



BE COUNTED,
LONGBEACH

City of Long Beach 2020 Census Homeless Services Advisory Committee

September 4, 2019

Presentation Overview

- Why the Census Matters
- Hard-to-Count Communities
- Census Challenges
- 2020 Census Network
- 2020 Census Planning Efforts
- Long Beach Complete Count Committee
- Questions
- Group Quarters and Transitory Locations Enumeration
- Questions



Why it Matters

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

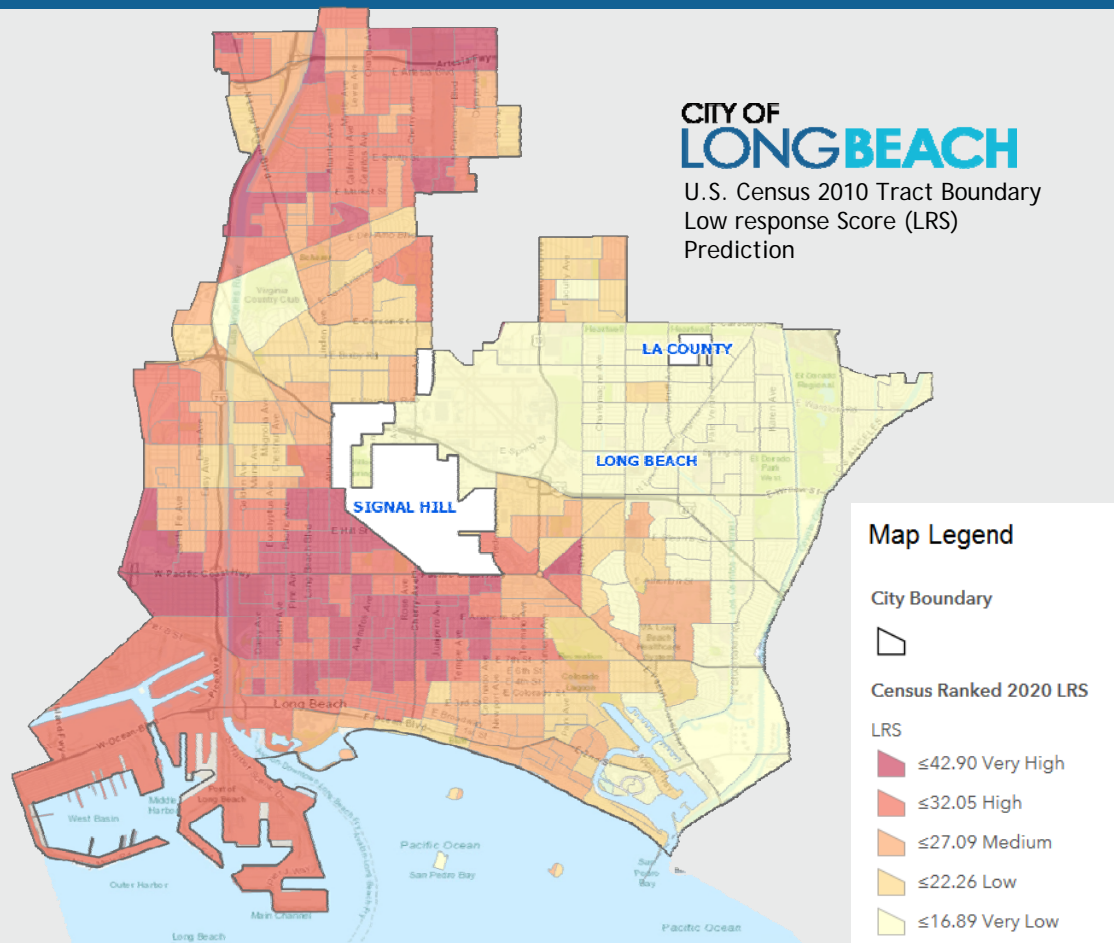


Why it Matters to Long Beach

- **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
- **Housing**
Affordable housing through CDBG and Section 8 Housing Vouchers Program



