



BE COUNTED,  
LONGBEACH

# City of Long Beach 2020 Census Update

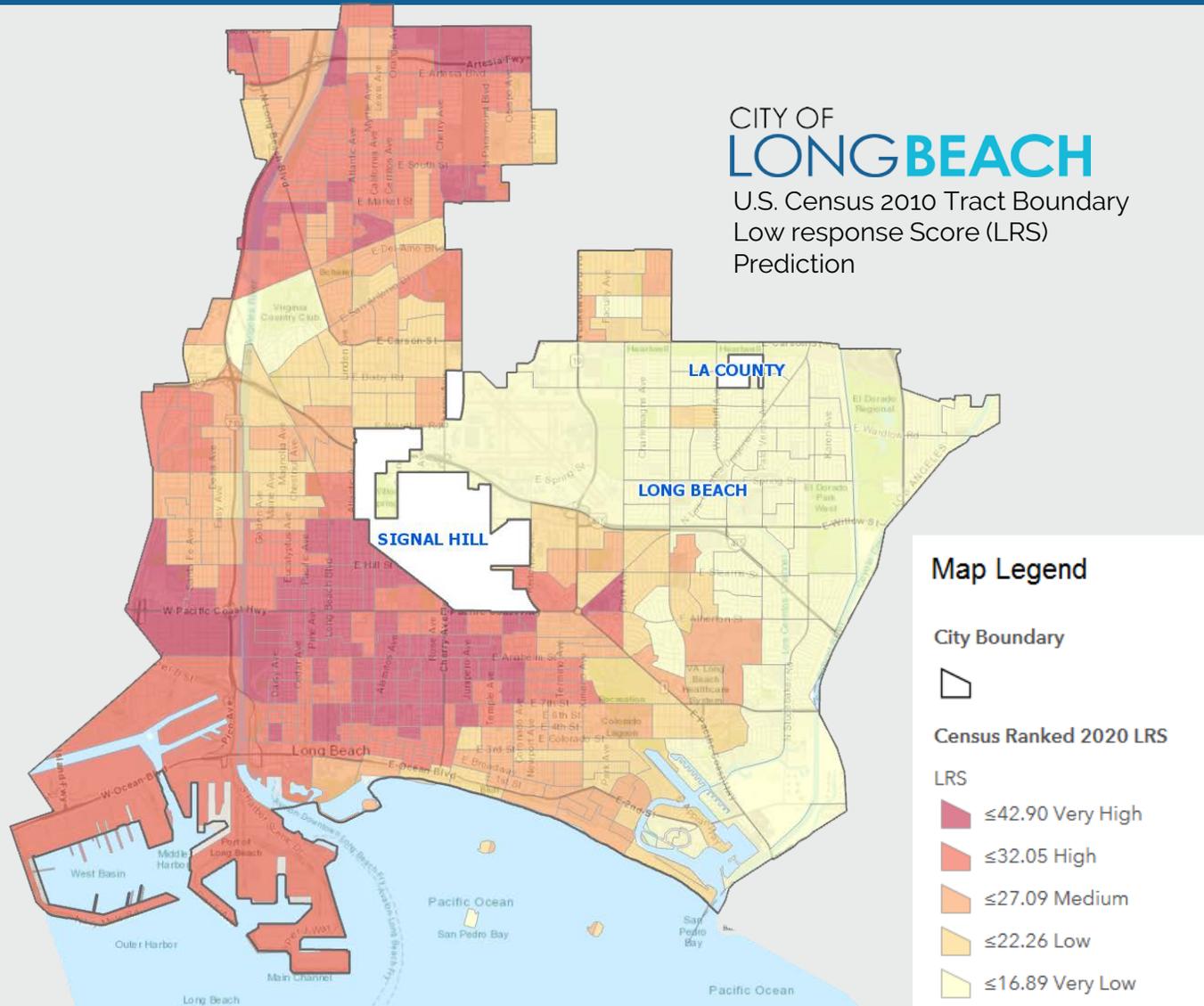
June 11, 2019

# Why it Matters

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



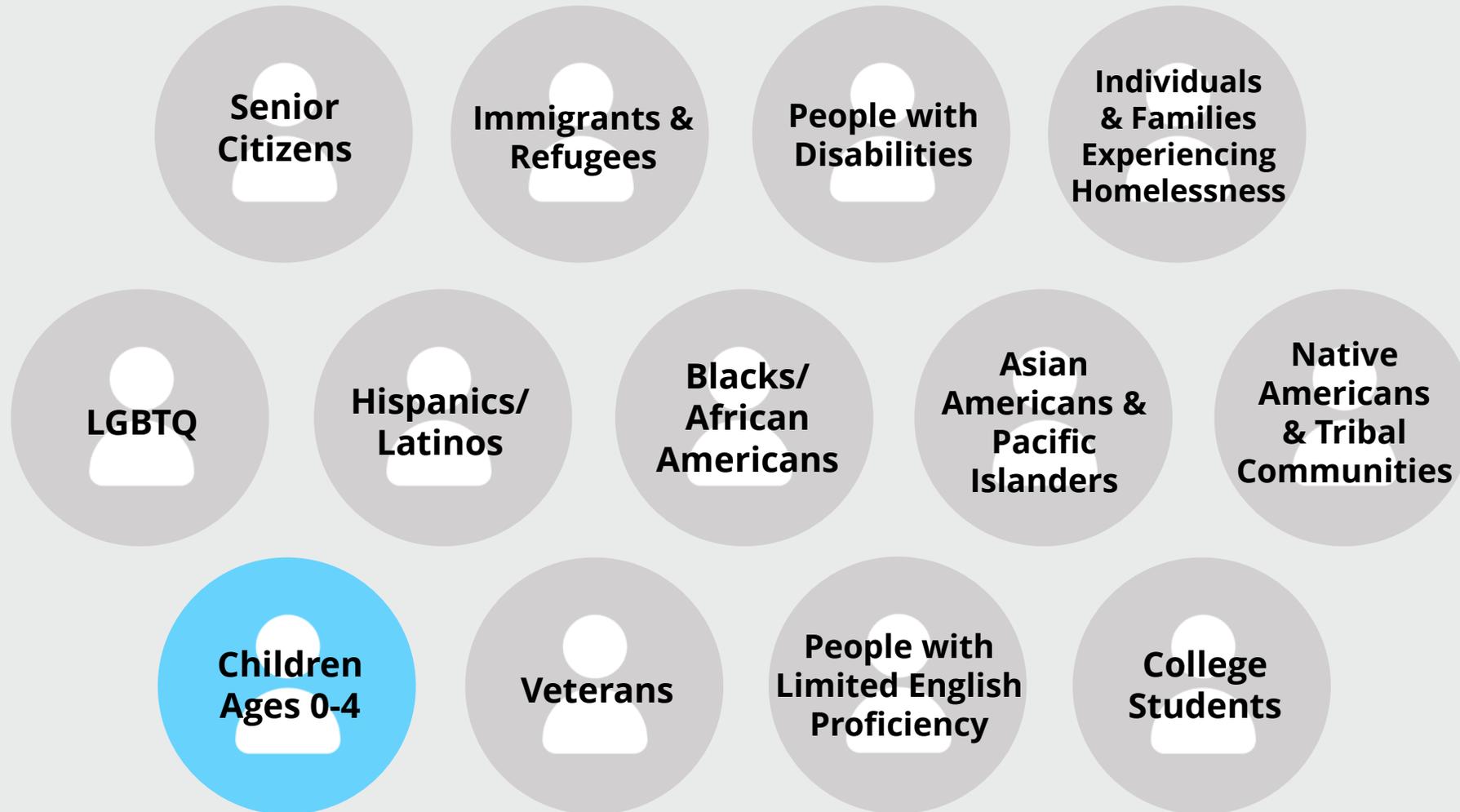
# Hard-to-Count Areas



## 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



# 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, Latinos in Action, and LB Forward*) in a pilot community-based canvassing initiative
- Contract with *CommunityConnect Labs*



