



BE COUNTED,  
LONGBEACH

# City of Long Beach 2020 Census Overview

August 9, 2019

# Why it Matters

- Constitutional Mandate
- Congressional Representation
- Redistricting
- Funding
- Planning, Policy and Decision-Making



# Why it Matters

- **Education**  
Funding for instruction, nutrition, and wrap-around services for at-risk students
- **Healthcare**  
Funding and understanding community health needs and vulnerabilities
- **Business**  
Business development, marketing, workforce and products & services decisions
- **Transportation**  
Funding for nearly all forms of transportation



# Census Timeline

## **August 2019**

- In-field address canvassing begins

## **September 2019**

- Hiring of enumerators begins

## **March 2020**

- Census postcards and mailings sent out
- Internet self-response begins

## **April 2020**

- Follow up for non-respondents begins
- Census Day

## **June 2020**

- Group Quarters enumeration begins

## **December 2020**

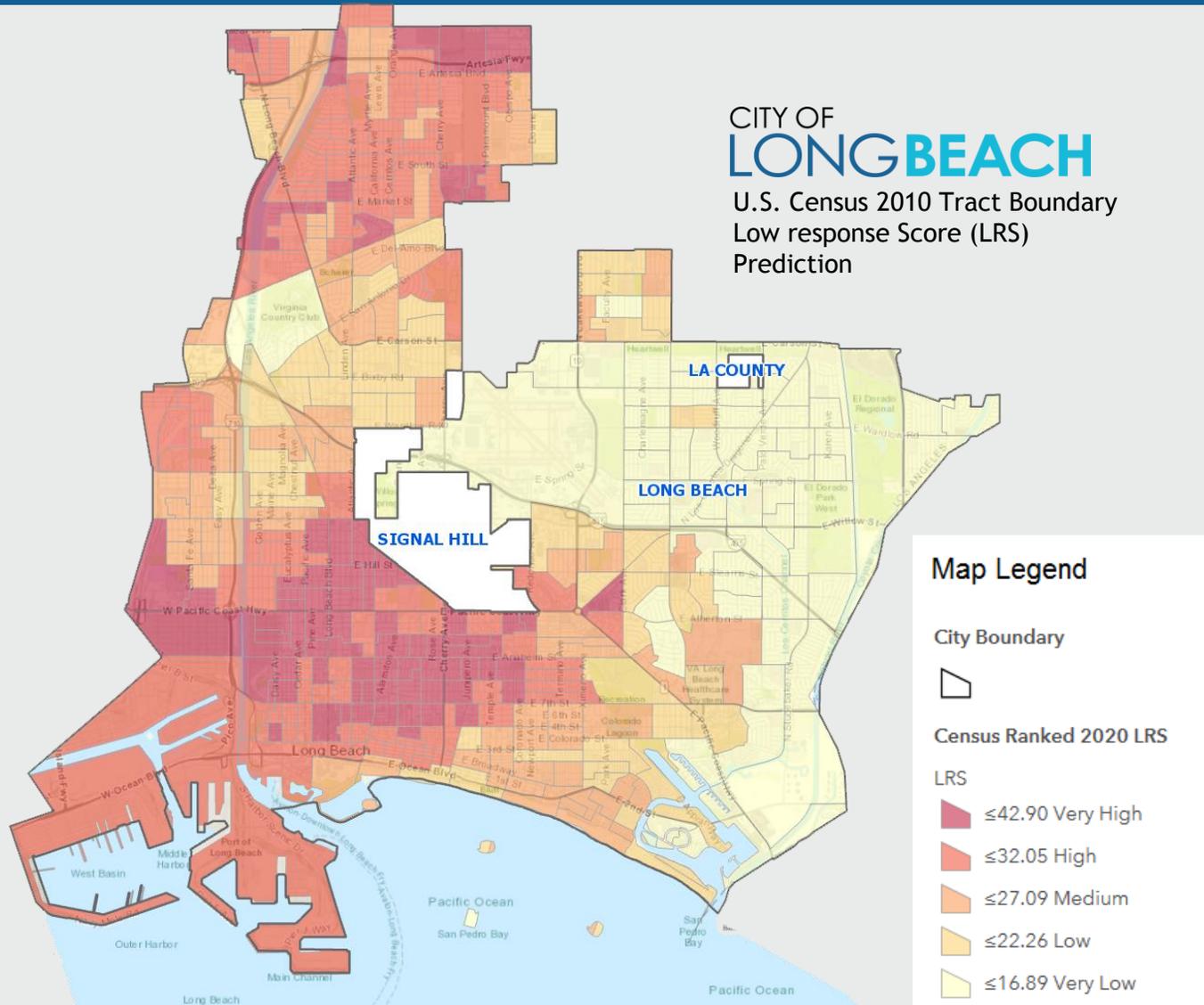
- Census appointment counts delivered to the president