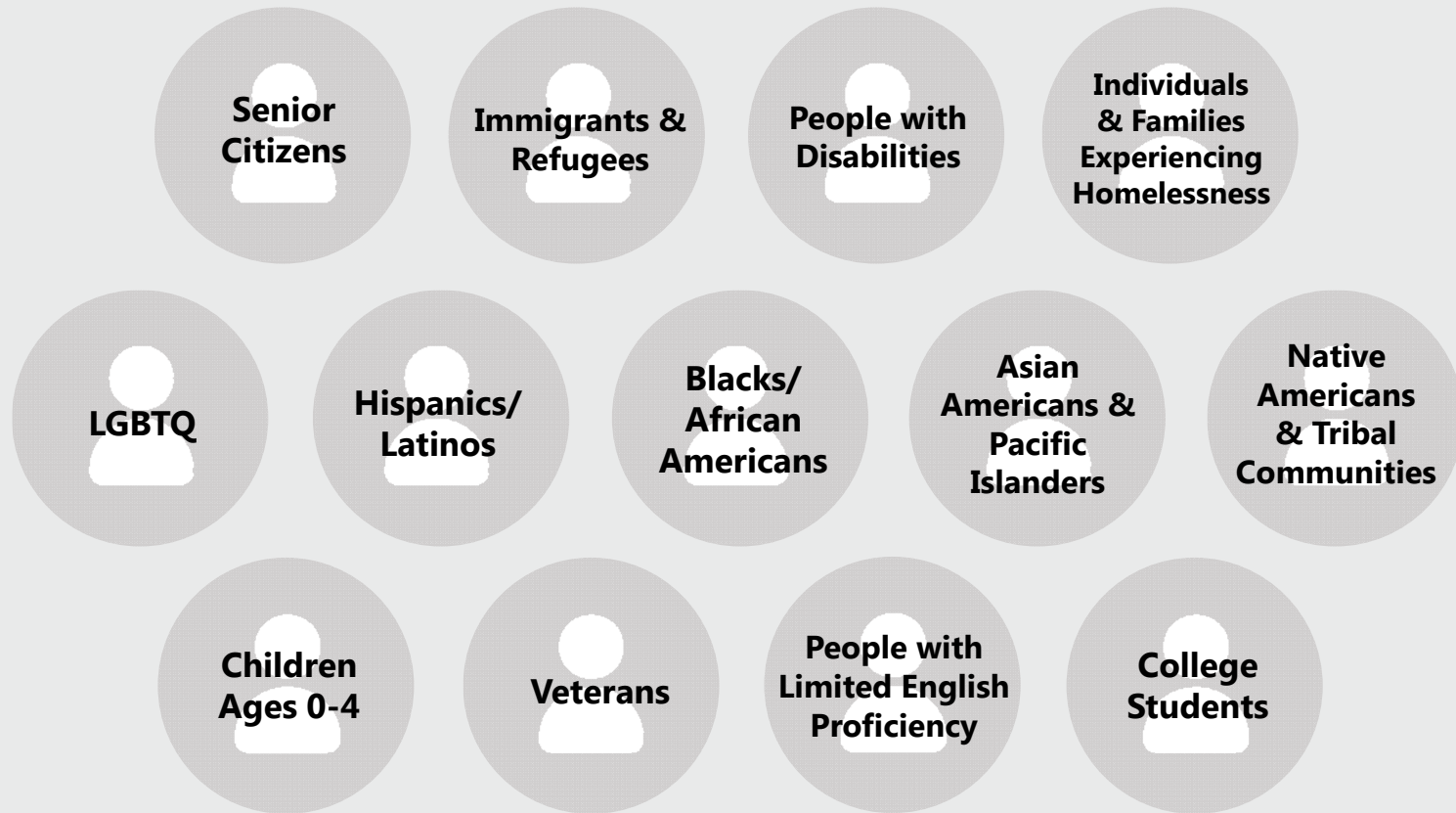
Hard-to-Count Areas



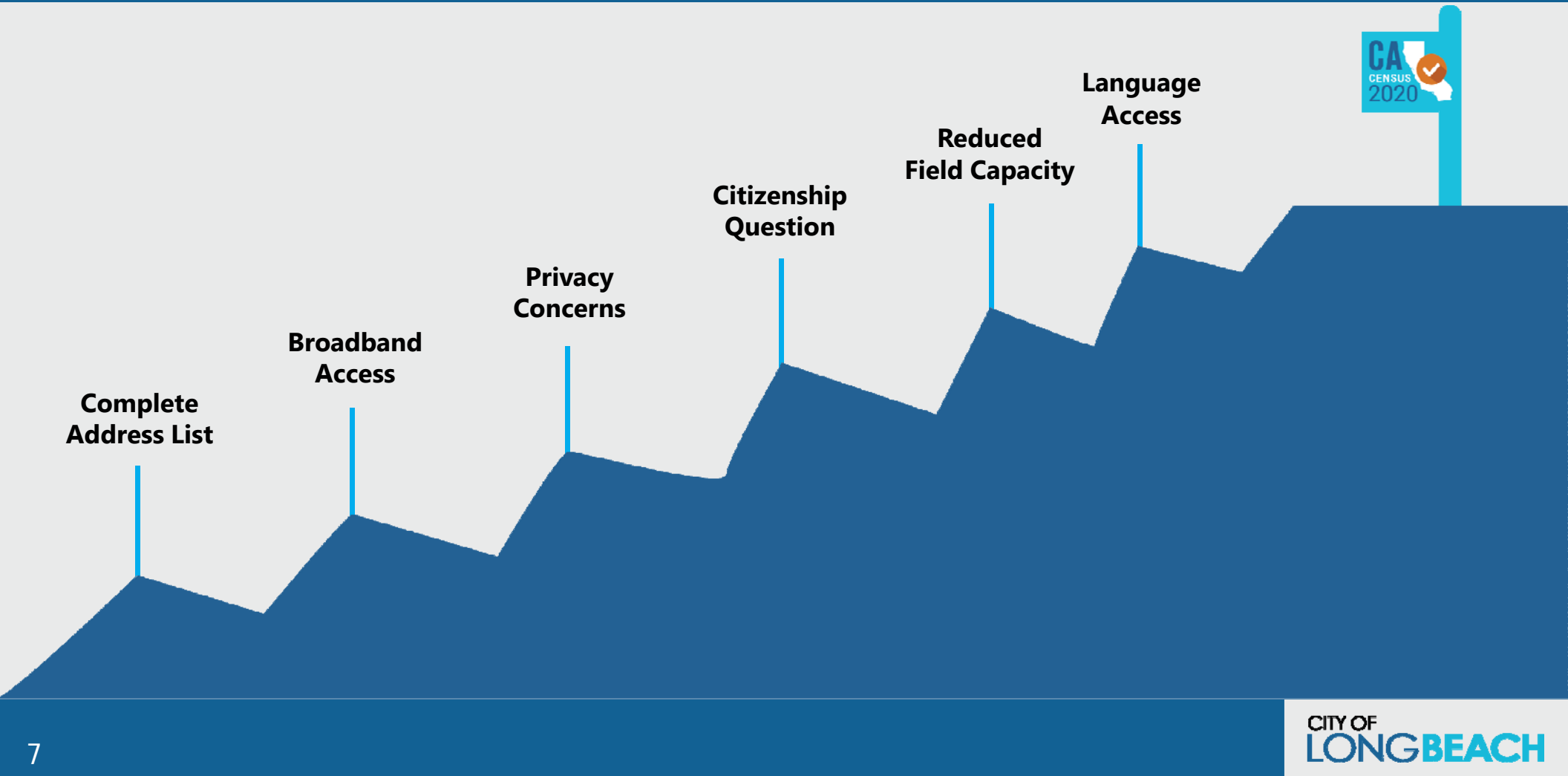
Socioeconomic & Housing Characteristics

- 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



2020 Census Challenges



Regional Partners and Responsibilities



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

