



*“To ensure
each and every
person from
newborn up is
counted.”*

LONG BEACH Complete Count Committee

IMPLEMENTATION PLAN

December 6, 2019



LONG BEACH
Complete Count Committee
MEMBER
ORGANIZATIONS



Bixby Knolls Business Improvement Association
California Complete Count-Census 2020
California State University Long Beach
Centro CHA
Century Housing Corporation
City of Long Beach
City of Santa Ana
Dignity Health
Filipino Migrant Center
Frontier Communications
Gray Panthers
Greater Long Beach Interfaith Community Organization
Long Beach Area Chamber of Commerce
Long Beach City College
Long Beach Community Action Partnership
Long Beach Day Nursery
Long Beach Forward
Long Beach Immigrant Rights Coalition
Long Beach Transit
Long Beach Unified School District
Mayor's Fund for Education
Memorial Care
Office of Assemblymember Anthony Rendon
Office of Assemblymember Patrick O'Donnell
Office of Congressman Alan Lowenthal
Office of County of Los Angeles Board of Supervisors
Office of Mayor Robert Garcia
Office of Senator Lena Gonzalez
Office of Senator Tom Umberg
Office of Speaker Anthony Rendon
Pacific Gateway
Ready Nation
Success in Challenges
The Children's Clinic
The Long Beach Minister's Alliance
The Salvation Army
United Cambodian Community
US Census Bureau, Los Angeles Regional Office
VA Long Beach Healthcare System
YMCA of Greater Long Beach



LONG BEACH Complete Count Committee IMPLEMENTATION PLAN

The mission of the Long Beach Complete Count Committee (LB-CCC) is to ensure that each and every person from newborn up is counted in Long Beach in the 2020 Census. From August to December 2019, the LB-CCC met monthly to build an effective partnership by considering not only what each member organization could contribute individually to 2020 Census efforts, but also to capitalize on the synergy of bringing together caring leaders throughout the community who understand the collaborative effort required to ensure that everyone in Long Beach is counted.

VISION:
Everyone
Counts in
Long
Beach

The LB-CCC met five times from August to December, 2019, with the challenge of developing a citywide Implementation Plan to educate, motivate and activate everyone in Long Beach to participate in the census, particularly focusing on those communities that are historically less likely to do so. The LB-CCC adopted its Vision, Mission, Goals and Objectives (Appendix A) for inclusion in the City's Strategic Plan that guide their collaborative process to plan and implement education and outreach efforts that particularly target residents that are considered hard-to-count (HTC)¹. Understanding that an undercount in Long Beach will have negative financial and social consequences, the LB-CCC capitalized on its broad and diverse membership to embrace the opportunity to share ideas and resources to maximize the effectiveness of this plan.

Co-chaired by the City of Long Beach and the Long Beach Unified School District, the LB-CCC is an inclusive committee representing a diversity of organizations throughout the city, including educational institutions, hospitals, transit, faith-based and other service organizations as shown on the LB-CCC membership list. In addition to larger citywide institutions, the LB-CCC includes a variety of non-profit organizations that are institutions in the community. Capitalizing on the existing resources of LB-CCC member organizations was the key to developing the Implementation Plan. LB-CCC member organizations identified specific activities they could provide within their existing operation to educate residents and employees about the importance of completing the census questionnaire as well as access and assistance for residents to complete the census online.

¹ HTC, or hard-to-count refers to people and communities that have historically been missed by the census. Hard-to-count populations include but are not limited to communities of color, immigrants, low-income households, and young-children.

EDUCATE > MOTIVATE > ACTIVATE

August - Dec. 2019 January - March 2020 April - July 2020

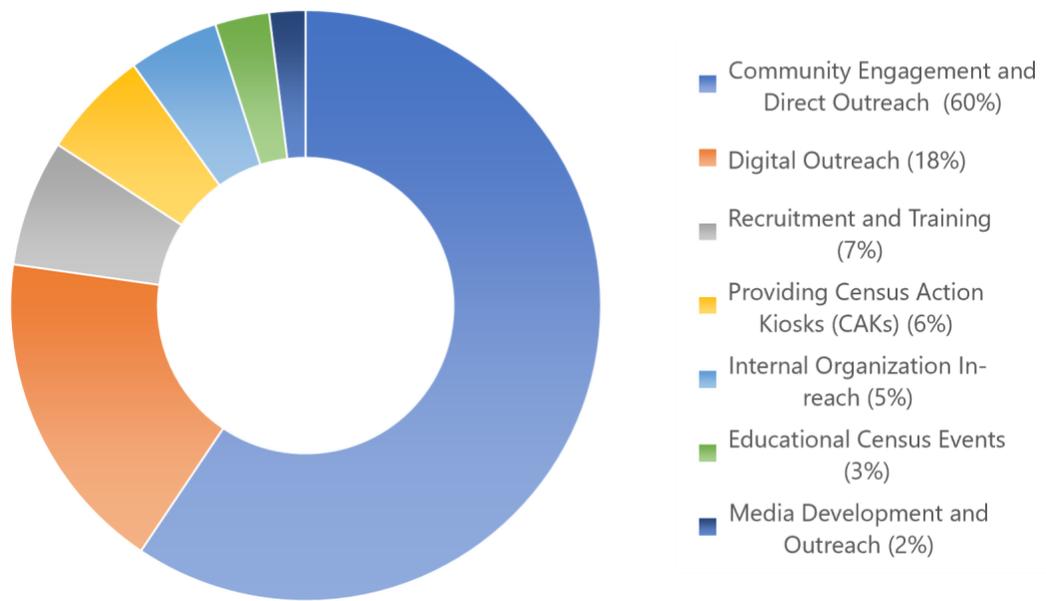
This LB-CCC Implementation Plan is a work in progress that is comprised of hundreds of strategic activities that Committee members have committed to carrying out in support of Census 2020 (Appendix B). These activities occur within three specified Census phases.

- EDUCATE (August - December 2019)** 33% of Activities
 This phase is designed to raise awareness and understanding about the importance of the upcoming census.
- MOTIVATE (January - March 2020)** 48% of Activities
 This phase is designed to motivate and encourage residents to complete the census questionnaire in April.
- ACTIVATE (April - July 2020)** 19% of Activities
 This phase is designed to provide access and assistance to complete the census questionnaire and follow-up with those that do not to encourage them to do so before the deadline.

The activities often flow across more than one Census phase, shifting focus to build on the foundation laid in each phase.

IMPLEMENTATION PLAN ACTIVITIES

The strategic activities within the Implementation Plan that are aligned within these three phases fall within seven broad categories listed by percentages below:



The majority of activities that LB-CCC member organizations have proposed fall within the *Community Engagement and Direct Outreach* category, which will be carried out in English, Spanish, Khmer and Tagalog through all three census phases. These activities will be carried out by member organizations that are familiar to many in the HTC communities, and are seen as trusted messengers with established ongoing relationships. Specific activities include providing census information at regular meetings and special events, displaying census information in public areas, canvassing and one-on-one engagement, direct distribution of census information and census giveaways, assisting individuals with completing the census questionnaire, and including census information in newsletters and other existing outreach materials.

Digital outreach will reinforce these efforts and will include the use of organization and individual social media and websites to outreach broadly to educate and motivate the community about the importance of the 2020 Census. These activities also capitalize on organizations' existing e-mail lists of clients, customers, residents and friends, to outreach directly to individuals about the importance of being counted.

The LB-CCC Implementation Plan also focuses on *internal organization in-reach*. These activities focus internally on employees and volunteers to educate and motivate individuals through many activities including internal emails, newsletters, and social media as well as other opportunities, including posting census information in lunch rooms and shared spaces, discussing the importance of completing the census questionnaire at staff meetings, as well as including census information with employee pay stubs.

LB-CCC members also propose to *host educational census events* in the community, including HTC neighborhoods to engage and encourage individuals, families and residents of all ages to build awareness and encourage the community to complete the census questionnaire in April.

Media Development and Outreach activities includes the development of educational and motivational census videos in different languages, for distribution on air, on digital platforms, in waiting rooms and classrooms throughout the community.

Recruitment and Training activities are an important part of the joint effort to ensure that the messages that are communicated about the census are consistent and accurate. In addition to census employees, a multitude of volunteers will be needed to engage with the community and answer questions about the census and its importance to the Long Beach community. Coordinating the training and assigning trained volunteers where needed will be important to the success of this effort.

Providing Census Action Kiosks (CAKs) for public use will also be critical given that people will be required to complete the census questionnaire online instead of on paper. CAKs are discussed in greater detail below.

These activities will be implemented citywide and in HTC neighborhoods to educate, motivate and activate all Long Beach residents to complete the census questionnaire.

CENSUS ACTION KIOSKS (CAK's) & CANVASSING

For the first time, the 2020 Census will rely primarily on the completion of online census questionnaires rather than paper questionnaires, which raises concerns around privacy and digital literacy. This presents a unique challenge to the LB-CCC because one-fourth of homes in Long Beach do not subscribe to internet service and unfortunately those households largely fall within HTC communities.² This heightens the need for one-on-one canvassing to follow-up with those that are not connected, relying on both paid and volunteer canvassers. The LB-CCC Implementation Plan addresses these challenges.

LB-CCC has already identified over 120 CAK locations within the city, which are primarily located in HTC communities (Appendix C). This list includes public schools and libraries citywide in addition to other member organization locations which will continue to be updated. Mobile CAKs will also be made available by LB-CCC member organizations to address gaps in HTC areas.



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LB-CCC member organizations intentionally include a variety of organizations that are institutions in the community, including Centro CHA, Long Beach Forward, Filipino Migrant Center, the Greater Long Beach Interfaith Council, and Long Beach Immigrant Rights Coalition. These organizations were successful in receiving the first round of funding from the California Community Foundation as trusted messengers to support community education and outreach and direct canvassing in Long Beach. Long Beach Forward serves as one of six regional conveners for the Los Angeles Regional Census Table (LARCT), a group of community-based, nonprofit organizations dedicated to reaching hard-to-count populations throughout Los Angeles County. In that role, Long Beach Forward convenes “We Count Long Beach,” comprised of local community-based organizations that represent the broad demographic and geographic diversity of HTC communities in Long Beach, many of whom also serve on the LB-CCC. These

organizations will be critical in providing direct canvassing to “Get out the Count” during the 2020 Census.

MOVING FORWARD IN 2020

The LB-CCC will continue to meet monthly through August, 2020 to facilitate ongoing collaboration and to evaluate the effectiveness of the plan as it unfolds (Exhibit D). It is important for the LB-CCC to be nimble and adapt to real experiences on the ground to ensure that everyone is counted in Long Beach. Going forward, activities in the Implementation Plan will continue to expand to address any unmet needs.

² Downey, Dave, “The Harsh Realities of Living in Long Beach—Without the Internet,” Press-Telegram, October 24, 2017. <http://longbeachmc.org/the-harsh-realities-of-living-in-long-beach-without-the-internet/>

The City is required to use the interactive Statewide Outreach and Rapid Deployment program (SwORD) which the state is developing to track activities locally and statewide. To facilitate reporting for our partners, the City has created a simplified reporting tool to allow LB-CCC member organizations to report their progress and coordinate upcoming activities (Attachment 1 & 2).

Additional funding resources will be made available soon from the City's census funds and other donors through a process that prioritizes effective outreach to undercounted HTC communities. Targeted resources are also planned to provide rapid response funds to address gaps in HTC communities that experience low response rates.

The mission of the LB-CCC Implementation Plan is to ensure each and every person from newborn up is counted in Long Beach. The LB-CCC is committed to ensuring that every person, family, and neighborhood in this richly diverse community is fully counted in the 2020 United States Census.





Long Beach Complete Count Committee (LB-CCC)

GOALS & OBJECTIVES

Approved 8/30/19

VISION: Everyone Counts in Long Beach

MISSION: To ensure each and every person from newborn up is counted

GOAL 1: Ensure that everyone in Long Beach is informed about, has access to, and completes a 2020 Census survey, particularly those populations and areas that are considered hard to count (HTC) including those without internet access or the ability to complete the questionnaire online and those who face language barriers.

