject.

This collection of information has been approved by the Office of Management and Budget (OMB). The eight-digit OMB approval number 0607-1006 confirms this approval. If this number were not displayed, we could not conduct the census.

**City and Unincorporated Area Allocations by Outreach Regions
San Fernando Valley COG Region**

Sup District	City/Unincorporated Area	City/UA Contractor Funding Base (Greater calculation of LRS and CA-HTC Index methodologies.) *	Contractor Operations Allocation	Contractor Admin **	City/UA Allocation (Contractor Operations + Admin)	County Admin **	City/UA Allocation Based on LRS	City/UA Allocation Based on CA-HTC Index
5	Burbank	\$ 35,900	\$ 32,310	\$ 1,795	\$ 34,105	\$ 1,795	\$ 16,627	\$ 34,105
5	Glendale	\$ 155,568	\$ 140,010	\$ 7,779	\$ 147,789	\$ 7,779	\$ 20,783	\$ 147,789
3	San Fernando	\$ 28,440	\$ 25,596	\$ 1,422	\$ 27,018	\$ 1,422	\$ 27,018	\$ 17,053
5	Santa Clarita	\$ 37,191	\$ 33,471	\$ 1,860	\$ 35,331	\$ 1,860	\$ 35,331	\$ 28,421
5	Unincorporated - Canyon Country	\$ 2,165	\$ 1,949	\$ 108	\$ 2,057	\$ 108	\$ 2,057	
5	Unincorporated - Castaic	\$ 2,165	\$ 1,949	\$ 108	\$ 2,057	\$ 108	\$ 2,057	
		\$ 261,429	\$ 235,285	\$ 13,072	\$ 248,357	\$ 13,072		

Cities and Unincorporated Areas in the Region that do not have hard-to-survey areas based on either LRS or CA-HTC Index:

Unincorporated - Agua Dulce
Unincorporated - Bouquet Canyon
Unincorporated - Kegel/Lopez Canyons
Unincorporated - Lake Manor
Unincorporated - Newhall
Unincorporated - Placerita Canyon
Unincorporated - San Francisquito Canyon/Bouquet Canyon
Unincorporated - Saugus
Unincorporated - Saugus/Canyon Country
Unincorporated - Stevenson Ranch
Unincorporated - Twin Lakes/Oat Mountain
Unincorporated - Val Verde
Unincorporated - Valencia
Unincorporated - West Chatsworth
Unincorporated - Westhills

* The funding base for outreach in each hard-to-survey city or unincorporated area is the greater amount of the two methodologies used (Census Bureau's Low Response Score (LRS) vs. State's CA-HTC Index) since each methodology includes slightly different variables.

** The County will use 5% of the City/UA Funding Base to administer the program and the Contractor would be able to use 5% of the City/UA Funding Base for administration. The amounts in the highlighted City/UA Allocation column include the allowed Contractor Admin.



City of Glendale 2020 Census: Strategic Implementation Plan

1.1 Outreach Plan

The City of Glendale is actively taking a local, grassroots approach to reaching as many people as possible in the City to participate in the Census, especially those that are least likely to respond.

In order to ensure maximum participation by Glendale residents in the 2020 Census, staff has prepared an outreach plan that requires supportive funding. The plan emphasizes coordination with groups and agencies that serve the population groups most likely to be undercounted by the Census. Promoting the Census will ensure that the City receives its fair share of federal funds and representation. The goal is to reduce the undercount of Glendale residents by informing people about the Census, the benefits of answering, and reassuring residents about the confidentiality of their answers.

STRATEGIC GOALS

1. Build a Census 2020 outreach campaign targeted to raise Census awareness among all residents using the knowledge, expertise and leadership of community residents.
2. To capture the most complete and accurate count of Glendale with the highest self-response rate of the Census 2020 questionnaire.

STRATEGIES

Meeting our goals requires a diversity of strategies. We must:

1. **Conduct equitable, offline research** to ensure that every hard-to-count population is engaged in the Census count.
2. **Develop modern, interactive, crowdsourced maps and resources** to educate both stakeholders and the population on what areas of the City are hard-to-count.
3. **Build a network of trusted messengers** to meet people where they are and engage them in ways most understood by local communities;
4. **Invest in and promote digital literacy** through concerted education, outreach, and investment to reach populations with limited or no access to the Internet;
5. **Market and widely communicate information about the 2020 Census** so that all of Glendale is aware and understands the importance of a fair and accurate count;
6. **Organize our key institutions** and critical populations, through a cohort of sub-committees, to facilitate the goals of the Complete Count Committee.