Long Beach Census 2020 Planning

Phase I Activities (FY 17-18)

- LUCA Participation
- Citizenship Question Litigation
- Statewide Regional Convening



Long Beach Census 2020 Planning

Phase II Activities (FY 18-19)

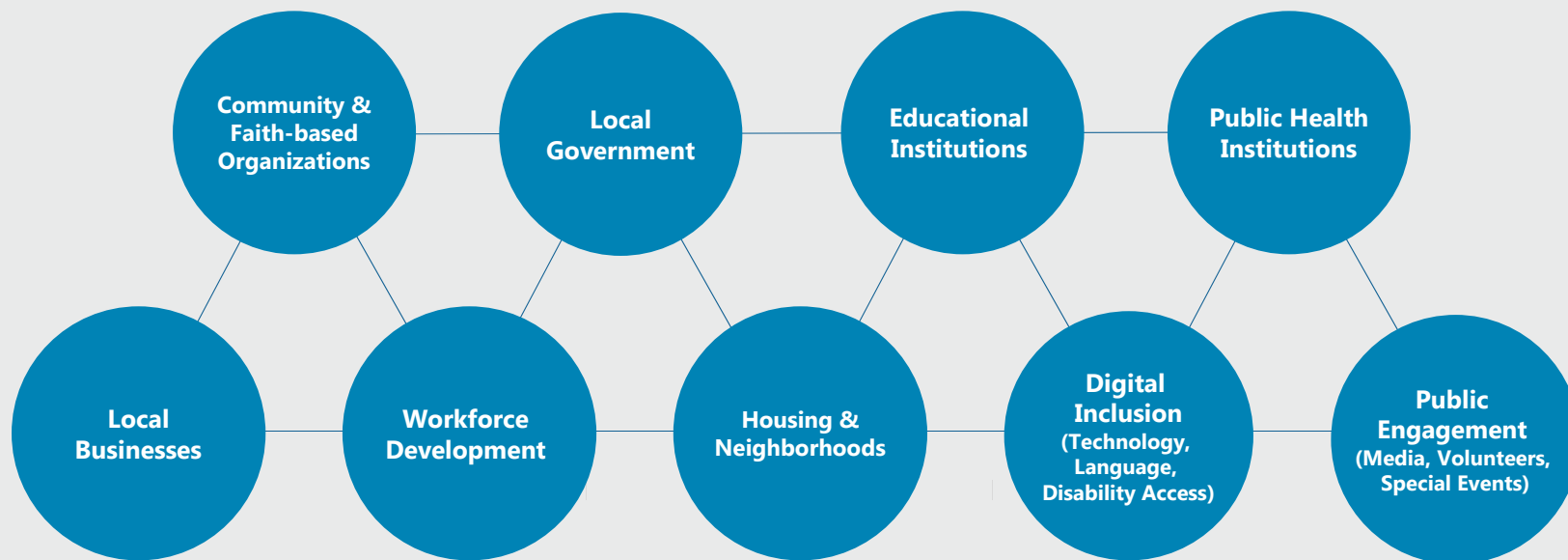
Expanded City Engagement & Current Efforts Underway:

