




**Date:** December 23, 2019

**To:** Mayor and Members of the City Council

**From:** Thomas B. Modica, Acting City Manager 

**Subject:** 2020 Census Initiative Update

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During Fiscal Year (FY) 2018, the City of Long Beach (City) began to proactively plan 2020 Census engagement in the broader community. First, the City invested \$50,000 to engage in the Local Update of Census Addresses (LUCA) operation to ensure a complete address list for the United States Census Bureau. During FY 19, the City invested an additional \$150,000 to hire an Executive Fuse Fellow to conduct initial planning for 2020 Census challenges, including focusing on reaching Hard-to-Count (HTC) groups and areas in the City. These two efforts represented an initial investment of about \$200,000 for 2020 Census planning.

In September 2019, the City Council approved an additional allocation of \$350,000 of General Funds in the FY 20 Budget. The City will also leverage an additional \$322,141 to reach HTC groups and areas in the City through an agreement with Los Angeles County (County). A combination of FY 20 General Funds and County funds totaling \$672,141 will be leveraged for 2020 Census operations moving forward.

This report provides an update on the City's 2020 Census efforts and outlines the recently completed strategic planning process. It also provides an overview of the Census 2020 Project Budget and the funding awards process for community outreach efforts, as requested as part of the FY 20 City Council budget direction.

### **Strategic Planning Process**

In 2019, the staff conducted a rigorous and collaborative 2020 Census strategic planning process to maximize limited City and partner resources, and to avoid unintended duplication of efforts across the city. To that end, staff convened a Complete Count Committee to cooperate on the development of strategic and implementation plans.

#### Long Beach Complete Count Committee

The Long Beach Complete Count Committee (LB-CCC) augments the efforts of City staff and is co-chaired by the City and the Long Beach Unified School District. It is an inclusive committee that represents a diverse group of organizations from the City's sectors, including educational institutions, healthcare, transit, faith-based organizations, businesses and community-based organizations. The LB-CCC membership list is attached (Attachment A).

From August to December 2019, the LB-CCC met monthly to build effective partnerships to identify contributions and to synergize caring leaders throughout the community to ensure that everyone in Long Beach is counted.

## Strategic Plan

On September 27, 2019, the LB-CCC adopted goals and objectives that guided the development of the Strategic and Implementation Plans. The LB-CCC also adopted its vision, "Everyone Counts in Long Beach," and its mission "to ensure each and every person from newborn up is counted."

The guiding goals and objectives of the Strategic Plan are below, and the detailed Plan is attached (Attachment B):

- Goal 1: Count everyone;
  - Objective A. Align with existing census efforts
  - Objective B. Cultivate resources, services, and partnerships
  - Objective C. Challenge all LB-CCC members to do outreach
  - Objective D. Work with trusted messengers
  
- Goal 2: Focus on HTC Populations;
  - Objective A. Identify specific populations
  - Objective B. Customize messages for different groups
  - Objective C. Conduct grassroots outreach for HTC populations
  - Objective D. Leverage resources to reach HTC populations
  
- Goal 3: Nurture a Local Census Workforce; and,
  - Objective A. Engage Pacific Gateway
  - Objective B. Partner with LB-CCC organizations to connect to employees
  - Objective C. Hire and train people from HTC communities
  - Objective D. Assist local census employees beyond the census effort
  
- Goal 4: Implement Strategically.
  - Objective A. Build LB-CCC member partnerships
  - Objective B. Develop and deploy shared resources
  - Objective C. Evaluate effectiveness of the LB-CCC activities
  - Objective D. Retain engagement through 2020 Census

## Implementation Plan

On December 6, 2019, the LB-CCC adopted the Implementation Plan by focusing and identifying their existing resources to develop the Implementation Plan (Attachment C). LB-CCC members identified specific activities they could provide within their respective operations to educate residents and employees about the importance of completing the 2020 Census questionnaire, as well as access and provide assistance for residents to complete the 2020 Census online. In total, the Implementation Plan currently contains over 300 activities that member organizations will undertake for the 2020 Census, ranging from community

engagement and direct outreach to conducting census education within their organizations. The Implementation Plan includes a full list of planned activities.

The City and its partners plan to conduct outreach through a variety of communications media, including digital, print, press and public engagement. City departments will provide key platforms for getting 2020 Census messages out to the public given their high visibility and many public interactions throughout the City. Some highlights include a strong engagement with the Long Beach Public Library and Parks, Recreation and Marine's facilities and events; and, the Energy Resources and Water Departments sending messages through utility bills, both in print and online. 2020 Census activities will be incorporated into existing Department services, with some supplemental funding for dedicated Census activities outside of routine operations. Supplemental funding will come from a combination of City and County funds.

To reach HTC groups, the LB-CCC will customize outreach approaches for different groups. The City's Language Access Program, the 2020 Census team's engagement with ethnic media organizations, and grassroots outreach in HTC areas will be important for achieving successful outreach to HTC communities. For conducting grassroots outreach in HTC communities, the LB-CCC will recruit, train and fund a corps of volunteers to do in-person outreach, such as door-to-door canvassing, community events, and meetings. These neighborhood "Census Champions" will be drawn from the public, Housing and Neighborhood Services Bureau's Neighborhood Leadership Program participants and networks, and community-based organizations' networks. In addition, the City 2020 Census team will work with departments to empower public-facing staff with training on providing 2020 Census information to residents throughout their work. Board and Commission members will also be trained as Census Champions to provide information to residents. To address the digital divide in HTC communities, the LB-CCC has identified over 120 locations for Census Action Kiosks, geographically concentrated in HTC areas, where residents who do not have internet access can go to complete the 2020 Census questionnaire. The City is also exploring opportunities to provide mobile "pop-up" Census Action Kiosks in HTC communities.

To promote a local 2020 Census workforce drawn from the Long Beach community, Pacific Gateway Workforce Innovation Network (Pacific Gateway) plans to collaborate with LB-CCC members to help the Census Bureau reach local workers. Pacific Gateway will use messaging to address specific barriers for Long Beach residents, particularly misconceptions about the jobs available and clarity on each job's responsibilities. They also plan to amplify the job recruitment footprint of the Census Bureau in Long Beach by targeting pools of potential Census workers who possess the required skills and are likely to be seeking work currently. In addition, Pacific Gateway plans to work with LB-CCC members to develop shared messaging, collaborate on the best schedule and structure for recruitment activities, and co-host recruitment events at different locations across the City.

As 2020 Census efforts move from the planning to the implementation phase, the LB-CCC will continue to meet throughout 2020 and will foster collaboration among member agencies. A key component of the partnership among member agencies will be sharing of resources, which the City plans to facilitate through its website and an online volunteer and resource management platform. Resources to be shared include volunteers, meeting spaces, and technology equipment. The LB-CCC will track and evaluate its effectiveness using two measures: first, the 2020 Census response rate by Census tract as an outcome indicator; and second, the level of LB-CCC member satisfaction with its partnerships as a performance indicator.

Finally, the City will utilize the Statewide Outreach and Rapid Deployment (SwORD), a tool provided by the State. SwORD will allow the City to identify areas of the City with lower-than-anticipated response rates during the initial response period and strategically target resources to those areas for the purpose of improving response rates in those areas. The City will also use this tool to coordinate local events and communicate activities to its county, regional, and State partners.

## 2020 Census Project Budget

The table below outlines the major funding sources and expenses anticipated for the project through the end of 2020. Each category listed in the table is explained in more detail below.

<b>2020 Census Project Funding Sources</b>	
\$350,000	General Fund FY 2020
\$322,141	Contract with LA County
<i>\$672,141</i>	<i>Total Funding Sources</i>
<b>2020 Census Project Expenses</b>	
\$200,000	Community Outreach Services
\$158,660	Personnel
\$146,131	Communications
\$65,350	Department Activities
\$50,000	Facilitation and Planning Services
\$30,000	Language Access
\$22,000	Volunteer Corps
<i>\$672,141</i>	<i>Total Project Expenses</i>

Community Outreach Services: Funds will be distributed to community-based organizations and non-profits for grassroots outreach efforts in the community, to be drawn from the LA County funding contract. A more extended explanation of the awards can be found in the Community Outreach Services section.

Personnel: Key personnel on the project includes the lead Project Manager, who oversees strategic planning, performance monitoring, and relationship management with partners. In addition, one full-time Management Assistant position is assigned to assist with research, planning, and process and data analysis.

Communications: Costs include content development and promotional materials that include, but are not limited to, posters, flyers, postcards, ad buys and merchandise. Development of the materials includes the cost of one temporary, full-time Communications Intern and one part-time Graphic Design Intern.

Department Activities: Twenty Departments have developed robust outreach plans that identify activities to support census efforts that fall within their scope of work. A full list of Department activities can be found in the Implementation Plan.

Facilitation and Planning Services: The City engaged a local consulting firm to serve as a neutral facilitator for the LB-CCC during the strategic planning process. The consultant's

contribution ensured a robust planning process and thorough identification and scoping of 2020 Census goals, objectives, and outreach activities.

Language Access: Language access services to be funded include translation of all materials into Spanish, Khmer, and Tagalog, providing interpreters at training and outreach events, and utilizing outreach workers with the language skills to reach HTC groups.

Volunteer Corps: Costs for recruiting and training a corps of volunteers for census outreach include partially sponsoring the Neighborhood Leadership Program for 2020, a reasonable meal for volunteers during the initial training session, authenticating apparel to be worn during outreach, and incentives for volunteers to participate in outreach.

### **Community Outreach Services and Activities**

Motivating the HTC residents in Long Beach to participate in the 2020 Census will require robust and coordinated outreach by nonprofits, including community-based organizations. Community outreach services and activities will be funded to focus on conducting outreach and education about the 2020 Census, including its importance and how to complete the questionnaire, and; promoting residents' access and ability to complete the questionnaire. Funded community outreach services and activities will be aligned with the 2020 Census Strategic and Implementation Plans adopted by the LB-CCC. Activities and services will also align with the requirements of the City's Funding Agreement with the County, and avoid duplication of activities funded by the California Community Foundation. Below is a summary of services and activities eligible for funding and applicant eligibility requirements.

#### Eligible Services and Activities

To conduct outreach and education about the 2020 Census and promote residents' access to complete the 2020 Census questionnaire, the City anticipates funding services and activities that include, but are not limited to:

- Host and support Questionnaire Assistance Centers (QACs) and Census Action Kiosks (CAKs) to provide safe access to complete the digital questionnaire and to receive information and assistance for questionnaire completion;
- Promote, educate and conduct outreach to HTC groups and in HTC areas to increase awareness and participation in the 2020 Census;
- Plan and execute canvassing or community events to engage residents on the 2020 Census;
- Support linguistically and culturally appropriate messaging for HTC populations;
- Provide technical assistance to organizations who are engaged in Census work;
- Provide outreach and support existing efforts in HTC communities to increase local hiring for census job opportunities; and,
- Plan and coordinate volunteer efforts in targeted HTC areas.

#### Applicant Eligibility Requirements

All non-profits that conduct work in the City are invited to submit proposals to educate, motivate, and activate residents to complete the 2020 Census questionnaire in HTC communities and

throughout the City. This opportunity is open to all non-profit organizations that meet the following eligibility requirements:

- All work that will be funded will take place in and/or throughout the City of Long Beach;
- Has documented nonprofit status (i.e. IRS confirmation letter or fiscal sponsorship letter);
- Has the ability to complete key activities within an appropriate timeline for the census;
- Has the organizational capacity to implement and report on the outcomes of project; and,
- Has the organizational capacity to attend and participate in the LB-CCC.

### **Next Steps**

While the Strategic and Implementation Plans are considered living documents that will continue to be updated as plans develop, the December 6th adoption of the Implementation Plan brings the strategic planning phase of the 2020 Census project to a close. The City project team and the LB-CCC are moving to the implementation and operations phase. Initial actions in this phase include the continued disseminating and sharing of census communications information and materials; finalizing volunteer recruitment plan and Census Champions training content; hosting census trainings for City staff; launching the City's 2020 Census website; formalizing an agreement with California State University, Long Beach, to bring on interns to support census efforts; working with LB-CCC members to finalize and execute an on-the-ground "get out the count" effort; and hosting a census kickoff event with the LB-CCC, tentatively scheduled for January 17, 2020.

Additionally, information for Community Outreach Service providers will be released in this month. Selection of vendors is anticipated to occur in January 2020. Community Outreach Service activities are to take place between January and September 2020.

Due to the nature of the 2020 Census project, new gaps may be identified as additional information is provided by our Federal, State and County partners. The changing environment in which census operations are occurring may also be a cause for the development of unaddressed gaps. The funding allocation process will be designed to consider and address new challenges within the limits that existing funding allows.

If you have any questions regarding this matter, please contact Deputy City Manager Kevin Jackson at (562) 570-5028.

