

2020 CENSUS: STRATEGIC PLAN

January 9, 2020

CITY OF LONG BEACH



Letter from the Mayor

Dear Friends,

Long Beach is a progressive city with over 470,000 unique residents. These residents reflect the immense diversity in our City. Long Beach is home to a rich tapestry of cultures and history that have been woven together out of opportunity. From the veteran community to the LGBTQ+, Long Beach is a place that many different people call home.

“The 2020 Census is an incredible opportunity to ensure that all Long Beach residents are counted.”

The 2020 Census is an incredible opportunity to ensure that all these residents are counted. The data provided by the U.S. Census Bureau informs funding decisions, federal representation, and has ripple effects across the private, academic, and public sectors. Information about our communities has the power to enable economic growth, catalyze investments in climate resiliency and mobility, and create facilities for people with disabilities, older adults, and children. We recognize the diversity of Long Beach through programs like Language Access, but it is critical that this representation extend to the national level as well.

Although the 2020 Census is still months away the Long Beach Census awareness campaign needs to start today. Acting now means that we can reach hard to count communities, mobilize families and neighbors to share information about the census, and empower all Long Beach residents to take part in the Census. 2020 will bring many barriers to achieving a complete count. This Strategic Action Plan provides actionable steps to these obstacles by bridging the digital divide, building trust, building infrastructure and capacity. I believe that if we work together - as government officials, employees, businesses, and community members - we can make sure that all Long Beach residents are counted in 2020.

Dr. Robert Garcia, Mayor of Long Beach

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Strategic Plan Executive Summary

This proposed strategic plan leverages the City's position as a convener for maximum impact on the accuracy and completeness of the next decennial count. The document outlines a general plan for a coordinated 2020 Census outreach effort led by the City of Long Beach in partnership with local key stakeholders and advocates. The Long Beach 2020 Census Strategic Plan will be a living document with regular updates.

Background: What is the census?

The Census is a count occurring every 10 years of households and individuals living in the United States, which includes people of all ages, from newborns to older adults, all races and ethnic groups, all abilities and all citizens and non-citizens. An accurate Census count provides for the appropriate level of federal funding for health care, libraries, law enforcement, transportation, housing, and other key services. It also serves as the basis for apportionment at the federal level, and the basis of redistricting, and therefore political representation, at the federal, state and local levels.

Why will the 2020 Census be particularly challenging for Long Beach?

Long Beach has the second-highest hard-to-count (HTC) population in the hardest to count county (LA County) in the nation. In 2010, the U.S. Census Bureau undercounted every racial demographic except Whites/Caucasians and severely undercounted groups including children under five years of age and renters. While the City strives to achieve an accurate count and receive its fair share of funding and representation for its communities, the 2020 Census presents several challenges: the US Census Bureau continues to be underfunded, meaning fewer staff and resources for reaching HTC populations; for the first time ever, an internet questionnaire will be the primary means of responding to the census; a heightened national political environment has sown a lack of trust of the government among immigrant and minority populations; and, the questionnaire will only be available in a few languages, presenting challenge for many of Long Beach's non-English speaking populations.

Long Beach Complete Count Committee (LB CCC)

Co-chaired by the City of Long Beach and the Long Beach Unified School District, the LB CCC is an inclusive committee that represents a diverse group of sectors throughout the city. Members within each sector include: educational institutions, hospitals, community- and faith-based organizations, transit and other service organizations. The purpose of the LB CCC was to build an effective partnership among the member organizations by considering what each organization could contribute individually, while also capitalizing on the synergy of bringing together caring leaders in the community who understand the collaborative effort required to ensure that everyone in Long Beach is counted. The LB CCC collaborated to develop the Strategic and Implementation Plans.

Vision: Everyone Counts in Long Beach

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

Goal 1: Count everyone

Objective A. Align with existing Census efforts

Objective B. Cultivate resources, services, and partnerships

Objective C. Challenge all Committee members to do outreach

Objective D. Work with trusted messengers

The Strategic Plan will align with the efforts and guidance of the United States Census Bureau (Bureau), the State of California Complete Count Office, the County of Los Angeles, and the Los Angeles Regional Census Table. The City of Long Beach (City) will deploy \$672,141 in resources toward census efforts, to include coordinating the LB CCC and its activities, funding grassroots and community-based organizations' outreach, and media and volunteer engagement. These resources are in addition to the initial \$200,000 utilized to ensure a complete address file through the participation of the Local Update of Census Addresses (LUCA) and the hiring of a FUSE fellow to initiate census planning.

Long Beach stakeholders' outreach will be organized in three main phases: **Educate, Motivate, and Activate**. Each phase has a specific purpose and set of messages to be delivered to the public. Activities and efforts will be directed toward the goals of each phase. The outreach phases align largely with the Bureau's operations phases: pre-response, initial response, and the non-response follow up (NRFU) phases. The City

and its partners will also conduct outreach through a variety of communications media, including digital, print, press and public engagement.

Goal 2: Focus on HTC Populations

- Objective A. Identify specific populations
- Objective B. Customize messages for different groups
- Objective C. Conduct grassroots outreach for HTC populations
- Objective D. Leverage many resources to reach HTC populations

The City will use data, geographic information layers, and the expertise of LB CCC members to identify HTC populations in Long Beach. In addition, the City will provide information and support to the Bureau to conduct their Group Quarters enumeration operations for those who do not reside in traditional housing quarters. The most effective means of reaching HTC groups will be to provide targeted approaches to each HTC group. Two key building blocks of the targeted approach will be the City's existing Language Access Policy (LAP) and ethnic media engagement.

The most important building block of a targeted approach for specific HTC groups will be grassroots outreach in HTC areas. The LB CCC will recruit and train a corps of volunteers and activated networks to do in-person outreach like door-to-door canvassing, community events, and meetings. These neighborhood Census Champions will be drawn from the general public, Neighborhood Leadership Program participants and networks, and CBOs' networks, neighborhood associations, and other organized groups. City staff will also receive training and join the Census Champion coalition to provide census information to residents during their everyday activities.

Goal 3: Nurture a Local Census Workforce

- Objective A. Engage Pacific Gateway
- Objective B. Partner with LB CCC organizations to connect to employees
- Objective C. Hire and train people from HTC communities
- Objective D. Assist local Census employees beyond the Census effort

Pacific Gateway will work to augment messaging and amplify the job recruitment footprint of the Bureau to ensure successful regional and local staffing efforts for the 2020 Census. The augmented messaging will address misconceptions about the job and provide clarity on job responsibilities. Pacific Gateway will amplify the job recruitment footprint by targeting new pools of census workers, to include City staff, college students, tax preparers, and gig workers.

Pacific Gateway will work with LB CCC members to develop shared messaging, collaborate on the best schedule and structure for recruitment activities, and co-host recruitment events at different locations across the city. The focus of the recruitment program will be on hiring and training people from HTC areas and groups, or communities. In addition, Pacific Gateway will support workers in their employment after the census.

Goal 4: Implement Strategically

- Objective A. Build LB CCC member partnerships
- Objective B. Develop and deploy shared resources
- Objective C. Evaluate effectiveness of the LB CCC activities
- Objective D. Retain engagement through 2020 Census

Moving into the implementation phase of census efforts, LB CCC meetings will continue to engage existing and new LB CCC members throughout 2020 and will foster partnerships and collaboration among member agencies. A primary way that member agencies will collaborate will be through shared resources, which the City will facilitate through its website and Sign Up Genius, an online volunteer and resource management platform.

Finally, the LB CCC will track and evaluate its effectiveness using two measures: first, the census response rate by census tract as an outcome indicator; and second, the level of LB CCC member satisfaction with the LB CCC as a performance indicator.

