

Welcome

Bienvenidos

Maligayang

Pagdating

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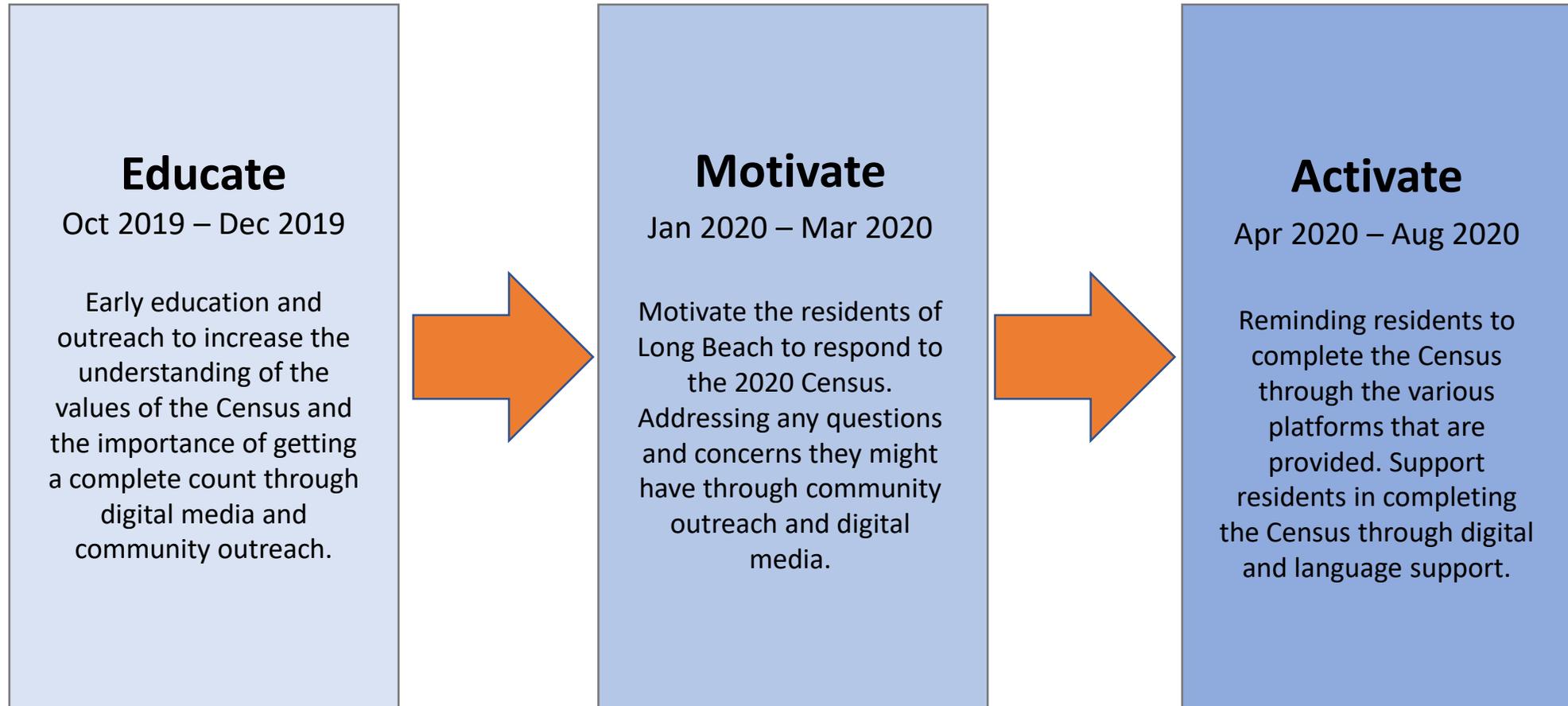
**LB** COMPLETE  
COUNT  
COMMITTEE

Long Beach Complete Count Committee  
September 27, 2019  
9:00AM-11:00AM  
Long Beach City College, Pacific Campus  
Building GG, Room 238



- I. **Welcome**
  - a. Kevin Jackson, Deputy City Manager, City of Long Beach
  - b. Dr. Jill Baker, Deputy Superintendent of Schools, LBUSD
  