With its highly diverse population and size, the City of Glendale faces tremendous barriers to ensuring an accurate count and thus receiving an equitable, fair share of funding and representation. The goals of the communications/outreach plan are to:

- Develop and present a creative brief to local advertising agencies
- Educate and increase awareness about the 2020 Census and its benefits to residents, and manage expectations.
- Ensure the City's messaging aligns with the county, state, and federal messaging goals.
- Ensure areas of greatest impact, communities historically undercounted in past census counts, are reached.
- Apply for and secure county funding to support Census outreach events and marketing

KEY MESSAGING

The purpose of key messaging is to ensure key points of the 2020 Census are conveyed to stakeholders and residents. Although individual stakeholders or categories of residents may require additional messaging, the key points below should be relayed to everyone.

1. The value of the census and its importance to the nation and our democracy, as well as to every state, community, and neighborhood— particularly the impact on local schools, health care, emergency response, and other community services.
2. The available means for response to make it easy for everyone to participate.

1.2 Approach

HARD-TO-COUNT NEIGHBORHOODS

The hard-to-count populations are not in a single geography and are spread throughout the City. There will be an increased effort in the low-income and high-vacancy areas. That said, we have identified the areas that hold the highest concentration of our hard-to-count populations, as identified on the Census Bureau's website: www.censushardtocountmaps2020.us.

With the hard-to-count populations as a base map, we have identified nodes where residents gather as places to spread census outreach and education to reach as many members of these communities as possible. These include our libraries, recreation and senior centers, as well as businesses and multi-unit dwellings. To fully encompass the City as a whole, we will partner with the City's mass transportation service, Beeline, to add marketing to the buses. Finally, we will spread marketing and outreach throughout the many grocery stores that are found in Glendale, especially ethnic neighborhood grocery stores that nearby residents access by foot.

TARGET POPULATIONS

The Glendale Complete Count Committee plan will target census activities to the following hard-to-count populations:

- Immigrants and non-English speakers (this is also covered by a different subcommittee)
- Young children under the age of 5
- People with disabilities and special needs
- Returning citizens
- Homeless
- Older Adults from traditionally hard-to-count populations

We are working to build relationships, rely on trusted voices and community partners, and leverage our relationships and outreach channels to get information out and motivate those who are hard-to-count to complete the form in 2020. There must be efforts to ensure they return their census form with all members living in the household at time of completion, including young children.

Because young children are missed for unique reasons, the committee must incorporate strategic outreach that addresses the undercount of young children into all outreach efforts. In addition, the other Census subcommittees must include messages and strategies particularly around the undercount of immigrants and Armenian, non-English speakers, since they each have a role to play in ensuring that they are counted.

STRATEGIES PER TARGET POPULATION

Young Children Under 5:

- Build trust with individuals, families and communities (need trusted messengers and messages)
- Identifying trusted messengers and the organizations that can reach them
 - Pediatricians, nurses, hospitals
 - Childcare providers and preschools
 - Church congregation- church members
 - Peer-to-Peer: mothers in communities
 - Businesses that sell diapers, baby food, and other young child items
 - Libraries

People with disabilities and special needs:

- Build trust with individuals, families and communities. Educate individuals, families and communities on the importance of the Census and motivate them to participate - provide concrete examples.
- Provide access so individuals and households with different needs can easily complete the form

Homeless: The Census is timed closely with the homeless count. The City will need to differentiate between the two and create messages that the homeless count is not the Census.

- Build trust with individuals, families, and communities.
 - Shelters
 - Churches
 - Foodbanks
 - Community clinics
- Educate individuals, families and communities on the importance of the Census and motivate them to participate- provide concrete examples.
 - Partner with the Police Department Homeless Outreach Team and Community Services and Parks Homeless Services Division.
- Provide access so individuals and households with different needs can easily complete the form.

Immigrants and Non-English Speakers:

- Coordinate with the Armenian Complete Count Committee, as well as with our Partnership Specialists and community leaders who speak Spanish, Tagalog, and Korean.
- Build trust with individuals, families and communities.
- Educate individuals, families and communities on the importance of the Census and motivate them to participate- provide concrete examples.
- Provide access so individuals and households with different needs can easily complete the form.
- Identifying trusted messengers and the organizations that can reach them via:
 - Television stations
 - Community organizations
 - Ethnic neighborhood grocery stores
 - Churches

Older Adults:

- Build trust with individuals, families and communities.
 - Community Services and Parks Senior Services Division
 - Senior Services Committee
 - AARP
 - Community Services and Parks Department Meals on Wheels
- Educate individuals, families and communities on the importance of the Census and motivate them to participate- provide concrete examples.
- Provide access so individuals and households with different needs can easily complete the form.
- Work with Armenian American Complete Count Committee and other subcommittees to help with outreach efforts such as door knocking, attending community events
- Anticipate concerns and fears if the citizenship question is included. If included, messaging should focus on confidentiality laws and how the

question is not asking participants to provide information regarding immigrant or legal status.