# Regional Partners and Responsibilities



- US Census Bureau
- State of California
- Los Angeles County
- City of Long Beach
- Communities

# Hard-to-Count Areas



## Socioeconomic & Housing Characteristics

- Low Income Households
- Households Below the Poverty Level
- People Older Than 25 With Less Than a High School Diploma
- People Who Are Unemployed
- Non-Family Households
- Single-Parent Households
- People living in “Low Visibility Housing”
- Renters and Temporary Residents
- Overcrowded Households

# Hard-to-Count Populations



**Senior  
Citizens**



**Immigrants &  
Refugees**



**People with  
Disabilities**



**Individuals  
& Families  
Experiencing  
Homelessness**



**LGBTQ**



**Hispanics/  
Latinos**



**Blacks/  
African  
Americans**



**Asian  
Americans &  
Pacific  
Islanders**



**Native  
Americans  
& Tribal  
Communities**



**Children  
Ages 0-4**



**Veterans**

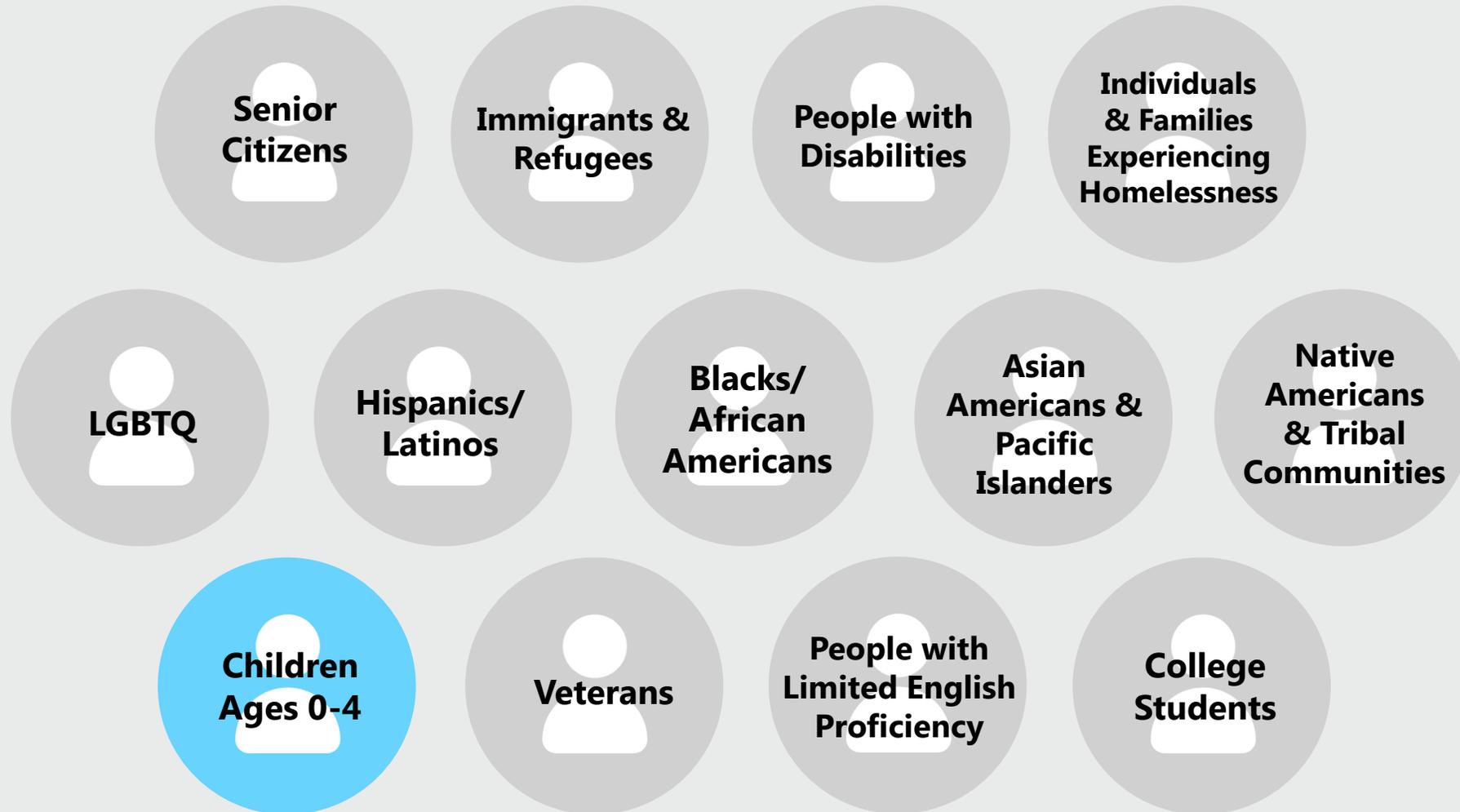


**People with  
Limited English  
Proficiency**



**College  
Students**

# Hard-to-Count Populations



# Census 2020 Challenges



**Complete  
Address List**

**Broadband  
Access**

**Privacy  
Concerns**

**Citizenship  
Question**

**Reduced  
Field Capacity**

**Language  
Access**

# Overview of Long Beach Approach to Census 2020

## Partnerships

### Regional & State Collaboration:

- Los Angeles County Complete Count Committee
