



**BE COUNTED,  
LONGBEACH**

## Marine Advisory Commission

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# Training Overview

1. Why does the Census Matter
2. Census Timeline
3. Self-Response Rates
4. Get Involved
5. Questions



# Section 1:

## Why does it Matter?

# Why Does it Matter?

## Federal, State, and Local Representation



## Funding for our Communities



# California and Census

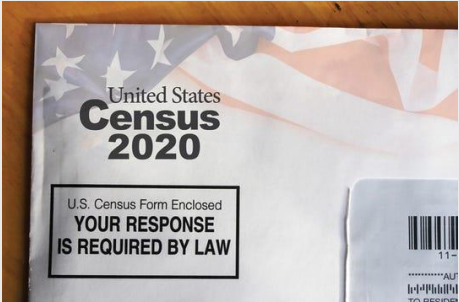
- \$900 billion a year in federal funding
- \$115 billion goes to California
- 53 Seats in House of Representatives
- Census 2010:
  - Failed to gain an additional seat by 13,000 individuals
- Census 2020:
  - Stand to lose a seat after 2020 census



# Enumeration Timeline



Mailed reminders



In-person enumerators





# Long Beach and Census

- **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



# What is an undercount?

Undercount – When fewer than the actual number of people are accounted for in the census.

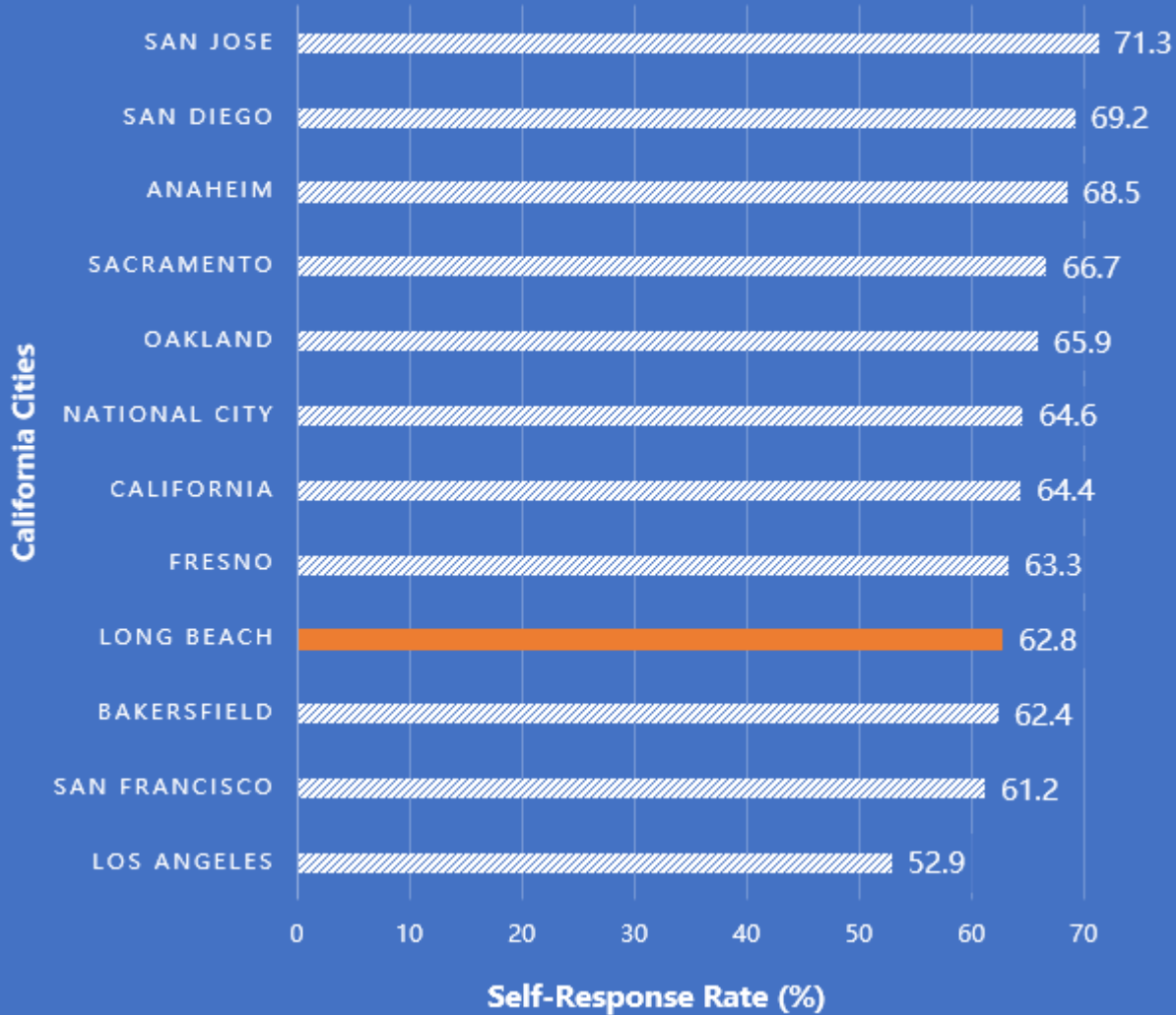
**\$2,000**

This means that Long Beach residents will not get fair representation and less funding for important community programs.

