

Asian Americans Advancing Justice Los Angeles			
Breakdown of 2020 Census Advocacy and Outreach Expenses			
	QUALIFIED Advocacy		NON- QUALIFIED Outreach
Personnel			
Salaries	180,931.08		124,914.58
Payroll Taxes and Benefits	19,144.42		13,286.00
Total Personnel	200,075.50		138,200.58
Professional Fees			
Translations			7,300.91
Accounting	1,434.73		
Other Professional Fees	4,500.00		137,220.00
Total Professional Fees	5,934.73		144,520.91
Operations			
Staff Development	900.00		
IT and Telephone Services	349.00		
Supplies			11,505.21
Printing and Copying			112,979.45
Furnishings and Equipment	1,000.00		
Local Mileage, Travel and Parking			389.72
Travel - Out of Town	777.78		
Conferences, Meetings and Events			20.24
Advertising			10,521.00
Bad Debt Expense			12,500.00
Total Operations	3,026.78		147,915.62
Subcontracts	33,469.75		234,288.25
Total Expenditures	242,506.76		664,925.36

AAPI 2020 Census Statewide Outreach Network

I. Purpose

Advancing Justice – LA will be the anchor agency for the Asian American and Pacific Islander (AAPI) 2020 Census Statewide Outreach Network. The Network’s goal is to strengthen the participation and reduce the undercount of the state’s Asian American and Pacific Islander communities in the 2020 Census. Advancing Justice - LA will subcontract with the Statewide Partner to conduct the activities specified below.

II. Roles and Responsibilities of Statewide Partners

The Statewide Partner will be responsible for the following activities:

Coordination:

- Coordinate activities among regional stakeholders by convening and/or participating in monthly meetings between local community-based organizations (CBOs) engaged in 2020 Census outreach; and attending targeted countywide and city Complete Count Committee meetings.
- Coordinate with Regional ACBO by collaborating and maintaining regular communications to avoid duplication of efforts; provide support for Regional ACBO’s subcontractors serving Asian American and Pacific Islanders to ensure access to statewide network’s resources, including trainings and community education materials.
- Coordinate with statewide network activities by participating in monthly conference calls with Advancing Justice - LA and other statewide partners.
- Track activities through SWORD system.
- Promote and provide support for CBOs to provide questionnaire assistance, such as through Questionnaire Assistance Centers/Questionnaire Assistance Kiosks.

Trainings:

- Organize at least two trainings within respective regions and promote participation in webinars hosted by Advancing Justice – LA to prepare local CBOs and others serving Asian Americans and Pacific Islanders to be knowledgeable and effective advocates in promoting the census.

Materials Production:

- Assist in production of materials.

Media Outreach:

- Establish and maintain relationships with ethnic media outlets to ensure positive and accurate coverage of the census.

- Organize at least two regional press conferences raising the visibility of census.
- Secure commitment from a minimum of five Asian and Pacific Islander media outlets to regularly cover census-related issues; efforts will be coordinated with Advancing Justice – LA to avoid overlap of commitments secured by other statewide partners.
- Issue press releases and use print media, local television, and/or radio outlets to disseminate pro-census messages.
- Post pro-census messages on social media (Facebook, Twitter, Instagram, etc.) twice per month

Advocacy:

- Conduct, support advocacy around census policy issues as needed

III. Role and Responsibilities of Advancing Justice - LA

Advancing Justice - LA will anchor the AAPI Statewide Census Outreach Network. Advancing Justice - LA is responsible for the following activities:

Coordination

- Coordinate monthly calls, other communication with statewide partners
- Coordinate tracking and evaluation of the Network's outreach activities

Training

- Produce training curriculum and coordinate trainings for statewide partners, other organizations

Materials Production

- Produce and translate outreach materials
- Coordinate and maintain materials created by Census Bureau, others

Media Outreach

- Coordinate between network and national ad agencies contracted to develop and implement paid media campaigns targeting AAPI communities
- Produce media templates, including advisories and press releases, to be adapted and used to promote key census-related activities to local media

Advocacy

- Coordinate advocacy with federal, state, and local jurisdictions to ensure policies and procedures maximize participation in the census

McConkey, Christopher

From: Janet Guan <jguan@advancingjustice-la.org>
Sent: Thursday, July 1, 2021 5:55 PM
To: McConkey, Christopher
Cc: Carroll, Erica; Richard Crowe; Nguyen, Doan
Subject: Re: Providing a cost breakdown for Advancing Justice-LA's 2020 census advocacy and outreach (by 7/1)

Responses in [blue](#) below.