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Attachment A: Complete Count Committee Member Roster  
Attachment B: Strategic Plan



## ATTACHMENT A

# Long Beach Complete Count Committee

As of: December 17, 2019

**City of Long Beach, Co-Chair**

**Long Beach Unified School District, Co-Chair**

### Local Business and Workforce

Long Beach Council of Business Associations

Long Beach Chamber of Commerce

Bixby Knolls Business Improvement Association

Economic Development, City of Long Beach

Pacific Gateway, City of Long Beach

### Community- and Faith-Based Organizations

Centro CHA

Long Beach Immigrant Rights Coalition

Long Beach Forward

Long Beach Gray Panthers

Long Beach Community Action Partnership

United Cambodian Community

Salvation Army, Long Beach

The LGBTQ Center Long Beach



The Long Beach Minister's Alliance

Success in Challenges

Filipino Migrant Center

We Love Long Beach

## Housing and Neighborhoods

Housing Authority of the City of Long Beach

Century Villages at Cabrillo

Housing & Neighborhood Services, City of Long Beach

## Intergovernmental

City Clerk, City of Long Beach

Office of Congressman Alan Lowenthal

Office of Speaker Anthony Rendon

Office of Assembly Member Patrick O'Donnell

Office of Senator Tom Umberg

Office of Senator Lena Gonzalez

Office of Supervisor Janice Hahn

California Complete Count Census Office, Regional Office

Long Beach Transit

United States Census Bureau, Los Angeles Regional Office and Long Beach Local Branch

## Public Health

St. Mary Medical Center (Dignity Health)

The Children's Clinic

Memorial Care, Long Beach Medical Center

Veteran's Affairs Long Beach Health Care System

Health and Human Services, City of Long Beach

## Education

Long Beach Early Childhood Education Committee

Long Beach Day Nursery

Long Beach Unified School District

California State University, Long Beach

Long Beach City College

## Technology and Equitable Access

Citywide Accessibility Coordinator, City of Long Beach

Frontier Communications

YMCA of Greater Long Beach

Library Services, City of Long Beach

Office of Equity, City of Long Beach

Technology and Innovation, City of Long Beach

## Public Engagement (Media, Volunteers and Special Events)

Office of Public Affairs, City of Long Beach



# 2020 CENSUS: STRATEGIC PLAN

December 19, 2019

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CITY OF LONG BEACH



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# Letter from the Mayor

Dear Friends,

Long Beach is a progressive city with over 470,000 unique residents. These residents reflect the immense diversity in our City. Long Beach is home to a rich tapestry of cultures and history that have been woven together out of opportunity. From the veteran community to the LGBTQ+, Long Beach is a place that many different people call home.

***“The 2020 Census is an incredible opportunity to ensure that all Long Beach residents are counted.”***

The 2020 Census is an incredible opportunity to ensure that all these residents are counted. The data provided by the U.S. Census Bureau informs funding decisions, federal representation, and has ripple effects across the private, academic, and public sectors. Information about our communities has the power to enable economic growth, catalyze investments in climate resiliency and mobility, and create facilities for people with disabilities, older adults, and children. We recognize the diversity of Long Beach through programs like Language Access, but it is critical that this representation extend to the national level as well.

Although the 2020 Census is still months away the Long Beach Census awareness campaign needs to start today. Acting now means that we can reach hard to count communities, mobilize families and neighbors to share information about the census, and empower all Long Beach residents to take part in the Census. 2020 will bring many barriers to achieving a complete count. This Strategic Action Plan provides actionable steps to these obstacles by bridging the digital divide, building trust, building infrastructure and capacity. I believe that if we work together - as government officials, employees, businesses, and community members - we can make sure that all Long Beach residents are counted in 2020.

Dr. Robert Garcia, Mayor of Long Beach

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# Strategic Plan Executive Summary

This proposed strategic plan leverages the City's position as a convener for maximum impact on the accuracy and completeness of the next decennial count. The document outlines a general plan for a coordinated 2020 Census outreach effort led by the City of Long Beach in partnership with local key stakeholders and advocates. The Long Beach 2020 Census Strategic Plan will be a living document with regular updates.

Background: What is the census?

The Census is a count occurring every 10 years of households and individuals living in the United States, which includes people of all ages, from newborns to older adults, all races and ethnic groups, all abilities and all citizens and non-citizens. An accurate Census count provides for the appropriate level of federal funding for health care, libraries, law enforcement, transportation, housing, and other key services. It also serves as the basis for apportionment at the federal level, and the basis of redistricting, and therefore political representation, at the federal, state and local levels.

Why will the 2020 Census be particularly challenging for Long Beach?

Long Beach has the second-highest hard-to-count (HTC) population in the hardest to count county (LA County) in the nation. In 2010, the U.S. Census Bureau undercounted every racial demographic except Whites/Caucasians and severely undercounted groups including children under five years of age and renters. While the City strives to achieve an accurate count and receive its fair share of funding and representation for its communities, the 2020 Census presents several challenges: the US Census Bureau continues to be underfunded, meaning fewer staff and resources for reaching HTC populations; for the first time ever, an internet questionnaire will be the primary means of responding to the census; a heightened national political environment has sown a lack of trust of the government among immigrant and minority populations; and, the questionnaire will only be available in a few languages, presenting challenge for many of Long Beach's non-English speaking populations.



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Long Beach Complete Count Committee (LB CCC)

Co-chaired by the City of Long Beach and the Long Beach Unified School District, the LB CCC is an inclusive committee that represents a diverse group of sectors throughout the city. Members within each sector include: educational institutions, hospitals, community- and faith-based organizations, transit and other service organizations. The purpose of the LB CCC was to build an effective partnership among the member organizations by considering what each organization could contribute individually, while also capitalizing on the synergy of bringing together caring leaders in the community who understand the collaborative effort required to ensure that everyone in Long Beach is counted. The LB CCC collaborated to develop the Strategic and Implementation Plans.

Vision: Everyone Counts in Long Beach

Mission: To ensure each and every person, from newborn up, is counted

Goal 1: Count everyone

Objective A. Align with existing Census efforts

Objective B. Cultivate resources, services, and partnerships

Objective C. Challenge all Committee members to do outreach

Objective D. Work with trusted messengers

The Strategic Plan will align with the efforts and guidance of the United States Census Bureau (Bureau), the State of California Complete Count Office, the County of Los Angeles, and the Los Angeles Regional Census Table. The City of Long Beach (City) will deploy \$672,141 in resources toward census efforts, to include coordinating the LB CCC and its activities, funding grassroots and community-based organizations' outreach, and media and volunteer engagement. These resources are in addition to the initial \$200,000 utilized to ensure a complete address file through the participation of the Local Update of Census Addresses (LUCA) and the hiring of a FUSE fellow to initiate census planning.

Long Beach stakeholders' outreach will be organized in three main phases: **Educate, Motivate, and Activate**. Each phase has a specific purpose and set of messages to be delivered to the public. Activities and efforts will be directed toward the goals of each phase. The outreach phases align largely with the Bureau's operations phases: pre-response, initial response, and the non-response follow up (NRFU) phases. The City

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and its partners will also conduct outreach through a variety of communications media, including digital, print, press and public engagement.

Goal 2: Focus on HTC Populations

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

The City will use data, geographic information layers, and the expertise of LB CCC members to identify HTC populations in Long Beach. In addition, the City will provide information and support to the Bureau to conduct their Group Quarters enumeration operations for those who do not reside in traditional housing quarters. The most effective means of reaching HTC groups will be to provide targeted approaches to each HTC group. Two key building blocks of the targeted approach will be the City's existing Language Access Policy (LAP) and ethnic media engagement.

The most important building block of a targeted approach for specific HTC groups will be grassroots outreach in HTC areas. The LB CCC will recruit and train a corps of volunteers and activated networks to do in-person outreach like door-to-door canvassing, community events, and meetings. These neighborhood Census Champions will be drawn from the general public, Neighborhood Leadership Program participants and networks, and CBOs' networks, neighborhood associations, and other organized groups. City staff will also receive training and join the Census Champion coalition to provide census information to residents during their everyday activities.

Goal 3: Nurture a Local Census Workforce

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

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Pacific Gateway will work to augment messaging and amplify the job recruitment footprint of the Bureau to ensure successful regional and local staffing efforts for the 2020 Census. The augmented messaging will address misconceptions about the job and provide clarity on job responsibilities. Pacific Gateway will amplify the job recruitment footprint by targeting new pools of census workers, to include City staff, college students, tax preparers, and gig workers.

Pacific Gateway will work with LB CCC members to develop shared messaging, collaborate on the best schedule and structure for recruitment activities, and co-host recruitment events at different locations across the city. The focus of the recruitment program will be on hiring and training people from HTC areas and groups, or communities. In addition, Pacific Gateway will support workers in their employment after the census.

#### Goal 4: Implement Strategically

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

Moving into the implementation phase of census efforts, LB CCC meetings will continue to engage existing and new LB CCC members throughout 2020 and will foster partnerships and collaboration among member agencies. A primary way that member agencies will collaborate will be through shared resources, which the City will facilitate through its website and Sign Up Genius, an online volunteer and resource management platform.

Finally, the LB CCC will track and evaluate its effectiveness using two measures: first, the census response rate by census tract as an outcome indicator; and second, the level of LB CCC member satisfaction with the LB CCC as a performance indicator.

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# 2020 Census: Background, Challenges and Opportunities

## Why does the census matter?

The census is a count occurring every 10 years of households and individuals living in the United States, which includes people of all ages, from newborns to older adults, all races and ethnic groups, all abilities and all citizens and non-citizens. This count provides reliable and complete data for funding, research, and planning purposes by federal, state, and local agencies, as well as for educational and philanthropic organizations and the private sector. School districts, hospitals and other agencies use Bureau population estimates to apply for grants in addition to the distribution of federal and state funding to states, counties, and cities. Similarly, the private sector utilizes census data to make decisions on where to locate new businesses.

An accurate census count provides for the appropriate level of federal funding for health care, libraries, law enforcement, transportation, housing, and other key services. Approximately \$675 billion in federal funding is allocated to states and California receives almost \$77 billion in federal funds annually that is distributed based on census-related data. Information collected during the Census counts are used for planning, policy development, and to ensure equitable congressional representation and fair redistricting.



Source: United States Census Bureau

Ensuring an accurate and complete count in the 2020 Census is essential. Results of the 2020 Census will influence local government, communities, businesses and nonprofits throughout the next decade. Data obtained will inform decision makers and lead to allocation of political power and financial resources. However, if census data is incorrect due to an undercount, there will be inequitable distribution of resources for basic community needs, such as education, food and income security, health care, housing, transportation, and much more.

## Long Beach Context

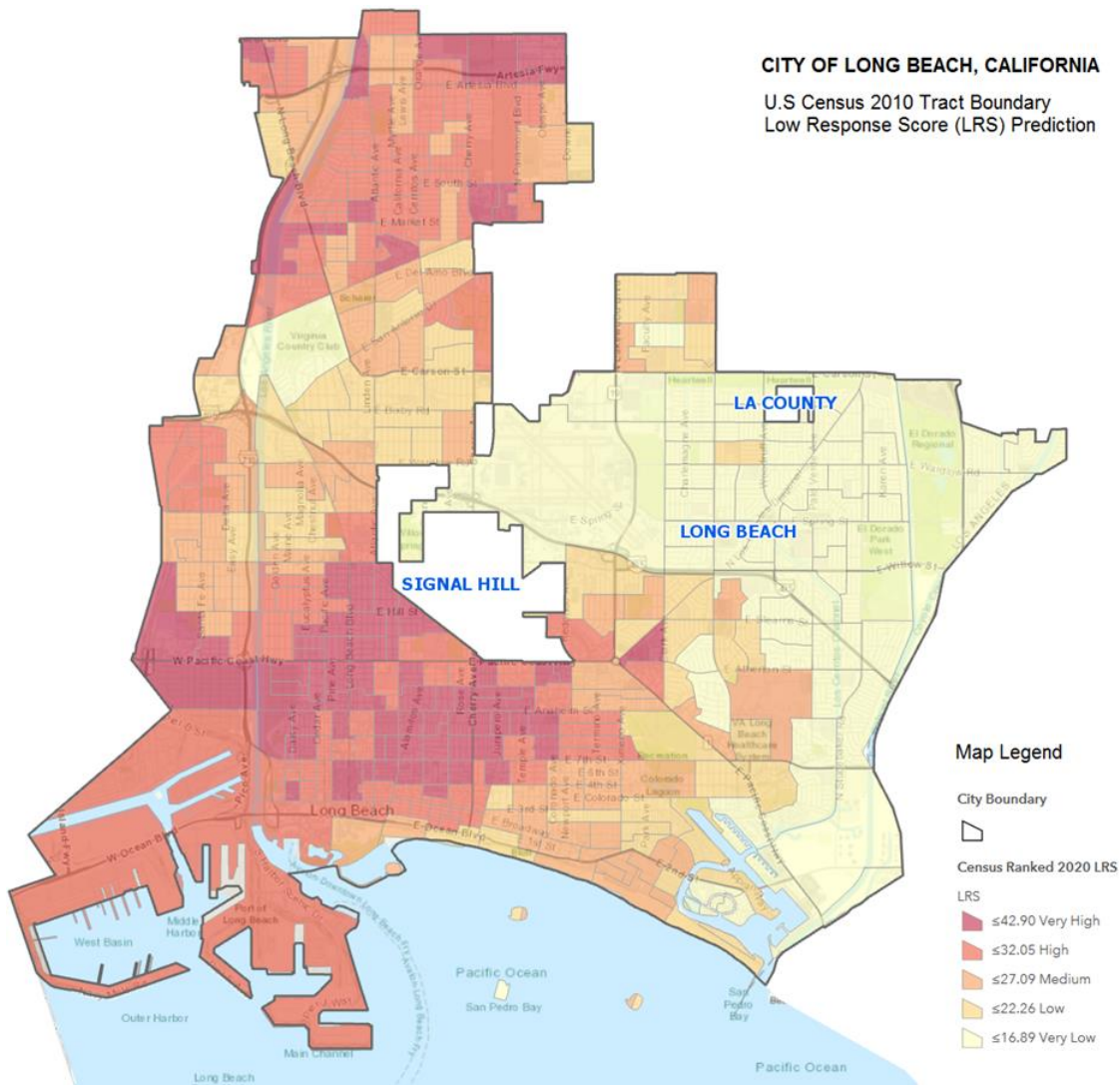
The State of California receives nearly \$77 billion per year in funding from the federal government based on the decennial census. A response to the census by everyone is essential to ensuring the fair distribution of federal program dollars to states and local entities. There are more than 300 federal programs that allocate \$675 billion a year based on census-derived statistics (Source: [GWU: Counting for Dollars 2020](#))

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For example, the City of Long Beach uses Formula A for HUD funding and it is [calculated based on 3 factors](#) – Population (weighted at 25%), People in Poverty (weighted at 50%) and Overcrowded Units (weighted at 25%). This highlights the importance of an accurate census data in City planning and housing programs. There are serious negative social and economic consequences for the next 10 years if we don't do everything we can to make sure that everyone in Long Beach is counted.

