



**BE COUNTED,
LONGBEACH**

Homeless Services Advisory Committee

August 5, 2020

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Training Overview

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



Section 1: Why does it Matter?

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.

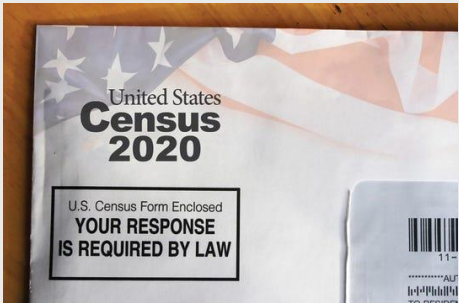
\$2,000

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

Enumeration Timeline



Mailed reminders

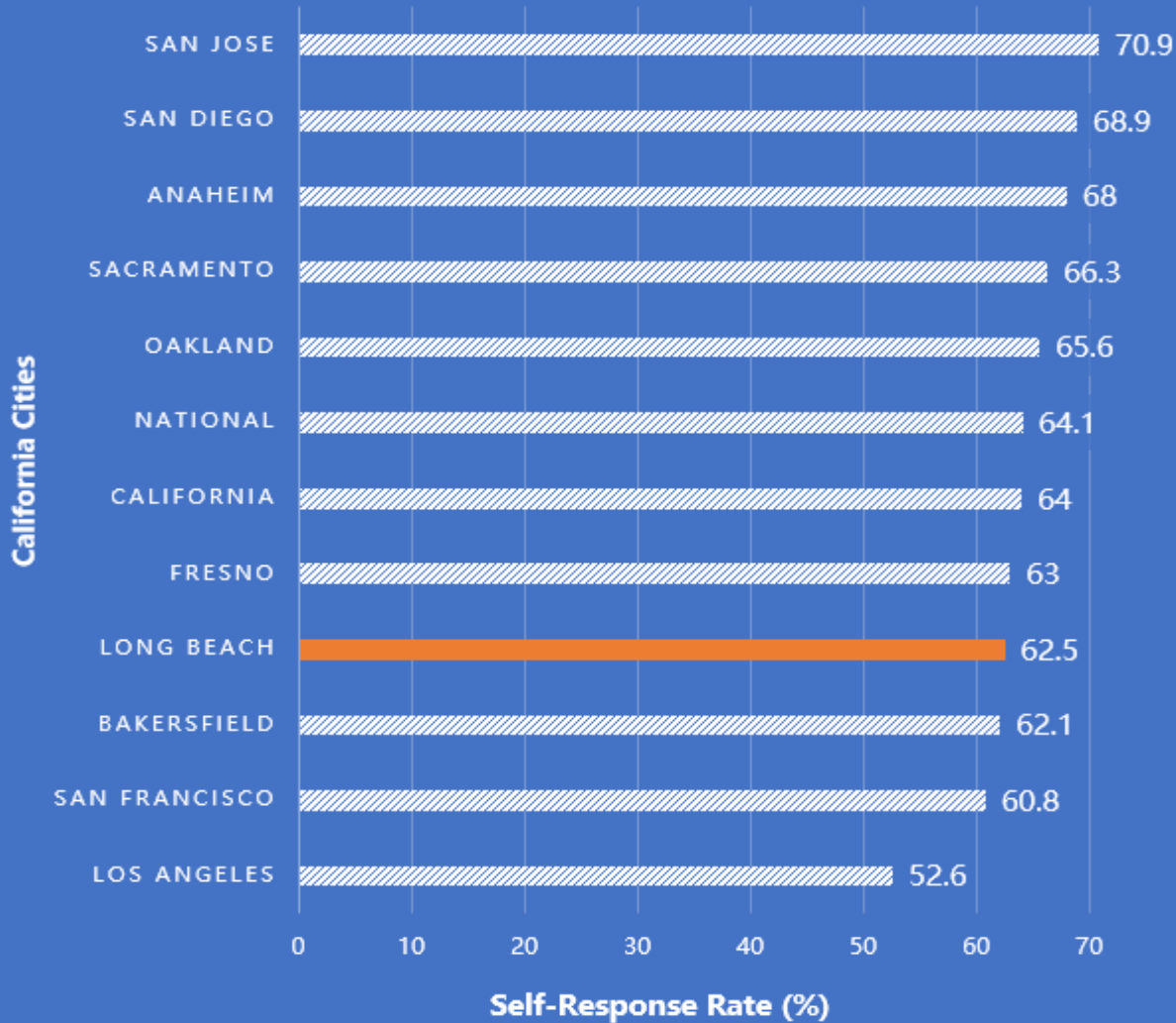


In-person enumerators

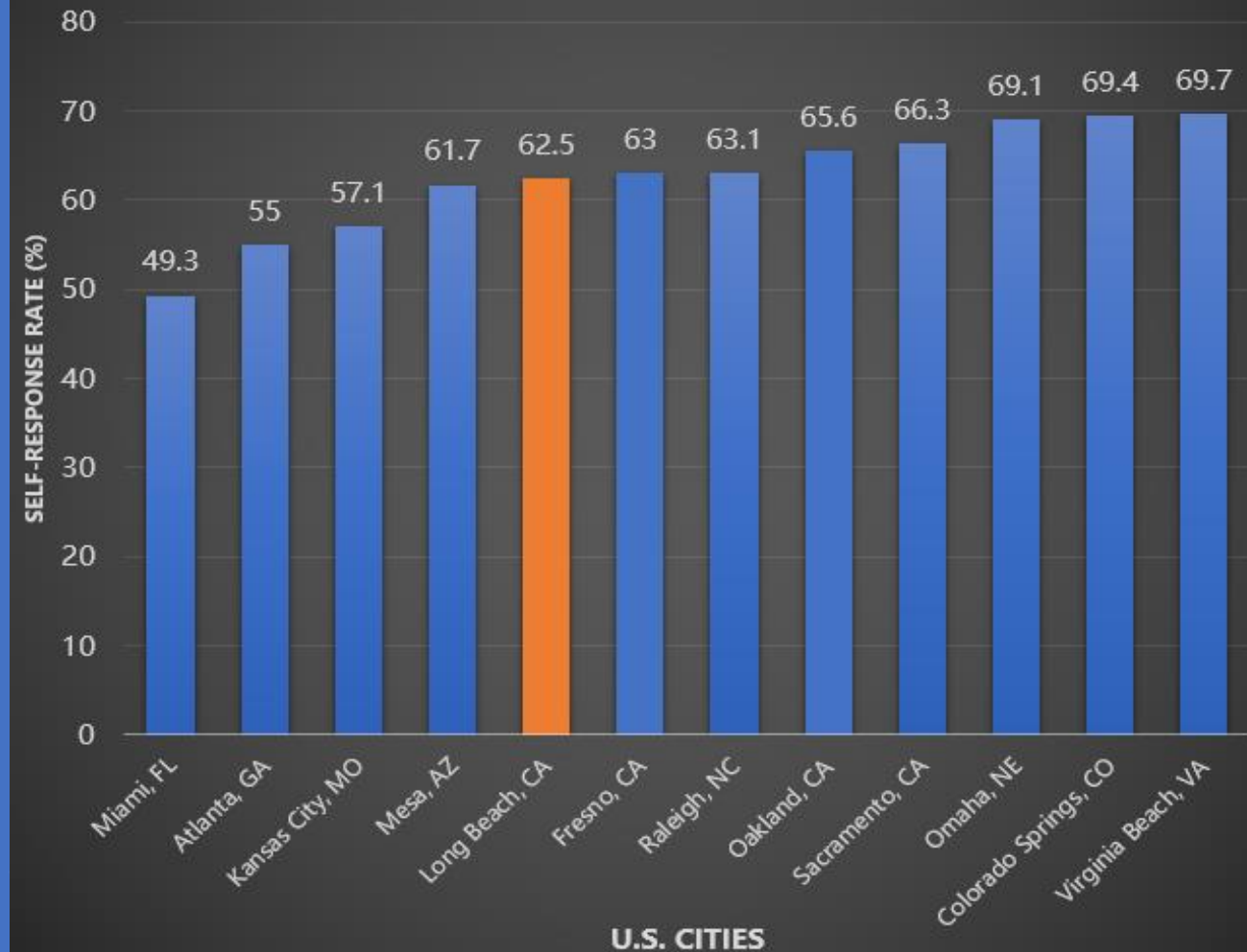


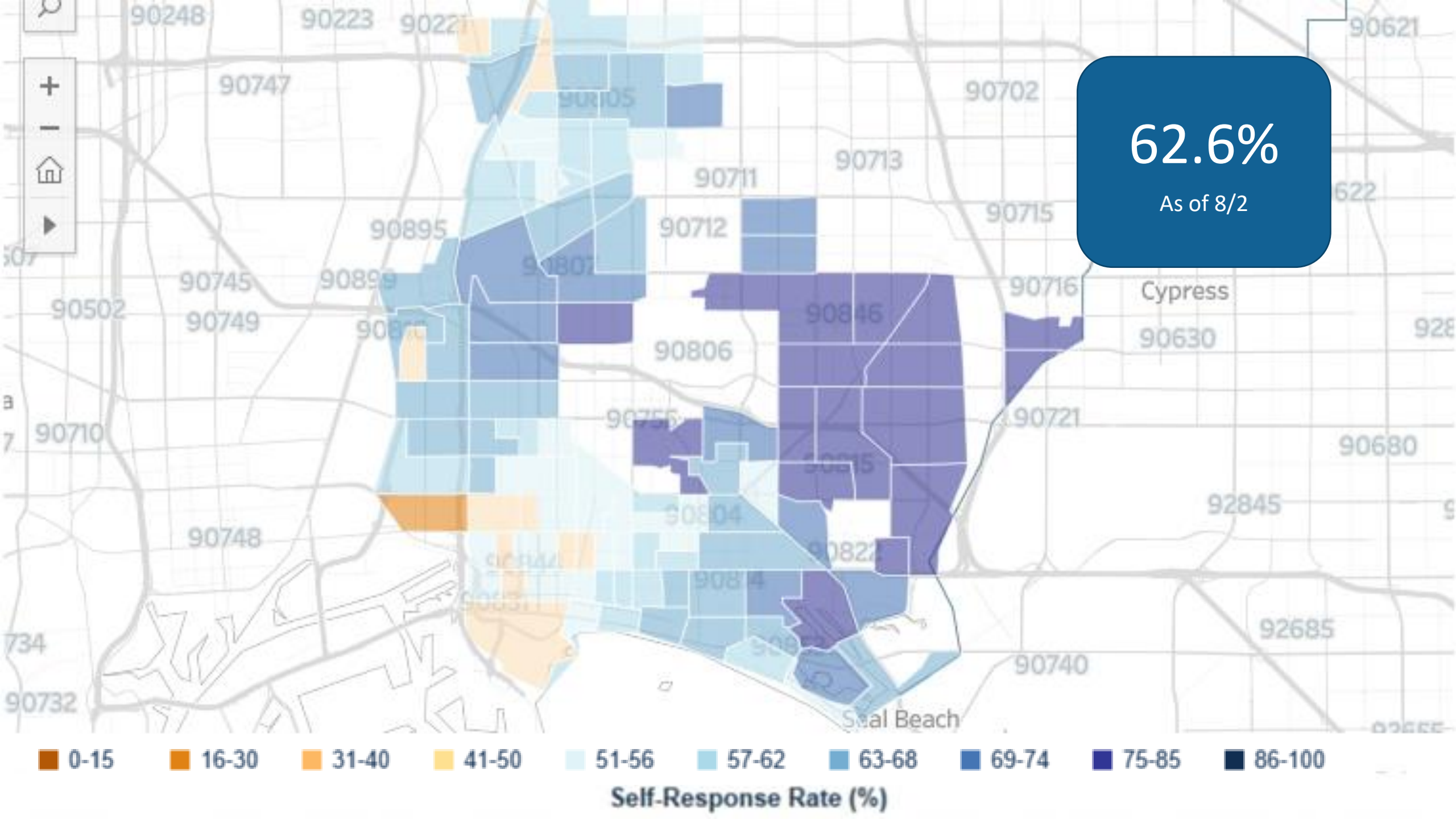
Section 3: Self-Response Rates

