



ERIC GARCETTI
MAYOR

EXECUTIVE DIRECTIVE NO. 21

Issue Date: February 6, 2018

Subject: Decennial Census Preparations

The United States Constitution requires an enumeration of the entire population of our country every 10 years. U.S. Const. art. I, § 2. The census is a core part of American governance, allowing us to apportion Congressional representatives among the 50 states and to distribute federal funds equitably. Because the census happens only once a decade, its impact on local, state, and tribal governments is long lasting. An accurate census ensures that our children and families receive their fair share of critical health and social services, and that our City can invest in vital infrastructure projects.

The City of Los Angeles recognizes that it is more important than ever to make sure that all Angelenos are counted regardless of citizenship, and that the City must do what it can to achieve a full and complete count in the upcoming 2020 Census. Residents may be reluctant to share their information, and the City must be cognizant of treating all Angelenos fairly while ensuring an accurate census count.

Given the critical importance of the 2020 Census, I established the Mayor's Office of the Census within my Office of Budget and Innovation. My team has been working with City Councilmembers and their Chief Legislative Analyst, the City Attorney, the City Administrative Officer, and their staffs to design and implement the City's census activities.

In furtherance of these efforts, I hereby order the following:

- Each General Manager or Head of Department/Office from the following Departments/Offices shall designate a senior manager as the departmental Census Liaison, notifying the Director of my Office of the Census of that person's

name and contact information (including when there is a subsequent personnel change or change to that person's contact information):

- Aging
 - Airports
 - Building and Safety
 - City Administrative Officer
 - City Clerk
 - City Planning
 - Convention and Tourism Development
 - Cultural Affairs
 - Disability
 - Economic and Workforce Development
 - El Pueblo
 - Engineering
 - Finance
 - Fire
 - Housing and Community Investment
 - Information Technology
 - Library
 - Neighborhood Empowerment
 - Personnel
 - Police
 - Recreation and Parks
 - Sanitation
 - Transportation
 - Water and Power
 - Zoo
- I invite the City Attorney and the President and Chief Executive Officer of the Housing Authority to designate a senior manager as a Census Liaison, notifying the Director of my Office of the Census of that person's name and contact information (including when there is a subsequent personnel change or change to that person's contact information).
 - Each Census Liaison shall:
 - by June 30, 2018, develop a departmental Census 2020 Outreach Plan that specifies activities to help achieve an accurate census;
 - oversee implementation of the departmental Census 2020 Outreach Plan; and
 - work closely and meet regularly with the staff of my Office of the Census and with their fellow Census Liaisons to discuss and measure the progress of the development and implementation of the Census 2020 Outreach Plans.

- By March 1, 2018, each General Manager or Head of Department/Office, including but not limited to the following Departments/Offices, shall provide any databases of Los Angeles addresses (both current and, if applicable, projected to April 1, 2020) to the City Engineer, formatted as instructed by the City Engineer, for the purpose of compiling a Master Address File for the federal Local Update of Census Addresses (LUCA) program:
 - Building and Safety
 - City Planning
 - Economic and Workforce Development
 - Engineering
 - Housing and Community Investment
 - Library
 - Police
 - Recreation and Parks
 - Sanitation
 - Water and Power

- The Chief of Police, the Director of Sanitation, the General Manager of the Department of Water and Power, and the General Manager or Head of Department/Office from any Department/Office with similar address database capacity, shall do the following to ensure departmental participation in the Non-Standard Address Dwellings (NSAD) program, which deals with structures such as basements, converted garages, accessory dwellings, subdivided housing, mobile homes, and campers that are used as living quarters:
 - by February 23, 2018, ensure that all supervisors obtain NSAD training from the staff of my Office of the Census;
 - by February 28, 2018, certify to the Director of my Office of the Census and the Chief Legislative Analyst that this training is complete;
 - identify employees to participate in data collection for the NSAD program; participating employees shall collect NSAD unit information from March 1 to April 30, 2018, using the City's LUCA survey application that will be available for download from the City's GeoHub; and
 - by March 10 and again by April 10, 2018, submit the data collected to the Director of my Office of the Census as well as the City Engineer for inclusion in the City's Master Address File.

- The City Engineer shall seek to collaborate with the Chief Legislative Analyst, the Chief Executive Officer of the County, and leaders of nongovernmental organizations such as the Roman Catholic Archdiocese of Los Angeles to collect information regarding facilities where individuals live in group quarters (including facility names and addresses, contact persons' names and contact information, and numbers of inhabitants) for inclusion in the Master Address File by April 30, 2018.

- By July 31, 2018 (or at the conclusion of the LUCA, NSAD, and group-quarters processes, whichever is earlier), the City Engineer and the City Administrative Officer shall submit a memorandum to the Mayor and the City Council (on which they shall seek to collaborate with the Chief Legislative Analyst) that:
 - describes the methodology used to compile the Master Address File;
 - states the steps taken to ensure the confidentiality of information collected;
 - identifies the total number of addresses compiled through the LUCA process
 - specifically indicates the total number of NSAD units and group quarters identified; and
 - offers best practices and recommendations for future LUCA efforts.
- I hereby deem any information collected pursuant to this Executive Directive, including information concerning nonstandard dwelling units, to be Personally Identifiable Information (PII). All City employees shall treat PII as Confidential Information as allowed by law and shall handle, maintain, and secure such information according to the standards for Confidential Information that the Information Technology Policy Committee established in the Information Handling Guidelines, Policy No. IT-017, effective May 19, 2016, as updated, which are available from the Information Technology Agency.
- This Executive Directive shall be deemed automatically rescinded on December 31, 2020, unless I order otherwise.

Executed this 6th day of February 2018.



ERIC GARCETTI
Mayor