# 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 (County of Los Angeles and Cities of Los Angeles, Oakland, Fremont, and Stockton)
- Hired Executive FUSE Fellow for Phase II Planning:
  - Organizational & Community Engagement
  - Draft Strategic Outreach & Mobilization Plan



# Long Beach Census 2020 Planning

## Phase II Activities (FY 18-19)

### Expanded Partner Engagement:

- L.A. County & L.A. City
- L.A. County Regional Census Table
  - California Community Foundation
  - Advancement Project of California
  - Long Beach Forward
- State Census Office
- U.S. Census Bureau Regional Office
- California State Association of Counties
- NALEO Education Fund
- League of California Cities



# Long Beach Census 2020 Planning

## Phase II Activities (FY 18-19)

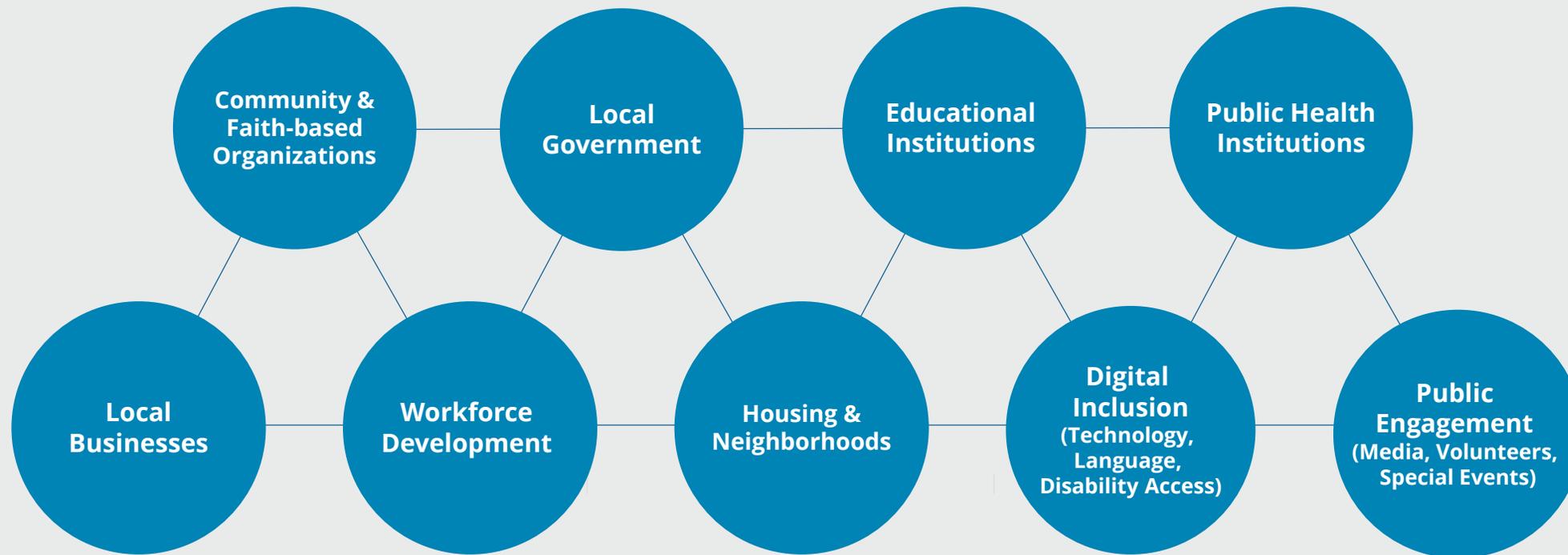
### Expanded City Engagement & Current Efforts Underway:

- Strategic Plan Development
- City Department Outreach Plans
- Census 2020 Website
- Long Beach Complete Count Committee
- Funding Agreement with L.A. County