2020 Census: Background, Challenges and Opportunities

Why does the census matter?

The census is a count occurring every 10 years of households and individuals living in the United States, which includes people of all ages, from newborns to older adults, all races and ethnic groups, all abilities and all citizens and non-citizens. This count provides reliable and complete data for funding, research, and planning purposes by federal, state, and local agencies, as well as for educational and philanthropic organizations and the private sector. School districts, hospitals and other agencies use Bureau population estimates to apply for grants in addition to the distribution of federal and state funding to states, counties, and cities. Similarly, the private sector utilizes census data to make decisions on where to locate new businesses.

An accurate census count provides for the appropriate level of federal funding for health care, libraries, law enforcement, transportation, housing, and other key services. Approximately \$675 billion in federal funding is allocated to states and California receives almost \$77 billion in federal funds annually that is distributed based on census-related data. Information collected during the Census counts are used for planning, policy development, and to ensure equitable congressional representation and fair redistricting.



Source: United States Census Bureau

Ensuring an accurate and complete count in the 2020 Census is essential. Results of the 2020 Census will influence local government, communities, businesses and nonprofits throughout the next decade. Data obtained will inform decision makers and lead to allocation of political power and financial resources. However, if census data is incorrect due to an undercount, there will be inequitable distribution of resources for basic community needs, such as education, food and income security, health care, housing, transportation, and much more.

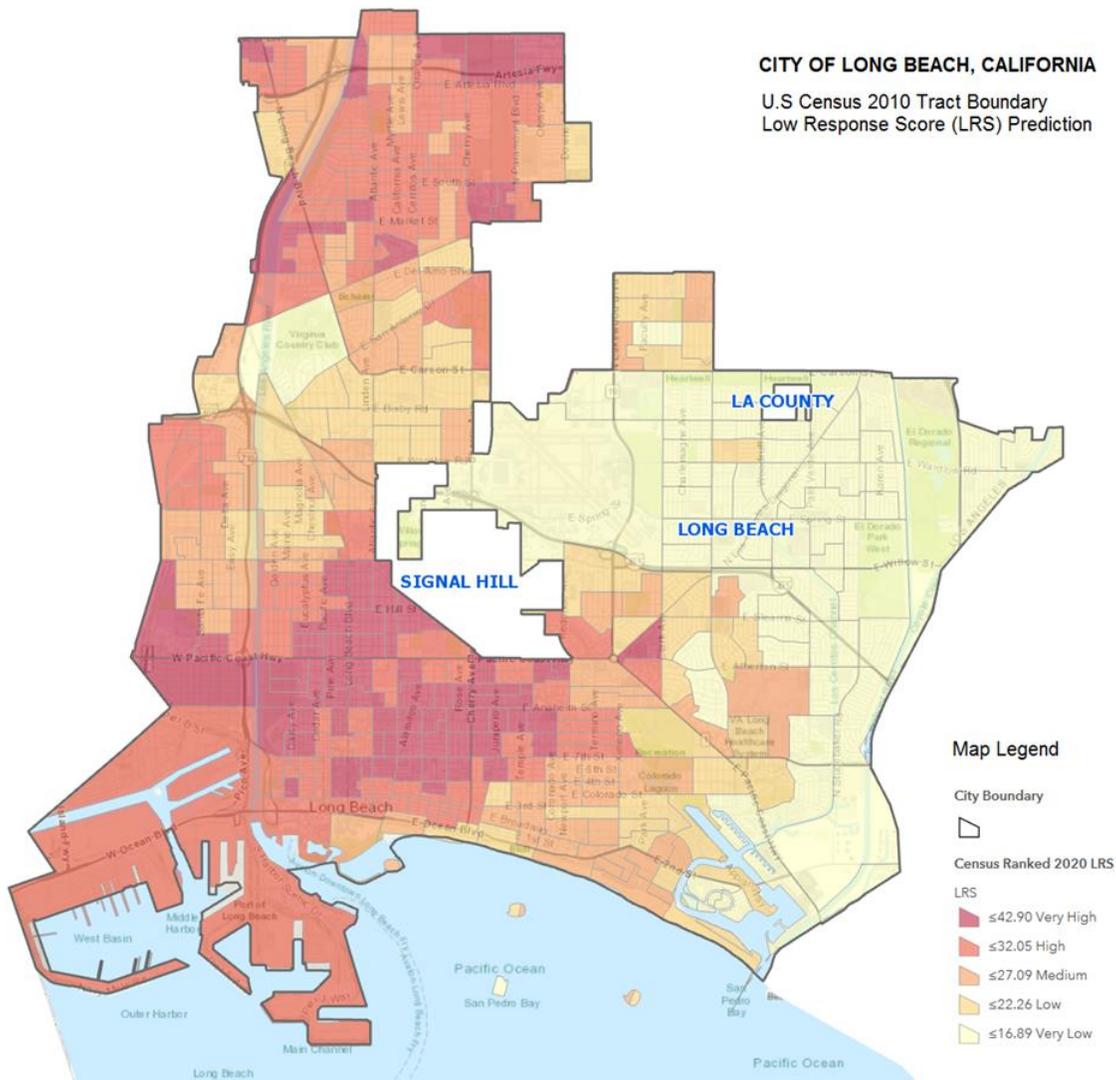
Long Beach Context

The State of California receives nearly \$77 billion per year in funding from the federal government based on the decennial census. A response to the census by everyone is essential to ensuring the fair distribution of federal program dollars to states and local entities. There are more than 300 federal programs that allocate \$675 billion a year based on census-derived statistics (Source: [GWU: Counting for Dollars 2020](#))

For example, the City of Long Beach uses Formula A for HUD funding and it is [calculated based on 3 factors](#) – Population (weighted at 25%), People in Poverty (weighted at 50%) and Overcrowded Units (weighted at 25%). This highlights the importance of an accurate census data in City planning and housing programs. There are serious negative social and economic consequences for the next 10 years if we don't do everything we can to make sure that everyone in Long Beach is counted.

The 2020 Census is underfunded and is facing a challenging political climate. Therefore, understanding local challenges around completing the Census questionnaire and proactive 2020 census planning is going to be critical to ensure a full count.

California is designated by the U.S. Census as the hardest-to count state in the nation, with approximately [10.4 million Californians](#) living in census tracts labeled "hard-to-count." Bureau defines a "hard-to-count" (HTC) census tract as those where more than 30 percent of households are not likely to respond to the census. The County of Los Angeles is the largest county in the nation with the highest number of HTC census tracts. In LA County, Long Beach is the second-highest City with HTC population (155 of 2,627 census block groups), with the City of Los Angeles having the greatest number of HTC (1,329) census block groups in the county.



In 2010, the U.S. Census Bureau undercounted every racial demographic except Whites/Caucasians and severely undercounted groups including children under five years of age and renters. [Los Angeles missed out on an estimated \\$650 million in federal funding between 2002 and 2012.](#) To ensure an undercount does not occur again in 2020, it is critical that the constitutionally mandated census counts everyone living in Long Beach.