From: McConkey, Christopher <Christopher.McConkey@calbar.ca.gov>
Sent: Thursday, July 1, 2021 4:55 PM
To: Janet Guan <jguan@advancingjustice-la.org>
Cc: Carroll, Erica <Erica.Carroll@calbar.ca.gov>; Richard Crowe <rcrowe@advancingjustice-la.org>; Nguyen, Doan <Doan.Nguyen@calbar.ca.gov>
Subject: RE: Providing a cost breakdown for Advancing Justice-LA's 2020 census advocacy and outreach (by 7/1)

Hi Janet (moving Richard to cc),

Thank you again, so much, for providing the financial and scope-of-work documents so quickly! We have just a few questions that you are welcome to answer by early next week:

1. (In the financial breakdown) I see a total of \$242,506.76 in the column for "Qualified Advocacy" and \$664,925.36 in the column for "Non-qualified Outreach". Is Advancing Justice-LA's current appeal—its argument for a qualified activity determination—for **only** the \$242,506.76 in the "Qualified Advocacy" column? The column headers suggest this but I wanted to be sure. [While we still believe that our outreach activities are part and parcel of our advocacy \(i.e. they provide the critical data we need to shape our advocacy agenda\), we recognize that the Committee was leaning towards deeming the outreach work as non-qualified and the advocacy work as qualified. So yes, if that remains the case, we are asking that only the \\$242k be reconsidered as qualified.](#)
2. (In the financial breakdown) If "yes" to #1, what you please provide a breakdown of the staffing team—their titles and approximate FTEs on the census project—for the first column? If "no" to #1, would you please provide the titles and approximate FTEs on the census project for both columns? We need this information for the spending that Advancing Justice-LA asserts is IOLTA-qualifying. [Staff include the Demographic Research Project Director \(60% FTE on Advocacy / 40% on Outreach\), Research Analyst \(30% FTE on Advocacy / 70% on Outreach\), Project Coordinator \(30% FTE on Advocacy / 70% on Outreach\), and Project Assistant \(15% FTE on Advocacy / 85% on Outreach\). Personnel expenses also include admin staff; these expenses were divided proportionally between Advocacy and Outreach.](#)
3. (For the scope of work) Would you please let us know whether this RFP covers the work in both columns and whether Advancing Justice-LA hired just one subcontractor or multiple? Any other information you can provide will help the Committee to make an informed decision. [The scope of work covers work in both columns, i.e. both Advocacy and Outreach. We subcontracted to 11 organizations across the state.](#)

Our posting deadline for the committee's July meeting is late next week. Would it work you to send us this additional information by the end of the day next Tuesday (7/6)? I happen to be traveling next week so I have cc'd one of the heads of OA&I, Doan Nguyen. Doan has kindly offered to answer any questions that you have while I am away—thank you, Doan! I will, however, be in the office tomorrow (Friday) and available to you by email and phone (707-499-1751).

Sincerely,
Chris

Christopher McConkey (he/him/his)
Senior Program Analyst, Office of Access & Inclusion
[The State Bar of California](#) | 845 South Figueroa Street | Los Angeles, CA 90017
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From: Janet Guan <jguan@advancingjustice-la.org>
Sent: Thursday, July 1, 2021 3:49 PM
To: McConkey, Christopher <Christopher.McConkey@calbar.ca.gov>
Cc: Carroll, Erica <Erica.Carroll@calbar.ca.gov>; Richard Crowe <rcrowe@advancingjustice-la.org>
Subject: Re: Providing a cost breakdown for Advancing Justice-LA's 2020 census advocacy and outreach (by 7/1)

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Chris,

Please find attached the breakdown of Advancing Justice - LA's Census activities, as well as the written scope of work for subcontractors.

Let us know if you have any questions.

Janet Guan
Director of Grants Management
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From: McConkey, Christopher <Christopher.McConkey@calbar.ca.gov>
Sent: Monday, June 28, 2021 4:58 PM
To: Richard Crowe <rcrowe@advancingjustice-la.org>
Cc: Connie Chung Joe <cchungjoe@advancingjustice-la.org>; Janet Guan <jguan@advancingjustice-la.org>; Carroll, Erica

<Erica.Carroll@calbar.ca.gov>

Subject: Providing a cost breakdown for Advancing Justice-LA's 2020 census advocacy and outreach (by 7/1)

Hi Richard (cc'ing Connie, Janet, and Erica as an FYI),

Thank you for speaking with me on the phone this afternoon.

As we discussed, the Legal Services Trust Fund Commission Eligibility and Budget Review Committee (the committee) will revisit Advancing Justice-LA's 2020 census advocacy and outreach at its meeting in July. For that meeting, would you please provide a cost breakdown for this work? The committee and staff will need to know how much Advancing Justice-LA spent in 2020 on census-related, legal advocacy towards **governmental bodies**—that is, local, state, and/or federal bodies, whether administrative, legislative, or judicial—vs. census-related outreach towards **members of the community**.

Would you please separate the costs for these two “buckets” into as many of the following categories as possible—alternatively, feel free to use Advancing Justice-LA's own accounting codes/categories as long as they provide a similarly detailed breakdown:

ORGANIZATIONAL

Personnel

Account Title

1. Lawyers
2. Paralegals
3. Other Staff

SUBTOTAL

4. Employee Benefits

TOTAL PERSONNEL

Non-Personnel

Account Title

5. Space
6. Equipment Rental and
nce
7. Office Supplies
8. Printing and Postage
9. Telecommunications
10. Technology
11. Program Travel
12. Training
13. Library

I recommend being as detailed as practicable in the two breakdowns. It is important to include any amounts for contracted/subgranted work. For the latter, please also briefly explain the subcontractors' roles and/or provide the relevant MOU/written scope of work.

Thank you so, so much for trying to provide this data by Thursday (7/1) in the afternoon!

Sincerely,
Chris

Christopher McConkey (he/him/his)
Senior Program Analyst, Office of Access & Inclusion

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