- California Complete Count Committee
- U.S. Census Bureau

### Local Engagement & Collaboration:

- Long Beach Complete Count Committee
- Strategic Outreach & Mobilization Plan



# Long Beach Census 2020 Planning

## Phase I Activities (FY 17-18)

### Local Update to Census Addresses (LUCA) Program Participation:

- 5,800 new address locations identified
- Engagement with 5 local community-based organizations (*Centro Cha, United Cambodian Community, St. Luke Holy Baptist Church, Latino in Action, and LB Forward*) in a pilot community-based canvassing initiative



# Long Beach Census 2020 Planning

## Phase I Activities (FY 17-18)

### Statewide Regional Readiness Assessment Convening:

- Sponsored one of 24 Regional Convenings at the Long Beach Convention Center
- Engaged more than 150 community leaders representing CBOs, city, county, and state officials



# Long Beach Census 2020 Planning

## Phase I Activities (FY 17-18)

### Other Notable Highlights:

- Joined State Litigation on Citizenship Question (Los Angeles and Cities of Los Angeles, Oakland, Fremont, and Stockton)
- Hired Executive FUSE Fellow for Phase II Planning:
  - Organizational & Community Engagement
  - Strategic Engagement Framework for Census 2020





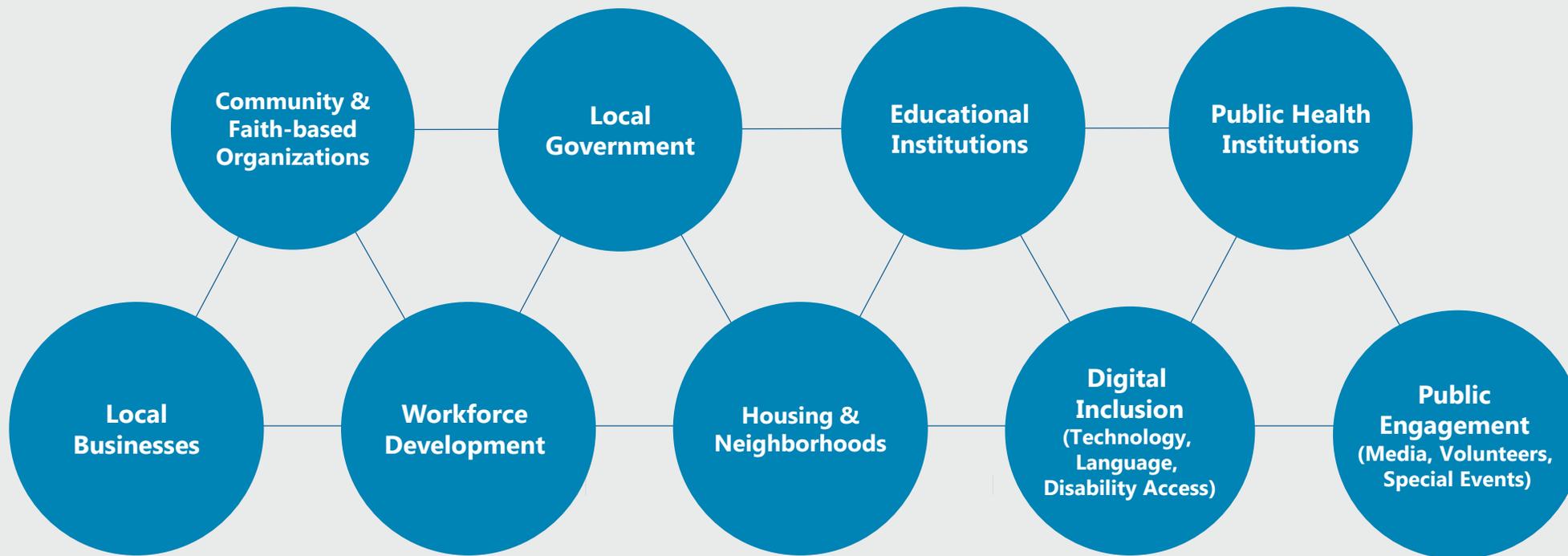
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## Long Beach Complete Count Committee