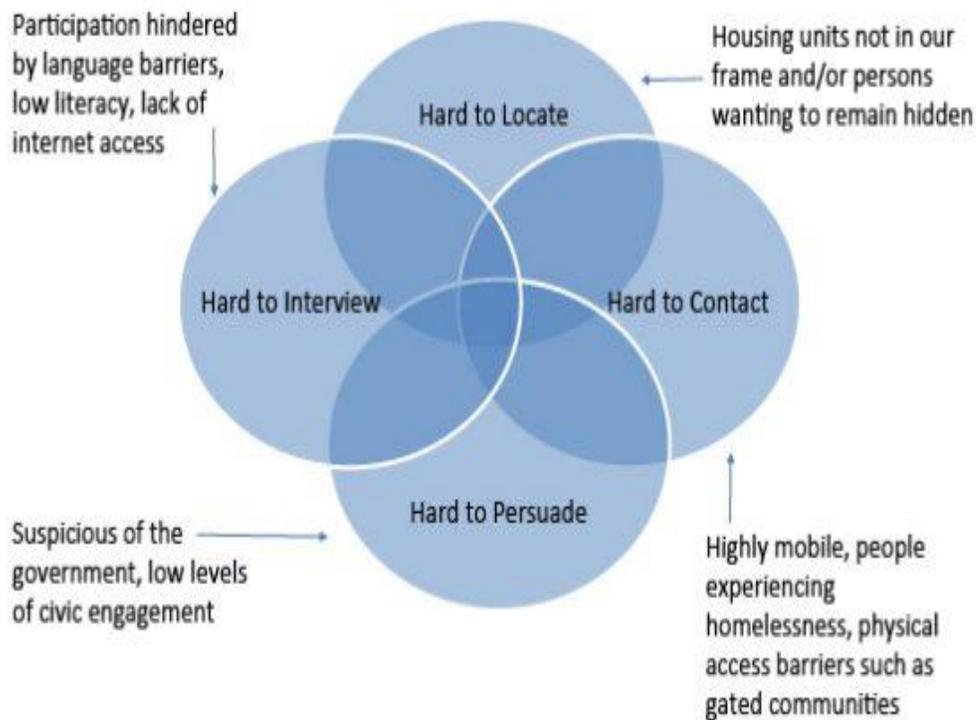
What are the challenges in 2020?

The 2020 Census faces severe under-funding that previous census efforts have not experienced. [The U.S. Census Bureau estimates it would cost \\$17.8 billion for an accurate 2020 Census count. To date, the federal](#)

[government has allocated \\$12.5 billion.](#) This funding deficit has resulted in the Bureau employing cost-savings measures that will directly impact HTC communities' participation in the census. In addition, this next census encourages people to respond to the questionnaire online for the first time, rather than completing a paper survey through the mail.

There has been a longstanding and significant undercount of HTC groups during official census counts. Certain populations have been repeatedly undercounted nationwide in the decennial census. These populations include, but are not limited to, Black/African Americans, Asian Americans, Latinos, Native Americans, Pacific Islanders, people with disabilities, people who are experiencing homelessness, renters, individuals living in homes without a broadband Internet subscription, people living close to or below the poverty line, foreign-born residents, and children younger than five years old. This creates an unequal distribution of resources and contributes to underfunding programs critical to assisting some of the most vulnerable individuals in the City of Long Beach, as well as law enforcement and other public safety efforts.

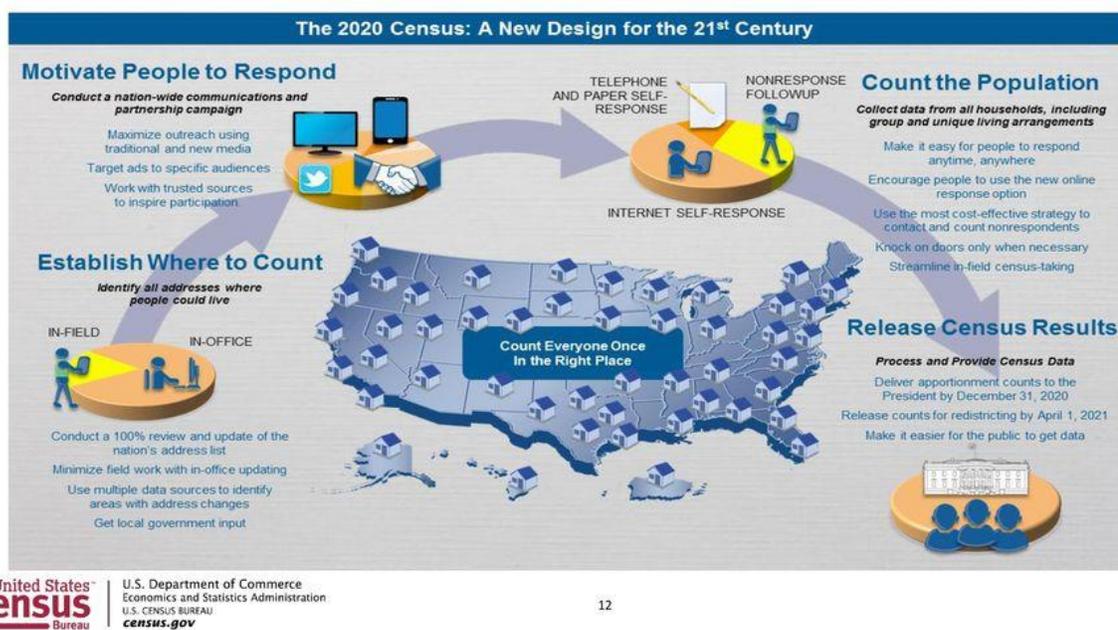
These HTC groups have not participated in the census for a variety of reasons, including socioeconomic and cultural considerations, lack of awareness and misunderstanding of the census, and fear and lack of trust of government. Therefore, HTC populations are less likely to self-respond to the census questionnaire online or by mail, and less likely to respond to enumerators who may go out to homes to count in-person during the non-response follow up period.



An estimated [16.2 million Californians qualify as 'Hard-to-Count'](#) and are at risk of not participating in the census. As the 2020 Census approaches, the state, including the greater Los Angeles area, finds itself facing circumstances that are equally, if not more challenging, than previous decennial counts.

The graphic below from the Bureau provides an overview of its design for 2020. The most significant change for the 2020 Census is that census questionnaire responses will be collected online. Bureau will send a postcard or letter to each household with a unique identifying code that individuals will enter on the Bureau's 2020 Census website. This new design will likely exacerbate internet access and digital literacy issues among historically underrepresented populations. Fortunately, Bureau has prioritized 12 non-English languages and will translate the online census questionnaire in these prioritized 12 languages. The available languages will be Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

The 2020 Census A New Design for the 21st Century



In addition, there will be fewer local offices and field staff. Compared to the 2010 Census, staff are working out of six regional offices across the United States instead of 12, and only 250 local offices instead of the 500 there were in 2010. The U.S. Census Bureau will hire only 300,000 canvassers instead of the 516,000 hired in 2010. There is also the added challenge of information security and access given residents are being asked to complete the census questionnaire online.

The City of Long Beach Census team held a census workshop in February 2019 with internal stakeholders. The session identified two overarching categories of challenges that will require significant efforts to address in Long Beach:

- **ACCESSIBILITY:** The 2020 Census will be the first to be completed primarily online.
- **Digital:** An online census is one of several technological innovations that the Census Bureau has designed to respond to the challenges of counting an increasingly large and diverse

society, while also complying with budget constraints due to a lack of full funding allocated by Congress.

- **Limited Access to Technology Devices and Internet:** Everyone does not have access and use of a technology device and reliable Internet.
- **Literacy:** Literacy and multilingual digital literacy will be a new barrier for people unfamiliar with online forms, or for people with physical challenges.
- **Language:** More than 200 languages are spoken in Los Angeles County. Even though the online census questionnaire will be available in 12 languages there is a need for language translation and interpretation assistance during Non-Response Follow Up (NRFU) by enumerators and volunteers.
- **LACK OF TRUST:** There is a widening mistrust among low-income residents and residents of color.
- **Citizenship Question:** Immigrants and their families already navigate an increasingly anti-immigrant climate. Although the courts determined that the Census will not include a citizenship question, the debate to include one has stoked fear that information collected regarding an individual's immigration status may be used later for purposes not intended by the Census count such as deportation. Recent immigrant communities and communities of color are likely already discouraged from interacting with government agencies. Immigrant communities currently face uncertainty based on the current political climate pertaining to their immigration status.
- **Data Security and Privacy:** Due to the current political climate, many immigrant and undocumented communities are worried about the safety, use and confidentiality of the census data gathered, especially if it is electronic.