OBJECTIVES:

- 1.A. In alignment with the Los Angeles County plan, community-based organizations, and existing outreach efforts, develop a comprehensive LB-CCC Implementation Plan that includes education and outreach programs to encourage all Long Beach residents to complete their census questionnaire.
- 1.B. Cultivate resources, services, and partnerships with educational institutions, health providers, transportation agencies, community-based organizations, faith-based organizations, housing providers, informal networks, and diverse media groups as well as governmental and non-governmental agencies, to incorporate strategies within their existing mission and beyond that ensures each and every person completes the 2020 Census questionnaire, including HTC communities.
- 1.C. Challenge businesses, corporations, and all LB-CCC members and member organizations to explore and identify opportunities to educate, raise awareness, build resource capacity, and take actions to ensure their employees and customers complete the 2020 Census questionnaire, within their current practices and beyond.
- 1.D. Work with “trusted messengers” to engage with HTC communities using their spoken languages to complete the 2020 Census survey in a manner that ensures privacy and confidentiality, engaging through their networks such as schools, neighborhood associations, nonprofits, faith-based organizations, and non-governmental agencies.

GOAL 2: Develop a comprehensive education, outreach, media and mobilization campaign to identify and address barriers to census responses and overcome them to ensure that HTC populations in Long Beach are accurately counted.

OBJECTIVES:

- 2.A. Identify Long Beach HTC populations and geographic areas.

- 2.B. Ensure the Complete Count Committee Implementation Plan customizes education and outreach programs, including language access and cultural relevance, to reach HTC populations and increase their participation rates leading up to Census Day (April 1, 2020) and through the Nonresponse Follow-up Operation (May 2020-August 2020).
- 2.C. Recruit, train, and deploy an effective combination of community leaders, trusted messengers, and volunteers to conduct outreach to HTC populations at grassroots levels.
- 2.D. Utilize the resources and services of City departments, other Complete Count Committee member agencies, community facing services, and Los Angeles County to reach and impact HTC communities.

GOAL 3: Ensure census workers in Long Beach are reflective of our diverse, multilingual community by promoting census employment opportunities through workforce development networks and LB-CCC member organizations.

OBJECTIVES:

- 3.A. Engage Long Beach Workforce Development/Pacific Gateway to educate LB-CCC members and the greater community about the opportunities, job qualifications, and steps required to gain employment with Census 2020.
- 3.B. Partner with LB-CCC members and other community-based organizations to engage their members and constituents to gain employment with Census 2020, focusing on those who live in HTC neighborhoods and speak the languages of HTC communities.
- 3.C. Build trust with the community by hiring and training people from HTC communities that speak the languages of all Long Beach residents, including American Sign Language, and ensure that language accessibility (translation and interpretation) services will be provided throughout all aspects of this process.
- 3.D. Assist census employees in finding long-term employment and leadership training beyond the census effort.

GOAL 4: Build strategic alliances and organizational capacities to ensure the effective implementation of the LB-CCC Implementation Plan to serve the Long Beach community while using community specific strategies throughout the census 2020 process.

OBJECTIVES:

- 4.A. Consider ways to build partnerships between the LB-CCC members and member organizations to increase the effectiveness of individual members in achieving the goals

and objectives of the LB-CCC, and identify additional partners that could support this effort.

- 4.B. Develop an inventory of individual and shared resources that LB-CCC members can utilize in support of Census 2020 to identify and strategically fill any gaps in those resources including human, financial, and other tangible and intangible resources.
- 4.C. Evaluate the effectiveness of this Committee in supporting the success and mission of Census 2020, and identify any benefits accrued to LB-CCC members and member organizations going forward.
- 4.D. Retain engagement of partners and community members throughout the census 2020 process.



APPENDIX B

WORKING IMPLEMENTATION PLAN ACTIVITIES

December 6, 2019

ABBREVIATION	ORGANIZATION
CCHA	Centro CHA
CLB	City of Long Beach
CSULB	California State University, Long Beach
FC	Frontier Communications
FMC	Filipino Migrant Center
GP	Gray Panthers
ICO	Greater Long Beach Interfaith Community Organization
LBCC	Long Beach City College
LBCOC	Long Beach Chamber of Commerce
LBDN	Long Beach Day Nursery
LBF	Long Beach Forward
LBT	Long Beach Transit
LBUSD	Long Beach Unified School District
LBMFE	Long Beach Mayor's Fund for Education
MC	Memorial Care
OAAR	Office of Assemblymember Anthony Rendon
OAPO	Office of Assemblymember Patrick O'Donnell
OCAL	Office of Congressman Alan Lowenthal
OMRG	Office of Mayor Robert Garcia
OSLG	Office of Senator Lena Gonzalez
PG	Pacific Gateway
TCC	The Children's Clinic
UCC	United Cambodian Community
VAMC	Veterans Affairs Medical Center
YMCA	YMCA



Long Beach Complete Count Committee
WORKING IMPLEMENTATION PLAN
 12/06/19

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS					
	CSULB	Service Learning Students: Identify SL courses that will align their service learning requirements around CBO census activities, and place SL with these orgs.		January 2020 - March 2020		
	CCHA	Service Learning Students: Identify SL courses that will align their service learning requirements around CBO census activities, and place SL with these orgs.	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000
	GP	Presentations at Senior and Disabled buildings (hold meeting with Census champion helping disseminate info)	Citywide	January 2020- March 2020	low-income seniors	6,000-7,000
	GP	Tabling at eight community events	Citywide	January 2020- March 2020	low-income seniors	6,000-7,000
	ICO	Distribute educational census information by tabling at six community events	North	January 2020- March 2020	low-income, seniors	500-1000
	LBDN	Events (Annual Community Event) - Early learning festivals and kindergarten festivals - outreach opportunities, educational materials will be provided	Citywide	December 2019 - March 2020		
	LBDN	Early learning festivals and kindergarten festivals - outreach opportunities, educational materials will be provided	Citywide	December 2019 - March 2020	Children 0-4	
	LBF	Provide Census education and promotion at 10 community events throughout West, Central, and North Long Beach to engage HTC populations	Citywide	October 2019 - April 2020	All HTC in Central, Downtown Long Beach	100-500
	LBF	Provide information about the Census to parents and caregivers with children 0-5 through the Building Healthy Communities and Best Start collaboratives	Central Long Beach	October 2019 - April 2020	Children 0-5	60-100
LBMFE	census tabling and outreach at upcoming local community events including: The Long Beach Celebration of the Young Child, the Mayor's Fund/Aquarium of the Pacific Family Science Night, Kindergarten festivals, preschool open house events, the Long Beach Early Childhood Education Symposium, college career-fairs,	Citywide	January 2020-June 2020	Low-income families, Hispanic	500-1000	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)					
	LBUSD	ASB Activities, Bulletins, Assemblies, Back to School Night, Open House,	Citywide	January 2020- March 2020	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders; Limited English Proficiency; Limited Access to Broadband	500-1000
	LBUSD	Superintendent Parent Forums, PTA/ELAC/DELAC/Title One Meetings	Citywide	October 2019- December 2019	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders People with Limited English Proficiency People with Limited Access to Broadband	500-1000
	LBUSD	Provide census information at High School Choice Fairs, School Assemblies, ASB Events, Clubs, Advisory Groups,	Citywide	October 2019- December 2019	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders People with Limited English Proficiency People with Limited Access to Broadband	500-1000
	MC	Long Beach Medical Center Townhall (speaker needed)	Citywide	November/December?		
	OAPO	Tabling at community events	North, West, Central, Downtown	October 2019 - April 2020	LGBTQ, people of color, renters	100
OAL	Tabling at community events	West, Central LB	January 2020 - March 2020	Children 0-4, ESL	50-100	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)					
	OCAL	Tabling at community events	Citywide	January 2020- March 2020		30-60
	OCAL	Providing materials at town halls and community coffee events	Citywide	February 2020	senior citizens, college students, LGBTQ,	100-500
	OSLG	Discuss census 2020 during meetings, at events, with constituents	Citywide	September 2019- March 2020		100-500
	OSLG	Promote census at all district-related events	Citywide	October 2019- March 2020		500-1000
	OSLG	Promote census jobs, CBO partnerships and general census awareness through educational census flyers & materials	Citywide	October 2019- March 2020	Hispanics/Latinos	500-1000
	TCC	TCC presents census information during Health Education classes, at outreach events across the city, and during meetings with community members.	Citywide	January 2020- March 2020	People with Limited English Proficiency	
	UCC	Creating PSA, flyer, social media outreach in Khmer with perhaps English	Central LB, North	October 2019 - August 2020	Khmer, Seniors	4000
	UCC	We will announce the importance of signing up for Census 2020 to our community classes and meetings	Central Long Beach	January 2020- February 2020	Cambodian/Low Income, Seniors	500-1000
	UCC	Distribute educational census information by tabling at six community events, host joint Census event to educate community members	Central Long Beach	January 2020- February 2020	Cambodian/Low Income, Seniors	500-1000
	VA	Provide census information to veterans		October 2019 - December 2019	Veterans	200
	CLB/CC	Share outreach information when tabling civic engagement events		July 2019 - August 2020	TBD	TBD
	CLB/CC	Deliver Census information when conducting outreach meetings co-hosted by CBOs for Redistricting		July 2019 - August 2020	TBD	TBD
CLB/DS	Make an announcement and provide flyers at community outreach events, neighborhood/business association meetings, and community organization meetings promoting the 2020 Census and CAK locations.		May 2019 - Aug 2020	All	TBD	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)					
	CLB/DS	Advertise Census 2020 information at Neighborhood Leadership Program (NLP) Alumni Dinner, including messaging in the program booklet (Neighborhood Leaders Report).		January 2020	All	700 NLP Alumni
	CLB/DS	Provide a 2020 Census information table at all Department led/assisted general outreach events and project-specific events (e.g. open house events, workshops, walk-audits, stakeholder groups, tree planting events, neighborhood clean-ups, etc.).		May 2019 - Aug 2020	All	TBD
	CLB/DS	Provide 2020 Census flyers at all Commission meetings (e.g. Cultural Heritage Commission, Planning Commission, etc.). Provide a 2020 Census announcement as part of the Director's Report.		May 2019 - Aug 2020	All	TBD
	CLB/ED	Provide Census outreach materials at Department led/assisted community outreach and engagement events.		TBD	All	TBD
	CLB/ED	Provide Census outreach materials at Economic Development Commission meetings and include announcement as part of the Director's Report.		TBD	All	TBD
	CLB/ER	Make an announcement and provide flyers at community outreach events promoting the 2020 Census and CAK locations.		August 2019 - Aug 2020	All	TBD
	CLB/ER	Provide a 2020 Census information table at all Department led outreach events (Ready Long Beach, Uptown Jazz Fest., Concerts in the Park, etc.)		August 2019 - Aug 2020	All	TBD
	CLB/HA	Flyers during briefings		October 2019 - August 2020	Section 8 participants	500-800 people
	CLB/HA	Provide staff with talking points		October 2019 - August 2020	Section 8 participants	500-800 people
	CLB/HHS	Provide a Census presentation at a Veterans Affairs Commission		By January 2020	Veterans	9
	CLB/HHS	Provide Census outreach materials at the Veterans Day Parade/Event		November 2019	Veterans	50
CLB/HHS	Provide Census outreach materials at Century Villages at Cabrillo Veterans Resident Meeting		January 2020 - March 2020	Veterans, Homeless, Seniors	100	
CLB/HHS	Provide Census outreach materials at VA Town Halls		January 2020 - March 2020	Veterans	100	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	1.	PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)				
	CLB/HHS	Provide Census outreach materials at Veterans Empowerment Training Sessions		January 2020 - March 2020	Veterans	150
	CLB/HHS	Share information at special events, such as Coalition meetings, outreach network meetings, and resource fairs.		January 2020 - Aug 2020	All	Est. 1,000 per month
	CLB/HHS	Distribute census flyers and brochures to clients and participants in Nursing Division programs including Black Infant Health, Nurse Family Partnership, Medi-Cal Outreach, Childhood Lead Poisoning Prevention Program, Public Health Nursing, Senior Links, and Maternal, Child, Adolescent Health Home Visits.		January 2020 - Aug 2020	Children, Hispanics, African-Americans, Cambodians, seniors, homeless, and special needs populations.	
	CLB/HHS	Promote census participation during meetings to partner programs with extensive community/public contact.		January 2020 - Aug 2020	Children, Hispanics, African-Americans, Cambodians, seniors, homeless, and special needs population	
	CLB/HHS	Distribute 2020 Census outreach flyers/brochures to community members visiting HALB, HEAL, and Walk & Roll Long Beach (WRLB) booths at health fairs and community events.		January 2020 - Aug 2020	All	TBD
	CLB/HHS	Utilize existing networking community events and fairs to distribute census flyers and brochures to raise awareness to motivate individuals to participate in the census.		January 2020 - Aug 2020	Children, Hispanics, African-Americans, Cambodians, seniors, homeless, and special needs population	
	CLB/HHS	Provide flyers and posters to the Early Childhood Education Committee to promote census at Kindergarten festivals and Early Learning Festival		January 2020 - Aug 2020	Children & Families	
	CLB/HHS	Provide 2020 Census outreach flyers/brochures to healthy market partners.		January 2020 - Aug 2020	All	TBD
CLB/HHS	Make announcement and share flyers at Coalition for a Smoke Free Long Beach Quarterly Coalition Meetings		January 2020 - Aug 2020		50	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)					
	CLB/HHS	Provide flyers at community outreach events, neighborhood/business association meetings, and community organization meetings promoting the 2020 Census and CAK locations.		June 2019 - Aug 2020	All	TBD
	CLB/HHS	Provide Census outreach flyers, brochures at our 5 WIC locations.		Sept 2019-Aug 2020	Children & Families	TBD
	CLB/HHS	Promote Census 2020 during class contacts and individual counseling with WIC applicants and participants		Sept 2019-Aug 2020	Children & Families	TBD
	CLB/HHS	Provide flyers at special events, such has the Jazz Festival, Cajun Festival, Grand Prix, Pride, etc.		June 2019 - Aug 2020	All	TBD
	CLB/HHS	Provide a 2020 Census information table at all Department led/assisted general outreach events and project-specific events (e.g. open house events such as the national food safety education month, asthma resource fair, etc).		June 2019 - Aug 2020	All	TBD
	CLB/HHS	Provide 2020 Census Information (flyers) to environmental health specialists to distribute in the field during inspections. Provide information to hard to reach populations while performing inspections in various programs, food, water, hazmat vector, lead and healthy homes.		June 2019 - Aug 2020	All	TBD
	CLB/HHS	Distribute informational written materials (flyers, brochures, etc) at outreach events, community presentations, and community meetings		July 2019- August 2020	All	TBD
	CLB/HHS	Promote 2020 Census during planned FSS workshops, briefings, and owner presentations.		March - August 2020	All	TBD
	CLB/HHS	Provide Census outreach flyers and brochures during Resident Advisory Board meeting		Apr-20	All	TBD
	CLB/HHS	Make an announcement and provide flyers/brochures at HALB/WRLB classes promoting the 2020 Census.		January 2020 - Aug 2020	All	TBD
	CLB/LS	Promote 2020 Census during existing planned library workshops, events and story times for the community.		March - August 2020	All	
CLB/LS	Provde "census in a box" for active parenting classes (Mark Twain and Michelle Obama)					
CLB/LS	Provide "census in a box" for teen focus class (Dana Park)					