The 2020 Census is underfunded and is facing a challenging political climate. Therefore, understanding local challenges around completing the Census questionnaire and proactive 2020 census planning is going to be critical to ensure a full count.

California is designated by the U.S. Census as the hardest-to count state in the nation, with approximately [10.4 million Californians](#) living in census tracts labeled "hard-to-count." Bureau defines a "hard-to-count" (HTC) census tract as those where more than 30 percent of households are not likely to respond to the census. The County of Los Angeles is the largest county in the nation with the highest number of HTC census tracts. In LA County, Long Beach is the second-highest City with HTC population (155 of 2,627 census block groups), with the City of Los Angeles having the greatest number of HTC (1,329) census block groups in the county.



In 2010, the U.S. Census Bureau undercounted every racial demographic except Whites/Caucasians and severely undercounted groups including children under five years of age and renters. [Los Angeles missed out on an estimated \\$650 million in federal funding between 2002 and 2012.](#) To ensure an undercount does not occur again in 2020, it is critical that the constitutionally mandated census counts everyone living in Long Beach.

## What are the challenges in 2020?

The 2020 Census faces severe under-funding that previous census efforts have not experienced. [The U.S. Census Bureau estimates it would cost \\$17.8 billion for an accurate 2020 Census count. To date, the federal](#)

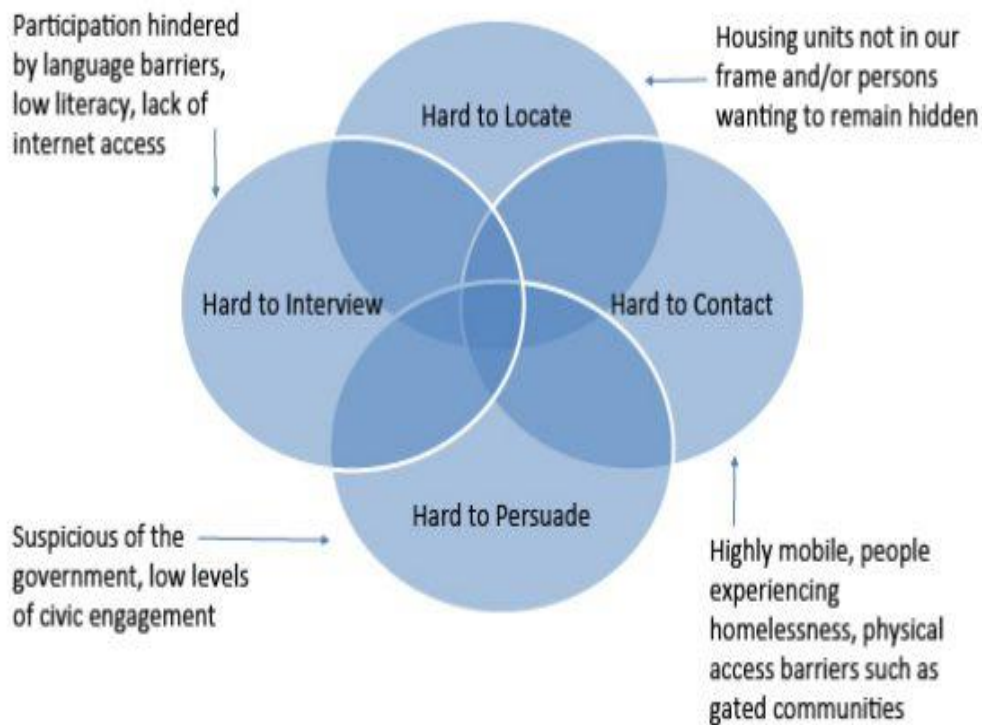
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[government has allocated \\$12.5 billion.](#) This funding deficit has resulted in the Bureau employing cost-savings measures that will directly impact HTC communities' participation in the census. In addition, this next census encourages people to respond to the questionnaire online for the first time, rather than completing a paper survey through the mail.

There has been a longstanding and significant undercount of HTC groups during official census counts. Certain populations have been repeatedly undercounted nationwide in the decennial census. These populations include, but are not limited to, Black/African Americans, Asian Americans, Latinos, Native Americans, Pacific Islanders, people with disabilities, people who are experiencing homelessness, renters, individuals living in homes without a broadband Internet subscription, people living close to or below the poverty line, foreign-born residents, and children younger than five years old. This creates an unequal distribution of resources and contributes to underfunding programs critical to assisting some of the most vulnerable individuals in the City of Long Beach, as well as law enforcement and other public safety efforts.

These HTC groups have not participated in the census for a variety of reasons, including socioeconomic and cultural considerations, lack of awareness and misunderstanding of the census, and fear and lack of trust of government. Therefore, HTC populations are less likely to self-respond to the census questionnaire online or by mail, and less likely to respond to enumerators who may go out to homes to count in-person during the non-response follow up period.

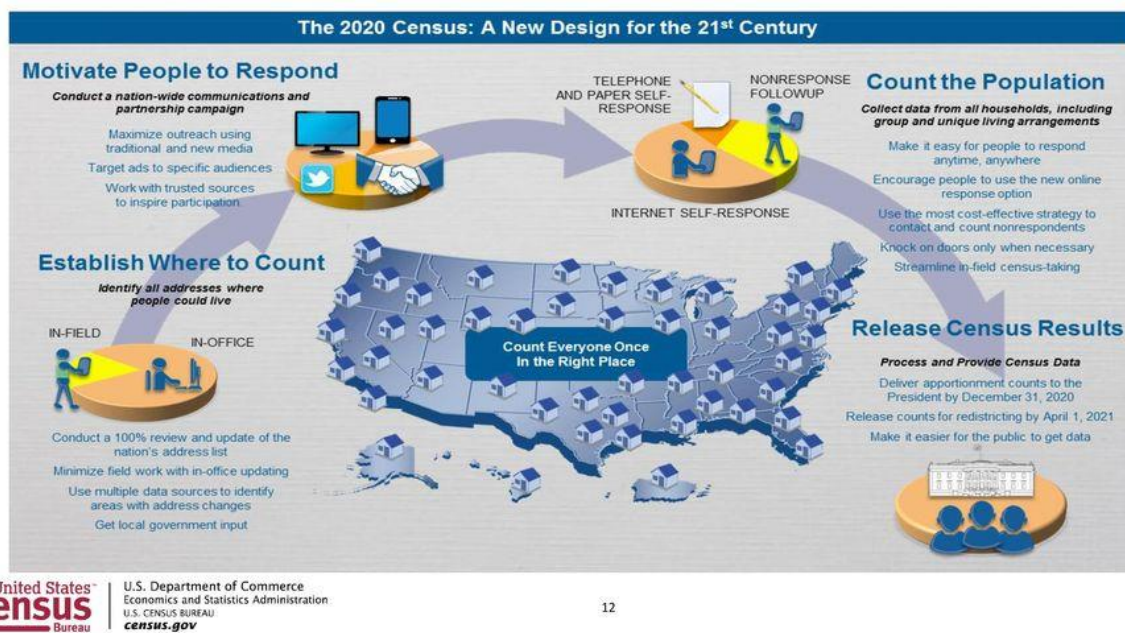




An estimated [16.2 million Californians qualify as 'Hard-to-Count'](#) and are at risk of not participating in the census. As the 2020 Census approaches, the state, including the greater Los Angeles area, finds itself facing circumstances that are equally, if not more challenging, than previous decennial counts.

The graphic below from the Bureau provides an overview of its design for 2020. The most significant change for the 2020 Census is that census questionnaire responses will be collected online. Bureau will send a postcard or letter to each household with a unique identifying code that individuals will enter on the Bureau's 2020 Census website. This new design will likely exacerbate internet access and digital literacy issues among historically underrepresented populations. Fortunately, Bureau has prioritized 12 non-English languages and will translate the online census questionnaire in these prioritized 12 languages. The available languages will be Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

## The 2020 Census A New Design for the 21<sup>st</sup> Century



In addition, there will be fewer local offices and field staff. Compared to the 2010 Census, staff are working out of six regional offices across the United States instead of 12, and only 250 local offices instead of the 500 there were in 2010. The U.S. Census Bureau will hire only 300,000 canvassers instead of the 516,000 hired in 2010. There is also the added challenge of information security and access given residents are being asked to complete the census questionnaire online.

The City of Long Beach Census team held a census workshop in February 2019 with internal stakeholders. The session identified two overarching categories of challenges that will require significant efforts to address in Long Beach:

- **ACCESSIBILITY:** The 2020 Census will be the first to be completed primarily online.
- **Digital:** An online census is one of several technological innovations that the Census Bureau has designed to respond to the challenges of counting an increasingly large and diverse

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society, while also complying with budget constraints due to a lack of full funding allocated by Congress.

- **Limited Access to Technology Devices and Internet:** Everyone does not have access and use of a technology device and reliable Internet.
- **Literacy:** Literacy and multilingual digital literacy will be a new barrier for people unfamiliar with online forms, or for people with physical challenges.
- **Language:** More than 200 languages are spoken in Los Angeles County. Even though the online census questionnaire will be available in 12 languages there is a need for language translation and interpretation assistance during Non-Response Follow Up (NRFU) by enumerators and volunteers.
- **LACK OF TRUST:** There is a widening mistrust among low-income residents and residents of color.
- **Citizenship Question:** Immigrants and their families already navigate an increasingly anti-immigrant climate. Although the courts determined that the Census will not include a citizenship question, the debate to include one has stoked fear that information collected regarding an individual's immigration status may be used later for purposes not intended by the Census count such as deportation. Recent immigrant communities and communities of color are likely already discouraged from interacting with government agencies. Immigrant communities currently face uncertainty based on the current political climate pertaining to their immigration status.
- **Data Security and Privacy:** Due to the current political climate, many immigrant and undocumented communities are worried about the safety, use and confidentiality of the census data gathered, especially if it is electronic.

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## City of Long Beach Planning and Preparation Efforts to Date

### Local Update of Census Addresses (LUCA) Efforts

In 2017, City leadership collectively recognized the need to participate in the LUCA process, which provides a voluntary opportunity for tribal, state and local governments to review and comment on the addresses used to conduct the census. Some studies estimate that one-third to one-half of total census undercount stems from total household omission, meaning that a significant proportion of people are not included in the census count because the Census Bureau did not have their address on file<sup>1</sup> (Source: [California's Experience in LUCA 2018](#)) In short, LUCA is a crucial building block for ensuring that all residents living in housing units receive an invitation to participate in the census.

To address the challenge, the City relied on leadership from the Mayor and City management, a commitment of City resources (including funding and staffing), existing equity initiatives like the Office of Equity and Digital Inclusion toolkit, and a dedication to collaborating across departments, government agencies, sectors, and the community. The City deployed an interdepartmental taskforce to apply the City's comprehensive resources toward the effort. With the Mayor supporting and the City Manager's Office leading the project, the City worked with CommunityConnect Labs to design an innovative collaborative model.

First, the City looked to perform a gap analysis between the Bureau's address files and the City's internal address databases. The Geographic Information Systems (GIS) Division of the Technology and Innovation Department worked with Development Services Department to identify and access the appropriate data sets for performing the gap analysis, including building permits, new construction, and other data sources. In total, this effort identified approximately 3,800 new addresses.

One of the reasons the Bureau misses a household from its address files is because the housing unit may be a low visibility dwelling. Low visibility dwellings take the form of unconventional or informal housing models, like converted garages, basements, back-of-house add-ons, and RV and

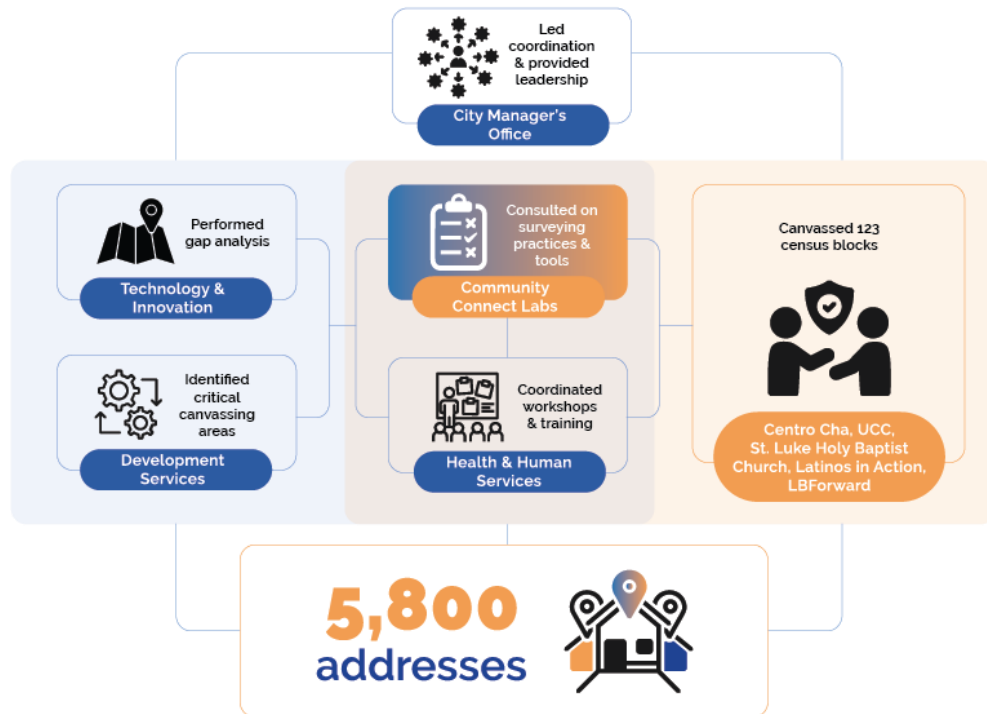
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trailers in backyards. Traditional methods of obtaining address files often do not account for this challenge.