City of Long Beach Planning and Preparation Efforts to Date

Local Update of Census Addresses (LUCA) Efforts

In 2017, City leadership collectively recognized the need to participate in the LUCA process, which provides a voluntary opportunity for tribal, state and local governments to review and comment on the addresses used to conduct the census. Some studies estimate that one-third to one-half of total census undercount stems from total household omission, meaning that a significant proportion of people are not included in the census count because the Census Bureau did not have their address on file¹ (Source: [California's Experience in LUCA 2018](#)) In short, LUCA is a crucial building block for ensuring that all residents living in housing units receive an invitation to participate in the census.

To address the challenge, the City relied on leadership from the Mayor and City management, a commitment of City resources (including funding and staffing), existing equity initiatives like the Office of Equity and Digital Inclusion toolkit, and a dedication to collaborating across departments, government agencies, sectors, and the community. The City deployed an interdepartmental taskforce to apply the City's comprehensive resources toward the effort. With the Mayor supporting and the City Manager's Office leading the project, the City worked with CommunityConnect Labs to design an innovative collaborative model.

First, the City looked to perform a gap analysis between the Bureau's address files and the City's internal address databases. The Geographic Information Systems (GIS) Division of the Technology and Innovation Department worked with Development Services Department to identify and access the appropriate data sets for performing the gap analysis, including building permits, new construction, and other data sources. In total, this effort identified approximately 3,800 new addresses.

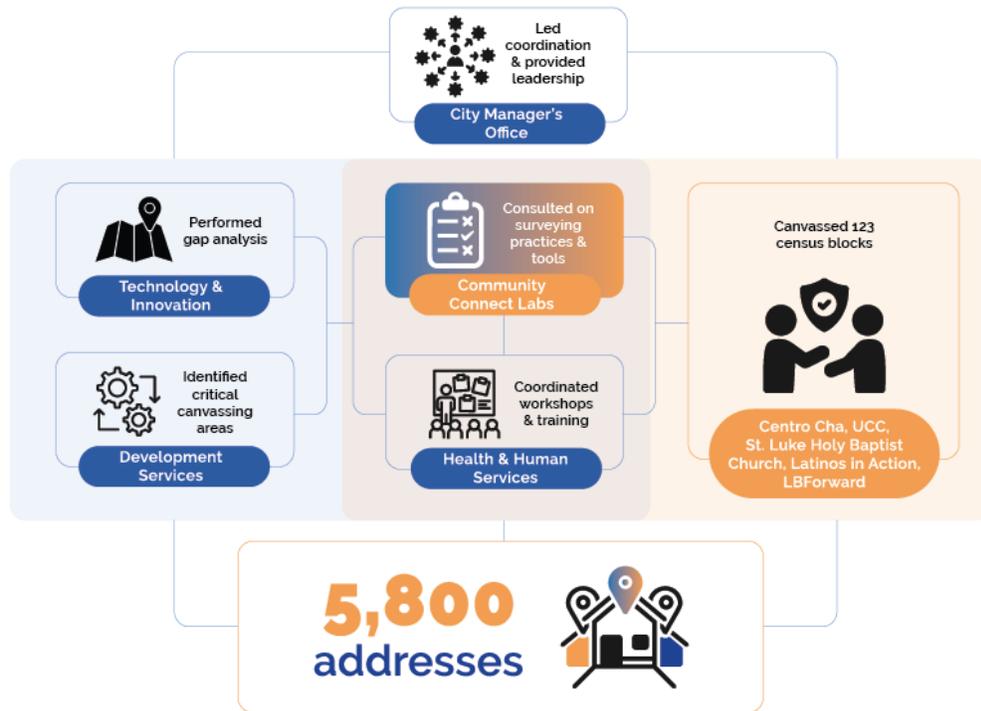
One of the reasons the Bureau misses a household from its address files is because the housing unit may be a low visibility dwelling. Low visibility dwellings take the form of unconventional or informal housing models, like converted garages, basements, back-of-house add-ons, and RV and

trailers in backyards. Traditional methods of obtaining address files often do not account for this challenge.

Collecting data on informal and unconventional dwellings requires on-the-ground canvassers. To that end, the City commissioned five local Community Based Organizations (CBOs) (Centro Cha, Latinos in Action, Long Beach Forward, St. Luke Holy Baptist Church, and United Cambodian Community) to train and deploy address canvassers. The Development Services Department used its understanding of the City's built environment to identify critical areas to canvass, while the Department of Health and Human Services worked with community members and CBOs to coordinate workshops and training for the community-based address canvassers. Canvassers involved in this effort successfully identified approximately 1,500 new addresses.

In total, the LUCA effort uncovered 5,800 new addresses to add to the Bureau's address files to ensure that Long Beach residents were invited to participate in the 2020 Census.

Statewide Regional Readiness Assessment Convening



In August 2018, the City of Long Beach sponsored one of the 24 Statewide Regional Readiness Assessment Convening at the Long Beach Convention Center. The convening brought early partners in the Long Beach area to heighten relationships between key organizations to begin planning efforts. The event engaged more than 150 community leaders, representing CBOs and city, county and state officials, in identifying available and needed partners for effective outreach strategies to targeted communities.

Collaboration and Partnerships

Federal, State and Regional Partners

The 2020 Census team in the City of Long Beach is working and will continue to work with the following agencies and entities in addition to local and regional CBOs:

- U.S. Census Bureau – Los Angeles Regional Office and Long Beach Area Census Office
- State of California Complete Count Office – Long Beach Branch
- County of Los Angeles – Chief Executive Office
- City of Los Angeles – 2020 Census Initiative, Mayor's Office of Budget and Innovation
- **California Community Foundation** – Administrative Community Based Organization (responsible for awarding state funding to Los Angeles County CBOs.
- Los Angeles Regional Census Table (LARCT) led by Advancement Project of California (AP), funded by California Community Foundation (CCF)
- Long Beach Forward (Sub regional Lead for LARCT)

Long Beach Complete Count Committee

It is critical that partnerships consisting of anchor institutions (such as school districts, and health service providers, community groups, businesses, government and philanthropic agencies) are organized to advocate, promote and provide resources to support efforts that ensure a complete count. Previous experience has demonstrated that when community members have information about how the census affects their quality of life and that of their families and neighbors, they will be eager to ensure that their communities are included. The 2020 Census can be a way for historically HTC communities to step into their rightful place in the fabric of the City, participate in and be leaders for ensuring that every person in Long Beach is seen and valued as a contributor to the social, economic, democratic, and civic well-being of the City.

A citywide 2020 Census Strategic Plan must be grounded in working with the entire Long Beach community. The Long Beach Complete Count Committee (LB CCC) is organized around the anchor collaborative model. The collaborative model is central to the City of Long Beach's entire census initiative. Two anchor institutions of Long Beach, the City and the Long Beach Unified School District, jointly convened a body of stakeholders made up of anchor institutions from diverse sectors across the city, unique undercounted communities. The broader community will be engaged through LB CCC and other active community groups who have relationships and trust with communities who are more likely to be undercounted.

The LB CCC, acting as representatives of both the anchor institutions and the community at large, has adopted the goals and objectives that drive the Strategic and Implementation Plans. The members of the LB CCC have worked and continue to work to develop specific and customized communications and outreach plans to reach each of Long Beach's unique populations.

The LB CCC roster includes members from anchor institutions and key City officials. Below is an abbreviated list of organizations to demonstrate the diversity of member organizations from across the city. For a complete member roster, refer to Appendix B.