COMMUNICATIONS AND OUTREACH ACTIVITIES

1. **Stakeholder Relations:** The City will engage stakeholders to solicit feedback and help raise awareness of the 2020 Census, ensuring open and effective lines of communication throughout the campaign development and execution phases.
 - **Advertising and Media Buying:** A new digital environment will present challenges and opportunities for this crucial area, including— for the first time—the expanded ability to directly drive response through digital ads that connect viewers to the online response tool. As with many of these areas, the City should use campaign data to continuously refine our approach.
 - **Public Relations, Events, and Crisis Communications:** The City's strategy will help drive education and awareness efforts, particularly among hard-to-count audiences. Crisis preparedness and communications will be more important than ever before, with information (and, regrettably, misinformation) spreading faster in this new digital environment.
 - **Website Development and Digital Activities:** The City will take a mobile-first approach to developing web properties that support the campaign. Using dynamic content, the City will tailor the experience for its Hard-to-Count populations, and adjust the approach as campaign data become available. The City will also utilize electronic newsletters distributed by various departments to disseminate information. Moreover, the City will publish articles on its electronic news webpage www.MyGlendaleCityNews.org, and run produced Public Service Announcements on GTV6, Glendale's local access channel.
 - **Social Media:** Social media outreach offers a unique opportunity to personally engage with the public. The City will leverage existing Census channels and develop innovative approaches to enhance customer service, support digital and on-the-ground events, raise awareness, drive response, and disseminate data.
 - **Advertising and Communications:** The City will leverage various media channels and deploy hyperlocal campaigns. The City will also leverage the Glendale Unified School District's electronic information sharing platform, PeachJar, to disseminate information to students, parents, and staff of the local school district. The City will utilize press releases to share information about specific Census dates and information.
 - **Community Meetings:** The City will make presentations to various community groups, schools, churches, and other service organizations in collaboration with Census Partnership Specialists.

The media strategy will ensure that the campaign:

- Promotes and educates residents on the benefits of being counted;
- Outlines U.S. Census Bureau's confidentiality and security guidelines;
- Coordinates with the Los Angeles County CCC Media Relations Team; and
- Creates culturally appropriate branding and messaging to reach hard-to-count populations.

1.3 Partnership Coordination

The City of Glendale is actively working in an integrated manner on Census efforts. This includes coordinating with the US Census Bureau, the California Complete Count Committee, the County Complete Count Committee, and the Glendale Complete Count Committee, which includes various subcommittees (including the Armenian Complete Count Committee), schools, community-based organizations, businesses, health-care organizations, faith-based organizations, and other civil society organizations to avoid duplication and to identify methodology to address gaps.

Since January 2019, the City has maintained an active relationship with US Census Bureau Partnership Specialists who are well-versed with the needs of Glendale. Staff works with these Partnership Specialists to provide them with information regarding community events so that the Census Bureau can maintain a presence at as many community events as possible, including a recent health-based community event which drew in about 800 people over a two-day period. The City is also working with the US Census Bureau to provide them with training rooms from February - May 2020 so that they may have a centrally-located facility to train members of the community for Census outreach.

With regards to the California and County Complete Count Committees, City staff reviews minutes and webinar footage to have a good understand of what the efforts are of each committee, and to learn best practices. The City of Glendale will coordinate with the Los Angeles County Complete Count Committee to ensure that the City's campaign:

- Complements the County's media and marketing campaign;
- Supports consistency in messaging; and
- Avoids duplication of efforts

To effectively meet the City's residents where they are, we have identified several key community groups, media outlets, and other organizations. The Glendale Complete Count Committee, which formed earlier this year, works with organizations such as neighborhood associations, educational institutions, faith-based groups, and other subcommittees to effectively train them on the upcoming Census campaign. We have informed them that we will share any and all resources to make outreach as easy as possible for all our groups.