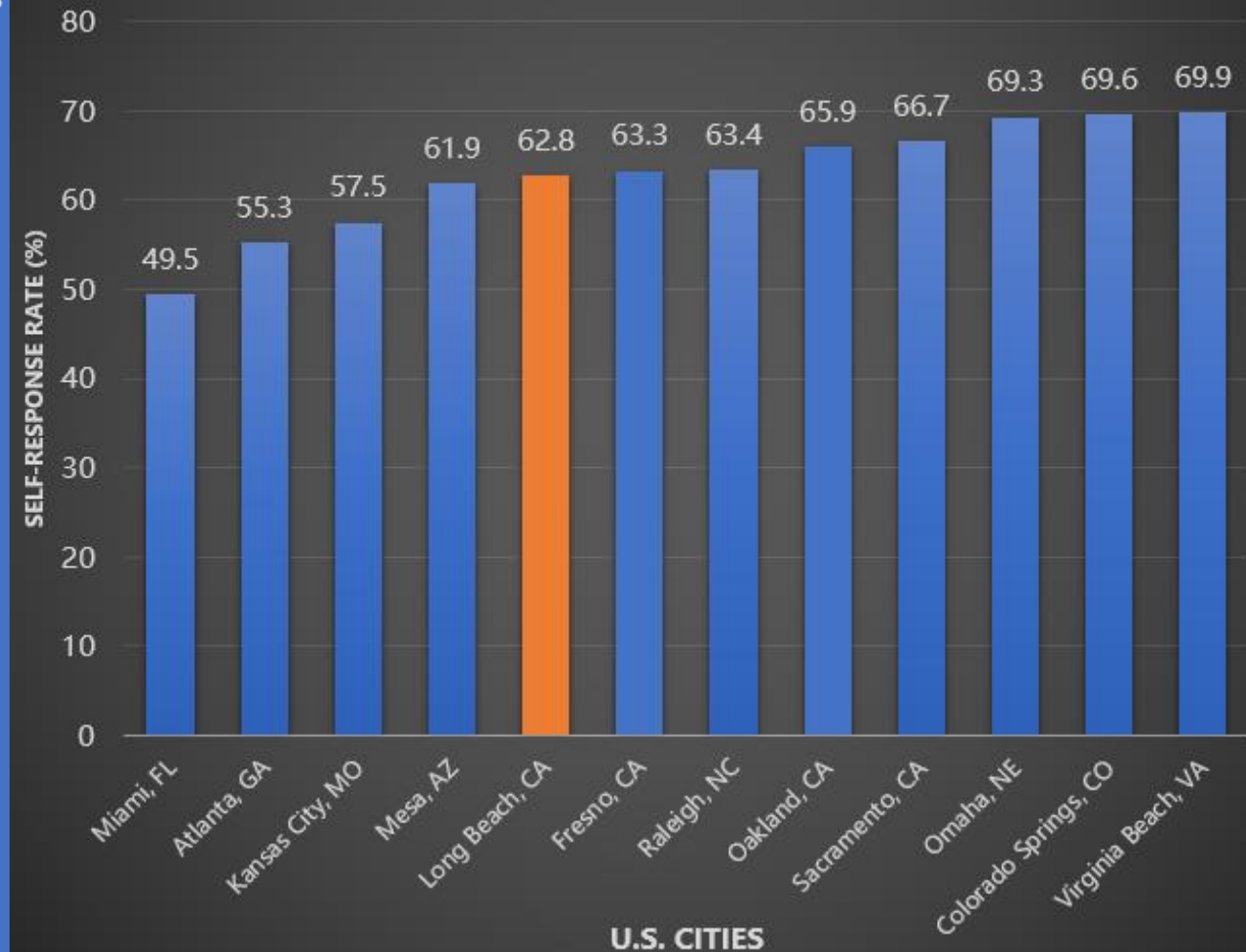


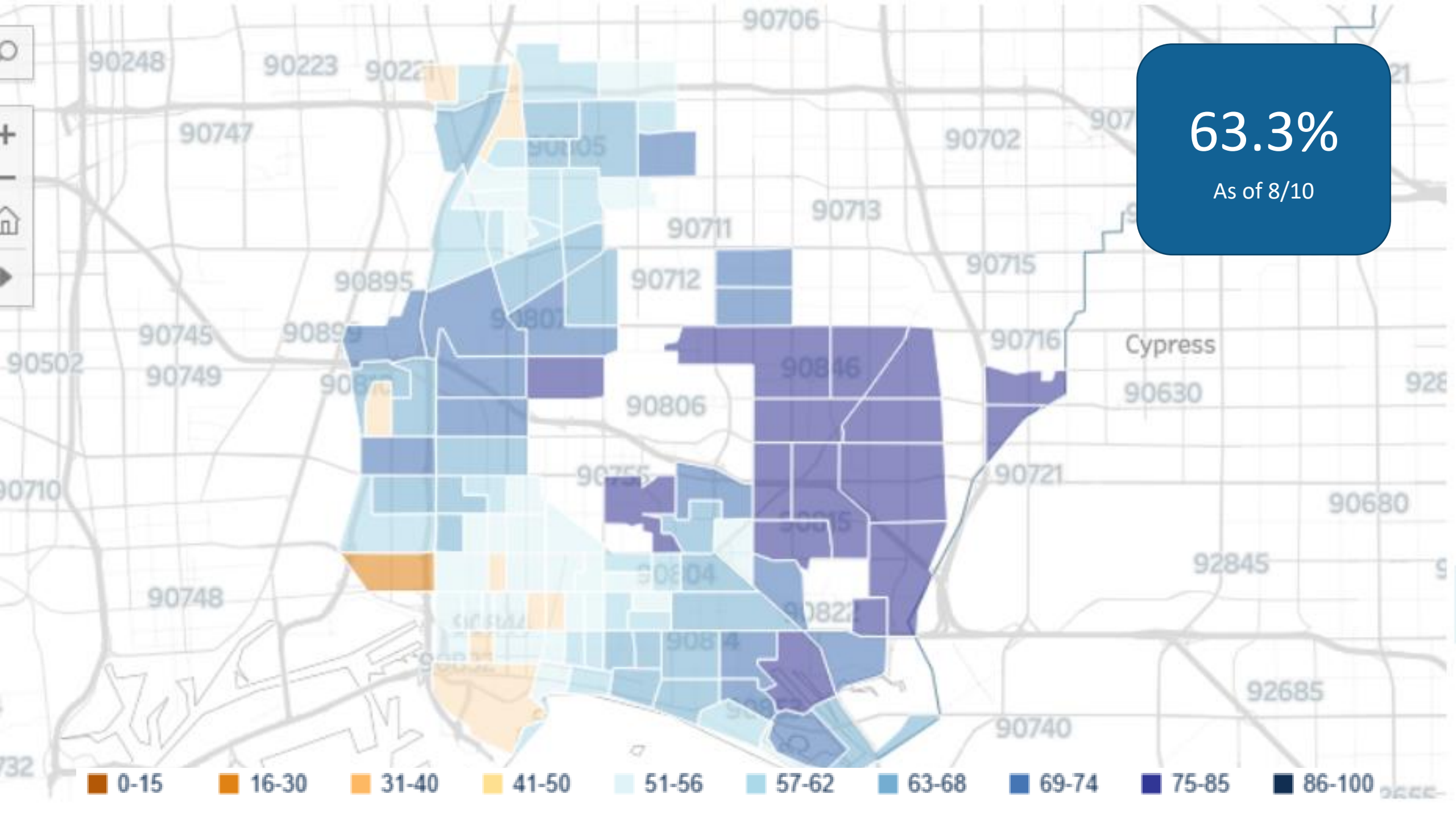
# Section 3: Self-Response Rates

## CA CITIES COMPARISON



## LONG BEACH vs. US CITIES





# Section 4: Get Involved

# YOU ARE A CENSUS CHAMPION!



Builds trust with the community



Serves as a reliable source of census information



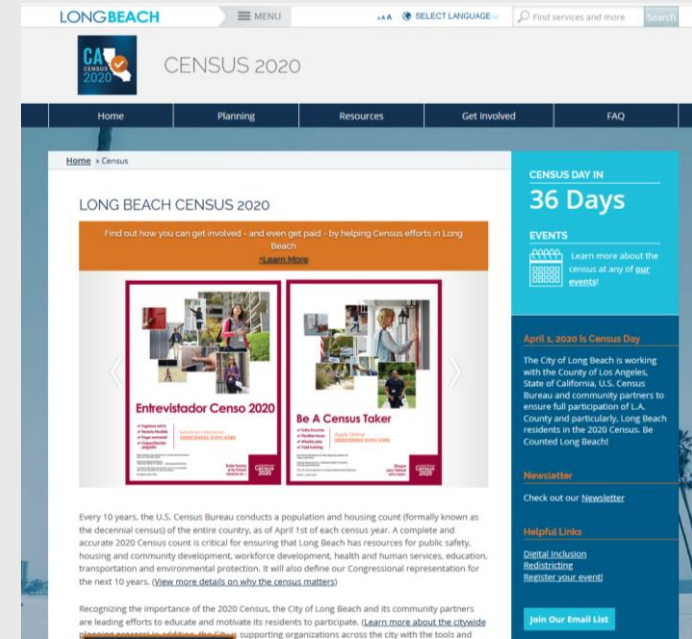
Connects residents to the census questionnaire



Act as an ambassador for the census and residents

# I need more information!

- <https://2020census.gov/en>
- [www.longbeach.gov/census](http://www.longbeach.gov/census)
  - Local information
  - Resources
  - Citywide events
- <http://bit.ly/2020CensusDigitalToolkit>
  - Social media posts
  - Talking points







# Contact

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