- Local Business and Workforce
 - Long Beach Chamber of Commerce
 - Pacific Gateway
- CBOs and Faith-based Organizations
 - United Cambodian Community
 - The Long Beach Minister's Alliance
- Housing and Neighborhoods
 - Century Villages at Cabrillo
 - Housing Authority, City of Long Beach
- Intergovernmental
 - County of Los Angeles, Board of Supervisors
 - State Representative and Senate Offices
- Public Health

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- The Children's Clinic
 - Long Beach Medical Center
 - Education
 - Long Beach Unified School District
 - California State University, Long Beach
 - Technology and Equitable Access
 - Frontier Communications
 - Library Services, City of Long Beach
 - Public Engagement (Media, Volunteers, and Special Events)
 - Office of Public Affairs, City of Long Beach

Strategic Plan

What is the Strategic Plan?

The goal of the 2020 Census is to count everyone once and in the right place. The U.S. Census Bureau will continue to improve its use of mobile technology, geospatial innovations, and internet self-response. The 2020 Census creates an opportunity for the City of Long Beach to engage its diverse community, organizations and stakeholders to ensure that all everyone in Long Beach is counted, guaranteeing a successful count.

This proposed strategic plan leverages the City's position as a convener for maximum impact on the accuracy and completeness of the next decennial count. The document outlines a general plan for a coordinated 2020 Census outreach effort led by the City of Long Beach in partnership with local key stakeholders and advocates. The plan builds upon lessons learned from 2010, takes advantage of existing tools, methodologies and 2020 Census planning best practices developed by federal, state, and local entities. It further complements these efforts through a strategic plan that is tailored for Long Beach. This plan minimizes duplication of efforts, builds a community of trusted local messengers, maximizes limited census outreach resources to fill any local gaps that the Bureau may require assistance to cover, including non-response follow up. The Long Beach 2020 Census Strategic Plan will be a living document with regular updates.

VISION: Everyone Counts in Long Beach

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

Goal 1: Count Everyone

“Ensure that everyone in Long Beach is informed about, has access to, and completes a 2020 Census questionnaire, particularly groups 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.”

Objective 1: Align with existing census efforts

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.

Alignment with existing census efforts

The collaborative structure, strategies, and key activities presented in this plan will be implemented during 2019-2020 to align with the County of Los Angeles, State of California Complete Count Office and United States Census Bureau efforts. The following are the key agencies and organizations that the City of Long Beach and the LB CCC aims to align and collaborate with in our census efforts.

- United States Census Bureau – Los Angeles Regional Office
 - City officials have coordinated with local Census Bureau representatives beginning in 2017 on the Local Update of Census Addresses (LUCA) efforts. The open line of communication with Bureau representatives will continue through the planning and enumeration process.

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- U.S. Census Bureau officials have attended every LB CCC meeting and continue to provide guidance as the strategic and implementation plans are developed.
 - State of California Complete Count Office – Long Beach Branch
 - As a subcontractor of the state (through Los Angeles County), the City will align its activities with the goals and activities of the State, including following all policies and key initiatives.
 - City officials will continue to coordinate with the local Long Beach branch of the Statewide Complete Count Committee. The LB CCC includes a representative from the State, and the City continues to communicate with the State through Countywide outreach meetings and any additional communications as necessary.
 - The City will use the Statewide Outreach and Rapid Deployment (SwORD) tool for planning and reporting purposes. Specifically, the City will use SwORD's "California Hard-to-Count Index" and other layers to identify strategic areas for targeting outreach, plan outreach activities, locate CAKs and QACs, and other activities with a geographic or digital footprint. In addition, LB CCC members will report on completed outreach activities through SwORD.
 - Finally, the City will align with the State's Language and Communication Access Plan (LACAP) by ensuring that language and communication are linguistically and culturally appropriate for our many diverse populations. The City's Language Access Policy (available here <http://www.longbeach.gov/health/healthy-living/office-of-equity/language-access-policy/>) is consistent with LACAP by determining that the City shall promote greater access to City services, programs and resources for people with limited English language proficiency. The threshold for providing support shall be three percent (3%) or more Limited English-Speaking Persons residing in the City who speak a shared language

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- other than English. Per the Language Access Policy, the City shall provide support for Spanish, Khmer, and Tagalog.
- County of Los Angeles – Chief Executive Office
 - As a contractor of Los Angeles County, the City will align its initiatives and activities with those of the County, particularly in the following arenas:
 - Using the Educate, Motivate, Activate outreach phases (see pgs. 26-28).
 - Identifying HTC areas and populations, as well as barriers, challenges and opportunities for outreach (see pgs. 33-38).
 - Deploying the SwORD portal for planning and reporting activities (see pgs. 33, 44-45).
 - Developing a Language Access Plan (see pg. 23) and Workforce Development Plan (see pgs.39-42).
 - The City will provide written deliverables indicating our alignment with the County, including this Strategic Plan, an Implementation Plan, Quarterly Written Reports, and a Final Report.
 - City officials will continue to actively participate in the Countywide Outreach Complete Count Committee to remain aligned and coordinated with the goals and activities of the County.
 - City of Los Angeles – 2020 Census Initiative, Mayor's Office of Budget and Innovation
 - With the City of Los Angeles serving as a co-convener of the Countywide Outreach Complete Count Committee, the City of Long Beach's participation in the Countywide Outreach Complete Count Committee will ensure its coordination and alignment with City of Los Angeles 2020 Census Initiative.
 - Los Angeles Regional Census Table (LARCT) led by Advancement Project of California (AP), funded by California Community Foundation (CCF)

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- City of Long Beach officials will maintain communication with CCF and the LARCT by continuing to attend the bi-weekly local LARCT meetings held in Long Beach.
 - Long Beach Forward, the Long Beach area sub-regional Lead for LARCT, has played and will continue to play an active role in the LB CCC, including serving as a convener for local CBOs.

Objective 2: Cultivate resources, services, and partnerships

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.

Complete Count Committee

Through engagement with the Long Beach Complete Count Committee member organizations, the City of Long Beach and its partners are cultivating partnerships with diverse sectors of the community. Refer to pages 19-20 for a full description of the LB CCC.

Through monthly workshops, the LB CCC will develop implementation plans for each partner organization. The benefit of developing the plans together is to promote creativity and cross-pollination of ideas across organizations, while also being able to see opportunities for resource-sharing, elimination of redundant activities, and economies of scale.

City of Long Beach Census Budget

The outreach efforts and strategies described in this Strategic Plan will be implemented with resources from both the City's General Fund and Los Angeles County. The Long Beach City Council approved an allocation of \$350,000 for census outreach efforts for

Fiscal Year 2020. Through subcontracting with Los Angeles County for outreach at the local level, Long Beach received an allocation of \$322,141 for census efforts. In total, the City of Long Beach commands a budget of \$677,141 for census operation efforts.

See the table below for anticipated funding sources and expenses amounts.

2020 Census Project Funding Sources	
\$350,000	General Fund FY 2020
\$322,141	Contract with LA County
\$672,141	Total Funding Sources
2020 Census Project Expenses	
\$200,000	Community Outreach Services
\$158,660	Personnel
\$146,131	Communications Materials
\$65,350	Department Activities
\$50,000	Facilitation and Planning Services
\$30,000	Language Access
\$22,000	Volunteer Corps
\$672,141	Total Project Expenses

Objective 3: Challenge all members to do outreach

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 to complete the 2020 Census questionnaire, within their current practices and beyond.

Outreach Phases

Long Beach stakeholders' outreach will be organized in three main phases.