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)					
	CLB/LS	Provide "census in a box" for Baby and Lap Sit Story Time (Mark Twain)			Children ages 0-4	
	CLB/LS	Provide census information to ESL Classes (Obama)				
	CLB/LS	Provide census information to ESL Classes for Khemer speakers (Mark Twain)				
	CLB/PRM	Make an announcement and provide flyers at all PRM facilities. Outreach at Neighborhood Association meetings.		Present- Aug 2020	All	TBD
	CLB/PRM	Provide information at PRM special events and community outreach events. Movies in the Park, Municipal Band and Community Concerts and special events. Census team to work with TID and LBTV to create these videos that will be shared throughout all of the summer events. Deadline for video End of April.		Present -Aug 2020	All	100,000+
	CLB/PRM	Summer food programs: partnered with non profits. Promote Census messaging at these events.				
	CLB/PRM	Provide 2020 Census flyers at all Commission meetings (e.g. Parks and Recreation Commission, Senior Advisory Commission, Marine Commission and Commission on Youth and Families and ACS.). Provide a 2020 Census announcement as part of the Director's Report.		Sept 2019 - Aug 2020	All	TBD
	CLB/PRM	Movies in the Park program - show video before all scheduled movies	Citywide	May 2020 - August 2020		50,000+
	CLB/PRM	Cambodian Center meal (at McBride/Calkee) to educate and advocate for Census participation.	Central LB, West	January 2020 - March 2020	Cambodian, Senior	500+
	CLB/PW	Make an announcement and provide flyers at any project specific community meetings.		May 2019 - Aug 2020	All	TBD
CLB/PW	Provide a 2020 Census information table at all bureau led events such as shred events, compost workshops, bike recycling, shoe recycling, and neighborhood cleanups.		July 2019- August 2020	All	TBD	
CLB/PW	Make an announcement and provide printed flyers at community outreach events, neighborhood/community association meetings, and neighborhood cleanups.		July 2019- August 2020	All	TBD	
CLB/TID	Share Census outreach materials with the Digital Inclusion Stakeholder Committee.		July 2019 - Apr 2020	All	approx. 40 directly	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)					
	CLB/TID	Share Census outreach materials with the Technology and Innovation Commission (TIC) and include Census information in Director's report.		Sep 2019 - Apr 2020	All	7 directly
	CLB/WD	Present Census project information to the Water Commission (take place Thursday mornings at 9am)		November 2019 - December 2019	None	15
	CLB/WD	Feature and share information and promotional materials about Census 2020 at LBWD tabling events.		Multiple Events Each Month	All	TBD
	CLB/WD	Invite Census 2020 representation to table at the 9th annual Lawn to Garden Festival at LBWD.		Event held May 2020	All	500 attendees
	CLB/WD	Use partnership with Historic Society of LB, Los Ranchos (both) to promote Census		October 2019 - August 2020	All	TBD
	2. DISPLAY CENSUS INFORMATION IN PUBLIC AREAS					
	LBCOC	If provided, offer window signs/banners to businesses with high foot traffic	Citywide	October 2019 - August 2020		hundreds
	LBT	Advertise on car card inside buses with various languages	Citywide	December 2019 - March 2020	all ethnic groups	40,000+ per week
	OAPO	Table at DMV	Citywide	January 2020 - March 2020	Cambodian, latinos	75
	TCC	Display Census reminders and information around clinics. To best serve TCC patient's, materials would be needed in English, Spanish, and Khmer.	Citywide	March 2020 - May 2020	People with Limited English Proficiency	
	TCC	Display educational materials around clinic locations that are frequented by those experiencing homelessness	West		Homeless	
	CLB/AP	Post 2020 Census posters		Jan 2020 - Aug 2020	All	TBD
	CLB/AP	Provide Census outreach flyers at LGB booth when participating in community events		Jan 2020 - Aug 2020	All	TBD
CLB/AP	Provide Census outreach flyers at Airport Advisory Commission Meetings. Provide a 2020 Census announcement as part of the Director's Report		November 2019 - Aug 2020	All	TBD	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	2.	DISPLAY CENSUS INFORMATION IN PUBLIC AREAS (continued)				
	CLB/CC	Provide handouts and have posters at lobby-level public counter		July 2019 - August 2020	TBD	TBD
	CLB/CS	Place Census 2020 information/posters in the Civil Service Lobby		July, 2019- August, 2020	All	TBD
	CLB/CS	Make Census 2020 flyers available for handout at job fairs and other recruitment events		July, 2019- August, 2020	All	TBD
	CLB/DS	Post 2020 Census posters at the Permit Center and community outreach events.		May 2019 - Aug 2020	All	~2,610 people per quarter (Permit Ctr)
	CLB/DS	Display 2020 Census materials at CAK locations. Promote CAK locations as part of 2020 Census messaging to the public.		July 2019 - Aug 2020	All	TBD
	CLB/ED	Post Census outreach materials on Department floor lobby and at Pacific Gateway lobby.		TBD	All	TBD
	CLB/ER	Post 2020 Census posters at Department reception area and community outreach events.		August 2019 - Aug 2020	All	5-10 people week (Reception Lobby)
	CLB/ER	Display 2020 Census materials at CAK locations. Promote CAK locations as part of 2020 Census messaging to the public.		August 2019 - Aug 2020	All	TBD
	CLB/FM	Install posters (created by others) on the sides of City Refuse trucks (these trucks already have the brackets, typically used for recycling messages).		Aug 2019 - Aug 2020	All	Unknown
	CLB/FM	Install decals and/or magnetic signs (created and prepared by others) for display on selected City vehicles that travel extensively within the City (Heart Team, PD, Code Enforcement suggested		Aug 2019 - Aug 2020	All	Unknown
CLB/FM	Install (whole) vehicle wraps (created and prepared by others) for display on 1 or 2 selected City vehicles that travel extensively within the City.		Aug 2019 - Aug 2020	All	Unknown	
CLB/HA	Flyers in lobby		October 2019 - August 2020	Section 8 participants	500-800 people	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	2.	DISPLAY CENSUS INFORMATION IN PUBLIC AREAS (continued)				
	CLB/HHS	Post 2020 Census posters, flyers, and information about the Census Action Kiosk (CAK) at Multi-Service Center and other funded/nonfunded sites, including outside the building and in the lobby and interview rooms.		January 2020 - Aug 2020	All	Est. 1,000 per month
	CLB/HHS	Display 2020 Census materials Promote CAK locations as part of 2020 Census messaging to clients.		April 2019 - July 2020	All	Est. 1,000 per month
	CLB/HHS	Display posters in Nursing Division lobby areas in Medi-Cal Outreach and Black Infant Health.		January 2020 - Aug 2020	Children, Hispanics, African-Americans, Cambodians, seniors, homeless, and special needs population	
	CLB/HHS	Provide posters to prenatal and pediatric providers through the Comprehensive Perinatal Services Program and Child Health and Disability Prevention Program		January 2020 - Aug 2020	Children & Families	
	CLB/HHS	Post Census 2020 information at our five WIC locations.		Sept 2019-Aug 2020	Children & Families	TBD
	CLB/HHS	Provide 2020 Census Information (flyers) at counter in Environmental Health bureau office.		June 2019 - Aug 2020	All	TBD
	CLB/HHS	Post 2020 Census posters in lobby and interview booths		Jan 2020 - Aug 2020	All	TBD
	CLB/HHS	Provide Census outreach flyers and brochures in H.A. lobby		April 2020 - Aug 2020	All	TBD
	CLB/HHS	Posters in Sexual Health/Family Planning, Tuberculosis, Immunization, and HIV Care Clinic		January 2020 - August 2020	All (primarily low-income)	TBD
	CLB/HHS	Posters at Vital Records Windows (Birth/Death Certificates)		January 2020 - August 2021	All (primarily low-income)	TBD
	CLB/LS	Post 2020 Census posters at 12 library locations.		Jan 2020 - Aug 2020	All	
CLB/LS	Provide Census outreach flyers, brochures at 12 library locations.		April 2020 - Aug 2020	All		