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



Long Beach Complete Count Committee (LB-CCC)

ANCHOR INSTITUTIONS PARTNERING FOR A COMPLETE COUNT



LB-CCC Timeline

- **August 9:**
 - Committee Kickoff Meeting
 - Workshop: Mission, Goals, and Objectives
- **August 30:**
 - Continued Workshop: Mission, Goals, and Objectives
 - Adoption of Mission, Goals, and Objectives
 - Workshop: Implementation Plan
- **September– November**
 - Continued identification of activities to advance goals and objectives with measurable results and time lines
 - Adoption of Implementation Plan
- **December – September**
 - Operationalization of Implementation Plan



Questions?



Group Quarters and Transitory Locations Enumeration



Group Quarters and Transitory Locations Enumeration

What is a Group Quarter?

- A place where people who are usually not related that live or stay in a group living arrangement that is owned or managed by an entity or organization providing housing and/or services for its residents
- Services may include custodial or medical care as well as other types of assistance
- Residency restricted to people receiving services

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Types of Group Quarters

Group Quarter Examples

- Group homes
- Nursing Facilities
- Residential Treatment Centers
- College/University Housing
 - Dorms
 - Apartment-style housing
 - Fraternity and Sorority Houses
- Correctional Facilities
- Hospitals
- Service-Based Group Quarters



Service-Based Group Quarters

What is a Service-Based Group Quarter?

- A place where people experiencing homelessness receive shelter or services

Service-Based Group Quarter Examples

- Soup kitchens
- Emergency and Transitional Shelters for people experiencing homelessness
- Regularly Scheduled Mobile Food Vans
- Targeted Non-Sheltered Outdoor Locations

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Group Quarters Enumeration

Three Phases:

1. Group Quarters Advanced Contact
2. Service-Based Enumeration and Targeted Non-Sheltered Outdoor Locations
 - Three days in late March
 - Includes shelters, soup kitchens, food vans, outdoor locations
3. Group Quarters Enumeration
 - Institutional and Non-Institutional
 - In-Person or eResponse



Transitory Locations

What is a Transitory Location?

- A location where people live in non-traditional housing that is transient or movable in nature

Transitory Location Examples:

- RV Parks
- Campgrounds
- Circuses
- Carnivals
- Marinas
- Hotels/Motels



Transitory Locations Enumeration

Two Phases:

1. Advanced Contact
 - In-Office Operation
 - Set Up Enumeration
2. Enumeration of Transitory Locations
 - In-Person



Differences in Enumeration Approach

- Respondents in Group Quarters and Transitory Locations will not get postcards and letters in the mail
- Respondents have the same confidentiality and privacy rights as all other respondents
- Continued collaborations and meetings with Los Angeles County, City of Los Angeles, US Census Bureau, and California Complete Count Committee



We Need Your Help

- Raise awareness of the importance of Census campaign efforts to your community and network
 - Safety and Privacy Concerns
 - Immigrant and Foreign-Born communities
- Collaborate with public and private partners and CBOs
- Help to identify Census Actions Kiosks Locations (CAKs)
- Recommend LB-CCC Members
- Promote Census Job Opportunities
- Become a 2020 Census Ambassador



Questions?