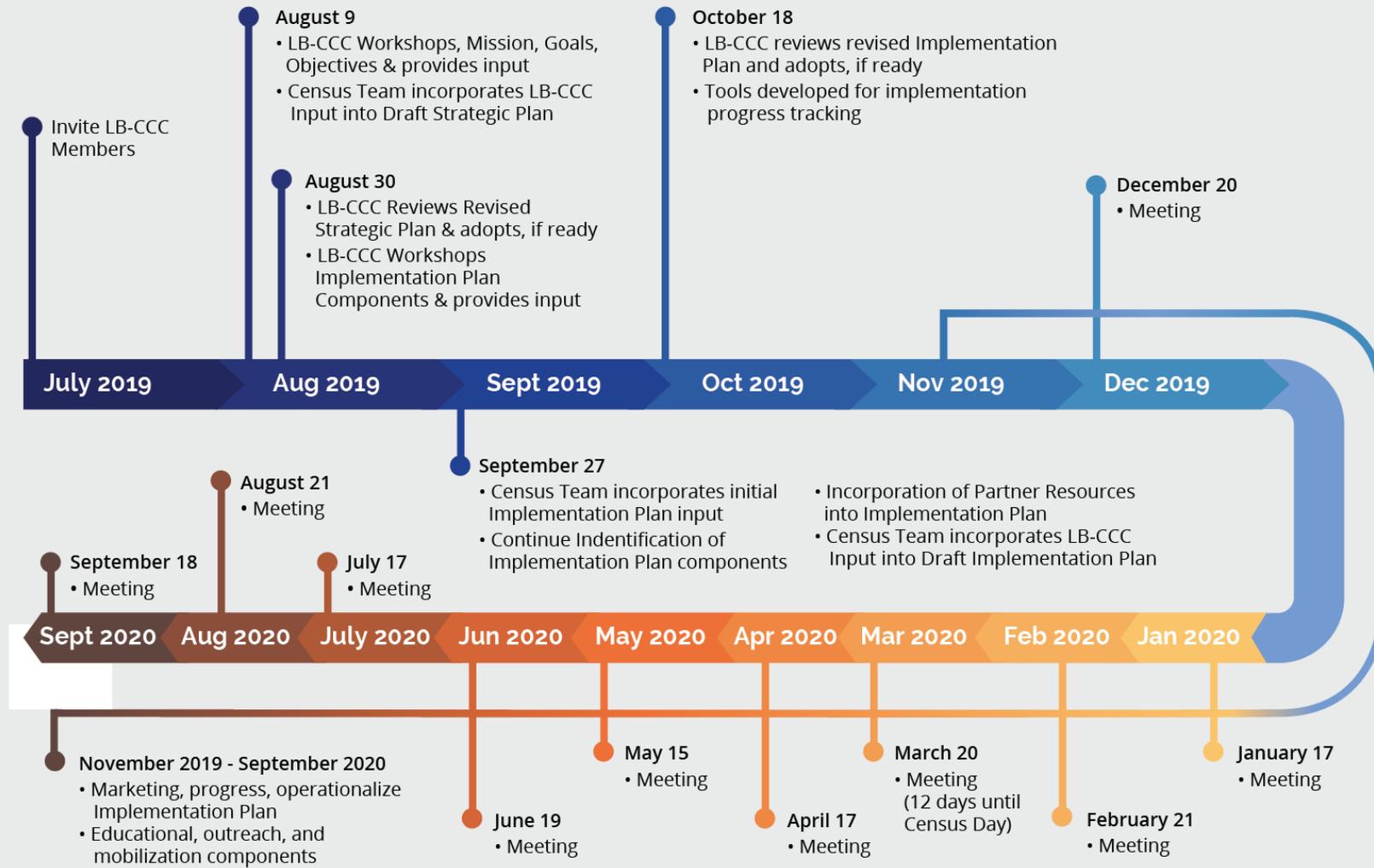
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# Long Beach Complete Count Committee (LB-CCC)

## ANCHOR INSTITUTIONS PARTNERING FOR A COMPLETE COUNT



# Timeline



# Member Engagement

## Expanded Partner Engagement:

- Raise awareness of the importance of Census campaign efforts to community leaders
- Develop strategies with partners for a complete and accurate count in their respective communities
- Provide expertise and insight to develop an outreach strategy leveraging existing community partnerships
- Participate as experts, or collaborate with other experts, on Census established working groups
- Identify effective outreach strategies
- Collaborate with public and private partners and CBOs