# Long Beach Complete Count Committee (LB-CCC)

## ANCHOR INSTITUTIONS PARTNERING FOR A COMPLETE COUNT

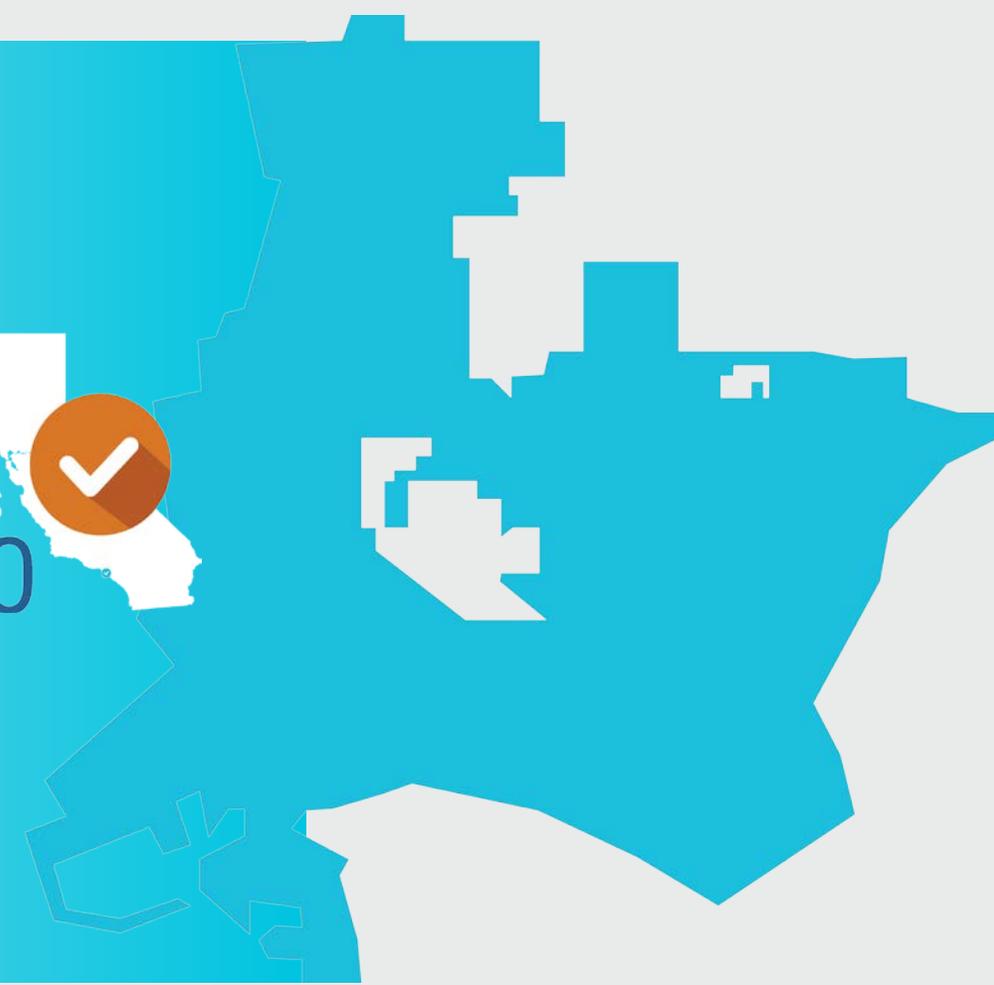


# State/County Funding Requirements

**\$322,141 in County Funding to Long Beach**

## Eligible Uses:

- City Department Outreach
- CBO & Faith-based Organization Outreach
- Promotional Materials, Local Media & Special Events
- Census Action Kiosks