Collecting data on informal and unconventional dwellings requires on-the-ground canvassers. To that end, the City commissioned five local Community Based Organizations (CBOs) (Centro Cha, Latinos in Action, Long Beach Forward, St. Luke Holy Baptist Church, and United Cambodian Community) to train and deploy address canvassers. The Development Services Department used its understanding of the City's built environment to identify critical areas to canvass, while the Department of Health and Human Services worked with community members and CBOs to coordinate workshops and training for the community-based address canvassers. Canvassers involved in this effort successfully identified approximately 1,500 new addresses.

In total, the LUCA effort uncovered 5,800 new addresses to add to the Bureau's address files to ensure that Long Beach residents were invited to participate in the 2020 Census.

### Statewide Regional Readiness Assessment Convening



In August 2018, the City of Long Beach sponsored one of the 24 Statewide Regional Readiness Assessment Convening at the Long Beach Convention Center. The convening brought early partners in the Long Beach area to heighten relationships between key organizations to begin planning efforts. The event engaged more than 150 community leaders, representing CBOs and city, county and state officials, in identifying available and needed partners for effective outreach strategies to targeted communities.

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# Collaboration and Partnerships

## Federal, State and Regional Partners

The 2020 Census team in the City of Long Beach is working and will continue to work with the following agencies and entities in addition to local and regional CBOs:

- U.S. Census Bureau – Los Angeles Regional Office and Long Beach Area Census Office
- State of California Complete Count Office – Long Beach Branch
- County of Los Angeles – Chief Executive Office
- City of Los Angeles – 2020 Census Initiative, Mayor's Office of Budget and Innovation
- **California Community Foundation** – Administrative Community Based Organization (responsible for awarding state funding to Los Angeles County CBOs.
- Los Angeles Regional Census Table (LARCT) led by Advancement Project of California (AP), funded by California Community Foundation (CCF)
- Long Beach Forward (Sub regional Lead for LARCT)

## Long Beach Complete Count Committee

It is critical that partnerships consisting of anchor institutions (such as school districts, and health service providers, community groups, businesses, government and philanthropic agencies) are organized to advocate, promote and provide resources to support efforts that ensure a complete count. Previous experience has demonstrated that when community members have information about how the census affects their quality of life and that of their families and neighbors, they will be eager to ensure that their communities are included. The 2020 Census can be a way for historically HTC communities to step into their rightful place in the fabric of the City, participate in and be leaders for ensuring that every person in Long Beach is seen and valued as a contributor to the social, economic, democratic, and civic well-being of the City.

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A citywide 2020 Census Strategic Plan must be grounded in working with the entire Long Beach community. The Long Beach Complete Count Committee (LB CCC) is organized around the anchor collaborative model. The collaborative model is central to the City of Long Beach's entire census initiative. Two anchor institutions of Long Beach, the City and the Long Beach Unified School District, jointly convened a body of stakeholders made up of anchor institutions from diverse sectors across the city, unique undercounted communities. The broader community will be engaged through LB CCC and other active community groups who have relationships and trust with communities who are more likely to be undercounted.

The LB CCC, acting as representatives of both the anchor institutions and the community at large, has adopted the goals and objectives that drive the Strategic and Implementation Plans. The members of the LB CCC have worked and continue to work to develop specific and customized communications and outreach plans to reach each of Long Beach's unique populations.

The LB CCC roster includes members from anchor institutions and key City officials. Below is an abbreviated list of organizations to demonstrate the diversity of member organizations from across the city. For a complete member roster, refer to Appendix B.

- Local Business and Workforce
  - Long Beach Chamber of Commerce
  - Pacific Gateway
- CBOs and Faith-based Organizations
  - United Cambodian Community
  - The Long Beach Minister's Alliance
- Housing and Neighborhoods
  - Century Villages at Cabrillo
  - Housing Authority, City of Long Beach
- Intergovernmental
  - County of Los Angeles, Board of Supervisors
  - State Representative and Senate Offices
- Public Health



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- The Children's Clinic
  - Long Beach Medical Center
  - Education
    - Long Beach Unified School District
    - California State University, Long Beach
  - Technology and Equitable Access
    - Frontier Communications
    - Library Services, City of Long Beach
  - Public Engagement (Media, Volunteers, and Special Events)
    - Office of Public Affairs, City of Long Beach

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# Strategic Plan

## What is the Strategic Plan?

The goal of the 2020 Census is to count everyone once and in the right place. The U.S. Census Bureau will continue to improve its use of mobile technology, geospatial innovations, and internet self-response. The 2020 Census creates an opportunity for the City of Long Beach to engage its diverse community, organizations and stakeholders to ensure that all everyone in Long Beach is counted, guaranteeing a successful count.

This proposed strategic plan leverages the City's position as a convener for maximum impact on the accuracy and completeness of the next decennial count. The document outlines a general plan for a coordinated 2020 Census outreach effort led by the City of Long Beach in partnership with local key stakeholders and advocates. The plan builds upon lessons learned from 2010, takes advantage of existing tools, methodologies and 2020 Census planning best practices developed by federal, state, and local entities. It further complements these efforts through a strategic plan that is tailored for Long Beach. This plan minimizes duplication of efforts, builds a community of trusted local messengers, maximizes limited census outreach resources to fill any local gaps that the Bureau may require assistance to cover, including non-response follow up. The Long Beach 2020 Census Strategic Plan will be a living document with regular updates.

***VISION:*** Everyone Counts in Long Beach

***MISSION:*** To ensure each and every person, from newborn up, is counted

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## Goal 1: Count Everyone

**“Ensure that everyone in Long Beach is informed about, has access to, and completes a 2020 Census questionnaire, particularly groups and areas that are considered hard to count (HTC) including those without internet access or the ability to complete the questionnaire online and those who face language barriers.”**

### *Objective 1: Align with existing census efforts*

In alignment with the Los Angeles County Plan, community-based organizations, and existing outreach efforts, develop a comprehensive LB CCC Implementation Plan that includes education and outreach programs to encourage all Long Beach residents to complete their census questionnaire.

#### *Alignment with existing census efforts*

The collaborative structure, strategies, and key activities presented in this plan will be implemented during 2019-2020 to align with the County of Los Angeles, State of California Complete Count Office and United States Census Bureau efforts. The following are the key agencies and organizations that the City of Long Beach and the LB CCC aims to align and collaborate with in our census efforts.

- United States Census Bureau – Los Angeles Regional Office
  - City officials have coordinated with local Census Bureau representatives beginning in 2017 on the Local Update of Census Addresses (LUCA) efforts. The open line of communication with Bureau representatives will continue through the planning and enumeration process.

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- U.S. Census Bureau officials have attended every LB CCC meeting and continue to provide guidance as the strategic and implementation plans are developed.
  - State of California Complete Count Office – Long Beach Branch
    - As a subcontractor of the state (through Los Angeles County), the City will align its activities with the goals and activities of the State, including following all policies and key initiatives.
    - City officials will continue to coordinate with the local Long Beach branch of the Statewide Complete Count Committee. The LB CCC includes a representative from the State, and the City continues to communicate with the State through Countywide outreach meetings and any additional communications as necessary.
    - The City will use the Statewide Outreach and Rapid Deployment (SwORD) tool for planning and reporting purposes. Specifically, the City will use SwORD's "California Hard-to-Count Index" and other layers to identify strategic areas for targeting outreach, plan outreach activities, locate CAKs and QACs, and other activities with a geographic or digital footprint. In addition, LB CCC members will report on completed outreach activities through SwORD.
    - Finally, the City will align with the State's Language and Communication Access Plan (LACAP) by ensuring that language and communication are linguistically and culturally appropriate for our many diverse populations. The City's Language Access Policy (available here <http://www.longbeach.gov/health/healthy-living/office-of-equity/language-access-policy/>) is consistent with LACAP by determining that the City shall promote greater access to City services, programs and resources for people with limited English language proficiency. The threshold for providing support shall be three percent (3%) or more Limited English-Speaking Persons residing in the City who speak a shared language

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- other than English. Per the Language Access Policy, the City shall provide support for Spanish, Khmer, and Tagalog.
- County of Los Angeles – Chief Executive Office
    - As a contractor of Los Angeles County, the City will align its initiatives and activities with those of the County, particularly in the following arenas:
      - Using the Educate, Motivate, Activate outreach phases (see pgs. 26-28).
      - Identifying HTC areas and populations, as well as barriers, challenges and opportunities for outreach (see pgs. 33-38).
      - Deploying the SwORD portal for planning and reporting activities (see pgs. 33, 44-45).
      - Developing a Language Access Plan (see pg. 23) and Workforce Development Plan (see pgs.39-42).
    - The City will provide written deliverables indicating our alignment with the County, including this Strategic Plan, an Implementation Plan, Quarterly Written Reports, and a Final Report.
    - City officials will continue to actively participate in the Countywide Outreach Complete Count Committee to remain aligned and coordinated with the goals and activities of the County.
  - City of Los Angeles – 2020 Census Initiative, Mayor's Office of Budget and Innovation
    - With the City of Los Angeles serving as a co-convener of the Countywide Outreach Complete Count Committee, the City of Long Beach's participation in the Countywide Outreach Complete Count Committee will ensure its coordination and alignment with City of Los Angeles 2020 Census Initiative.
  - Los Angeles Regional Census Table (LARCT) led by Advancement Project of California (AP), funded by California Community Foundation (CCF)

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- City of Long Beach officials will maintain communication with CCF and the LARCT by continuing to attend the bi-weekly local LARCT meetings held in Long Beach.
  - Long Beach Forward, the Long Beach area sub-regional Lead for LARCT, has played and will continue to play an active role in the LB CCC, including serving as a convener for local CBOs.

### *Objective 2: Cultivate resources, services, and partnerships*

Cultivate resources, services, and partnerships with educational institutions, health providers, transportation agencies, community-based organizations, faith-based organizations, housing providers, informal networks, and diverse media groups as well as governmental and non-governmental agencies, to incorporate strategies within their existing mission and beyond that ensures each and every person completes the 2020 Census questionnaire, including HTC communities.

#### *Complete Count Committee*

Through engagement with the Long Beach Complete Count Committee member organizations, the City of Long Beach and its partners are cultivating partnerships with diverse sectors of the community. Refer to pages 19-20 for a full description of the LB CCC.

Through monthly workshops, the LB CCC will develop implementation plans for each partner organization. The benefit of developing the plans together is to promote creativity and cross-pollination of ideas across organizations, while also being able to see opportunities for resource-sharing, elimination of redundant activities, and economies of scale.

#### *City of Long Beach Census Budget*

The outreach efforts and strategies described in this Strategic Plan will be implemented with resources from both the City's General Fund and Los Angeles County. The Long Beach City Council approved an allocation of \$350,000 for census outreach efforts for

Fiscal Year 2020. Through subcontracting with Los Angeles County for outreach at the local level, Long Beach received an allocation of \$322,141 for census efforts. In total, the City of Long Beach commands a budget of \$677,141 for census operation efforts.

See the table below for anticipated funding sources and expenses amounts.

<b>2020 Census Project Funding Sources</b>	
\$350,000	General Fund FY 2020
\$322,141	Contract with LA County
\$672,141	Total Funding Sources
<b>2020 Census Project Expenses</b>	
\$200,000	Community Outreach Services
\$158,660	Personnel
\$146,131	Communications Materials
\$65,350	Department Activities
\$50,000	Facilitation and Planning Services
\$30,000	Language Access
\$22,000	Volunteer Corps
\$672,141	Total Project Expenses

### *Objective 3: Challenge all members to do outreach*

Challenge businesses, corporations, and all LB CCC members and member organizations to explore and identify opportunities to educate, raise awareness, build resource capacity, and take actions to ensure their employees and customers to complete the 2020 Census questionnaire, within their current practices and beyond.

### **Outreach Phases**

Long Beach stakeholders' outreach will be organized in three main phases.



The purpose of the Education Phase, which will last through December 2019, will be to familiarize the public with the census, dispel fears, and ensure that as many residents as possible are hired. The messaging in this phase will focus on four main topics.

- Why the Census is important
- The Census is safe to complete
- Everyone counts
- The Census Bureau will be hiring local residents

The purpose of the Motivation Phase, which will last from January 2020 through March 2020, will be to continue familiarizing the public with the census and dispelling fears, and to ready the public to respond to the census questionnaire. The messaging in this phase will focus on three main topics.

- The census will be available online, by phone, and by mail
- There are easy ways to identify a scam
- Education phase messages

The purpose of the Activation Phase, which will last from April 2020 to July 2020, will be to deliver the call to action to respond to the census. The messaging in this phase will strategically reintroduce messages from the previous phases for targeted audiences.