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)							
GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED	
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	2. DISPLAY CENSUS INFORMATION IN PUBLIC AREAS (continued)						
	CLB/PRM	Post 2020 Census posters at Department floor lobby, the Permit Center, Public Hearing Notices boards, community centers, aquatics facilities, Nature Center, Animal Care Services, community information kiosks		present- Aug 2020	All	2,350	weekly
	CLB/PRM	Senior Center; place posters, attend special events. Idea: "Census Days" in the center where we can activate a CAK/QAK for seniors to come in and fill out the questionnaire.					
	CLB/PRM	Display 2020 Census materials at CAK locations. Promote CAK locations as part of 2020 Census messaging to the public.		Sept 2019 - Aug 2020	All	TBD	
	CLB/PW	Post 2020 Census posters at Bureau floor lobby and include in Bureau newsletter.		July 2019- August 2020	All	224	Employees at ESB
	CLB/TID	Post Census outreach materials in Department lobby and Civic Chambers.		TBD	All	TBD	
	3. INCLUDE CENSUS INFORMATION IN NEWSLETTERS & OTHER EXISTING MATERIALS						
	FC	Insert awareness messages into bills of frontier customers in LB area (will take a few months to prepare and implement)	Citywide		December 2019 - August 2020		
	CLB/CC	Integrate messaging with Redistricting Commission outreach plan based on overlapping deadlines (bus shelters, car cards, posters, online advertisements, PRM brochure, PSAs, water & gas bill insert, etc.)			July 2019 - August 2020	TBD	TBD
	CLB/ER	Create one-page (translated) utility bill inserts with information about the 2020 Census. Insert to discuss how the 2020 Census directly affects Long Beach (e.g. impact on funds, social equity and political voice for residents, businesses, real estate developers, etc.).			August 2019 - Aug 2020	All	154,000 Customers
CLB/ER	Produce business card-sized (3.5in by 5in) outreach materials (similar to utility bill inserts) that can be left by Customer Service Representatives when performing gas turn-ons or other orders that involve customer interactions.			August 2019 - Aug 2020	All	3,300 Customers/ Month	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	3. INCLUDE CENSUS INFORMATION IN NEWSLETTERS AND OTHER EXISTING MATERIALS (continued)					
	CLB/FM	Include Census 2020 efforts in Budget Community Book. Decision needs to be made in a week or two as this book is underway and space is very limited.		July 2019 to be delivered in August 2019. Also July 2020	All	Unknown
	CLB/HA	Owner newsletter		October 2019 - August 2020	Section 8 participants	500-800 people
	CLB/HHS	Provide information via email blasts, owner news letters, annual certifications, and HAP mailings		March - August 2020	All	TBD
	CLB/ER	Add Census information on Resident Advisory Board email invite		Apr-19	All	TBD
	CLB/LS	Add census message on due date receipts				
	CLB/LS	Add census message to electronic notices				
	CLB/PRM	Advertise Census information in Recreation Connection-Contract Class guide and Department newsletters. Occupy a quarter page in the spring and summer newsletter that will get information out to a wider audience. Work with Jane for content.		Fall, 2019 Winter, Spring and Summer 2020	All	TBD
	CLB/PRM	Adult league: registration through active net. Census could plan a sponsored event with an adult league.				
	CLB/PW	Add tagline message on temporarily posted "No Parking" signs for special events/maintenance projects.		Aug 2019 - Aug 2020	TBD	TBD
CLB/PW	Add to City's on-hold digital phone message.		Aug 2019 - Aug 2020	TBD	TBD	
CLB/PW	Add census information on Construction Notice signs (No parking, portable Changesable Message Signs, Door hangers).		Sept 2019 to Aug 2020	All	All foot and vehicular traffic travelling through construction sites across the City	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	3. INCLUDE CENSUS INFORMATION IN NEWSLETTERS AND OTHER EXISTING MATERIALS (continued)					
	CLB/PW	Add census information on Department on-hold message on the phone.		July 2019 to Aug 2020	All	TBD
	CLB/PW	Adding message to refuse utility bill.		August 2019- August 2020	Many	117,000 City-serviced accounts
	CLB/TID	Add Census information to both City utility bills and to the associated online payment portal. Due to the high volume of accounts, i.e. virtually all businesses and residences w/in City boundaries, we have the potential to significantly increase outreach this way.		TBD	All	TBD
	CLB/WD	Add Census 2020 information and messaging to Utility Bills (limited character space ~140).		Sent out Monthly	All	150,000 accounts
	CLB/WD	Add Census 2020 information and messaging to 90H20 Newsletter.		Sent out Monthly	All	150,000 accounts
	CLB/WD	Add Census 2020 information, messaging, and important dates to LWBD/Energy Resources annual calendar.		Art finalized by September 2019 and distributed November 2019	All	190,000 accounts
	CLB/WD	Include Census 2020 materials in utility bill inserts.		February 2020	People of Color, Low-income Households, Seniors, LGBTQ+, People older than 25 without a high school diploma, veterans, Areas with low broadband subscription rates and limited or no access	120,000 accounts
CLB/WD	Include materials in Blue Restaurant program inspection packets		October 20219- August 2020	All	TBD	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED	
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	3. INCLUDE CENSUS INFORMATION IN NEWSLETTERS AND OTHER EXISTING MATERIALS (continued)						
	CLB/WD	Include materials and/or swag in Leave-Behind boxes at MF efficiency appliance install sites			October 2019 - November 2019	Low-income households	115
	4. CANVASSING AND ONE-ON-ONE ENGAGEMENT						
	GP	Flyer distribution to Seniors and one-on-one discussions on why it is important to participate			January 2020- March 2020	low income seniors	6,000-7,000
	FMC	Door-to-door canvassing, phone banking, and reaching out to local businesses, churches, schools, etc.	West	January 2020 - Jul	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders	3000-4000	
	FMC	Door-to-door canvassing: provide ongoing training + stipends for additional volunteer canvassers	West	January 2020 - Jul	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders, People with Limited English Proficiency, College Students	500-1000	
	FMC	Door-to-door canvassing, phone banking, and reaching out to local businesses, churches, schools, etc.	West		Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders	500-1000	
	ICO	18 canvassers working in 36 hard to count block groups in North and Central LB	Citywide	January 2020 - April 2020	hard to count block groups	18,000 doors	
	LBF	Conduct direct outreach efforts such as canvassing and phone banking to HTC communities not already covered by existing community-based organizations	Citywide	January - May 2020	TBD	500-1000	
	UCC	Five organizations will train canvassers for door-to-door canvassing in Khmer and English. Will have two phases - education and census completion.		January 2020- March 2020	low-income, seniors, immigrant	500-1000	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	5. CENSUS EDUCATION AND AWARENESS POP-UPS					
	CLB/ED	Activate vacant storefronts	North, Central, Downtown	January 2020 - March 2020	Spanish, Khmer,	2-5% total population
	PG	Pop-up tents on street corners in HTC areas with small giveaways, staffed by youth workers we pay for	Citywide	March 2020 - April 2020		hundreds
	6. PROVIDE TRANSPORTATION FOR CENSUS ACTIVITIES					
	CCHA	Offer transportation to and from organization	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000
	OAAR	Provide bus passes to Census	North	October 2019 - August 2020		
	7. PROVIDE ASSISTANCE IN COMPLETING THE CENSUS QUESTIONNAIRE					
	TCC	Incorporate trusted staff as point people for census material, and to walk patients through completion of their census, as they have built trust with patients at their respective clinic sites.	Citywide	January 2020- May 2020		500-800 people
	TCC	Staff at clinics (Multi-service center + Century villages @ cabrillo) will be available to assist with filling out questionnaire)	West	March 2020 - August 2020	Homeless	
	8. DIRECT DISTRIBUTION OF CENSUS INFORMATION AND CENSUS GIVEAWAYS					
	FMC	Distribute educational census information by tabling at six community events	North	January 2020-March 2020	low-income, seniors	500-1000
	FMC	Distribute Census flyers and education materials through door-to-door canvassing, phone banking, reaching out to local businesses, churches, schools, etc. Also provide training for FMC's Census volunteers	West	December 2019 - July 2020		500-1000
FMC	Email blasts, newsletters, regular social media posts (esp. leading up to Census day on 4/1/20), holding education workshops/activities for our members and volunteers	Citywide	October 2019 - July 2020	Seniors, Immigrants & Refugees	500-1000	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	8. DIRECT DISTRIBUTION OF CENSUS INFORMATION AND CENSUS GIVEAWAYS (continued)					
	FMC	Utilize paid social media ads	Citywide	January 2020 - Jul	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders, People with Limited English Proficiency, College Students	500-1000
	LBCC	Intentional marketing with people of color and images that represent the population	North, East, Central		College Students	
	LBMFE	Work with Early Education (i.e. Preschool) providers and parenting groups to develop and distribute targeted census information, as well as staff with volunteers who can help with on-site census completion.	Citywide	January 2020-Jun	Low-income families, Hispa	100-500
	LBT	LB Can provide literature at community events and advertising on buses.	Citywide	January 2020-March 2020		500-1000
	LBT	LBT can place information at the Transit & Visitor Information Center in Downtown Long Beach	Downtown	January 2020-March 2020		500-1000
	OAAR	Deliver Census messages - brochures, mailers, email, social media	North	October 2019 - August 2020		10,000 - 50,000
	OAPO	Flyers in various languages	Citywide	January 2020 - March 2020	Cambodian, latinos	75
	UCC	We will post Census 2020 signs in English and Khmer	Central Long Beach	January 2020-February 2020	Cambodian/Low Income, Seniors	60-100
	CLB/CC	Handouts provided to patients at mobile clinics		January 2020 - August 2024	All (primarily low-income)	TBD
CLB/HA	Swag to distribute to participants		October 2019 - August 2020	Section 8 participants	500-800 people	
CLB/HHS	Handouts provided along with every birth/death certificate		January 2020 - August 2022	All (primarily low-income)	TBD	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	8. DIRECT DISTRIBUTION OF CENSUS INFORMATION AND CENSUS GIVEAWAYS (continued)					
	CLB/HHS	Handouts provided to patients in clinics		January 2020 - August 2023	All (primarily low-income)	TBD
	CLB/PRM	Distribute Census information to all Active Net Adult participants. Active Net is the Departments registration system. Using the contacts that are generated through the registration system to annoucement Census communications.		Present Aug 2020	All	75,000
	CLB/PRM	Work with Marina point of contact to get information on those residents living on thier boats. Work to get messaging to them through contact.			HTC Boat Residents	
	CLB/PRM	Youth sports: coaches are city staff - providing them with Census messaging to relay to parents and youths. City permits the fields, having messaging, simple, put on field; fence banners with Census messaging. (Banners in mulitple langauages)				
	CLB/PRM	Contract classes: parents must attend, day camps where parents need to sign in and out for their child- opportunity to offer messaging or flyering for these programs/classes				
	CLB/PRM	Day camps , provide Census activity sheets where children will be able to take home to relay messaging to their parents or guardians.				
	CLB/PRM	Mommy and Me classes/ Preschool classes to reach those htc 0-4 ages.			HTC age 0-4	
	CLB/PW	Add Census information and a link on project door hangers, construction signs, and other project materials that are distributed as part of our standard project delivery process.		May 2019 - Aug 2020	All	100's
	CLB/PW	Provide a handout to the general public when they obtain a Public Works permit from the public permit counter.		May 2019 - Aug 2020	All	1,000's
9. ENCOURAGING AND SUPPORTING OTHER ORGANIZATIONS' CENSUS OUTREACH EFFORTS						
CCHA	Work with state and federal reps to coordinate outreach efforts	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	9. ENCOURAGING AND SUPPORTING OTHER ORGANIZATIONS WITH CENSUS OUTREACH (continued)					
	OAPO	Target state agencies: franchise tax board, state disability and unemployment	Citywide	January 2020 - March 2020	Cambodian, latinos	75
	OCAL	Ensuring local groups who want materials/information have them	Citywide	February 2020		30-60
	OCAL	Reaching out to community partners including chambers of commerce and business improvement districts to see how they are preparing/what resources they need from us,	Citywide	February 2020		30-60
	OCAL	Supporting CBOs - providing resources/paper and info, facilitating conversations	West, Central LB	January 2020 - March 2020	Children 0-4, ESL	50-100
	OSLG	Provide outreach materials to CBOs, including job flyers, know your rights cards	North, West, Central, Downtown		Latino, Cambodian, Seniors	1000+
	OSLG	Reach out to LB Forward to see what the need is with CBO census efforts	North, West, Central, Downtown		Latino, Cambodian, Seniors	1000+
	TCC	Continue partnership with Long Beach Multi-Service Center and Century Villages at Cabrillo in order to make our staff available for Census activities on site to patients who are either homeless or transitioning out of homelessness.	West	January 2020- May 2020	Individuals & Families Experience Homelessness	
	UCC	We will create a script that is digestible and catered towards low-income and commercial to better outreach that is Khmer and English	Citywide	January 2020- February 2020	Cambodian/Low Income, Seniors	500-1000
	CLB/CC	Reach out to LA County about including Census information on March 3, 2020 Sample Ballot Booklet for Primary Statewide Election		July 2019 - August 2020	TBD	TBD
	CLB/CC	Share online Community Asset Map with CBOs to encourage participation in Census		July 2019 - August 2020	TBD	TBD
	CLB/DS	Share information with all Neighborhood Leadership Program (NLP) alumni, including email templates, digital flyers, etc. to share with their neighborhoods.		June 2019 - Aug 2020	All	700 NLP Alumni
CLB/ED	Leverage BIDs	North, Central, East, West				
CLB/ED	Share Census outreach materials with Department's community partners (e.g. CBOs, BIDs, small businesses).		TBD	All	TBD	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	9. ENCOURAGING AND SUPPORTING OTHER ORGANIZATIONS WITH CENSUS OUTREACH (continued)					
	CLB/FM	Email All LB Businesses Registered in Planet Bids with communications provided by others		3 days	Could potentially reach businesses in impacted areas as well as employees living in impacted areas, as well as reach some neighborhood associations - potential for overlap of communications	Unknown
	CLB/FM	Reach out to LA County about including Census information on March 3, 2020 Sample Ballot Booklet for Primary Statewide Election		3 days	Could potentially reach businesses in impacted areas as well as employees living in impacted areas, as well as reach some neighborhood associations - potential for overlap of communications	Unknown
	CLB/FM	Share online Community Asset Map with CBOs to encourage participation in Census		July 2019 to be delivered in August 2019. Could also do in July 2020	All	Unknown
	CLB/WD	Allow use of LBWD Assembly Rooms for Census 2020 training or informational sessions for City Employees (subject to availability and with advanced notification).		Check with LBWD for Availability	All	140 max capacity