In addition to this, the City recognizes that the new online Census is both an opportunity and a challenge for our community. As such, we are working to provide Census Centers at our various libraries and facilities to provide web and phone-based opportunities for anyone to come in and participate in the Census. We will have trained staff (identifiable with a branded button/badge) who can answer questions about the Census, as well as to assist individuals with responding to the Census. We will have computers and phones (identifiable with branded signage) that are dedicated solely for those who wish to respond to the Census at our various libraries and facilities from March - April 2020. There will be plenty of outreach material well in advance of the Census so that people are aware that they can come to a City library or facility to participate in the Census. We will also coordinate with the various community groups in Glendale who will also offer their facilities so that we have a comprehensive list of places people can go to participate in the Census should they not be able to (or wish to) participate from home.

Please see the budget table at the end of the document for the growing list of media partners and outreach tools.

1.4 Language Access Plan

Limited English Proficient (LEP) individuals and people with disabilities are part of Glendale's hard-to-count demographic populations. Providing language and communication access to LEP individuals and people with disabilities is a priority for the City of Glendale.

The City of Glendale will increase community member awareness through a comprehensive, multi-lingual, multi-modal communication campaign. Specifically, we will focus on the most spoken languages in Glendale listed below. We will engage public information officers to increase awareness and messaging consistently. The City will also assist with eliminating barriers to access for non-English speakers. Community-based organizations that have connections with hard-to-count populations (specifically non-English speakers) will assist with distribution of materials and in-person translation services in order for them to complete the Census. We are partnering with the Armenian Complete Count Committee and other community organizations to reach non-English speakers, who are known to be a hard-to-count population.

Materials and messages will be translated and culturally interpreted in the required languages listed below:

- Armenian
- Spanish
- Tagalog
- Korean

Translations will be vetted with organizations serving specific communities to ensure that they are culturally relevant. Currently, the City of Glendale offers translation services by way of an independent contractor, Reliable Translations, Inc. The current Professional Services Agreement (PSA) provides for document translation and live on-site interpretation services upon request. Translations are provided in Armenian (eastern dialect), Spanish, Korean, Chinese, Tagalog, and various other languages as requested.

Limited English Proficient Population in Glendale

SPEAK A LANGUAGE OTHER THAN ENGLISH	
Spanish	26,795
5 to 17 years old	3,740
18 to 64 years old	19,237
65 years old and over	3,818
Other Indo-European languages	76,236
5 to 17 years old	8,854
18 to 64 years old	52,635
65 years old and over	14,747
Asian and Pacific Island languages	23,124
5 to 17 years old	2,528
18 to 64 years old	16,914
65 years old and over	3,682
Other languages	3,330
5 to 17 years old	386
18 to 64 years old	2,429
65 years old and over	515

Source: 2017 American Community Survey 5-Year Estimates

Efforts to meet language access will follow the lead of the County of Los Angeles as the following examples illustrate:

- Coordinate with the Census Bureau to provide bilingual teams with interpreters and translated materials at events where limited English proficiency populations are expected.
- Hold primary language events, eliminating simultaneous translation, which reduces costs.
- Distribute information through trusted messengers.
- Staff questionnaire assistance center or kiosk in collaboration with the Census Bureau to ensure appropriate language support.
- Utilize written language materials, visual materials, and automated announcements produced by Glendale, the County of Los Angeles, the State, and the US Census Bureau.

In general, the California Census Complete Count Office guidelines and requirements for translation and interpretation services will be followed (i.e., as outlined in the Language and Communication Access Plan), including

accommodations for disabled persons. Glendale will leverage previous translation efforts by the State and the County of Los Angeles where possible to avoid duplication of efforts.

1.5 Budget

ADVERTISING AND ACTIVITIES REQUIRING FUNDING

The following matrix provides a general overview of planned outreach efforts/strategies:

Outlet	Type	Date	Cost
Banners - Light posts, college bridge, and intersection of Honolulu and Oceanview	Outreach Materials	January-April	\$20,000
Direct Mailer – Newsletter (includes mailing/postage)	Outreach Materials	February	\$28,000
Direct Mailer – Postcard (includes mailing/postage)	Outreach Materials	March	\$25,000
GWP Utility Bill Insert	Outreach Materials Run for 8 weeks (88,000 customers)	January-April	\$4,000
Social Media	Media Facebook and Instagram ads	January-April	\$5,000
Glendale News Press	Online Cube - \$7/thousand impressions (50,000 impressions)	January-April	\$2,000
	Front Page Ad Tags (have to run 2 dates) \$45/thousand	January-April	\$2,000
	Paper Inserts (\$44/thousand)	January-April	\$2,000
LA Times Glendale Subscribers	Paper - Insert (\$29/thousand)	January-April	\$2,000
Hoy Glendale Subscribers	Paper - Insert (\$35/thousand)	January-April	\$2,000
Balita	Paper Ad + Online (includes USAsianPost.com)	January-April	\$2,000