Educational Phase	Motivation Phase	Activation Phase
<ul style="list-style-type: none"> <li>○ Launch of Long Beach Complete Count Committee (LB CCC)</li> <li>○ LB CCC to revise and adopt 2020 Census Strategic and Implementation Plans</li> <li>○ Public Education workshops and presentations</li> <li>○ Trainings</li> <li>○ Media Messaging</li> <li>○ Launch LB Census website</li> <li>○ Distribute communication and marketing materials</li> </ul>	<ul style="list-style-type: none"> <li>○ Mobilize on a media campaign</li> <li>○ Internal and external educational workshops and presentations</li> <li>○ Direct Contact</li> <li>○ Technical/ data/ mapping assistance including CAKs</li> <li>○ Distribution of census materials</li> </ul>	<ul style="list-style-type: none"> <li>○ Public education presentation and workshops</li> <li>○ Direct contact</li> <li>○ Media Messaging</li> <li>○ Technical Assistance as needed</li> </ul>

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## Communications Media

The City of Long Beach will develop citywide, multilingual messaging in partnership with local media that can be disseminated through various media outlets. The City's Census Communications specialist will lead this aspect of 2020 Census outreach. and will be organized under the following categories:

### Digital

- Format
  - Mayor/City Departments' e-newsletters
  - Mayor/ City Departments' Social Media, Twitter, LinkedIn, Instagram
  - Websites - City of Long Beach census Homepage. Department websites, City Manager Office /Mayor page, LB TV
  - Citywide email blasts
- Content
  - Social media toolkits for residents, community groups and agencies for download (U.S. Census Bureau developed tools)
  - Save the Date! (Public Comment, Census Day Countdown etc.)
  - Local Census Facts, FAQs and spotlights (year-round)

### Print

- Format
  - Mayor's/ City Manager's Office's Newsletter
  - Long Beach Public Library Newsletter/ Calendar
  - Brochures/ collaterals for workforce development. Libraries, City Departments and other outlets
  - Printed ads
- Content
  - General and sector-specific census flyers for handing out at events
  - Save the Dates (Public Comments, Census Day Countdown etc.)

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- Local census facts and spotlights (year around)
  - U.S. Census materials as available
  - General census awareness materials that will serve as the building blocks for a full outreach toolkit

### Press

- Format
  - Local television news
  - Local radio
  - Local Newspapers: Long Beach Post, Press Telegram, etc.
  - Mayor's Press Conference
  - TV Segments on LBTv – including captioning video, ASL
- Content
  - Mayor's Op-Ed to coordinate with Census Day Countdown Events
  - Talking points for speaking events and conferences

### Public Engagement

- Format
  - Liaisons from the City Census Team/ Mayor's office or Councilmembers' offices and census volunteers will meet with community groups and attend public events
  - Tabling at City-sponsored and public events
- Content
  - Buttons, stickers, and other giveaways with 2020 Census branding
  - Print materials
  - Census public event flyers
  - Timely handouts, articles, etc.

### **Census Bureau operations for those in traditional housing units**

The City's Strategic and Implementation Plans will be developed to reflect and correspond with the Bureau's operations phases. Below is a summary of the Bureau's operations phases and the City's planned activities that correspond.

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1. Pre-response Phase: The pre-response period begins in 2019 and continues through mid-March of 2020. This is the period before the official questionnaire will be available for resident self-response. It is also a pivotal time to educate the community about the importance of responding to the census. In this phase, our communications will be designed to raise awareness and understanding about the importance of the upcoming census. The City and its partners will undertake the following categories of activities during this phase:
    - Community Engagement and Direct Outreach
    - Digital Outreach
    - Recruitment and Training
    - Educational Census Events
    - Media Development and Outreach
  
  2. Initial Response Phase: The initial response period will last from mid-March to mid-April. This is the period in which residents are encouraged to respond to the initial request for completing the survey questionnaire. In this phase, our communications will be designed to motivate and encourage residents to complete the census questionnaire. The City and its partners will undertake the following categories of activities during this phase:
    - Community Engagement and Direct Outreach
    - Digital Outreach
    - Providing Census Action Kiosks (CAKs)
    - Internal Organization In-reach
    - Educational Census Events
    - Media Outreach
  
  3. Non-Response Follow Up Phase: The non-response follow up phase will last from mid-April until the end of July. This is the period where Census Bureau enumerators are sent to households that have not yet responded to the questionnaire to encourage and assist them in responding. In this phase, our communications will be designed to provide access and

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assistance to complete the census questionnaire and follow up with those that have not to encourage them to do so before the deadline. The City and its partners will undertake the following categories of activities during this phase:

- Community Engagement and Direct Outreach
- Digital and Media Outreach
- Providing Census Action Kiosks (CAKs)

#### *Objective 4: Work with trusted messengers*

Work with “trusted messengers” to work with HTC communities using their spoken languages to complete the 2020 Census questionnaire, in a manner that ensures privacy and confidentiality, through their networks such as schools, neighborhood associations, nonprofits, faith-based organizations, and non-governmental agencies.

#### *Trusted messengers are key to communication strategy*

One of the criteria for selecting LB CCC members was that they be trusted messengers. Given today's heightened political environment regarding government, the City recognizes that government is not always a trusted voice among our communities, particularly those who are considered hard-to-count. For this reason, the City has centered its communication strategies on trusted messengers to deliver key messages about the census in authentic voices. The City will primarily rely on the following categories of trusted messengers for its outreach strategies:

- Schools, especially teachers and early childhood educators
- Community-based Organizations, especially those that have a proven record of advocating for targeted hard-to-reach communities
- Faith-based Organizations
- Healthcare service providers, especially caseworkers, medical staff and other healthcare sector employees who deliver services to the public
- Neighborhood leaders

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## Goal 2: Focus on Hard-to-Count Populations

**“Develop a comprehensive education, outreach, media, and mobilization campaign to identify and address barriers to census responses and overcome them to ensure that HTC populations in Long Beach are accurately counted.”**

### *Objective 1: Identify specific populations*

Identify Long Beach HTC populations and geographic areas.

#### Statewide Outreach and Rapid Deployment (SwORD)

Facilitated by the State, the City has access to a host of data and geographic layers that facilitate the process of identifying where HTC populations live. Some of the geographic layers that SwORD makes available for identifying these populations include:

- Languages spoken by census tract
- Limited English proficiency by census tract
- Broadband subscription access by census tract
- Racial and ethnic groups by census tract
- Age groups by census tract
- 2010 response rate by census tract

The City and its partners will make use of the information available through SwORD to quickly identify the most appropriate resources and outreach strategies for targeted areas.

#### LB CCC Member Expertise

In addition to the geographic information in SwORD, the City and LB CCC members will rely on the expertise of subject matter experts in the LB CCC, who are familiar with geography and layout of Long Beach, to identify areas and outreach strategies for reaching HTC populations.

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## *Objective 2: Customize messages for different groups*

Ensure the Complete Count Committee Implementation Plan customizes education and outreach programs, including language access and cultural relevance, to reach HTC populations to increase participation rates among HTC populations leading up to Census Day (April 1, 2020) and through the Nonresponse Follow-up Operation (May 2020-July 2020).

### *Language Access Strategy*

During the implementation phase, the City Census Team will work in partnership with the LB CCC to develop tailored messages in different languages that are covered under the City's Language Access Policy (Khmer, Spanish and Tagalog) for specific HTC communities that also identifies the messenger and the way it will be delivered.

### *Ethnic media engagement*

In addition to traditional and local mainstream media outlet engagement, the City will identify and engage with local ethnic media outlets to deliver key messages to the public. Media engagement will include both earned and paid media.

### *Census Bureau Operations: Group Quarters, Service-Based, and Transitory Locations Enumeration*

The Bureau has created specialized operations to enumerate residents who do not live in traditional housing. These residents might live in group quarters housing (nursing facilities, college dormitories, penitentiaries, and the like), be served by service-based facilities (those who are experiencing homelessness or are unhoused and sleep in shelters or receive services), or reside in transitory locations (RV parks, campgrounds, carnivals, and the like). By definition, these populations are considered HTC and are

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therefore a critical part of the City's focus on reaching all HTC groups.

The City will continue to coordinate with Bureau operations managers to inform their processes for enumerating these populations. The most important action the City can take to ensure the Bureau reaches these populations is to be good partners and provide location and contact information for sites within the City.

The City and its departments will coordinate its comprehensive location data sources to identify locations and contact information for Group Quarters, Service-Based and Transitory Locations Enumeration sites. The City will particularly look to the Health and Human Services, Police, Development Services, and Parks, Recreation and Marine Services Departments for providing key data. In addition, for some of the Group Quarters site identification, the City will also facilitate information-sharing between the Bureau and hospitals, faith-based organizations, and higher education institutions.

### *Objective 3: Conduct grassroots outreach for HTC populations*

Recruit, train, and deploy an effective combination of community leaders, trusted messengers, and volunteers to conduct outreach to HTC populations at grassroots levels.

#### **Census Champions**

The City will recruit and train a force of volunteers who interact with the community to conduct in-person census outreach through canvassing, community events, and day-to-day interactions with City staff. The training will include information and key messages to be delivered to the public about why the census is important, how to respond to the census, and what resources are available for those who need additional guidance in responding.

First, the City will take advantage of the thousands of interactions that City staff have with residents each day in the course of business. The City will work with Department directors and



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leadership to identify City staff who are both trusted messengers and interface regularly with the public. In particular, staff members from Health and Human Services; Parks, Recreation and Marine Services; Library Services; and, Development Services Departments fit these criteria and will be trained as Census Champions. Staff situated in other departments who fit these criteria will also be identified and trained in how to carry census messages to the public through their work. The city will also provide opportunities for staff members who are interested in being a part of census efforts to receive training.

Second, the City will put out a call for volunteers from across the city to participate in census outreach efforts. For the general public who are interested in supporting census efforts, the City will train volunteers in the census curriculum, provide each volunteer with a T-shirt to signify their authenticity, and incentivize outreach efforts through monetary support. Trained volunteers will also be added to the census volunteer database and may be contacted to provide support for outreach events and activities.

### Neighborhood Leadership Program

The City will facilitate its Neighborhood Leadership Program (NLP) in activating grassroots organizers across the city that are already active in their neighborhoods. The NLP is a five-month multilingual grassroots leadership development program that provides residents with the skills, knowledge, and resources to make improvements in their community. The program has operated for over twenty years and the boasts over 750 alumni, many located in HTC areas of the city.

The City will work with the NLP to incorporate the census into its curriculum and mobilize its alumni and networks to promote grassroots efforts in many neighborhoods across the city. Through the NLP network, the City will train volunteers using the Census Champion training curriculum, provide each volunteer with a T-shirt to signify their authenticity, and incentivize canvassing efforts through monetary support. Trained NLP members will also be

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added to the census volunteer database and may be contacted to provide support for outreach events and activities.

### **CBO-led Canvassing**

In keeping with the strategy of filtering census messages through trusted messengers, CBOs who are members of the LB CCC will coordinate together to lead their own in-person outreach campaigns that will include tabling at events and canvassing targeted areas of the city.

### *Objective 4: Leverage many resources to reach HTC populations*

Utilize the resources and services of City departments, other Complete Count Committee member agencies, community facing services, and Los Angeles County to reach and impact HTC communities.

### **Resources and Services of City Departments**

The City Census team has met with almost every department in the City to discuss how to leverage current resources and services for promoting census messages across the city.

The following departments have committed to using their resources and services to ensure a complete count of residents:

- City Clerk
- City Manager
- Civil Service
- Development Services
- Disaster Preparedness & Emergency Communications
- Economic Development
- Energy Resources
- Financial Management
- Fire
- Health and Human Services
- Human Resources
- Library Services
- Long Beach Airport

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- Mayor and City Council
  - Parks, Recreation & Marine
  - Public Works
  - Technology & Innovation
  - Water

### Resources from other LB CCC member agencies

LB CCC members will explore how their organizations can commit resources and services to census outreach efforts. For example, member agencies might be able to provide the space and technology for hosting a Census Action Kiosk (CAK), access to extra hands like interns and volunteers to support outreach activities, access to networks for spreading messages, and resources like meeting spaces for meetings, training, and other operations related to census efforts.

### Funding from Los Angeles County

In addition to the funding provided by California Community Foundation for CBOs in Long Beach to conduct outreach activities targeted at HTC communities, the City will extend \$200,000 of the \$322,141 provided by Los Angeles County to provide supplemental outreach in strategic areas of the city. Activities to be funded will include in-person outreach, like door-to-door canvassing and community events, and digital outreach.

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## Goal 3: Nurture Local Census Workforce

**“Ensure Census workers in Long Beach are reflective of our diverse, multilingual community by promoting census employment opportunities through workforce development networks and LB CCC member organizations.”**

### *Objective 1: Engage Pacific Gateway*

Engage Long Beach Workforce Development/Pacific Gateway to educate LB CCC members and the greater community about the census job opportunities, job qualifications, and steps required to gain employment with the United States Census Bureau.

Pacific Gateway will work to augment messaging and amplify the job recruitment footprint of the United States Census Bureau to ensure successful regional and local staffing efforts for the 2020 Census.

*Address job misconceptions and help provide clarity on census job responsibilities, especially those of Enumerator positions*

Message information that alleviates anxiety and confusion around Enumerator positions:

1. Safety: Enumerator jobs are safe, conducted in pairs, and may very likely take place in your own neighborhood.
2. Time and preparation: Paid job training is provided by the Census Bureau and local support will be provided by the Long Beach Area Census Office throughout your time with the Census Bureau.
3. Commitment and scheduling: Enumerator positions allow for flexible work schedules and only ask that employees work a minimum of 20 hours per week, for as few as 8 weeks at a time. Bonuses may be earned by working during the evenings and weekends.

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4. Eligibility: All residents with employment authorization are invited to apply for census job opportunities. This includes United States Citizens and noncitizens alike. All levels of reading, writing, and speaking skills are encouraged to apply. There's no test related to any specific position and a criminal record will not disqualify you from census opportunities.
  5. All talent welcomed: The Census provides a wide diversity of positions, from clerical to enumeration from now and through the summer.

### Targeting specific pools of Census workers

#### **Internal Efforts**

- City Staff  
Develop an internal campaign to recruit City staff. Communicate opportunities through the Intranet (FAQs page and preapproval for collateral employment) paycheck stuffers, in-person informational sessions, application assistance through Pacific Gateway, and support from City leadership.