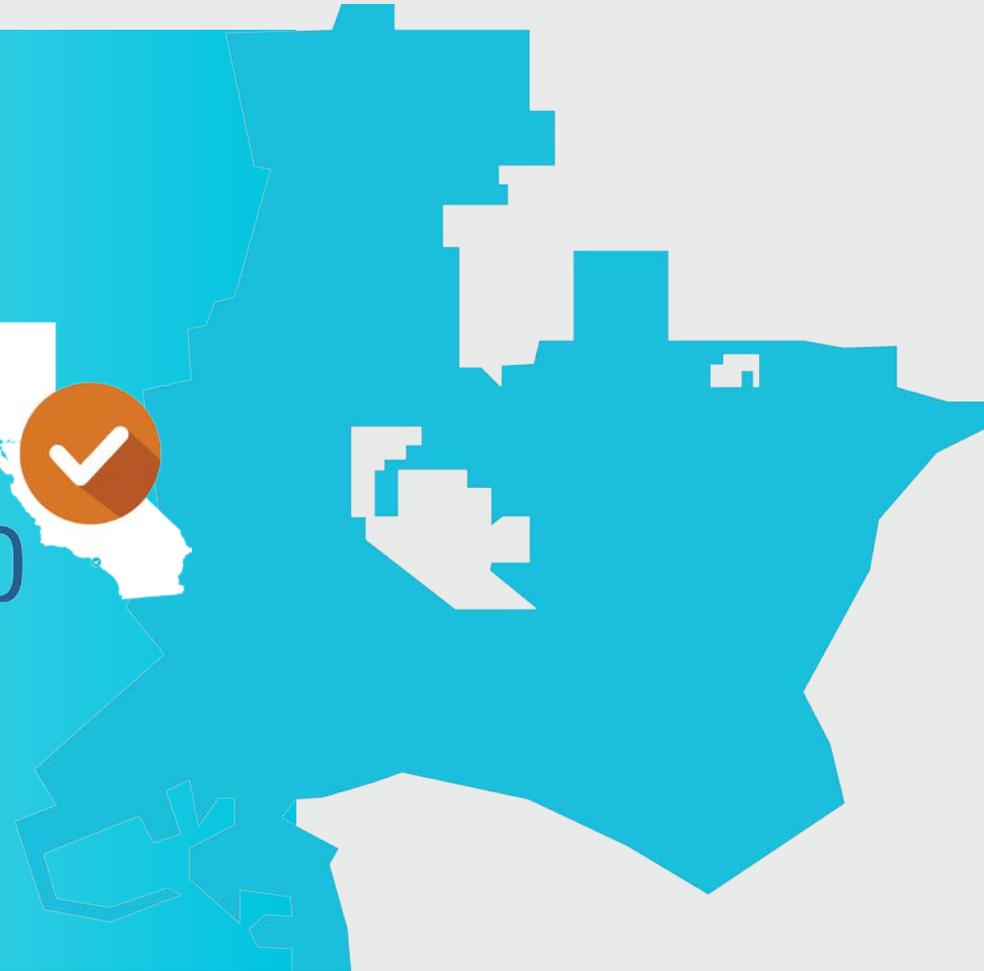


# Funding and Workload Impact

## City Resources Directed to Census

- City Manager to establish a Complete Count Committee
- Requires resources from nearly all City Departments
- Additional one-time resources through FY 20 Budget
- Significant workload impact to existing priorities

CA  
CENSUS  
2020



# Summary of Action Items

## Timeline

- **Finalize Census 2020 Strategic Plan**
  - Summer 2019
- **Finalize Census 2020 Implementation Plan**
  - Fall 2019
- **Conduct Early-stage Education & Outreach**
  - Launch through December 2019
- **Initiate Full Mobilization of Outreach Campaign**
  - January 2020 through August 2020



# Requested Council Action

Recommendation to receive and file a presentation on the status of Census 2020 planning; and,

Authorize the City Manager to execute an agreement, and any necessary documents and amendments, with the County of Los Angeles, to accept, expend, and administer County allocated funding, in the amount of \$322,141, to support Census 2020 outreach efforts to Hard-to-Count (HTC) communities.