Asbarez	Paper Ad + Online	January-April	\$2,000
Korea Daily	Paper Ad + Online	January-April	\$2,000
CV Weekly	Paper Inserts + Online	January-April	\$2,000
Iranshar Newspaper	Paper Ad + Online	January-April	\$1,000
USArmenian Life	Paper Ad + Online	January-April	\$2,000
USArmenia TV	TV Ads	January-April	\$2,500
PanArmenian TV	TV Ads	January-April	\$2,500
ARTN/SHANT	TV Ads	January-April	\$2,500
La Opinion	Paper Ad + Online	January-April	\$2,000
Arm Radio	30 second spot, 28 times a day, for 4 weeks	January-April	\$2,000
Beeline posters	Local bus ads	January-April	\$8,000
Purchase of buttons and T-shirts for volunteers to wear on "volunteer day"		January	\$2,000
Administrative costs for print graphics and motion graphics	Flyers, postcards, newsletters, PSA's	January-April	\$5,000
Administrative costs for tabling at events		January-April	\$500
Administrative costs for setting up locations on the Civic Center campus and other City facilities to be used as questionnaire assistance centers		January-April	\$1,000
Administrative costs for training staff		January-April	\$550
Printing of flyers and posters available at virtually all public counters in City facilities		January	\$1,000

Printing of posters for local businesses		January	\$1,000
Creation of a City Census 2020 website (glendalecensus.org)		January-April	\$1,200
Translation Services	Dependent upon the language and the length of document	January-April	\$7,000
Refreshments for CCC meetings, community meetings, volunteer day		October-April	\$6,000
Total			\$147,750

1.6 Volunteers

We plan to have a day in March where residents can volunteer to engage in door knocking in our hard-to-count neighborhoods to raise awareness of the Census, and to provide resources to residents to help them respond to the Census in a timely and accurate manner, and to help answer any general questions residents may have regarding the Census (such as its importance, implications, confidentiality, as well as how and where people can go to complete the Census should they not have the appropriate resources to do so). The City agrees to utilize volunteers during 2020 Census outreach pursuant to State requirements as indicated in Exhibit C of the sub-award agreement from the County.

1.7 Timeline of activities during the term of this contract.

October-December 2019:

1. Establish Complete Count Committee
2. Build network of informed and mobilized census volunteers
3. Between now and the launch of the general public education campaign at the beginning of January 2020, a number of methods can be used to educate ever descending levels of trusted leaders until each community has a number of trusted and informed leaders ready to raise awareness and encourage participation. These methods include:
 - Newspaper articles, newsletter articles, op-eds, blogs
 - Radio and television talk shows – and podcasts
 - Presentations to public community events
 - Information tables at public community events (conferences, fairs, etc.) with brochures and factsheets

January-March 2020: Ramp up the awareness campaign to the general population

1. Place flyers, brochures, and posters in strategic locations
2. Distribute printed information and make volunteers available to answer questions about the census
3. Mention the Census at all public community events

Mid-March-End of April 2020: Promote self-response across the community

1. Have flyers, brochures, and posters at strategic locations, encouraging self-response today
2. Open Census Questionnaire Assistance Centers
3. Organize volunteers to go door-to-door to offer assistance

1.8 City shall describe its intention to measure results throughout the contract.

Accountability measures will be used to quantitatively assess the implementation and outcomes of the goals that the City of Glendale plans to implement. Data will be collected to identify census tracts that had high and low self-response rates, and compare this to 2010 Census data to see the areas with significant improvements, and which strategy contributed most to this success. In our report we will include media data analytics and compare the number to the completed census form to measure how successful this tactic is. The City of Glendale will thoroughly debrief and archive information from the Census 2020 in order to prepare for the Census 2030. Much of our work for the Census 2020 is based on improvements from the Census 2010, thus we will continue to improve our City's response rate by analyzing what can be improved from the former census.

In addition, a final report of Citywide Outreach CCC activities, operations, feedback, and recommendations, will be prepared for Los Angeles County and the California Complete Count-Census 2020 Office. More specific details will be provided on the County's activity tracker on a regular basis throughout the process.