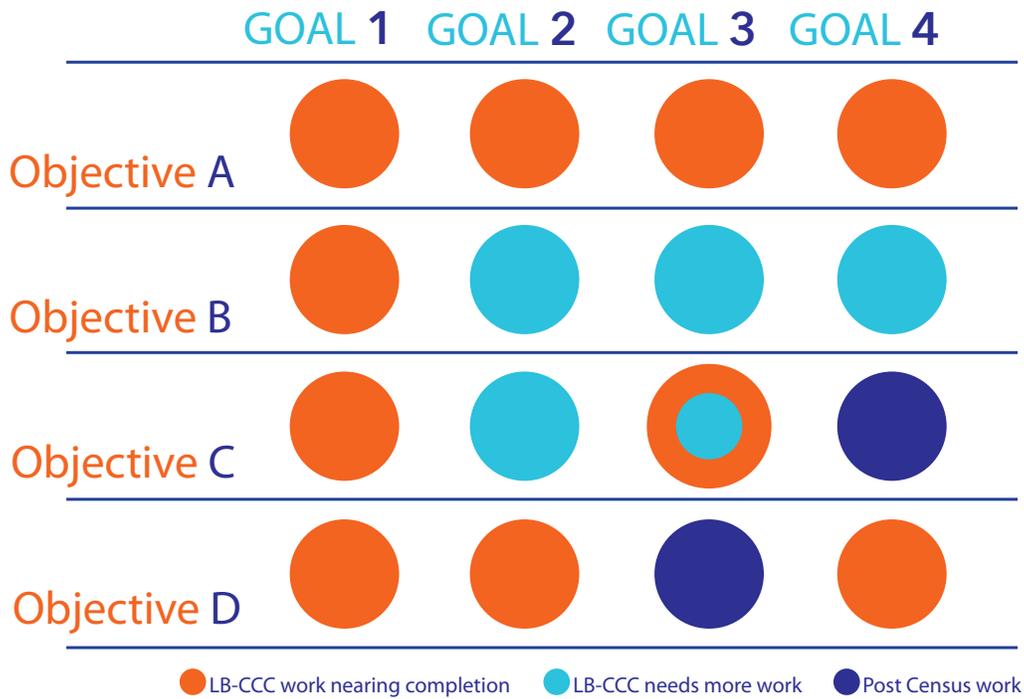




Long Beach Complete Count Committee STRATEGIC GOALS & OBJECTIVES SUMMARY



Goal 1: Count everyone

- OBJ A Align with existing Census efforts
- OBJ B Cultivate resources, services, and partnerships
- OBJ C Challenge all members to do outreach
- OBJ D Work with trusted messengers

Goal 2: Focus on HTC Populations

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

Goal 3: Nurture a Local Census Workforce

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

Goal 4: Implement Strategically

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