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



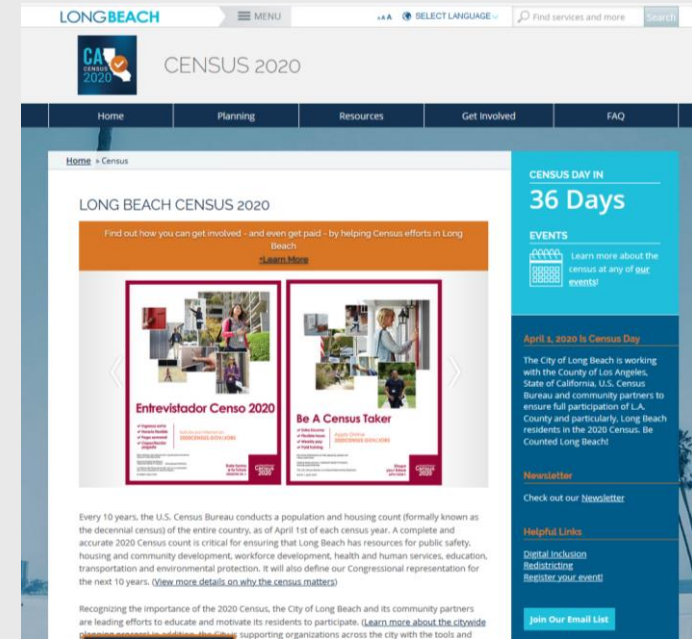
Connects residents to the census questionnaire



Act as an ambassador for the census and residents

I need more information!

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





Contact

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