- II. **Meeting Objectives and Updates**
  - a. Meeting Objectives
  - b. Communications Plan
  
- III. **Workshop: Census Action Kiosks (CAK)**
  - a. Identify potential CAKs
  - b. Identify CAK gaps and solutions
  
- IV. **Workshop: Member Resource Form**
  - a. Hard-To-Count Communities
  - b. Citywide Approach
  
- V. **California Community Foundation**
  - a. Funding Opportunity Information
  - b. Questions and Answers
  
- VI. **Next Steps**
  - a. Homework
  - b. Next Meeting: Friday, October 18, from 9AM-11:AM, Location TBD

# 2020 Census Communication Phases





Long Beach City

Just now · 🌐

Participating in the #2020Census benefits the future of your community. An accurate count affects the allocation of funding for your community's public resources like education, health and transportation. Let's get counted! #LBCounts2020 [www.longbeach.gov/census](http://www.longbeach.gov/census)



United States®  
**Census**  
2020



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# Social Media Toolkit

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- It's important that across all partnerships there are key points of information being delivered to the community.
- Key messages:
  - Funding and benefits
  - Safety
  - Job opportunity
- A guide for your use when communicating about the Census.

**CA**  
CENSUS  
**2020**



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**BE COUNTED,  
LONGBEACH**



California  
**COMMUNITY**  
Foundation

**WE COUNT**  
**LOS ANGELES**  
*Our Community. Our Census.*

# 2020 CENSUS LONG BEACH COMPLETE COUNT COMMITTEE UPDATE

September 27, 2019

# We Count LA 2020



## Community-driven communications campaign to support CBOs doing outreach across LA

- Encompasses messaging, communications training and digital engagement
- Social media channels officially launched:
  - Twitter: [@WeCountLA](https://twitter.com/WeCountLA)
  - Facebook: [We Count LA](https://www.facebook.com/WeCountLA)
  - Instagram: [@WeCountLA](https://www.instagram.com/WeCountLA)
- Unite and amplify efforts *of and by* organizations across the region
- Amplify our message *by liking, retweeting and engaging* with our content
- Make sure to tag or mention any [#2020Census](https://twitter.com/hashtag/2020Census) events or content that you put out. We want to share them as well!

# We Count LA Grants

\$7 Million Awarded To 50 Groups In First Wave Of Regional Funding

## 50 Organizations Working Across 11 Different Regions + Across LA County

South LA/Compton – 15 (30%)	Long Beach/San Pedro – 10 (20%)
Southeast LA – 8 (16%)	Central LA – 7 (14%)
Inglewood/Hawthorne – 6 (12%)	San Fernando Valley – 5 (10%)
East LA/Boyle Heights – 5 (10%)	San Gabriel Valley – 4 (8%)
Antelope Valley – 3 (6%)	Pomona Valley – 2 (4%)
South Bay (Torrance) – 1 (2%)	<u>LA Countywide – 18 (36%)</u>

## Organizations Support 13 Different Hard-to-Count (HTC) Populations

0-8 years old	People w/ Disabilities
Immigrants and Refugees	Middle-Eastern North Africans
Asian Americans	Seniors/Older Adults
Pacific Islander	Households with limited English proficiency
Latinx	Homeless Individuals and Families Communities
Black/African American	Native Americans and Tribal Homeless Individuals
LGBTQ	

## Tactics Funded Include

- Community Education
- Technical Assistance
- Coalition Building
- Staff and Volunteer Trainings
- Community Assistance Centers
- Community Outreach
- Multi-Lingual Materials

# Proposals For 2<sup>nd</sup> Round Of Funding Are Being Accepted Now!

- Must Support Key Strategies
  - Direct Outreach
  - Training
  - Assistance Centers
  - Community Education
- Need to Target Hard to Count (HTC) Populations
- Need to Track Activities by Census Tract
- Need to Measure Outcomes and Number of Individuals Reached

## APPLICATION & FAQs NOW LIVE

Visit CCF's website or go to

<https://bit.ly/2m6av9z>

**Deadline for submission is October  
4 at 1 pm PT**

**CA**  
CENSUS  
**2020**



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**BE COUNTED,  
LONGBEACH**