#### **External Efforts**

- Community Based Organizations (CBOs)  
Pacific Gateway will activate existing relationships with CBOs to ensure that job messaging is shared within their local networks and with clients served. Programs to incentive CBOs and their clients to engage with Pacific Gateway are currently under development.
- Higher Education Institutions  
Partnerships with California State University Long Beach, Long Beach City College to promote census job opportunities to students through social media, existing school messaging channels, and tabling events
- Seasonal Workers

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Target census job opportunities to workers already involved in jobs with seasonal trends. Examples of these positions include residents who are tax preparers and residents who are involved in seasonal holiday work.

- Veterans

The Census Bureau aids veterans in entering the civilian workforce. Census job opportunities are one such way to aid in the transition. The City will utilize veterans-specific messaging created by the Census Bureau to target veterans for job opportunities.

- Retirees

Older adults and retirees are a targeted population as many older adults and retirees have local connections and keen knowledge the many communities in Long Beach.

*Objective 2: Partner with LB CCC organizations to connect to employees*

Partner with LB CCC members and other community-based organizations to engage their members and constituents to gain employment with 2020 Census focusing on those who live in HTC neighborhoods and speak the languages of HTC communities.

Pacific Gateway, in conjunction with the United States Census Bureau, will work to develop and supply messaging tailored to HTC community members for organizations to share within their existing networks. The Census Bureau will be invited to present job recruitment opportunities and report on recruitment goals so that LB CCC can assist in meeting stated City application submittal targets.

The City Census Team and Pacific Gateway will explore incentive programs to engage CBOs and peak interests in HTC populations to drive applicant pool diversification. Census Bureau recruiters will be invited to conduct recruitment events at Committee organizations locations and events.

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### *Objective 3: Hire and train people from HTC communities*

Build trust with the community by hiring and training people from HTC communities that speak the languages of all Long Beach residents, including American Sign Language, and ensure that language accessibility (translation and interpretation) services will be provided throughout all aspects of this process.

The Committee will utilize translated recruitment materials provided by the Census Bureau to assist in recruitment for local census jobs. Bureau staff also include Partnership Specialist to identify strategic areas for recruitment. Activities associated with Goal Three, Objective 2, will also help to ensure that recruitment is conducted in areas that garner applicants that speak Long Beach residents' languages.

To support existing messaging, the City's Language Access Policy and associated resources, as well as partnership with LB CCC organizations will translate materials developed by Pacific Gateway in a linguistically and culturally appropriate manner for the City's non-English speaking communities. so that Enumerators reflect the communities where fieldwork is conducted.

### *Objective 4: Assist local Census employees beyond the Census effort*

Assist Census employees in finding long-term employment and leadership training beyond the Census effort.

#### **Workshop on Public Sector Employment**

Pacific Gateway will partner with City staff and other organizations, where appropriate, to develop resident-focused workshops to help Enumerators, Recruiters, and other Census Bureau temporary employees transfer their gained experience, skills and clearance advantages into additional opportunities in the government sector.

#### **One-on-One Support**

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Individual and tailored support will also be made available to temporary Census Bureau staff after attending a Public-Sector Employment workshop. The one-on-one support will consist of a session with Pacific Gateway coaches that will assist residents in developing their resume and to apply for City and public sector jobs.

## Goal 4: Implement Strategically

**“Build strategic alliances and organizational capacities to ensure the effective implementation of the LB CCC Implementation Plan to serve the Long Beach community while using community specific strategies throughout the 2020 census process.”**

### *Objective 1: Build LB CCC member partnerships*

Consider ways to build partnerships between LB CCC members and member organizations to increase the effectiveness of individual members in achieving the goals and objectives of the LB CCC and identify additional partners that could support this effort.

#### LB CCC Workshops

The Long Beach Complete Count Committee meetings, which take place in a workshop format, have a dual purpose: in addition to planning census outreach efforts for communities across the city, the meetings are also designed to facilitate partnerships and collaboration among member agencies to achieve the Committee's goals and objectives. Each workshop will introduce members to their natural partners and alliances. For example, some workshops will organize members by their sector, others by their



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geography, and others by their interest and expertise in specific outreach activities.

### **Expanding the network beyond the current LB CCC membership**

As the LB CCC moves from the planning phase to the implementation phase, the Committee will identify additional partners to support the effort by coordinating and activating each member agency's networks. In the language of nodes and network models, each Committee member agency is itself a node to a vast network of partners within their sector beyond the Committee member agencies. In the Implementation phase of Long Beach's census efforts, each node will activate and spread information along its networks to ensure the widest reach possible across the city.

In addition to the node and network model of activation, Committee members' partners will also have access to the City's Census Team for support and the City's website will serve as the hub for distributing and coordinating information and resources among the extended network.

### *Objective 2: Develop and deploy shared resources*

Develop an inventory of individual and shared resources that LB CCC members can utilize in support of 2020 Census, to identify and strategically fill any gaps in those resources including human, financial, and other tangible and intangible resources.

#### **Inventory of shared resources**

The City will inventory the shared resources to be shared among LB CCC members and their agencies by sending an information request to the LB CCC members about the resources they have available for sharing. The City's website ([longbeach.gov/census](http://longbeach.gov/census)) will serve as the central hub for agencies to view, reserve, and request resources for their use. Sign Up Genius, SwORD's licensed platform for volunteer management and event planning, will be the

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platform for hosting the inventory and setting up reservations for the following categories of resources:

- Rooms/space for activities
- Volunteers
- Printed material
- Technology
- Census-in-a-box

### *Objective 3: Evaluate effectiveness of LB CCC*

Evaluate the effectiveness of this Committee in supporting the success and mission of 2020 Census, and identify any benefits accrued to LB CCC members and member organizations going forward.

#### **Evaluating the effectiveness of the LB CCC**

While there are many factors of the census that are outside of the City's control, the effectiveness of the LB CCC will be evaluated to draw lessons learned and best practices from the LB CCC model of community engagement. The following are two measures of the effectiveness that the City will track and report on:

Measure 1: Response rate by census tract

- Type of measure: Outcome indicator
- Goal: Exceed the 2010 response rate in each census tract in Long Beach
- How to track: SwORD's ArcGIS platform will provide real-time insight into response rates by census tract throughout the time that the internet response questionnaire website remains online
- Why it is important to track and why the specific goal: The 2010 response rate serves as a baseline measure for the effectiveness of the LB CCC because there was no Complete Count Committee in 2010, and many groups in the city felt that a serious undercount had occurred. The response rate is

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the ultimate and most important measure of how well the LB CCC's outreach performed all together.

Measure 2: Level of LB CCC member satisfaction with the LB CCC meetings

- Type of measure: Performance indicator
- Goal: Achieve a "mostly satisfied" or "highly satisfied" rating for each meeting in 2020 and as an average throughout the year
- How to track: The City will develop an evaluation form for each meeting and request feedback from LB CCC members about their level of satisfaction with the LB CCC.
- Why it is important to track and why the specific goal: The LB CCC is designed to support the needs of each member agency in achieving the goal of a complete count. The City is committed to ensuring that each LB CCC member feels that their input has been heard and appreciated, and that each agency feels supported through the process.

#### *Objective 4: Retain engagement through 2020 Census*

Retain the engagement of partners and community members through the 2020 Census process.

#### **LB CCC engagement through 2020**

The Long Beach Complete Count Committee will continue to meet through August 2020. All meetings take place on a Friday from 9:00am to 11:00am. Locations for 2020 meetings are to be determined at this time. LB CCC meetings will take place on the following dates:

January 17

February 21

March 20

April 17

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May 15  
June 19  
July 17  
August 21

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# Appendix A: Strategic Plan: Goals and Objectives

## Goal 1

**Ensure that everyone in Long Beach is informed about, has access to, and completes a 2020 Census questionnaire, particularly those populations and areas that are considered hard to count (HTC) including those without internet access or the ability to complete the questionnaire online and those who face language barriers.**

### Objectives:

- 1.** In alignment with the Los Angeles County Plan, community-based organizations, and existing outreach efforts, develop a comprehensive LB CCC Implementation Plan that includes education and outreach programs to encourage all Long Beach residents to complete their census questionnaire.
- 2.** Cultivate resources, services, and partnerships with educational institutions, health providers, transportation agencies, community-based organizations, faith-based organizations, housing providers, informal networks, and diverse media groups as well as governmental and non-governmental agencies, to incorporate strategies within their existing mission and beyond that ensures each and every person completes the 2020 Census questionnaire, including HTC communities.
- 3.** Challenge businesses, corporations, and all LB CCC members and member organizations to explore and identify opportunities to educate, raise awareness, build resource capacity, and take actions to ensure their employees and customers to complete the 2020 Census questionnaire, within their current practices and beyond.
- 4.** Work with “trusted messengers” to work with HTC communities using their spoken languages to complete the 2020 Census survey, in a manner that ensures privacy and confidentiality, through their

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networks such as schools, neighborhood associations, nonprofits, faith-based organizations, and non-governmental agencies.

## Goal 2

**Develop a comprehensive education, outreach, media, and mobilization campaign to identify and address barriers to census responses and overcome them to ensure that HTC populations in Long Beach are accurately counted.**

### Objectives:

1. Identify Long Beach HTC populations and geographic areas.
2. Ensure the Complete Count Committee Implementation Plan customizes education and outreach programs, including language access and cultural relevance, to reach HTC populations to increase participation rates among HTC populations leading up to Census Day (April 1, 2020) and through the Nonresponse Follow-up Operation (May 2020-July 2020).
3. Recruit, train, and deploy an effective combination of community leaders, trusted messengers, and volunteers to conduct outreach to HTC populations at grassroots levels.
4. Utilize the resources and services of City departments, other Complete Count Committee member agencies, community facing services, and Los Angeles County to reach and impact HTC communities.

## Goal 3

**Ensure Census workers in Long Beach are reflective of our diverse, multilingual community by promoting census employment opportunities through workforce development networks and LB CCC member organizations.**

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## Objectives:

1. Engage Long Beach Workforce Development/Pacific Gateway to educate LB CCC members and the greater community about the opportunities, job qualifications, and steps required to gain employment with 2020 Census.
2. Partner with LB CCC members and other community-based organizations to engage their members and constituents to gain employment with 2020 Census, focusing on those who live in HTC neighborhoods and speak the languages of HTC communities.
3. Build trust with the community by hiring and training people from HTC communities that speak the languages of all Long Beach residents, including American Sign Language, and ensure that language accessibility (translation and interpretation) services will be provided throughout all aspects of this process.
4. Assist Census employees in finding long-term employment and leadership training beyond the Census effort.

## Goal 4

**Build strategic alliances and organizational capacities to ensure the effective implementation of the LB CCC Implementation Plan to serve the Long Beach community while using community specific strategies throughout the 2020 census process.**

### Objectives:

1. Consider ways to build partnerships between the 54 LB CCC members and member organizations to increase the effectiveness of individual members in achieving the goals and objectives of the LB CCC and identify additional partners that could support this effort.
2. Develop an inventory of individual and shared resources that LB CCC members can utilize in support of 2020 Census, to identify and strategically fill any gaps in those resources including human, financial, and other tangible and intangible resources.
3. Evaluate the effectiveness of this Committee in supporting the success and mission of 2020 Census, and identify any benefits

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accrued to LB CCC members and member organizations going forward.

- 4.** Retain the engagement of partners and community members through the 2020 Census process.





*“To ensure  
each and every  
person from  
newborn up is  
counted.”*

## LONG BEACH Complete Count Committee

# IMPLEMENTATION PLAN

December 6, 2019



**LONG BEACH**  
**Complete Count Committee**  
**MEMBER**  
**ORGANIZATIONS**



Bixby Knolls Business Improvement Association  
California Complete Count-Census 2020  
California State University Long Beach  
Centro CHA  
Century Housing Corporation  
City of Long Beach  
City of Santa Ana  
Dignity Health  
Filipino Migrant Center  
Frontier Communications  
Gray Panthers  
Greater Long Beach Interfaith Community Organization  
Long Beach Area Chamber of Commerce  
Long Beach City College  
Long Beach Community Action Partnership  
Long Beach Day Nursery  
Long Beach Forward  
Long Beach Immigrant Rights Coalition  
Long Beach Transit  
Long Beach Unified School District  
Mayor's Fund for Education  
Memorial Care  
Office of Assemblymember Anthony Rendon  
Office of Assemblymember Patrick O'Donnell  
Office of Congressman Alan Lowenthal  
Office of County of Los Angeles Board of Supervisors  
Office of Mayor Robert Garcia  
Office of Senator Lena Gonzalez  
Office of Senator Tom Umberg  
Office of Speaker Anthony Rendon  
Pacific Gateway  
Ready Nation  
Success in Challenges  
The Children's Clinic  
The Long Beach Minister's Alliance  
The Salvation Army  
United Cambodian Community  
US Census Bureau, Los Angeles Regional Office  
VA Long Beach Healthcare System  
YMCA of Greater Long Beach



# LONG BEACH Complete Count Committee IMPLEMENTATION PLAN

The mission of the Long Beach Complete Count Committee (LB-CCC) is to ensure that each and every person from newborn up is counted in Long Beach in the 2020 Census. From August to December 2019, the LB-CCC met monthly to build an effective partnership by considering not only what each member organization could contribute individually to 2020 Census efforts, but also to capitalize on the synergy of bringing together caring leaders throughout the community who understand the collaborative effort required to ensure that everyone in Long Beach is counted.