The purpose of the Education Phase, which will last through December 2019, will be to familiarize the public with the census, dispel fears, and ensure that as many residents as possible are hired. The messaging in this phase will focus on four main topics.

- Why the Census is important
- The Census is safe to complete
- Everyone counts
- The Census Bureau will be hiring local residents

The purpose of the Motivation Phase, which will last from January 2020 through March 2020, will be to continue familiarizing the public with the census and dispelling fears, and to ready the public to respond to the census questionnaire. The messaging in this phase will focus on three main topics.

- The census will be available online, by phone, and by mail
- There are easy ways to identify a scam
- Education phase messages

The purpose of the Activation Phase, which will last from April 2020 to July 2020, will be to deliver the call to action to respond to the census. The messaging in this phase will strategically reintroduce messages from the previous phases for targeted audiences.

Educational Phase	Motivation Phase	Activation Phase
<ul style="list-style-type: none"> ○ Launch of Long Beach Complete Count Committee (LB CCC) ○ LB CCC to revise and adopt 2020 Census Strategic and Implementation Plans ○ Public Education workshops and presentations ○ Trainings ○ Media Messaging ○ Launch LB Census website ○ Distribute communication and marketing materials 	<ul style="list-style-type: none"> ○ Mobilize on a media campaign ○ Internal and external educational workshops and presentations ○ Direct Contact ○ Technical/ data/ mapping assistance including CAKs ○ Distribution of census materials 	<ul style="list-style-type: none"> ○ Public education presentation and workshops ○ Direct contact ○ Media Messaging ○ Technical Assistance as needed

Communications Media

The City of Long Beach will develop citywide, multilingual messaging in partnership with local media that can be disseminated through various media outlets. The City's Census Communications specialist will lead this aspect of 2020 Census outreach. and will be organized under the following categories:

Digital

- Format
 - Mayor/City Departments' e-newsletters
 - Mayor/ City Departments' Social Media, Twitter, LinkedIn, Instagram
 - Websites - City of Long Beach census Homepage. Department websites, City Manager Office /Mayor page, LB TV
 - Citywide email blasts
- Content
 - Social media toolkits for residents, community groups and agencies for download (U.S. Census Bureau developed tools)
 - Save the Date! (Public Comment, Census Day Countdown etc.)
 - Local Census Facts, FAQs and spotlights (year-round)

Print

- Format
 - Mayor's/ City Manager's Office's Newsletter
 - Long Beach Public Library Newsletter/ Calendar
 - Brochures/ collaterals for workforce development. Libraries, City Departments and other outlets
 - Printed ads
- Content
 - General and sector-specific census flyers for handing out at events
 - Save the Dates (Public Comments, Census Day Countdown etc.)

-
- Local census facts and spotlights (year around)
 - U.S. Census materials as available
 - General census awareness materials that will serve as the building blocks for a full outreach toolkit

Press

- Format
 - Local television news
 - Local radio
 - Local Newspapers: Long Beach Post, Press Telegram, etc.
 - Mayor's Press Conference
 - TV Segments on LBTv – including captioning video, ASL
- Content
 - Mayor's Op-Ed to coordinate with Census Day Countdown Events
 - Talking points for speaking events and conferences

Public Engagement

- Format
 - Liaisons from the City Census Team/ Mayor's office or Councilmembers' offices and census volunteers will meet with community groups and attend public events
 - Tabling at City-sponsored and public events
- Content
 - Buttons, stickers, and other giveaways with 2020 Census branding
 - Print materials
 - Census public event flyers
 - Timely handouts, articles, etc.

Census Bureau operations for those in traditional housing units

The City's Strategic and Implementation Plans will be developed to reflect and correspond with the Bureau's operations phases. Below is a summary of the Bureau's operations phases and the City's planned activities that correspond.

-
1. Pre-response Phase: The pre-response period begins in 2019 and continues through mid-March of 2020. This is the period before the official questionnaire will be available for resident self-response. It is also a pivotal time to educate the community about the importance of responding to the census. In this phase, our communications will be designed to raise awareness and understanding about the importance of the upcoming census. The City and its partners will undertake the following categories of activities during this phase:
 - Community Engagement and Direct Outreach
 - Digital Outreach
 - Recruitment and Training
 - Educational Census Events
 - Media Development and Outreach

 2. Initial Response Phase: The initial response period will last from mid-March to mid-April. This is the period in which residents are encouraged to respond to the initial request for completing the survey questionnaire. In this phase, our communications will be designed to motivate and encourage residents to complete the census questionnaire. The City and its partners will undertake the following categories of activities during this phase:
 - Community Engagement and Direct Outreach
 - Digital Outreach
 - Providing Census Action Kiosks (CAKs)
 - Internal Organization In-reach
 - Educational Census Events
 - Media Outreach

 3. Non-Response Follow Up Phase: The non-response follow up phase will last from mid-April until the end of July. This is the period where Census Bureau enumerators are sent to households that have not yet responded to the questionnaire to encourage and assist them in responding. In this phase, our communications will be designed to provide access and

assistance to complete the census questionnaire and follow up with those that have not to encourage them to do so before the deadline. The City and its partners will undertake the following categories of activities during this phase:

- Community Engagement and Direct Outreach
- Digital and Media Outreach
- Providing Census Action Kiosks (CAKs)

Objective 4: Work with trusted messengers

Work with “trusted messengers” to work with HTC communities using their spoken languages to complete the 2020 Census questionnaire, in a manner that ensures privacy and confidentiality, through their networks such as schools, neighborhood associations, nonprofits, faith-based organizations, and non-governmental agencies.

Trusted messengers are key to communication strategy

One of the criteria for selecting LB CCC members was that they be trusted messengers. Given today's heightened political environment regarding government, the City recognizes that government is not always a trusted voice among our communities, particularly those who are considered hard-to-count. For this reason, the City has centered its communication strategies on trusted messengers to deliver key messages about the census in authentic voices. The City will primarily rely on the following categories of trusted messengers for its outreach strategies:

- Schools, especially teachers and early childhood educators
- Community-based Organizations, especially those that have a proven record of advocating for targeted hard-to-reach communities
- Faith-based Organizations
- Healthcare service providers, especially caseworkers, medical staff and other healthcare sector employees who deliver services to the public
- Neighborhood leaders

Goal 2: Focus on Hard-to-Count Populations

“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.”

Objective 1: Identify specific populations

Identify Long Beach HTC populations and geographic areas.

Statewide Outreach and Rapid Deployment (SwORD)

Facilitated by the State, the City has access to a host of data and geographic layers that facilitate the process of identifying where HTC populations live. Some of the geographic layers that SwORD makes available for identifying these populations include:

- Languages spoken by census tract
- Limited English proficiency by census tract
- Broadband subscription access by census tract
- Racial and ethnic groups by census tract
- Age groups by census tract
- 2010 response rate by census tract

The City and its partners will make use of the information available through SwORD to quickly identify the most appropriate resources and outreach strategies for targeted areas.

LB CCC Member Expertise

In addition to the geographic information in SwORD, the City and LB CCC members will rely on the expertise of subject matter experts in the LB CCC, who are familiar with geography and layout of Long Beach, to identify areas and outreach strategies for reaching HTC populations.

Objective 2: Customize messages for different groups

Ensure the Complete Count Committee Implementation Plan customizes education and outreach programs, including language access and cultural relevance, to reach HTC populations to increase participation rates among HTC populations leading up to Census Day (April 1, 2020) and through the Nonresponse Follow-up Operation (May 2020-July 2020).

Language Access Strategy

During the implementation phase, the City Census Team will work in partnership with the LB CCC to develop tailored messages in different languages that are covered under the City's Language Access Policy (Khmer, Spanish and Tagalog) for specific HTC communities that also identifies the messenger and the way it will be delivered.