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals >>	10. MAJOR PUBLIC DISPLAYS PROMOTING CENSUS 2020					
	LBT	Bus head sign messages for 30 days on all LBT buses	Citywide	Jul-20	all ethnic groups	40,000+ per week
	CLB/PW	Post message on Changeable Message Signs in low response areas (five CMS's).		Aug 2019 - Aug 2020	TBD	TBD
	CLB/PW	Use some of the City's free bus shelter advertising space throughout the city and targetted neighborhoods.		June 2019 - Aug 2020	All	1,000's

B. DIGITAL OUTREACH

Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	1. ONLINE SOCIAL MEDIA & EMAIL					
	CCHA	Newsletters, media, constant contact, social media	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000
	GP	Post announcements on Facebook, on our website, and articles that go out in our monthly eblasts	Citywide	January 2020- March 2020	low-income seniors	6,000-7,000
	LBCOC	Ask businesses to post on social media	Citywide	October 2019 - August 2020		hundreds
	LBBC	Office of Multi Media Videos, Chromebooks available in various school offices, i.e. Counseling, Administrative Office, College and Career Centers, Library,	Citywide	November 2019- December 2019	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders People with Limited English Proficiency People with Limited Access to Broadband	500-1000

B. DIGITAL OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	1. ONLINE SOCIAL MEDIA & EMAIL (continued)					
	LBCC	Posting messages for count activities on social media	North, East, Central		Students	
	LBDN	Education to member organizations through email, facebook, and Census presentations	Citywide	Now - March 2020	Children 0-4	
	LBF	Promote information and persuasive messages about the Census through organizational social media platforms including Facebook, Twitter, Instagram, and YouTube	Citywide	October 2019 - July 2020	People of color, low-income families, seniors, LGBTQ, renters, students, immigrants	500-1000
	LBT	Newsletter (community connector), twitter, facebook, instagram posts	Citywide	Mar-20		
	LBUSD	Postings on District and Schools' Websites, School Loop, Teleparnet, ParentVue	Citywide	November 2019- December 2019	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders People with Limited English Proficiency People with Limited Access to Broadband	500-1000
	MC	Social media/website	Citywide			
	OCAL	Use facebook, twitter, and email to share news and information	Citywide	January 2020- March 2020	senior citizens	500-1000
	OCAL	Include a monthly update/FAQ in our newsletter				
	OSLG	Social media outreach, 2020 Census press release	Citywide	January 2020- March 2020		500-1000
	TCC	Use social media toolkit to educate patient population	Citywide	October 2019 - April 2020		
	TCC	Include census information in TCC Social Media	Citywide	January 2020- March 2020		
	TCC	Use social media toolkit to educate patient population	Citywide	October 2019 - April 2020		

B. DIGITAL OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	1. ONLINE SOCIAL MEDIA & EMAIL (continued)					
	UCC	Khmer language Facebook, Instagram posts, Khmer with English subtitle commercial, posters with Khmer texts and images, and local office announcements	Citywide	January 2020- February 2020	Cambodian/Low Income, Seniors	500-1000
	UCC	Creating and distributing social media outreach in Khmer with perhaps English	Central LB, North	October 2019 - August 2020	Khmer, Seniors	4000
	YMCA	Newsletters, flyers, digital (social media, website) [please provide materials in Spanish]	90805 + 90806	October 2019 - August 2020		
	CLB/AP	Add Census information and a link at www.lgb.org and pin to social media outlets (Facebook, Twitter)		Jan 2020 - Aug 2020	All	17,000 FB followers 12,600 Twitter followers
	CLB/AP	Email a notice and provide digital flyer to Airport tenants		Jan 2020 - Aug 2020	All	TBD
	CLB/AP	Add to staff email signatures		Jan 2020 - Aug 2020	All	TBD
	CLB/AP	Promote 2020 Census via digital advertising (slide) in Airport concourse		Jan 2020 - Aug 2020	All	TBD
	CLB/AP	Email a notice and provide digital flyer to Airline Managers & Operations Committee (AMOC) participants		Jan 2020 - Aug 2020	All	TBD
	CLB/CC	Share Census information on social media		July 2019 - August 2020	TBD	TBD
	CLB/CC	Add a Census 2020 link to our Vote Long Beach application		July 2019 - August 2020	TBD	TBD
CLB/CC	Include Census information on City Clerk homepage		July 2019 - August 2020	TBD	TBD	
CLB/DS	Email a notice and provide flyers (print and digital) to neighborhood leaders, including neighborhood associations, home/condo-owner/own-your-own/cooperatives/tenant organizations, citywide community organizations, and business associations as listed in the Neighborhood Groups Directory.		June 2019 - Aug 2020	All	147 neighborhood groups	

B. DIGITAL OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	1. ONLINE SOCIAL MEDIA & EMAIL (continued)					
	CLB/DS	Add Census information and a link on Department's homepage, pin to social media outlets (Facebook/Twitter), LinkLB Newsletter (Latest News and Updates), Neighborhood Resource Center emails, and staff email signatures.		May 2019 - Aug 2020	All	4,985 Facebook 2,526 Twitter 1,479 LinkLB
	CLB/ED	Add Census information in Department staff email signatures.		TBD	All	TBD
	CLB/ED	Add Census outreach materials and a link on Department's and Pacific Gateway's homepage.		TBD	All	TBD
	CLB/ED	Add Census outreach materials and a link on Department's social media platforms (e.g. Facebook, Instagram, Twitter).		TBD	All	Facebook (284 followers); Twitter (865 followers); Instagram (919 followers)
	CLB/ER	Add Census information and a link on Department's homepage, pin to social media outlets (Facebook/Twitter).		August 2019 - Aug 2020	All	x,xxx Facebook followers x,xxx Twitter followers
	CLB/HA	Add to website		October 2019 - August 2020	Section 8 participants	500-800 people
	CLB/HHS	Add Census information and a link on program's internet homepage and to staff email signatures.		January 2020 - Aug 2020	All	

B. DIGITAL OUTREACH (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	1.	ONLINE SOCIAL MEDIA & EMAIL (continued)				
	CLB/HHS	Share information on our social media platforms (FaceBook, Instagram)		Sept 2019-Aug 2020	Children & Families	TBD
	CLB/HHS	Develop social media posts that connect Census 2020 to public health and schedule posts with increasing frequency based on Census 2020 timeline.		January 2020- August 2020	All	TBD
	CLB/HHS	Add Census information on a link at www.HACLB.org		July 2019 - Aug 2020	All	TBD
	CLB/LS	Add Census information and a link at www.longbeach.gov/library and social media outlets.		April 2019 - Aug 2020	All	TBD
	CLB/LS	Add census information to main Library home page as a rotating slide		Jan 2020 - Aug 2020	All	
	CLB/LS	Send targeted emails to library cardholders that have opted to receive communications from Long Beach Public Library.		March - August 2020	All	
	CLB/PRM	Census information and a link on Department's homepage, pin to social media outlets (Facebook/Twitter/Instagram) and staff email signatures.		present - Aug 2020	All	<ul style="list-style-type: none"> • Facebook - 12,863 • Twitter - 4,893 • Instagram - 2,026
	CLB/PW	Add census information on all Staff email signature line.		July 2019 to Aug 2020	All	TBD
CLB/PW	Add Census information and a link on Bureau's homepage, pin to social media outlets (Facebook/Twitter), Ecoguide Newsletter (Monthly News and Education), LBRecycles emails, and staff email signatures.		July 2019- August 2020	All	3,527 Facebook Followers; 2,175 Twitter Followers; 6,700 Ecoguide Subscribers	

B. DIGITAL OUTREACH (continued)							
GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED	
Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	1. ONLINE SOCIAL MEDIA & EMAIL (continued)						
	CLB/TID	Add Census information on Department's homepage.		July 2019	All	TBD	
	CLB/TID	Incorporate Census information on TI staff signatures.		July 2019	All	TBD	
	CLB/TID	Create and provide technical assistance for a Census 2020 website for the City and for the LBCCC		TBD	All	TBD	
	CLB/TID	Include Census outreach materials at Digital Inclusion outreach events and job recruitment tabling.		July 2019 - Apr 2020	All	TBD	
	CLB/TID	Create a GIS map on the City's Open LB Data portal with CAK locations and hard-to-count communities.		Sep 2019 - Nov 2019	All	TBD	
	CLB/WD	Add information and/or links to Census 2020 page on LBWD homepage.		July 2019 - August 2020	All		
	CLB/WD	Repost City's Census 2020 messaging on LBWD social media accounts.		July 2019 - August 2020	All	20,000+	
	CLB/WD	Add Census 2020 information, messaging, and links to Census 2020 page in Water Smart email.		Sent out Quarterly	All	40,000 accounts	
	2. TV/PUBLIC SERVICE ANNOUNCEMENTS						
	FC	Provide space on FIOS-TV channels for PSA during 3 phases of outreach (would need produced content and messages approved for broadcast)	Citywide		December 2019 - August 2020		
	UCC	Creating and distributing PSA in Khmer	Central LB, North		October 2019 - August 2020	Khmer, Seniors	4000
	UCC	We will reach Khmer TV to deliver our already made commercial	Citywide		January 2020- February 2020	Cambodian/Low Income, Seniors	500-1000
	YMCA	Have "commercial" play on loop in lobby tv/computer monitors for members to watch (with some "goody" incentive for watching)	North		October 2019 - August 2020	Limited English Speakers, Children 0-4	1000+
CLB/HA	Information on TV			October 2019 - August 2020	Section 8 participants	500-800 people	

C. HOST EDUCATIONAL CENSUS EVENTS

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	FMC	Tabling at community events; hosting our own community events	West	December 2019 - J	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders	100-500
	FMC	Hold additional outreach events at City of LB park facilities (with increased capacity to pay for facility rental fees)	West	January 2020 - Jul	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders, People with Limited English Proficiency, College Students	100-500
	FMC	Host additional educational workshops/activities for our members and volunteers	West	January 2020 - Jul	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders, People with Limited English Proficiency, College Students	500-1000
	ICO	Host 12 census information events to educate community member and identify potential canvassers	Citywide	October 2019 to January 2020	residents of hts areas	500-1000
	LBF	Organize and co-sponsor 5 community events in HTC areas to promote and provide Census education	Citywide	October 2019 - April 2020	All HTC in Central, Downtown Long Beach	100-500
	LBMFE	Hopscotch- Design a "Hoptscotch" Stencil ("Count the kids") to be placed at local grocery stores, schools, pre-k's, health department, etc. to get kids moving and provide a visual reminder about the census.	Citywide	January 2020-Jun	Low-income families, Hispa	100-500
	OAAR	Host senior legislative luncheon located in HTC area (block party/food festival, recruit local leadership, pass out Census materials)	North	October 2019 - August 2020		100-500
	OAPO	Host education roundtable about importance of Census with education partners	Citywide	October 2019 - December 2019	Children 0-5, students	200

