



ANTONIO R. VILLARAIGOSA
MAYOR

EXECUTIVE DIRECTIVE NO. 11

Issue Date: October 26, 2007

Subject: 2010 Census Complete Count Preparation

The United States Constitution requires the federal government to count our nation's population every ten years. The next decennial Census is in April 2010, but we must start planning and working now to ensure a full and accurate population count in the City of Los Angeles.

It is not possible to overstate the critical importance of a complete and accurate count of every person who lives in our City in April 2010. The Census determines how many representatives will speak for our City in Washington, D.C. and in Sacramento, but also determines our City's share under most federal and state funding programs and dictates our proportion of certain tax revenues. Census data also provides the foundation for much City planning in terms of service allocation and emergency management, among other purposes. No one can deny that the City of Los Angeles suffers lasting and real detriment if our population is not fully counted.

In the last Census, in 2000, despite strong and consistent leadership toward a complete count, the City of Los Angeles still had a differential undercount of 0.9 percent. That means that the undercount in our City was nearly a full percentage point higher than the estimated undercount nationwide. The differential represents missed political representation and financial resources lasting a full decade. We must re-commit ourselves to the goal of completely eliminating the differential undercount.

Our task is not easy because poor and minority residents have historically shown a higher level of undercount. Nonetheless, we can succeed if, as in other endeavors, we come together as a City to ensure that all of our residents understand the importance of the Census, receive information about the Census, understand the absolute confidentiality of individual Census information, and take the steps necessary to be counted.

Census planning and preparation has already begun under the leadership of staff in my office, the City Attorney's Office, and the Chief Legislative Analyst's Office. We now need the commitment and cooperation of every department and every employee in the City. In undertaking this commitment, it is most critical that every resident understand that the collection of information for the Census will never subject them to any official repercussions, regardless of their status or profile.

In accordance with these objectives, I direct that each City department undertake the following actions, and ask that each proprietary department adopt the same practices:

Designate Senior Level Census Liaison

Each Department Head shall designate a senior-level staff member to serve as Census Liaison, whose duties shall include:

1. Implementing all of the actions described in this Executive Directive;
2. Ensuring that the department is well-represented on the City Technical Committee, Complete Count Committee, and any other Census-related committees established by the City;
3. Ensuring that information from Census committees is shared in a timely fashion with relevant staff, and ensuring that department resources, including staff, are made readily available for tasks related to Census planning and preparation;
4. Ensuring that all department staff, including new hires in the next three years, are informed about the Census, and receive all necessary and appropriate training; and
5. Reporting timely on all matters required in this Executive Directive and on all Census-related matters in the future.

Each Department Head shall submit the name and contact information for the designated Census Liaison to the Mayor's Office (Office of the Counsel to the Mayor), with a copy to the City Attorney and the Chief Legislative Analyst by no later than November 15, 2007. Each Department Head shall designate a new Census Liaison within 30 days of the incumbent liaison leaving the department.

Ensure Training of all Employees on Identification of Non-Standard Dwelling Units

As part of the Local Update Census Addresses (LUCA) program of the Census Bureau, the City of Los Angeles will shortly conduct a four-month survey of non-standard dwelling units within the City. The Los Angeles survey will be a concerted, citywide effort to ensure that "non-standard dwelling" units are identified and included in the Census Bureau's Master Addresses File.

These "non-standard dwellings" include structures on properties (such as basements, garages, or accessory buildings) that may be used as living quarters. Single-family homes that have been converted into multiple units, mobile homes, and campers are other types of non-standard dwellings.

Without this important initiative, the Census Bureau would likely overlook these dwellings, and City residents would not be counted in 2010.

To maximize the accuracy of the upcoming Census, I direct that all Department Heads have each of their employees watch "Census 2010, Make Los Angeles Count," a pre-census training video, by no later than November 15, 2007. To access this webcast, employees must go to www.lacounts2010.org. This webcast is designed to help city employees identify and report the locations of non-standard dwellings. The instructional webcast highlights key indicators for identifying "non-standard dwelling units" and provides guidance on how to complete the electronic "Non-standard Dwelling Survey" form, which is also at www.lacounts2010.org.

In addition, each Department Head shall ensure that their employees understand the confidentiality of information for the Census. Any and all addresses and other information concerning non-standard dwelling units shall be used exclusively for the LUCA program's objective of updating the Census Bureau's Master Addresses File - a confidential document. No data gathered by city employees in connection with planning for the 2010 Census, including addresses of non-standard dwelling units, can be used for enforcement actions.

Each Department Head shall certify that all employees, with the exception of those with good cause for not doing so, have accessed and watched the training webcast. The certification shall be submitted to the Mayor's Office (Office of the Counsel to the Mayor), with a copy to the City Attorney and the Chief Legislative Analyst by no later than November 22, 2007.

Report on Department Identification of Non-Standard Dwelling Units

As noted above, there is an electronic "Non-Standard Dwelling Survey" form available at www.lacounts2010.org. Each Department Head shall direct employees to fill out the form within a reasonable time after identifying what appears to be a non-standard dwelling unit in the City of Los Angeles during the conduct of their job. Each Department Head shall collect a tally of the units reported on the electronic form by employees of the department and report that tally to the Mayor's Office (Office of the Counsel to the Mayor), with a copy to the City Attorney and the Chief Legislative Analyst by no later than the 10th day of the following month beginning

December 2007 and extending through April 2008 (i.e. report tallies for November 2007 through March 2008).

Collect Information on Group Quarters

Another area of concern in eliminating the differential undercount is group quarters. These are facilities that house multiple residents, such as school dormitories, hospitals, group homes, shelters, and convents. We need to ensure that all residents of group quarters are included in the Census count. Identifying these facilities and developing strong relationships with the operators of these facilities is the best way to ensure that the residents are counted in the Census. Accordingly, each Department Head shall collect information on group facilities that are known to employees of the department through their work, including leadership of the facility and the employee with a developed relationship with the facility operator. This information shall be reported to the Mayor's Office (Office of the Counsel to the Mayor), with a copy to the City Attorney and the Chief Legislative Analyst by no later than March 15, 2008.

Summary of Required Actions

1. Each Department Head shall designate a senior-level staff member as Census Liaison to perform the duties noted above. Designation is to be made in writing to the Mayor's Office (Office of the Counsel to the Mayor), with a copy to the City Attorney and the Chief Legislative Analyst by no later than November 15, 2007. A new Census Liaison is to be designated, with appropriate notices, within 30 days of vacancy.
2. Each department shall ensure that all employees receive the web-based training on identification of non-standard dwelling units. Certification of training is to be provided to the Mayor's Office (Office of the Counsel to the Mayor), with a copy to the City Attorney and the Chief Legislative Analyst by no later than November 22, 2007.

3. Each department shall ensure that employees complete the electronic "Non-Standard Dwelling Survey" to report each identification of a non-standard dwelling unit. Each Department Head shall report a monthly tally of reported non-standard dwelling units by the tenth of the following month, beginning December 2007 and continuing through April 2008, to the Mayor's Office (Office of the Counsel to the Mayor), with a copy to the City Attorney and the Chief Legislative Analyst.
4. Each department shall collect information on group quarters and relationship with facility operators to the Mayor's Office (Office of the Counsel to the Mayor), with a copy to the City Attorney and the Chief Legislative Analyst by no later than March 15, 2008.

Executed this 26 day of October, 2007



ANTONIO R. VILLARAIGOSA
Mayor