Ethnic media engagement

In addition to traditional and local mainstream media outlet engagement, the City will identify and engage with local ethnic media outlets to deliver key messages to the public. Media engagement will include both earned and paid media.

Census Bureau Operations: Group Quarters, Service-Based, and Transitory Locations Enumeration

The Bureau has created specialized operations to enumerate residents who do not live in traditional housing. These residents might live in group quarters housing (nursing facilities, college dormitories, penitentiaries, and the like), be served by service-based facilities (those who are experiencing homelessness or are unhoused and sleep in shelters or receive services), or reside in transitory locations (RV parks, campgrounds, carnivals, and the like). By definition, these populations are considered HTC and are

therefore a critical part of the City's focus on reaching all HTC groups.

The City will continue to coordinate with Bureau operations managers to inform their processes for enumerating these populations. The most important action the City can take to ensure the Bureau reaches these populations is to be good partners and provide location and contact information for sites within the City.

The City and its departments will coordinate its comprehensive location data sources to identify locations and contact information for Group Quarters, Service-Based and Transitory Locations Enumeration sites. The City will particularly look to the Health and Human Services, Police, Development Services, and Parks, Recreation and Marine Services Departments for providing key data. In addition, for some of the Group Quarters site identification, the City will also facilitate information-sharing between the Bureau and hospitals, faith-based organizations, and higher education institutions.

Objective 3: Conduct grassroots outreach for HTC populations

Recruit, train, and deploy an effective combination of community leaders, trusted messengers, and volunteers to conduct outreach to HTC populations at grassroots levels.

Census Champions

The City will recruit and train a force of volunteers who interact with the community to conduct in-person census outreach through canvassing, community events, and day-to-day interactions with City staff. The training will include information and key messages to be delivered to the public about why the census is important, how to respond to the census, and what resources are available for those who need additional guidance in responding.

First, the City will take advantage of the thousands of interactions that City staff have with residents each day in the course of business. The City will work with Department directors and

leadership to identify City staff who are both trusted messengers and interface regularly with the public. In particular, staff members from Health and Human Services; Parks, Recreation and Marine Services; Library Services; and, Development Services Departments fit these criteria and will be trained as Census Champions. Staff situated in other departments who fit these criteria will also be identified and trained in how to carry census messages to the public through their work. The city will also provide opportunities for staff members who are interested in being a part of census efforts to receive training.

Second, the City will put out a call for volunteers from across the city to participate in census outreach efforts. For the general public who are interested in supporting census efforts, the City will train volunteers in the census curriculum, provide each volunteer with a T-shirt to signify their authenticity, and incentivize outreach efforts through monetary support. Trained volunteers will also be added to the census volunteer database and may be contacted to provide support for outreach events and activities.

Neighborhood Leadership Program

The City will facilitate its Neighborhood Leadership Program (NLP) in activating grassroots organizers across the city that are already active in their neighborhoods. The NLP is a five-month multilingual grassroots leadership development program that provides residents with the skills, knowledge, and resources to make improvements in their community. The program has operated for over twenty years and the boasts over 750 alumni, many located in HTC areas of the city.

The City will work with the NLP to incorporate the census into its curriculum and mobilize its alumni and networks to promote grassroots efforts in many neighborhoods across the city. Through the NLP network, the City will train volunteers using the Census Champion training curriculum, provide each volunteer with a T-shirt to signify their authenticity, and incentivize canvassing efforts through monetary support. Trained NLP members will also be

added to the census volunteer database and may be contacted to provide support for outreach events and activities.

CBO-led Canvassing

In keeping with the strategy of filtering census messages through trusted messengers, CBOs who are members of the LB CCC will coordinate together to lead their own in-person outreach campaigns that will include tabling at events and canvassing targeted areas of the city.

Objective 4: Leverage many resources to reach HTC populations

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.

Resources and Services of City Departments

The City Census team has met with almost every department in the City to discuss how to leverage current resources and services for promoting census messages across the city.

The following departments have committed to using their resources and services to ensure a complete count of residents:

- City Clerk
- City Manager
- Civil Service
- Development Services
- Disaster Preparedness & Emergency Communications
- Economic Development
- Energy Resources
- Financial Management
- Fire
- Health and Human Services
- Human Resources
- Library Services
- Long Beach Airport

-
- Mayor and City Council
 - Parks, Recreation & Marine
 - Public Works
 - Technology & Innovation
 - Water

Resources from other LB CCC member agencies

LB CCC members will explore how their organizations can commit resources and services to census outreach efforts. For example, member agencies might be able to provide the space and technology for hosting a Census Action Kiosk (CAK), access to extra hands like interns and volunteers to support outreach activities, access to networks for spreading messages, and resources like meeting spaces for meetings, training, and other operations related to census efforts.

Funding from Los Angeles County

In addition to the funding provided by California Community Foundation for CBOs in Long Beach to conduct outreach activities targeted at HTC communities, the City will extend \$200,000 of the \$322,141 provided by Los Angeles County to provide supplemental outreach in strategic areas of the city. Activities to be funded will include in-person outreach, like door-to-door canvassing and community events, and digital outreach.

Goal 3: Nurture Local Census Workforce

“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.”

Objective 1: Engage Pacific Gateway

Engage Long Beach Workforce Development/Pacific Gateway to educate LB CCC members and the greater community about the census job opportunities, job qualifications, and steps required to gain employment with the United States Census Bureau.

Pacific Gateway will work to augment messaging and amplify the job recruitment footprint of the United States Census Bureau to ensure successful regional and local staffing efforts for the 2020 Census.

Address job misconceptions and help provide clarity on census job responsibilities, especially those of Enumerator positions

Message information that alleviates anxiety and confusion around Enumerator positions:

1. Safety: Enumerator jobs are safe, conducted in pairs, and may very likely take place in your own neighborhood.
2. Time and preparation: Paid job training is provided by the Census Bureau and local support will be provided by the Long Beach Area Census Office throughout your time with the Census Bureau.
3. Commitment and scheduling: Enumerator positions allow for flexible work schedules and only ask that employees work a minimum of 20 hours per week, for as few as 8 weeks at a time. Bonuses may be earned by working during the evenings and weekends.

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4. Eligibility: All residents with employment authorization are invited to apply for census job opportunities. This includes United States Citizens and noncitizens alike. All levels of reading, writing, and speaking skills are encouraged to apply. There's no test related to any specific position and a criminal record will not disqualify you from census opportunities.
 5. All talent welcomed: The Census provides a wide diversity of positions, from clerical to enumeration from now and through the summer.

Targeting specific pools of Census workers

Internal Efforts

- City Staff
Develop an internal campaign to recruit City staff. Communicate opportunities through the Intranet (FAQs page and preapproval for collateral employment) paycheck stuffers, in-person informational sessions, application assistance through Pacific Gateway, and support from City leadership.

External Efforts

- Community Based Organizations (CBOs)
Pacific Gateway will activate existing relationships with CBOs to ensure that job messaging is shared within their local networks and with clients served. Programs to incentive CBOs and their clients to engage with Pacific Gateway are currently under development.
- Higher Education Institutions
Partnerships with California State University Long Beach, Long Beach City College to promote census job opportunities to students through social media, existing school messaging channels, and tabling events
- Seasonal Workers

Target census job opportunities to workers already involved in jobs with seasonal trends. Examples of these positions include residents who are tax preparers and residents who are involved in seasonal holiday work.

- Veterans

The Census Bureau aids veterans in entering the civilian workforce. Census job opportunities are one such way to aid in the transition. The City will utilize veterans-specific messaging created by the Census Bureau to target veterans for job opportunities.

- Retirees

Older adults and retirees are a targeted population as many older adults and retirees have local connections and keen knowledge the many communities in Long Beach.