C. HOST EDUCATIONAL CENSUS EVENTS (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
^ ^	OCAL	Census roundtable/rally with elected officials , Census Questions town hall	Citywide	February 2020	senior citizens, college students, LGBTQ,	60-100
	OCAL	Leverage partnerships with nonprofits to hold event for Cambodian seniors and families				
	TCC	TCC could run an event where we invite patients to complete their paper census questionnaire with our assistance on site.	Central	April 1st, Census Day		
	CLB/HHS	Provide outreach booth space at Celebration of the Young Child (for Census Bureau, CBO outreach)		April 1st, Census Day	Children & Families	

D. INTERNAL ORGANIZATION INREACH - INTERNAL EMAIL, NEWSLETTERS, SOCIAL MEDIA, EDUCATION

Goals 1.A-D, 2D, 4A	CCHA	CHA staff participate in 2020 Census champion training	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000
	GP	Inter-organizational email blasts, as needed, Census educational presentations	Citywide	January 2020-	low-income seniors	6,000-
	LBT	Can send staff email blast and post signs in break rooms/operator area	Inreach	February-March		
	LBUSD	District Bi-Weekly Newsletter, OMS Videos, LBUSD Twitter,	Citywide	November 2019- December 2019	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders People with Limited English Proficiency People with Limited Access to Broadband	500-1000
	MC	Employee engagement event (October 22-23)	Inreach	October 2019 - December 2019		14,000 employees
	OCAL	Provide education materials to all staff and interns who might be answering questions from constituents/community members contacting our organization to ensure everyone is providing accurate information	Citywide	January 2020- March 2020	college students	30-60

D. INTERNAL ORGANIZATION INREACH - INTERNAL EMAIL, NEWSLETTERS, SOCIAL MEDIA, EDUC. (continued)

OSLG	Educate all staff on census to be able to discuss/promote it	Inreach	November 2019- March 2020
TCC	Present census material at employee All Staff Meetings, monthly clinic staff meetings, and staff email blast with link to complete census.	Citywide	January 2020- March 2020
TCC	Use internal payroll system to educate staff on census	Inreach	October 2019 - April 2020

D. INTERNAL ORGANIZATION INREACH - INTERNAL EMAIL, NEWSLETTERS, SOCIAL MEDIA (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A-D, 2D, 4A	VAMC	Educate staff, receive resources and referrals to provide to veterans	Inreach	October 2019 - December 2019	Veterans	200
	CLB/HA	Census presentation during staff meetings		October 2019 - August 2020	Section 8 participants	500-800 people
	CLB/TID	Post Census outreach materials on Intranet site.		TBD	All	approx. 6,000 directly
	CLB/TID	Create internal LBTQ Census promotional videos for City staff on how to be a Census 2020 Ambassador. Post this on City Intranet page.		Oct 2019 - Apr 2020	All	approx. 6,000 directly
	CLB/WD	Share general training session information with staff for those interested		November 2019 - December 2019	All	TBD

E. MEDIA DEVELOPMENT AND OUTREACH

1. MEDIA DEVELOPMENT

FMC	Conduct audio & video interviews with community members and FMC members & volunteers	West	November 2019 - March 2020	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders	10-30
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E. MEDIA DEVELOPMENT AND OUTREACH (cont.)						
GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A-D, 2.A-D, 4A	1. MEDIA DEVELOPMENT (continued)					
	FMC	Create short educational videos in Tagalog to circulate on digital platforms;	Citywide	January 2020 - May 2020	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders	500-1000
	LBMFE	Facilitate development of stories that highlight the importance of the census and potential impacts; help connect with local families who could help to provide the personal backgrounds	Citywide	January 2020- June 2020	Low-income families, Hispanic/Latino, Blacks/African Americans, childrens age 0-4	100-500
	LBUSD	OMS video LBUSD stakeholders and share their understanding of the importance of the census (personal stories relating to census supported programs, human interest studies)	Citywide	November 2019- December 2019	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders, Limited English Proficiency, Limited Access to Broadband	500-1000
	UCC	Creating and distributing PSA in Khmer	Central LB, North	October 2019 - August 2020	Khmer, Seniors	4000
	CLB/TID	Create and televise LBTV Census promotional videos in English, Spanish, Khmer, and potentially Tagalog (e.g. PSAs, graphics, interviews). For example: - Census 101 - Background of the Census (inc. Data Privacy - how is information used, bring in Mayor)- How to take the Census, where are CAKs In addition to televising these, share these on social media, Neighborhood Resource Center newsletter, City Departments, and Mayor and City Council to share with their networks.		Oct 2019 - Apr 2020	All	TBD
	CLB/TID	Record and provide audio/visual support for Census and Redistricting community meetings and replay on LBTV, in partnership with City Clerk		Oct 2019 - Apr 2020	All	TBD
CLB/TID	Work with LBTV and Telecommunications to record and program a Census informational recording at either the top of all City phone lines when a non-City employee calls or as part of the "hold" messages. Change these as the Census 2020 date approaches.		July 2019 - Apr 2020	All	TBD	

E. MEDIA DEVELOPMENT AND OUTREACH (cont.)						
GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A-D, 2.A-D, 4A	2. MEDIA OUTREACH					
	FMC	Partner with local media outlets & Filipino media to cover Census events	Citywide	January 2020 - Jur	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders	10-30
	FMC	Utilize paid media advertisements	Citywide	January 2020 - Jur	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders, People with Limited English Proficiency, College Students	500-1000
	OCAL	Op-ed in newspaper/online sources	Citywide	March 2020	senior citizens	500-1000
	CLB/PW	Include PSA on City's cable channel 3.		Aug 2019 - Aug 2020	TBD	TBD

F. RECRUITMENT AND TRAINING						
Goals 3.A-D	1. RECRUIT APPLICANTS FOR CENSUS EMPLOYMENT					
	CLB/HHS	Post and distribute census job announcements to clients and participants.		August 2019 - Aug 2020	Children, Hispanics, African-Americans, Cambodians, seniors, homeless, and special needs population	
	CLB/PRM	Promoting Census jobs to the volunteers and retired seniors				
	2. RECRUIT AND TRAIN LEADERS AND VOLUNTEERS					
	OAAR	Hire/identify local leadership	North	October 2019 - August 2020		

F. RECRUITMENT AND TRAINING (continued)							
GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED	
Goals 3.A-D	2. RECRUIT AND TRAIN LEADERS AND VOLUNTEERS (continued)						
	CLB/DS	Map out Neighborhood Leadership Program alumni across the City and identify Census 2020 captains in Hard-to-Survey areas.		June 2019 - Aug 2020	All		TBD
	CLB/DS	Integrate Census 2020 curriculum into the Neighborhood Leadership Program and designate one project team to Census 2020.		January 2020 - August 2020	All		TBD
	CLB/HHS	Trained resident leaders will promote Census 2020 to community and neighbors.		Feb - March 2020	All		TBD
	CLB/HHS	Coordinate training for the Coalition for a Healthy North Long Beach		Feb - March 2020	All		TBD
	CLB/PRM	CSULB Volunteer program; providing student volunteers with the opportunity to work with the Census outreach efforts.					
	CLB/PRM	Working with the volunteers that are at the nature center (200+) to become ambassadors					
	3. TRAIN STAFF TO ASSIST WITH CENSUS						
	CLB/DS	Designate staff to get trained by Census Bureau to provide technical assistance.		July 2019 - Aug 2020	All		TBD
	CLB/ED	Designate Department staff to be trained by Census Bureau and provide technical assistance.		TBD	All		TBD
	CLB/HHS	Coordinate training dates with DHHS Administration		September 2019 - December 2019			
	CLB/HHS	Coordinate training dates between Census and Homeless Services staff.		February 2020	All		Est. 1,000 per month
	CLB/HHS	Coordinate time and date of training		February 2020	Children & Families		41
	CLB/HHS	Coordinate training dates with Bureau Secretary		February 2020	All		TBD
	CLB/LS	Coordinate training dates with Library Administration.		February 2020	All		
CLB/PRM	Designate staff to get trained by Census Bureau to provide technical assistant		August 2019 - Aug 2020	All		TBD	

F RECRUITMENT AND TRAINING (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 3.A-D	3. TRAIN STAFF TO ASSIST WITH CENSUS (continued)					
	CLB/PRM	Training staff that can be a reliable voice on the field when interacting with residents. Ensuring staff knows where to direct residents to resources. This staff could go across all centers including Senior centers to build relationships and become trusted messengers.				
	CLB/WD	Work with Speakers Bureau to have them trained on Census talking points		November 2019 - December 2019	All	TBD

G. PROVIDING CENSUS ACTION KIOSKS (CAKs) FOR PUBLIC USE

Goals 1.A-D, 2.A-D, 4A	1. ONSITE CAKs FOR PUBLIC USE WITH ASSISTANCE						
	TCC	Staff at clinics (Multi-service center + Century villages @ cabrillo) will be available to assist with filling out questionnaire)	West	March 2020 - August 2020	Homeless		
	TCC	Strategically placed CAKS and QAKs at designated TCC clinics					
	UCC	We have a designated staff to help with Census 2020 sign up at CAK locations	Central Long Beach	January 2020 - March 2020			
	CLB/TID	Provide technical support for CAKs through Department's Help Desk.			TBD	All	TBD
	CCHA	Onsite wifi computer tech center	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000	
	FMC	Establish a Census Action Kiosk (CAK) at our organization for use by the public Mon - Fri	West	April 1, 2020-Aug	Non-English Speakers (Tagalog)	500-1000	
	LBCC	Kiosk at welcome center on both campuses	North, East, Central		Students		
	LBF	Host a CAK/QAK at our organization's office via our community computer lab and with trained staff and volunteers during normal business hours and extended evening hours during the enumeration period.	Downtown	March 2020 - July 2020	All HTC in Central, Downtown Long Beach	60-100	
	OAL	We would be happy to host a CAK	Downtown			60-100	
OSLG	Host CAK	North, West,		Latino, Cambodian,	1000+		

G. PROVIDING CENSUS ACTION KIOSKS (CAKs) FOR PUBLIC USE (continued)

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A-D, 2.A-D, 4A	2. ONSITE CAKs FOR PUBLIC USE					
	OSLG	Proposed CAKs to utilize library computer labs	Citywide	January 2020- March 2020	People with Limited Access to Broadband	100-500
	UCC	Each organizations will host a CAK	Central Long Beach	March 2020 - May 2020	Cambodian/Low Income, Seniors	500-1000
	CLB/LS	Additional CAK locations at all other libraries without FLC		April 2020 - Aug 2020	Latinos, seniors, limited English, immigrants, renters	TBD
	CLB/DS	Designate one CAK computer station location at the Code Enforcement Lobby, Neighborhood Resource Center, and/or Permit Center (if technology is available and when space permits).		July 2019 - Aug 2020	All	TBD
	CLB/ED	Add CAK at Pacific Gateway lobby and provide Census outreach matierals.		TBD	All	TBD
	CLB/ER	Designate one CAK computer station location at the Department Reception Lobby (if technology is available and when space permits).		August 2019 - Aug 2020	All	TBD
	CLB/HHS	Designate one CAK computer station in the lobby of the MSC building (if technology is available and when space permits).		March 2020 - July 2020	All	Est. 1,000 per month
	CLB/PRM	Designate one CAK computer station location in PRM Lobby, Regional Park sites (5) and LB Senior Center		Sept 2019 Aug 2020	All	TBD
	CLB/TID	Collaborate with Public Works to deploy CAKs in public spaces like the Civic Center lobby.		TBD	All	TBD
3. MOBILE CAKs FOR PUBLIC USE						
CCHA	Mobile wifi ipads	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000	