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## VISION: Everyone Counts in Long Beach

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The LB-CCC met five times from August to December, 2019, with the challenge of developing a citywide Implementation Plan to educate, motivate and activate everyone in Long Beach to participate in the census, particularly focusing on those communities that are historically less likely to do so. The LB-CCC adopted its Vision, Mission, Goals and Objectives (Appendix A) for inclusion in the City's Strategic Plan that guide their collaborative process to plan and implement education and outreach efforts that particularly target residents that are considered hard-to-count (HTC)<sup>1</sup>. Understanding that an undercount in Long Beach will have negative financial and social consequences, the LB-CCC capitalized on its broad and diverse membership to embrace the opportunity to share ideas and resources to maximize the effectiveness of this plan.

Co-chaired by the City of Long Beach and the Long Beach Unified School District, the LB-CCC is an inclusive committee representing a diversity of organizations throughout the city, including educational institutions, hospitals, transit, faith-based and other service organizations as shown on the LB-CCC membership list. In addition to larger citywide institutions, the LB-CCC includes a variety of non-profit organizations that are institutions in the community. Capitalizing on the existing resources of LB-CCC member organizations was the key to developing the Implementation Plan. LB-CCC member organizations identified specific activities they could provide within their existing operation to educate residents and employees about the importance of completing the census questionnaire as well as access and assistance for residents to complete the census online.

<sup>1</sup> HTC, or hard-to-count refers to people and communities that have historically been missed by the census. Hard-to-count populations include but are not limited to communities of color, immigrants, low-income households, and young-children.

# EDUCATE > MOTIVATE > ACTIVATE

August - Dec. 2019      January - March 2020      April - July 2020

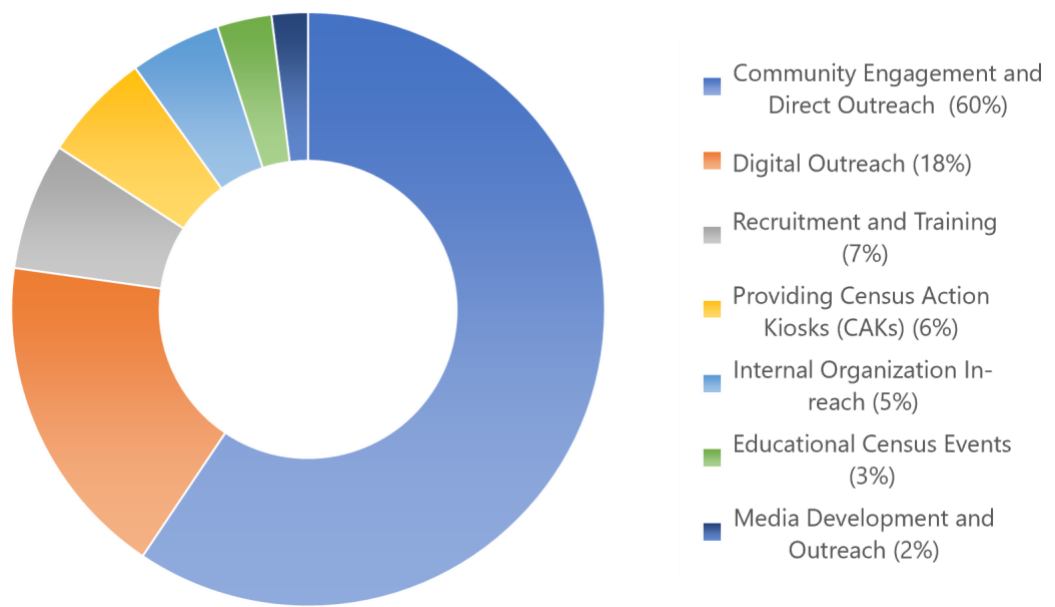
This LB-CCC Implementation Plan is a work in progress that is comprised of hundreds of strategic activities that Committee members have committed to carrying out in support of Census 2020 (Appendix B). These activities occur within three specified Census phases.

- EDUCATE (August - December 2019)**      33% of Activities  
 This phase is designed to raise awareness and understanding about the importance of the upcoming census.
- MOTIVATE (January - March 2020)**      48% of Activities  
 This phase is designed to motivate and encourage residents to complete the census questionnaire in April.
- ACTIVATE (April - July 2020)**      19% of Activities  
 This phase is designed to provide access and assistance to complete the census questionnaire and follow-up with those that do not to encourage them to do so before the deadline.

The activities often flow across more than one Census phase, shifting focus to build on the foundation laid in each phase.

## IMPLEMENTATION PLAN ACTIVITIES

The strategic activities within the Implementation Plan that are aligned within these three phases fall within seven broad categories listed by percentages below:



The majority of activities that LB-CCC member organizations have proposed fall within the *Community Engagement and Direct Outreach* category, which will be carried out in English, Spanish, Khmer and Tagalog through all three census phases. These activities will be carried out by member organizations that are familiar to many in the HTC communities, and are seen as trusted messengers with established ongoing relationships. Specific activities include providing census information at regular meetings and special events, displaying census information in public areas, canvassing and one-on-one engagement, direct distribution of census information and census giveaways, assisting individuals with completing the census questionnaire, and including census information in newsletters and other existing outreach materials.

*Digital outreach* will reinforce these efforts and will include the use of organization and individual social media and websites to outreach broadly to educate and motivate the community about the importance of the 2020 Census. These activities also capitalize on organizations' existing e-mail lists of clients, customers, residents and friends, to outreach directly to individuals about the importance of being counted.

The LB-CCC Implementation Plan also focuses on *internal organization in-reach*. These activities focus internally on employees and volunteers to educate and motivate individuals through many activities including internal emails, newsletters, and social media as well as other opportunities, including posting census information in lunch rooms and shared spaces, discussing the importance of completing the census questionnaire at staff meetings, as well as including census information with employee pay stubs.

LB-CCC members also propose to *host educational census events* in the community, including HTC neighborhoods to engage and encourage individuals, families and residents of all ages to build awareness and encourage the community to complete the census questionnaire in April.

*Media Development and Outreach* activities includes the development of educational and motivational census videos in different languages, for distribution on air, on digital platforms, in waiting rooms and classrooms throughout the community.

*Recruitment and Training* activities are an important part of the joint effort to ensure that the messages that are communicated about the census are consistent and accurate. In addition to census employees, a multitude of volunteers will be needed to engage with the community and answer questions about the census and its importance to the Long Beach community. Coordinating the training and assigning trained volunteers where needed will be important to the success of this effort.

*Providing Census Action Kiosks (CAKs) for public use* will also be critical given that people will be required to complete the census questionnaire online instead of on paper. CAKs are discussed in greater detail below.

These activities will be implemented citywide and in HTC neighborhoods to educate, motivate and activate all Long Beach residents to complete the census questionnaire.

## CENSUS ACTION KIOSKS (CAK's) & CANVASSING

For the first time, the 2020 Census will rely primarily on the completion of online census questionnaires rather than paper questionnaires, which raises concerns around privacy and digital literacy. This presents a unique challenge to the LB-CCC because one-fourth of homes in Long Beach do not subscribe to internet service and unfortunately those households largely fall within HTC communities.<sup>2</sup> This heightens the need for one-on-one canvassing to follow-up with those that are not connected, relying on both paid and volunteer canvassers. The LB-CCC Implementation Plan addresses these challenges.

LB-CCC has already identified over 120 CAK locations within the city, which are primarily located in HTC communities (Appendix C). This list includes public schools and libraries citywide in addition to other member organization locations which will continue to be updated. Mobile CAKs will also be made available by LB-CCC member organizations to address gaps in HTC areas.

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**MISSION:**  
To ensure  
each and  
every  
person from  
newborn up  
is counted

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LB-CCC member organizations intentionally include a variety of organizations that are institutions in the community, including Centro CHA, Long Beach Forward, Filipino Migrant Center, the Greater Long Beach Interfaith Council, and Long Beach Immigrant Rights Coalition. These organizations were successful in receiving the first round of funding from the California Community Foundation as trusted messengers to support community education and outreach and direct canvassing in Long Beach. Long Beach Forward serves as one of six regional conveners for the Los Angeles Regional Census Table (LARCT), a group of community-based, nonprofit organizations dedicated to reaching hard-to-count populations throughout Los Angeles County. In that role, Long Beach Forward convenes “We Count Long Beach,” comprised of local community-based organizations that represent the broad demographic and geographic diversity of HTC communities in Long Beach, many of whom also serve on the LB-CCC. These

organizations will be critical in providing direct canvassing to “Get out the Count” during the 2020 Census.

## MOVING FORWARD IN 2020

The LB-CCC will continue to meet monthly through August, 2020 to facilitate ongoing collaboration and to evaluate the effectiveness of the plan as it unfolds (Exhibit D). It is important for the LB-CCC to be nimble and adapt to real experiences on the ground to ensure that everyone is counted in Long Beach. Going forward, activities in the Implementation Plan will continue to expand to address any unmet needs.

<sup>2</sup> Downey, Dave, “The Harsh Realities of Living in Long Beach—Without the Internet,” Press-Telegram, October 24, 2017. <http://longbeachmc.org/the-harsh-realities-of-living-in-long-beach-without-the-internet/>

The City is required to use the interactive Statewide Outreach and Rapid Deployment program (SwORD) which the state is developing to track activities locally and statewide. To facilitate reporting for our partners, the City has created a simplified reporting tool to allow LB-CCC member organizations to report their progress and coordinate upcoming activities (Attachment 1 & 2).

Additional funding resources will be made available soon from the City's census funds and other donors through a process that prioritizes effective outreach to undercounted HTC communities. Targeted resources are also planned to provide rapid response funds to address gaps in HTC communities that experience low response rates.

The mission of the LB-CCC Implementation Plan is to ensure each and every person from newborn up is counted in Long Beach. The LB-CCC is committed to ensuring that every person, family, and neighborhood in this richly diverse community is fully counted in the 2020 United States Census.





## Long Beach Complete Count Committee (LB-CCC)

### GOALS & OBJECTIVES

Approved 8/30/19

**VISION:** Everyone Counts in Long Beach

**MISSION:** To ensure each and every person from newborn up is counted

**GOAL 1:** Ensure that everyone in Long Beach is informed about, has access to, and completes a 2020 Census survey, particularly those populations and areas that are considered hard to count (HTC) including those without internet access or the ability to complete the questionnaire online and those who face language barriers.

#### OBJECTIVES:

- 1.A. In alignment with the Los Angeles County plan, community-based organizations, and existing outreach efforts, develop a comprehensive LB-CCC Implementation Plan that includes education and outreach programs to encourage all Long Beach residents to complete their census questionnaire.
- 1.B. Cultivate resources, services, and partnerships with educational institutions, health providers, transportation agencies, community-based organizations, faith-based organizations, housing providers, informal networks, and diverse media groups as well as governmental and non-governmental agencies, to incorporate strategies within their existing mission and beyond that ensures each and every person completes the 2020 Census questionnaire, including HTC communities.
- 1.C. Challenge businesses, corporations, and all LB-CCC members and member organizations to explore and identify opportunities to educate, raise awareness, build resource capacity, and take actions to ensure their employees and customers complete the 2020 Census questionnaire, within their current practices and beyond.
- 1.D. Work with “trusted messengers” to engage with HTC communities using their spoken languages to complete the 2020 Census survey in a manner that ensures privacy and confidentiality, engaging through their networks such as schools, neighborhood associations, nonprofits, faith-based organizations, and non-governmental agencies.

**GOAL 2:** Develop a comprehensive education, outreach, media and mobilization campaign to identify and address barriers to census responses and overcome them to ensure that HTC populations in Long Beach are accurately counted.

#### OBJECTIVES:

- 2.A. Identify Long Beach HTC populations and geographic areas.



- 2.B. Ensure the Complete Count Committee Implementation Plan customizes education and outreach programs, including language access and cultural relevance, to reach HTC populations and increase their participation rates leading up to Census Day (April 1, 2020) and through the Nonresponse Follow-up Operation (May 2020-August 2020).
- 2.C. Recruit, train, and deploy an effective combination of community leaders, trusted messengers, and volunteers to conduct outreach to HTC populations at grassroots levels.
- 2.D. Utilize the resources and services of City departments, other Complete Count Committee member agencies, community facing services, and Los Angeles County to reach and impact HTC communities.

**GOAL 3: Ensure census workers in Long Beach are reflective of our diverse, multilingual community by promoting census employment opportunities through workforce development networks and LB-CCC member organizations.**

**OBJECTIVES:**

- 3.A. Engage Long Beach Workforce Development/Pacific Gateway to educate LB-CCC members and the greater community about the opportunities, job qualifications, and steps required to gain employment with Census 2020.
- 3.B. Partner with LB-CCC members and other community-based organizations to engage their members and constituents to gain employment with Census 2020, focusing on those who live in HTC neighborhoods and speak the languages of HTC communities.
- 3.C. Build trust with the community by hiring and training people from HTC communities that speak the languages of all Long Beach residents, including American Sign Language, and ensure that language accessibility (translation and interpretation) services will be provided throughout all aspects of this process.
- 3.D. Assist census employees in finding long-term employment and leadership training beyond the census effort.

**GOAL 4: Build strategic alliances and organizational capacities to ensure the effective implementation of the LB-CCC Implementation Plan to serve the Long Beach community while using community specific strategies throughout the census 2020 process.**

**OBJECTIVES:**

- 4.A. Consider ways to build partnerships between the LB-CCC members and member organizations to increase the effectiveness of individual members in achieving the goals

and objectives of the LB-CCC, and identify additional partners that could support this effort.

- 4.B. Develop an inventory of individual and shared resources that LB-CCC members can utilize in support of Census 2020 to identify and strategically fill any gaps in those resources including human, financial, and other tangible and intangible resources.
- 4.C. Evaluate the effectiveness of this Committee in supporting the success and mission of Census 2020, and identify any benefits accrued to LB-CCC members and member organizations going forward.
- 4.D. Retain engagement of partners and community members throughout the census 2020 process.