Objective 2: Partner with LB CCC organizations to connect to employees

Partner with LB CCC members and other community-based organizations to engage their members and constituents to gain employment with 2020 Census focusing on those who live in HTC neighborhoods and speak the languages of HTC communities.

Pacific Gateway, in conjunction with the United States Census Bureau, will work to develop and supply messaging tailored to HTC community members for organizations to share within their existing networks. The Census Bureau will be invited to present job recruitment opportunities and report on recruitment goals so that LB CCC can assist in meeting stated City application submittal targets.

The City Census Team and Pacific Gateway will explore incentive programs to engage CBOs and peak interests in HTC populations to drive applicant pool diversification. Census Bureau recruiters will be invited to conduct recruitment events at Committee organizations locations and events.

Objective 3: Hire and train people from HTC communities

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.

The Committee will utilize translated recruitment materials provided by the Census Bureau to assist in recruitment for local census jobs. Bureau staff also include Partnership Specialist to identify strategic areas for recruitment. Activities associated with Goal Three, Objective 2, will also help to ensure that recruitment is conducted in areas that garner applicants that speak Long Beach residents' languages.

To support existing messaging, the City's Language Access Policy and associated resources, as well as partnership with LB CCC organizations will translate materials developed by Pacific Gateway in a linguistically and culturally appropriate manner for the City's non-English speaking communities. so that Enumerators reflect the communities where fieldwork is conducted.

Objective 4: Assist local Census employees beyond the Census effort

Assist Census employees in finding long-term employment and leadership training beyond the Census effort.

Workshop on Public Sector Employment

Pacific Gateway will partner with City staff and other organizations, where appropriate, to develop resident-focused workshops to help Enumerators, Recruiters, and other Census Bureau temporary employees transfer their gained experience, skills and clearance advantages into additional opportunities in the government sector.

One-on-One Support

Individual and tailored support will also be made available to temporary Census Bureau staff after attending a Public-Sector Employment workshop. The one-on-one support will consist of a session with Pacific Gateway coaches that will assist residents in developing their resume and to apply for City and public sector jobs.

Goal 4: Implement Strategically

“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 2020 census process.”

Objective 1: Build LB CCC member partnerships

Consider ways to build partnerships between 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.

LB CCC Workshops

The Long Beach Complete Count Committee meetings, which take place in a workshop format, have a dual purpose: in addition to planning census outreach efforts for communities across the city, the meetings are also designed to facilitate partnerships and collaboration among member agencies to achieve the Committee's goals and objectives. Each workshop will introduce members to their natural partners and alliances. For example, some workshops will organize members by their sector, others by their

geography, and others by their interest and expertise in specific outreach activities.

Expanding the network beyond the current LB CCC membership

As the LB CCC moves from the planning phase to the implementation phase, the Committee will identify additional partners to support the effort by coordinating and activating each member agency's networks. In the language of nodes and network models, each Committee member agency is itself a node to a vast network of partners within their sector beyond the Committee member agencies. In the Implementation phase of Long Beach's census efforts, each node will activate and spread information along its networks to ensure the widest reach possible across the city.

In addition to the node and network model of activation, Committee members' partners will also have access to the City's Census Team for support and the City's website will serve as the hub for distributing and coordinating information and resources among the extended network.

Objective 2: Develop and deploy shared resources

Develop an inventory of individual and shared resources that LB CCC members can utilize in support of 2020 Census, to identify and strategically fill any gaps in those resources including human, financial, and other tangible and intangible resources.

Inventory of shared resources

The City will inventory the shared resources to be shared among LB CCC members and their agencies by sending an information request to the LB CCC members about the resources they have available for sharing. The City's website (longbeach.gov/census) will serve as the central hub for agencies to view, reserve, and request resources for their use. Sign Up Genius, SwORD's licensed platform for volunteer management and event planning, will be the

platform for hosting the inventory and setting up reservations for the following categories of resources:

- Rooms/space for activities
- Volunteers
- Printed material
- Technology
- Census-in-a-box

Objective 3: Evaluate effectiveness of LB CCC

Evaluate the effectiveness of this Committee in supporting the success and mission of 2020 Census, and identify any benefits accrued to LB CCC members and member organizations going forward.

Evaluating the effectiveness of the LB CCC

While there are many factors of the census that are outside of the City's control, the effectiveness of the LB CCC will be evaluated to draw lessons learned and best practices from the LB CCC model of community engagement. The following are two measures of the effectiveness that the City will track and report on:

Measure 1: Response rate by census tract

- Type of measure: Outcome indicator
- Goal: Exceed the 2010 response rate in each census tract in Long Beach
- How to track: SwORD's ArcGIS platform will provide real-time insight into response rates by census tract throughout the time that the internet response questionnaire website remains online
- Why it is important to track and why the specific goal: The 2010 response rate serves as a baseline measure for the effectiveness of the LB CCC because there was no Complete Count Committee in 2010, and many groups in the city felt that a serious undercount had occurred. The response rate is

the ultimate and most important measure of how well the LB CCC's outreach performed all together.

Measure 2: Level of LB CCC member satisfaction with the LB CCC meetings

- Type of measure: Performance indicator
- Goal: Achieve a "mostly satisfied" or "highly satisfied" rating for each meeting in 2020 and as an average throughout the year
- How to track: The City will develop an evaluation form for each meeting and request feedback from LB CCC members about their level of satisfaction with the LB CCC.
- Why it is important to track and why the specific goal: The LB CCC is designed to support the needs of each member agency in achieving the goal of a complete count. The City is committed to ensuring that each LB CCC member feels that their input has been heard and appreciated, and that each agency feels supported through the process.

Objective 4: Retain engagement through 2020 Census

Retain the engagement of partners and community members through the 2020 Census process.

LB CCC engagement through 2020

The Long Beach Complete Count Committee will continue to meet through August 2020. All meetings take place on a Friday from 9:00am to 11:00am. Locations for 2020 meetings are to be determined at this time. LB CCC meetings will take place on the following dates:

January 17

February 21

March 20

April 17

May 15
June 19
July 17
August 21

Appendix A: Strategic Plan: Goals and Objectives

Goal 1

Ensure that everyone in Long Beach is informed about, has access to, and completes a 2020 Census questionnaire, 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. 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.
2. 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.
3. 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 to complete the 2020 Census questionnaire, within their current practices and beyond.
4. Work with "trusted messengers" to work with HTC communities using their spoken languages to complete the 2020 Census survey, in a manner that ensures privacy and confidentiality, 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:

1. Identify Long Beach HTC populations and geographic areas.
2. Ensure the Complete Count Committee Implementation Plan customizes education and outreach programs, including language access and cultural relevance, to reach HTC populations to increase participation rates among HTC populations leading up to Census Day (April 1, 2020) and through the Nonresponse Follow-up Operation (May 2020-July 2020).
3. Recruit, train, and deploy an effective combination of community leaders, trusted messengers, and volunteers to conduct outreach to HTC populations at grassroots levels.
4. 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:

1. 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 2020 Census.

2. Partner with LB CCC members and other community-based organizations to engage their members and constituents to gain employment with 2020 Census, focusing on those who live in HTC neighborhoods and speak the languages of HTC communities.
3. 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.
4. 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 2020 census process.

Objectives:

1. Consider ways to build partnerships between the 54 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.
2. Develop an inventory of individual and shared resources that LB CCC members can utilize in support of 2020 Census, to identify and strategically fill any gaps in those resources including human, financial, and other tangible and intangible resources.
3. Evaluate the effectiveness of this Committee in supporting the success and mission of 2020 Census, and identify any benefits accrued to LB CCC members and member organizations going forward.
4. Retain the engagement of partners and community members through the 2020 Census process.