

City of West Hollywood

Census 2020 – Be Counted West Hollywood

Complete Count Committee

Tuesday, December 3, 2019

6:30 PM – Rooms 5 & 6, Plummer Park Community Center
7377 Santa Monica Boulevard, West Hollywood, CA 90046

Meeting Notes

1. **CALL TO ORDER:** The meeting was called to order by City Clerk Yvonne Quarker at 6:35 PM.
2. **PLEDGE OF ALLEGIANCE:** City Clerk Yvonne Quarker led the pledge of allegiance.
3. **WELCOME AND INTRODUCTIONS:** Mayor Pro Tempore Lindsey Horvath thanked everyone for their willingness to assist the City and the Census to encourage participation and complete the Census' survey. MPT Horvath highlighted the importance of an accurate count that is inclusive and the impact of undercount on West Hollywood.

Members of the CCC introduced themselves. The following members were present: Andrew Reback, Human Services Commission; John Allendorfer, Senior Advisory Board; Robert Gamboa, Lesbian & Gay Advisory Board; Karen Eyres, Women's Advisory Board; Adreeiane Roy, Equality California; Jeremy Payne, Equality California; Lika Litt, Jewish Family Service; Cindy Levey, Cedars Sinai Medical Center; Miranda Ramirez, Friends Research; Clifford Roberts, Step Up on 2nd; Jeffrey Rodriguez, LA LGBT Center; Marca Gay, Congregation Kol Ami; Stewart Lozano, Office of Assemblymember Richard Bloom; Steve Martin, City Resident; Steven Davis, Human Services Commission attending as a resident; Dallas Dishman, Arts & Cultural Affairs Commission; James Belshad, 2020 Census; Edward Stapleton, Public Facilities Commission; and Alexander Bazley, Transportation Commission.

City staff present: Yvonne Quarker and Hernan Molina.

4. **UPDATES:**
 - a. **Ongoing Activities:** Hernan Molina provided an update on the items that are being worked on as the City prepares to launch its Census 2020 campaign. The items being developed are derived from ideas suggested by CCC members during the 1st CCC meeting on 9/18/19. During this update, Mr. Molina shared with the group four rough draft flyers/posters being developed by the City. In addition,

Mr. Molina provided details on the social media strategy and other means of communications being pursued to connect with residents. Some CCC members offered input regarding the rough draft language on the flyers. Mr. Molina agreed to share with the group a cleaner draft once the City's Communications Department has had a chance to review and edit the current draft. Once Mr. Molina shares these drafts with CCC, members will be able to offer feedback.

- b. Outreach to Russian-speaking residents. Mr. Molina shared additional details of how the City plans to reach out to Russian-speaking residents. One of the strategies is enlisting key Russian-community stakeholders so that they can act as liaisons to members of the community and share information about the Census. City staff has also compiled a list of media outlets that will be contacted to promote the City-Census initiative.
- c. City of West Hollywood joins L.A. County/L.A. City Census 2020 campaign. Hernan Molina shared with the group that the City has opted to pool funds that were assigned to West Hollywood by the State of California with the County and City of LA's initiative. In return for pooling these funds with the County/City partnership, the City of West Hollywood will be given full access to materials and other promotional items being developed by the partnership.
- d. Tentative date for City Census 2020 campaign launch: Hernan Molina announced to the group that the City of West Hollywood will very likely launch its Census 2020 campaign on Tuesday, January 21, 2019, at the beginning of the City Council meeting. Mr. Molina invited every CCC member to be present and be part of the kick-off event. Additional details will be forthcoming as the kick-off date nears.

5. CITY-CENSUS 2020 AMBASSADORS: IDENTIFYING "TRUSTED MESSENGERS", RECRUITING THEM AND TRAINING THEM. Mr. Molina conducted a short presentation on "trusted messengers" and the City's Census 2020 Ambassador initiative. The goal of the initiative is to build a network of trusted messengers that can assist the City with delivering information about the Census 2020 and inform residents about the importance of a complete and accurate count. After the presentation, Mr. Molina asked everyone present to come up with a list of at least 5 people that each CCC member could reach out to and encourage them to become ambassadors for the City's Census initiative. Mr. Molina indicated that a training for prospective ambassadors is being planned for around January 15. More information about the ambassador's program can be found at www.weho.org/census2020.

6. FINAL THOUGHTS AND NEXT STEPS. None

7. **ADJOURNED:** The meeting was adjourned at 7:45 PM.

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