G. PROVIDING CENSUS ACTION KIOSKS (CAKs) FOR PUBLIC USE

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
3. MOBILE CAKs FOR PUBLIC USE (continued)	ICO	Assistance in completing census form at door when requested	Inreach	April 2020	hard to count block groups	100-500
	OAAR	Mobile Kiosk (ipad?) at event	North	October 2019 - August 2020		
	OAL	Get devices from Fed Govt for mobile CAK	West, Central LB	January 2020 - March 2020	Children 0-4, ESL	50-100
	OAPO	Tablets/hotspots	Citywide	January 2020 - March 2020	Cambodian, latinos	75
	CLB/HHS	Set-up online access at community outreach events, community presentations, and community meetings using iPads, tablets, and portable wifi		July 2019- August 2020	All	TBD



Long Beach Complete Count Committee
WORKING IMPLEMENTATION PLAN

Identified Needs for Additional Resources

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH

\$\$ NEEDED	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
1. NEED FOR ADDITIONAL STAFFING						
\$	CCHA	Door-to-door outreach	West, North, Central, Dwntn	October 2019 - August 2020		
\$100,000	LBF	Conduct direct outreach efforts such as canvassing and phone banking to HTC communities not already covered by existing community-based organizations	Citywide	January - May 2020	TBD	500-1000
	LBDN	Outreach to families throughout early childhood programs - Census worker cleared to work within childcare facilities at individual centers to outreach to families	Citywide	January 2020 - March 2020	Children 0-4	500-1000
\$	OCAL	Supporting canvassers	Citywide	October 2019 - August 2020	Children 0-4, ESL, Seniors	500
\$	TCC	Could use volunteers or more staff to increase outreach efforts				
\$	TCC	Funding to bring on more staff to increase direct outreach hours at clinic sites.				
\$	UCC	Using our CCCC other Khmer partners to help pass PSA to everyone in community	Central LB, North	October 2019 - August 2020	Khmer, Seniors	4000
\$	CLB/ED	Conduct grassroots community outreach at local community hubs and small businesses and pass out Census outreach materials.		TBD	ALL	TBD
\$	CLB/HHS	Partner with Libraries to conduct outreach during storytime and other ECE programming		April 2020- August 2020		
\$	CLB/HHS	Conduct outreach in-person at laundromats, Mother's Markets, and places of worship		April 2020- August 2020		1,000
\$	CLB/HHS	Train and compensate outreach workers and case managers to conduct the census.		Jan 2020 - Feb 2020	All	Est. 1,000 per month
\$	CLB/HHS	Make overtime available for outreach staff to conduct the census on weekends or after work shift with people who reside on the streets.		Jan 2020-Aug 2020	All	Est. 1,000 per month
\$	CLB/HHS	Train and compensate for DHHS staff to assist with CAK.		Jan 2020-Aug 2020	All	Est. 1,000 per month

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)

\$\$ NEEDED	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
\$	CLB/DS	Provide staff with "Ask me about 2020 Census" pins to wear at outreach events.		August 2019 - Aug 2020	All	TBD
\$	CLB/ER	Provide department staff with "Ask me about 2020 Census" pins to wear at outreach events.		August 2019 - Aug 2020	All	TBD
\$	CLB/HA	Buttons to wear for HQS inspectors		October 2019 - August 2020	Section 8 participants	500-800 people
\$	CLB/HA	Decals on city cars		October 2019 - August 2020	Section 8 participants	500-800 people
\$	CLB/PW	Place on Street light banners.		Aug 2019 - Aug 2020	TBD	TBD
\$	CLB/PW	Place magnetic signs on Public Service vehicles that can be removed.		Aug 2019 - Aug 2020	TBD	TBD
\$	CLB/PW	Post temporary signage at popular coastal destinations including beach parking lots and regional parks and community centers.		July 2019 - Aug 2020	All	100's
\$	CLB/PW	Utilize refuse truck billboards for promotion		September 2019- August 2020	All	TBD

3. NEED FOR ADDITIONAL MATERIALS

\$	GP	Door hangers for people who are not home	Downtown		Seniors	
\$	OMRG	Outreach to Northgate supermarkets, carnicerias, other local chains that serve HTC communities	North, West, Central LB,			
\$	MC	Flyers		October 2019 - March 2020		
\$	MC	Postcard - bullet points		October 2019 - March 2020		
\$	TCC	With Census materials from City of Long Beach, we can streamline outreach efforts				
\$	CLB/CC	Materials in more languages				

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)							
\$\$ NEEDED	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED	
3 NEED FOR ADDITIONAL MATERIALS (continued)							
\$350 - \$2,000 per school	CLB/DS	Create one-pager take home flyers (translated) about the 2020 Census and distribute to Long Beach schools in Hard-to-Survey communities at tabling events, cultural affairs, parent groups, etc.. Flyers to include how the 2020 Census directly affects Long Beach (e.g. impact on funds, social equity and political voice for residents, businesses, real estate developers, etc.). Note: Flyers will need LBUSD approval.	Citywide	August 2019 - Aug 2020	Limited English Proficiency, Immigrants, Renters	TBD	
\$	CLB/DS	Produce business card-sized (3.5in by 2in) outreach materials that can be included with mailed public hearing notices, project-specific mailers, etc.		June 2019 - Aug 2020	All	TBD	
\$	CLB/DS	Provide 2020 Census branded giveaways to have at outreach events as part of the Census 2020 information tables. [Citywide effort]		August 2019 - Aug 2020	All	TBD	
\$3,500	CLB/DS	Collaborate with Long Beach Water Department to utilize utility bill inserts.	Downtown	August 2019 - Aug 2020	All	TBD	
\$	CLB/ER	Provide 2020 Census branded giveaways to have at outreach events as part of the Census 2020 information campaign.	Downtown	July 2019 - Aug 2020	All	TBD	
\$	CLB/HA	Pass out buttons, bags, water bottles; Staff wear Tshirt		October 2019 - August 2020		thousands	
\$	CLB/HHS	Provide gift card incentives to people experiencing homelessness who complete the census.		Jan 2020-Aug 2020	All	Est. 1,000 per month	
\$	CLB/HHS	Purchase fliers that can be provided to all city departments that are a part of the street outreach network (DHHS, LBPD, LBFD, other non-city agency's)	Citywide	Jan 2020-Aug 2020	All	Est. 1,000 per month	
\$	CLB/HHS	Conduct outreach by mail to all licensed large-capacity in-home childcare providers in Long Beach		Feb - March 2020	Young children and families	2500	
\$	CLB/HHS	Provide 2020 Census branded giveaways to have at outreach events as part of the Census 2020 information tables. [Citywide effort]		August 2019 - Aug 2020	All	TBD	
\$8,000 - \$10,000	CLB/PRM	Create and promote information within all PRM programs and services	Downtown	Sept 2019 - Aug 2020	All; Limited English Proficiency	TBD	

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)							
\$\$ NEEDED	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED	
3. NEED FOR ADDITIONAL MATERIALS (continued)							
\$	CLB/PRM	Create one-pager take home flyers (translated) about the 2020 Census and distribute to Long Beach schools in Hard-to-Survey communities. Flyers to include how the 2020 Census directly affects Long Beach (e.g. impact on funds, social equity and political voice for residents, businesses, real estate developers, etc.). Note: Flyers will need LBUSD approval. . Work with our older Adult Populations through our programs at our Senior Centers	Downtown	Sept 2019 - Aug 2020	Limited English Proficiency, Immigrants, Renters and Seniors	TBD	
\$	CLB/PRM	Produce business card-sized (3.5in by 2in) outreach materials that can be included with mailed public hearing notices, project-specific mailers, etc.		Sept 2019 - Aug 2020	All	TBD	
\$	CLB/PRM	Provide 2020 Census branded giveaways to have at outreach events and special events as part of the Census 2020 information tables. [Citywide effort]	Citywide	Sept 2019 - Aug 2020	All	TBD	
\$	CLB/PRM	Provide staff with "Ask me about 2020 Census" pins to wear while on duty when in contact with public		Sept 019 - Aug 2020	All	TBD	
\$	CLB/TID	Work with local ISP providers to include Census information in bill inserts		TBD	All	TBD	
3. NEED FOR ADDITIONAL ADVERTISING							
\$8,000 - \$10,000	CLB/DS	Create and promote ads on City billboards, refuse trucks, buses, and bus shelters (with translations in Spanish, Khmer, and Tagalog). [Citywide effort]		June 2019 - Aug 2020	All; Limited English Proficiency	TBD	
4. NEED FOR ADDITIONAL ASSISTANCE							
\$	MC	Script - "Case manager"		October 2019 - March 2020			
\$	MC	Tool kit		October 2019 - March 2020			
\$	OCAL	More languages included in outreach	Citywide	October 2019 - August 2020	Children 0-4, ESL, Seniors	500	
\$	CLB/HA	Training staff		October 2019 - August 2020	Section 8 participants	500-800 people	

B. DIGITAL OUTREACH

\$\$ NEEDED	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
1. NEED FOR ADDITIONAL RESOURCES						
\$	CLB/DS	Develop a social media toolkit, which includes key data/statistics about the 2020 Census, pre-written social media posts/newsletter content, PSA video, QR code for Census web page, and images and infographics to use on social media, and a FAQ one-pager.	Citywide	October 2019 - August 2020		thousands
\$	CLB/HN	Distribute LBTQ animated Idip video (in English, Spanish, Khmer)	Citywide	October 2019 - August 2020		thousands
\$	CLB/PRM	Develop a social media toolkit, which includes key data/statistics about the 2020 Census, pre-written social media posts/newsletter content, PSA video, images and infographics to use on social media, and a FAQ one-pager.	Citywide	Sept 2019 - Aug 2020	All	TBD

C. HOST EDUCATIONAL CENSUS EVENTS

1. NEED FOR ADDITIONAL RESOURCES						
\$	GP	Senior day care - Census celebrations (party with door prize and food) at senior building and day care	Downtown		Seniors	
\$	YMCA	We could pay for workshops, promotional, info sessions to ease potential concerns about safety/deportation				
\$	CLB/LS	Create Census events modeled after Dictionary Days throughout Libraries	Downtown			5,000 (1,000 per event)

