



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 and beyond.