

**From:** Thomas Soong <thomas.soong@lacity.org>  
**Sent:** Wednesday, November 13, 2019 7:11 PM  
**To:** Thomas Soong  
**Subject:** Neighborhood Council Census Liaisons training: November 19th PLEASE RSVP!



Dear Neighborhood Council leaders,

The 2020 Census is fast approaching. Los Angeles County ranks as the **hardest-to-count** county in **the nation**. Hard-to-count areas include neighborhoods with limited access to the internet, those with high concentrations of renters, people experiencing homelessness, and immigrant communities that may be hesitant to participate in the Census. We need your help to ensure all of our communities are counted accurately so we can receive the federal funding and representation we deserve!

**Your NEAs have shared that we are asking all Neighborhood Councils to designate two (2) Census 2020 Liaisons to be trained as Census Goodwill Ambassadors. The Liaisons do not have to be board members. Please do your best to appoint the liaisons so your council can be accurately counted. Once your liaisons sign up, they will be invited to a training just for NC Census Liaisons. This training will be tailored to how your census liaison can get your neighborhood council involved with Census 2020.**

**Thanks to the councils that have RSVP'd.**

Here are the details for the upcoming training.

Training for Neighborhood Council Census Liaisons  
**Tuesday, November 19, 6:30-8:00 p.m.**  
Los Angeles City Hall, Mayor's Press Room, 3rd floor  
200 N Spring St., Los Angeles, CA 90012  
[RSVP and reserve parking here](#)

The Census Goodwill Ambassador (CGA) program is an effort by the City of Los Angeles to recruit, train, and deploy volunteers to educate and motivate hard-to-count populations before the 2020 Census. CGAs will lead grassroots efforts in their neighborhoods to educate Angelenos on how census data determines federal funding for our schools, social and health services, and infrastructure. You're already a trusted voice in your community. This unique opportunity won't come around for another 10 years!

So what would a CGA do? Here's some examples:

- Lead an event with your Neighborhood Council to discuss the importance of Census 2020 and encourage the neighborhood you represent to participate.
- Host an event at a Census Action Kiosk (CAK) to educate community members about the census, address their concerns, and/or to help them fill out the census survey itself.
- Volunteer at City and/or County events to promote Census 2020.
- Share/repost social media content and information to encourage participation in Census 2020.
- Recruit more ambassadors and/or conduct a CGA training of your own: we need as many CGAs as possible!

Please let me know if you have any questions. Thanks for your leadership and dedication!

Thomas Soong  
Director of Outreach and Communications

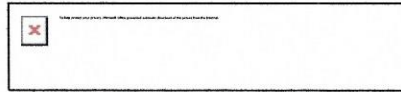
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