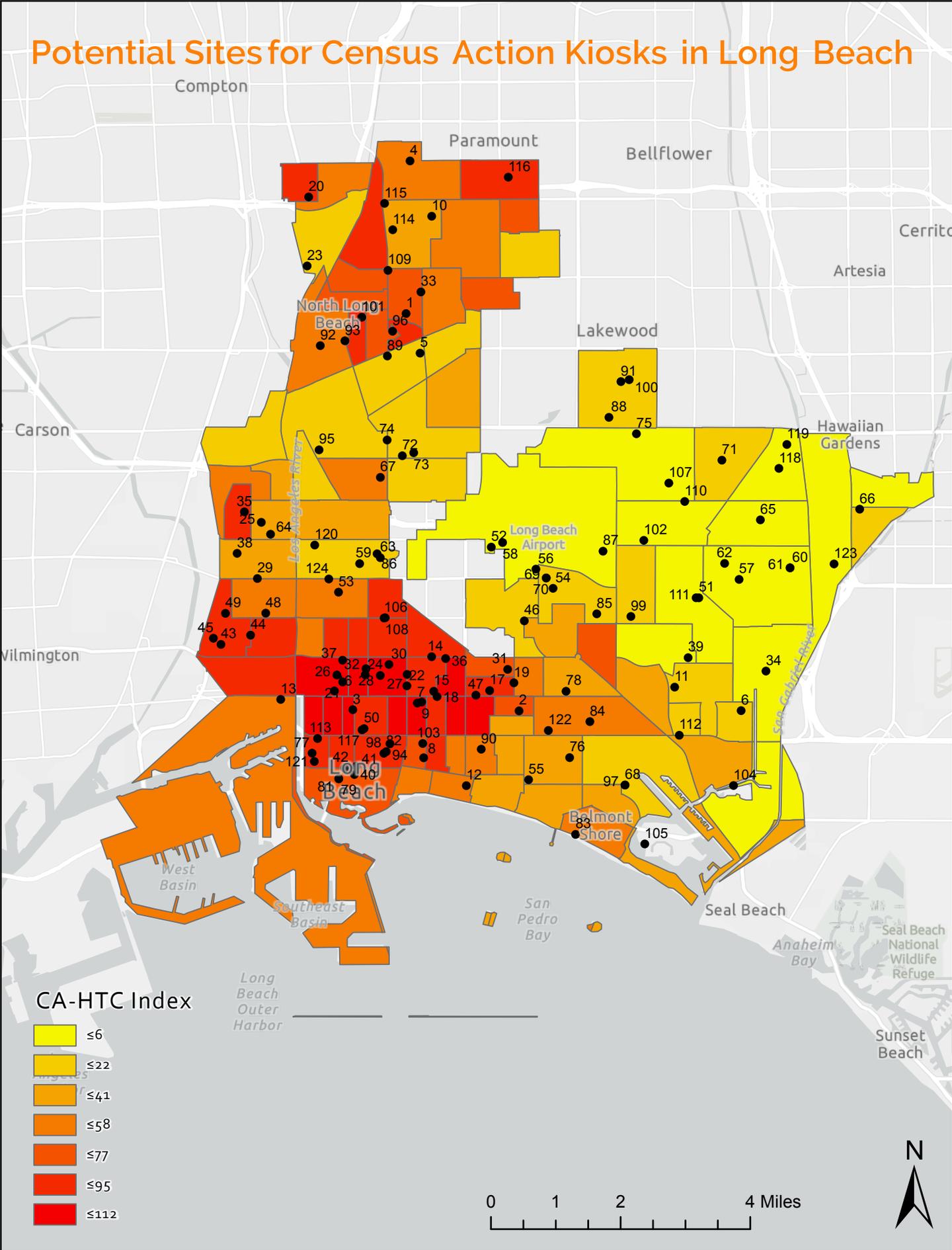
F. PROVIDING CENSUS ACTION KIOSKS (CAKs) FOR PUBLIC USE

1. NEED FOR MOBILE CAKs						
\$	FC	Develop mobile Census CAK van with computer/wifi access	Citywide	April 2020 - August 2020		
\$	OCAL	Wifi hotspots	Citywide	October 2019 - August 2020	Children 0-4, ESL, Seniors	500

F. PROVIDING CENSUS ACTION KIOSKS (CAKs) FOR PUBLIC USE (continued)						
\$\$ NEEDED	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
1. NEED FOR MOBILE CAKs (continued)						
\$	OMRG	Tablets/hotspots	North, West, Central LB, Downtown			
\$	OSLG	Can purchase tablets & wifi hotspots to host CAKs at locations in HTC areas that don't have existing computer labs (i.e. libraries, community centers)	Citywide			
\$	CLB/CC	Wifi hotspots and tablets for mobile CAK				
\$	CLB/DS	If there are any special elections, collaborate with City Clerk's office and other departments to use polling sites (or sites near them) as Census Action Kiosks spaces (if allowed). [Citywide effort]		June 2019 - Aug 2020	All	TBD
	CLB/DS	Provide laptops and/or tablets to City staff to be used at outreach events (e.g. tabling events, tree planting events, neighborhood clean-up events, etc.) and Permit Center as Census Action Kiosk.		August 2019 - Aug 2020	All	TBD
\$	CLB/HA	Mobile Kiosk		October 2019 - August 2020	Section 8 participants	500-800 people
\$	CLB/HHS	Access to a vehicle retrofitted with computers and internet accessibility. vehicle will act as a Mobile Census Action Kiosk (MCAK)				
\$	CLB/HHS	MCAK will be staffed by census staff or outreach staff that can conduct the census at different locations throughout the city				
\$	CLB/HHS	Make CAK available at homeless services hot spots such as faith based/non-profit meal programs and social service sites		Jan 2020-Aug 2020	All	Est. 1,000 per month
\$	CLB/LS	Order, receive and prepare Chromebooks and/or laptops for the public to use to complete the 2020 Census.		Sep - Dec 2019	All	TBD
\$	CLB/PRM	If there are any special elections, collaborate with City Clerk's office and other departments to use polling sites (or sites near them) as Census Action Kiosks spaces (if allowed). [Citywide effort]		Sept 2019 - Aug 2020	All	TBD
\$	CLB/PRM	Provide laptops and/or tablets to City staff to be used at outreach events and special events		Sept 2019 - Aug 2020	All	TBD
	CLB/TID	Contract with Human-IT and/or other technology providers to order, receive, and prepare devices or laptops to serve as CAKs		TBD	All	TBD

F. PROVIDING CENSUS ACTION KIOSKS (CAKs) FOR PUBLIC USE (continued)						
\$\$ NEEDED	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
1. NEED FOR MOBILE CAKs (continued)						
\$	CLB/TID	Provide hardware and software for CAKs sponsored by City departments, perhaps mobile CAKs that rotate around the City where City wifi exists.		TBD	All	TBD
2. NEED FOR ONSITE CAKs						
\$	TCC	Placing CAK at our clinics (for example, partnering with City of LB to place one at westside clinic)				
\$	TCC	With funding for equipment to establish a CAK at our sites in HTC areas, particularly our clinics at Multi-Service Center and Century Villages at Cabrillo.				
3. NEED FOR CAK STAFF SUPPORT						
\$15/hr.	CLB/LS	Coordinate Census 2020 multi-lingual staff, learning guides, to have office hours at five Long Beach libraries to assist the public with completing the 2020 Census Form.		April - May 2020	All	TBD

Potential Sites for Census Action Kiosks in Long Beach



Potential Sites for Census Action Kiosks in Long Beach: Location References

Label	Location Name
1	Lindbergh STEM Academy
2	Willard Elementary School
3	The Vasek Polak Children's Family Health Center
4	Hamilton Middle School
5	Barton Elementary School
6	Sato Academy of Mathematics & Science
7	Grant AME Church
8	Long Beach Senior Center
9	Lincoln Elementary School
10	Grant Elementary School
11	CalState University - Long Beach
12	Bixby Park
13	City of Long Beach - Multi-Service Center
14	Long Beach City College, PCC - AA Building
15	MacArthur Park
16	Long Beach CHC
17	Global Refugee Awareness Healing Center
18	City of Long Beach - Mark Twain Library
19	Orizaba Park
20	King Elementary School
21	Washington Middle School
22	CLEAR PASSAGE
23	Powell K-8 School
24	Poly Academy of Leaders & Achievers
25	Silverado Park
26	Long Beach Day Nursery: West Branch
27	McBride Park
28	Roosevelt Elementary School
29	City of Long Beach - Bret Harte Library
30	Long Beach Polytechnic High School
31	Herrera Elementary School
32	Centro CHA

Label	Location Name
33	Harte Elementary School
34	Tincher Elementary School
35	Webster Elementary School
36	Whittier Elementary School
37	Educational Partnership High School
38	Stephens Middle School
39	Gant Elementary School
40	LBT Transit Mall
41	Mental Health America of Los Angeles
42	City of Long Beach - Billie Jean King Main Library
43	Century Villages at Cabrillo
44	Cabrillo High School
45	Bethune Transitional Center
46	Browning High School
47	United Cambodian Community
48	Garfield Elementary School
49	Hudson K-8 School
50	Renaissance High School for the Arts
51	Prisk Elementary School
52	City of Long Beach - Energy Resources Reception Lobby
53	Lafayette Elementary School
54	Main Health Center
55	Mann Elementary School
56	Mental Health-Long Beach M H Services
57	Emerson Parkside Academy
58	Disabled Resources Center, Inc.
59	Robinson K-8 School
60	Parks, Recreation, and Marine Administration
61	El Dorado West Community Center
62	Millikan High School
63	Long Beach Medical Center (Memorial Care)

(more)

Potential Sites for Census Action Kiosks in Long Beach: Location References

Label	Location Name
64	Muir Academy
65	Cubberly K-8 School
66	Newcomb K-8 Academy
67	Intellectual Virtues Academy
68	Rogers Middle School
69	Beach High School
70	Reid Continuation High School
71	Henry K-5 Dual Immersion School
72	Longfellow Elementary School
73	Hughes Middle School
74	SD33 District Office
75	Long Beach Day Nursery: East Branch
76	Fremont Elementary
77	Jenny Oropeza Community Center
78	Bryant Elementary School
79	City of Long Beach - Permit Center Lobby
80	City of Long Beach - Neighborhood Resource Center
81	City of Long Beach, Civic Center , Lobby Level
82	Long Beach Forward
83	Belmont Plaza Pool
84	Wilson Classical High School
85	Stearns Champions Park
86	The S. Mark Taper Foundation Children's Clinic Family Health Center
87	Workplace
88	Long Beach City College, LAC - A Building
89	Fairfield YMCA
90	Burbank Elementary School
91	Twain Elementary School
92	Lindsey Academy
93	Dooley Elementary School
94	Stevenson Elementary School

Label	Location Name
95	Los Cerritos Elementary School
96	North WIC
97	Lowell Elementary School
98	Housing Authority Office
99	Bixby Elementary School
100	Bancroft Middle School
101	Addams Elementary School
102	Carver Elementary School
103	Franklin Classical Middle School
104	Kettering Elementary School
105	Naples Elementary School
106	City of Long Beach - Burnett Library
107	Burcham Elementary School
108	Smith Elementary School
109	City of Long Beach - Michelle Obama Library
110	Marshall Academy of the Arts
111	Stanford Middle School
112	Tibor Rubin VA Medical Center
113	Edison Elementary School
114	Houghton Park
115	Jordan High School
116	McKinley Elementary School
117	Oropeza Elementary School
118	Keller Middle School
119	McBride High School
120	Birney Elementary School
121	Chavez Elementary School
122	Jefferson Leadership Academies
123	El Dorado Nature Center
124	Future Long Beach

**Long Beach Complete Count Committee
2020 Census Operations
Monthly Meeting Schedule**



- I. **January 17**
- II. **February 21**
- III. **March 20 (12 Days Until Census Day)**
- IV. **April 17**
- V. **May 15**
- VI. **June 19**
- VII. **July 17**
- VIII. **August 21**
- IX. **September 18**

* Meetings are scheduled to take place on the third Friday of every month from 9:00AM to 11:00AM

**Advance noticeC will be provided for any changes to meeting schedule

LB-CCC Outreach Reporting Template

Please use this form to track the activities that your organization has completed so that we can maintain an accurate record of outreach and engagement efforts with the community and track progress against the implementation plan.

* Required



1. **Name of contact submitting report ***

2. **Email of contact submitting report ***

3. **Name of organization ***

Activity Details

4. **Location ***

If this was a specific event, please share the exact location. If the activity was across a region (such as canvassing) please enter a central location or point where the activity happened.

5. **Description of activity ***

Please provide a brief description of the activity

6. **Date of activity ***

Example: December 15, 2012

7. **Start time of activity ***

Example: 8:30 AM

8. What materials did you use to promote the activity? (select all that apply)

Check all that apply.

- Printed flyers/posters
- Social media
- Word of mouth
- Printed newsletter
- Email/electronic newsletter
- Other: _____

9. Did you capture records of attendees? *

For example, did you have a sign-in sheet for your interactions.

Mark only one oval.

- Yes
- No

10. Approximately how many people would you estimate interacted with your organization during the course of this activity? *

Mark only one oval.

- 1-25
- 25-50
- 50-100
- 100-200
- Greater than 200

11. How many HTC populations did you interact with and how many people of each group were present?

Check all that apply.

	Low Attendance (fewer than 10)	Moderate Attendance (10 to 25)	High Attendance (Greater than 25)
Latinos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
African Americans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cambodians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Filipinos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Asian Americans and Asian Pacific Islanders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Native Americans and Tribal Communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children Ages 0-5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LGBTQ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limited-English Proficient Individuals/Families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People with Disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seniors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. What materials about Census 2020 did you distribute during the activity? (select all that apply)

Check all that apply.

- Posters
- Flyers
- Postcards
- Promotional merchandise
- Other: _____

13. Volunteer hours

Were volunteers involved in this event? If so, how many volunteer hours were employed?

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LB-CCC Upcoming Events

Share with us the upcoming events, canvassing, trainings, and tabling opportunities your organization has confirmed where you plan to have materials or discussion about the 2020 Census.

Date	Time	Event Name	Event Description	Location	Barriers/Needs