## APPENDIX B

# WORKING IMPLEMENTATION PLAN ACTIVITIES

December 6, 2019

ABBREVIATION	ORGANIZATION
CCHA	Centro CHA
CLB	City of Long Beach
CSULB	California State University, Long Beach
FC	Frontier Communications
FMC	Filipino Migrant Center
GP	Gray Panthers
ICO	Greater Long Beach Interfaith Community Organization
LBCC	Long Beach City College
LBCOC	Long Beach Chamber of Commerce
LBDN	Long Beach Day Nursery
LBF	Long Beach Forward
LBT	Long Beach Transit
LBUSD	Long Beach Unified School District
LBMFE	Long Beach Mayor's Fund for Education
MC	Memorial Care
OAAR	Office of Assemblymember Anthony Rendon
OAPO	Office of Assemblymember Patrick O'Donnell
OCAL	Office of Congressman Alan Lowenthal
OMRG	Office of Mayor Robert Garcia
OSLG	Office of Senator Lena Gonzalez
PG	Pacific Gateway
TCC	The Children's Clinic
UCC	United Cambodian Community
VAMC	Veterans Affairs Medical Center
YMCA	YMCA



Long Beach Complete Count Committee  
**WORKING IMPLEMENTATION PLAN**  
 12/06/19

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS</b>					
	CSULB	Service Learning Students: Identify SL courses that will align their service learning requirements around CBO census activities, and place SL with these orgs.		January 2020 - March 2020		
	CCHA	Service Learning Students: Identify SL courses that will align their service learning requirements around CBO census activities, and place SL with these orgs.	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000
	GP	Presentations at Senior and Disabled buildings (hold meeting with Census champion helping disseminate info)	Citywide	January 2020- March 2020	low-income seniors	6,000-7,000
	GP	Tabling at eight community events	Citywide	January 2020- March 2020	low-income seniors	6,000-7,000
	ICO	Distribute educational census information by tabling at six community events	North	January 2020- March 2020	low-income, seniors	500-1000
	LBDN	Events (Annual Community Event) - Early learning festivals and kindergarten festivals - outreach opportunities, educational materials will be provided	Citywide	December 2019 - March 2020		
	LBDN	Early learning festivals and kindergarten festivals - outreach opportunities, educational materials will be provided	Citywide	December 2019 - March 2020	Children 0-4	
	LBF	Provide Census education and promotion at 10 community events throughout West, Central, and North Long Beach to engage HTC populations	Citywide	October 2019 - April 2020	All HTC in Central, Downtown Long Beach	100-500
	LBF	Provide information about the Census to parents and caregivers with children 0-5 through the Building Healthy Communities and Best Start collaboratives	Central Long Beach	October 2019 - April 2020	Children 0-5	60-100
LBMFE	census tabling and outreach at upcoming local community events including: The Long Beach Celebration of the Young Child, the Mayor's Fund/Aquarium of the Pacific Family Science Night, Kindergarten festivals, preschool open house events, the Long Beach Early Childhood Education Symposium, college career-fairs,	Citywide	January 2020-June 2020	Low-income families, Hispanic	500-1000	

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)</b>					
	LBUSD	ASB Activities, Bulletins, Assemblies, Back to School Night, Open House,	Citywide	January 2020- March 2020	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders; Limited English Proficiency; Limited Access to Broadband	500-1000
	LBUSD	Superintendent Parent Forums, PTA/ELAC/DELAC/Title One Meetings	Citywide	October 2019- December 2019	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders People with Limited English Proficiency People with Limited Access to Broadband	500-1000
	LBUSD	Provide census information at High School Choice Fairs, School Assemblies, ASB Events, Clubs, Advisory Groups,	Citywide	October 2019- December 2019	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders People with Limited English Proficiency People with Limited Access to Broadband	500-1000
	MC	Long Beach Medical Center Townhall (speaker needed)	Citywide	November/Decem ber?		
	OAPO	Tabling at community events	North, West, Central, Downtown	October 2019 - April 2020	LGBTQ, people of color, renters	100
	OAL	Tabling at community events	West, Central LB	January 2020 - March 2020	Children 0-4, ESL	50-100

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)						
GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)					
	OCAL	Tabling at community events	Citywide	January 2020- March 2020		30-60
	OCAL	Providing materials at town halls and community coffee events	Citywide	February 2020	senior citizens, college students, LGBTQ,	100-500
	OSLG	Discuss census 2020 during meetings, at events, with constituents	Citywide	September 2019- March 2020		100-500
	OSLG	Promote census at all district-related events	Citywide	October 2019- March 2020		500-1000
	OSLG	Promote census jobs, CBO partnerships and general census awareness through educational census flyers & materials	Citywide	October 2019- March 2020	Hispanics/Latinos	500-1000
	TCC	TCC presents census information during Health Education classes, at outreach events across the city, and during meetings with community members.	Citywide	January 2020- March 2020	People with Limited English Proficiency	
	UCC	Creating PSA, flyer, social media outreach in Khmer with perhaps English	Central LB, North	October 2019 - August 2020	Khmer, Seniors	4000
	UCC	We will announce the importance of signing up for Census 2020 to our community classes and meetings	Central Long Beach	January 2020- February 2020	Cambodian/Low Income, Seniors	500-1000
	UCC	Distribute educational census information by tabling at six community events, host joint Census event to educate community members	Central Long Beach	January 2020- February 2020	Cambodian/Low Income, Seniors	500-1000
	VA	Provide census information to veterans		October 2019 - December 2019	Veterans	200
	CLB/CC	Share outreach information when tabling civic engagement events		July 2019 - August 2020	TBD	TBD
	CLB/CC	Deliver Census information when conducting outreach meetings co-hosted by CBOs for Redistricting		July 2019 - August 2020	TBD	TBD
CLB/DS	Make an announcement and provide flyers at community outreach events, neighborhood/business association meetings, and community organization meetings promoting the 2020 Census and CAK locations.		May 2019 - Aug 2020	All	TBD	

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)</b>					
	CLB/DS	Advertise Census 2020 information at Neighborhood Leadership Program (NLP) Alumni Dinner, including messaging in the program booklet (Neighborhood Leaders Report).		January 2020	All	700 NLP Alumni
	CLB/DS	Provide a 2020 Census information table at all Department led/assisted general outreach events and project-specific events (e.g. open house events, workshops, walk-audits, stakeholder groups, tree planting events, neighborhood clean-ups, etc.).		May 2019 - Aug 2020	All	TBD
	CLB/DS	Provide 2020 Census flyers at all Commission meetings (e.g. Cultural Heritage Commission, Planning Commission, etc.). Provide a 2020 Census announcement as part of the Director's Report.		May 2019 - Aug 2020	All	TBD
	CLB/ED	Provide Census outreach materials at Department led/assisted community outreach and engagement events.		TBD	All	TBD
	CLB/ED	Provide Census outreach materials at Economic Development Commission meetings and include announcement as part of the Director's Report.		TBD	All	TBD
	CLB/ER	Make an announcement and provide flyers at community outreach events promoting the 2020 Census and CAK locations.		August 2019 - Aug 2020	All	TBD
	CLB/ER	Provide a 2020 Census information table at all Department led outreach events (Ready Long Beach, Uptown Jazz Fest., Concerts in the Park, etc.)		August 2019 - Aug 2020	All	TBD
	CLB/HA	Flyers during briefings		October 2019 - August 2020	Section 8 participants	500-800 people
	CLB/HA	Provide staff with talking points		October 2019 - August 2020	Section 8 participants	500-800 people
	CLB/HHS	Provide a Census presentation at a Veterans Affairs Commission		By January 2020	Veterans	9
	CLB/HHS	Provide Census outreach materials at the Veterans Day Parade/Event		November 2019	Veterans	50
	CLB/HHS	Provide Census outreach materials at Century Villages at Cabrillo Veterans Resident Meeting		January 2020 - March 2020	Veterans, Homeless, Seniors	100
CLB/HHS	Provide Census outreach materials at VA Town Halls		January 2020 - March 2020	Veterans	100	

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	1.	<b>PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)</b>				
	CLB/HHS	Provide Census outreach materials at Veterans Empowerment Training Sessions		January 2020 - March 2020	Veterans	150
	CLB/HHS	Share information at special events, such as Coalition meetings, outreach network meetings, and resource fairs.		January 2020 - Aug 2020	All	Est. 1,000 per month
	CLB/HHS	Distribute census flyers and brochures to clients and participants in Nursing Division programs including Black Infant Health, Nurse Family Partnership, Medi-Cal Outreach, Childhood Lead Poisoning Prevention Program, Public Health Nursing, Senior Links, and Maternal, Child, Adolescent Health Home Visits.		January 2020 - Aug 2020	Children, Hispanics, African-Americans, Cambodians, seniors, homeless, and special needs populations.	
	CLB/HHS	Promote census participation during meetings to partner programs with extensive community/public contact.		January 2020 - Aug 2020	Children, Hispanics, African-Americans, Cambodians, seniors, homeless, and special needs population	
	CLB/HHS	Distribute 2020 Census outreach flyers/brochures to community members visiting HALB, HEAL, and Walk & Roll Long Beach (WRLB) booths at health fairs and community events.		January 2020 - Aug 2020	All	TBD
	CLB/HHS	Utilize existing networking community events and fairs to distribute census flyers and brochures to raise awareness to motivate individuals to participate in the census.		January 2020 - Aug 2020	Children, Hispanics, African-Americans, Cambodians, seniors, homeless, and special needs population	
	CLB/HHS	Provide flyers and posters to the Early Childhood Education Committee to promote census at Kindergarten festivals and Early Learning Festival		January 2020 - Aug 2020	Children & Families	
	CLB/HHS	Provide 2020 Census outreach flyers/brochures to healthy market partners.		January 2020 - Aug 2020	All	TBD
CLB/HHS	Make announcement and share flyers at Coalition for a Smoke Free Long Beach Quarterly Coalition Meetings		January 2020 - Aug 2020		50	



**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)</b>					
	CLB/HHS	Provide flyers at community outreach events, neighborhood/business association meetings, and community organization meetings promoting the 2020 Census and CAK locations.		June 2019 - Aug 2020	All	TBD
	CLB/HHS	Provide Census outreach flyers, brochures at our 5 WIC locations.		Sept 2019-Aug 2020	Children & Families	TBD
	CLB/HHS	Promote Census 2020 during class contacts and individual counseling with WIC applicants and participants		Sept 2019-Aug 2020	Children & Families	TBD
	CLB/HHS	Provide flyers at special events, such has the Jazz Festival, Cajun Festival, Grand Prix, Pride, etc.		June 2019 - Aug 2020	All	TBD
	CLB/HHS	Provide a 2020 Census information table at all Department led/assisted general outreach events and project-specific events (e.g. open house events such as the national food safety education month, asthma resource fair, etc).		June 2019 - Aug 2020	All	TBD
	CLB/HHS	Provide 2020 Census Information (flyers) to environmental health specialists to distribute in the field during inspections. Provide information to hard to reach populations while performing inspections in various programs, food, water, hazmat vector, lead and healthy homes.		June 2019 - Aug 2020	All	TBD
	CLB/HHS	Distribute informational written materials (flyers, brochures, etc) at outreach events, community presentations, and community meetings		July 2019- August 2020	All	TBD
	CLB/HHS	Promote 2020 Census during planned FSS workshops, briefings, and owner presentations.		March - August 2020	All	TBD
	CLB/HHS	Provide Census outreach flyers and brochures during Resident Advisory Board meeting		Apr-20	All	TBD
	CLB/HHS	Make an announcement and provide flyers/brochures at HALB/WRLB classes promoting the 2020 Census.		January 2020 - Aug 2020	All	TBD
	CLB/LS	Promote 2020 Census during existing planned library workshops, events and story times for the community.		March - August 2020	All	
	CLB/LS	Provde "census in a box" for active parenting classes (Mark Twain and Michelle Obama)				
CLB/LS	Provide "census in a box" for teen focus class (Dana Park)					

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)</b>					
	CLB/LS	Provide "census in a box" for Baby and Lap Sit Story Time (Mark Twain)			Children ages 0-4	
	CLB/LS	Provide census information to ESL Classes (Obama)				
	CLB/LS	Provide census information to ESL Classes for Khemer speakers (Mark Twain)				
	CLB/PRM	Make an announcement and provide flyers at all PRM facilities. Outreach at Neighborhood Association meetings.		Present- Aug 2020	All	TBD
	CLB/PRM	Provide information at PRM special events and community outreach events. Movies in the Park, Municipal Band and Community Concerts and special events. Census team to work with TID and LBTV to create these videos that will be shared throughout all of the summer events. Deadline for video End of April.		Present -Aug 2020	All	100,000+
	CLB/PRM	Summer food programs: partnered with non profits. Promote Census messaging at these events.				
	CLB/PRM	Provide 2020 Census flyers at all Commission meetings (e.g. Parks and Recreation Commission, Senior Advisory Commission, Marine Commission and Commission on Youth and Families and ACS.). Provide a 2020 Census announcement as part of the Director's Report.		Sept 2019 - Aug 2020	All	TBD
	CLB/PRM	Movies in the Park program - show video before all scheduled movies	Citywide	May 2020 - August 2020		50,000+
	CLB/PRM	Cambodian Center meal (at McBride/Calkee) to educate and advocate for Census participation.	Central LB, West	January 2020 - March 2020	Cambodian, Senior	500+
	CLB/PW	Make an announcement and provide flyers at any project specific community meetings.		May 2019 - Aug 2020	All	TBD
	CLB/PW	Provide a 2020 Census information table at all bureau led events such as shred events, compost workshops, bike recycling, shoe recycling, and neighborhood cleanups.		July 2019- August 2020	All	TBD
CLB/PW	Make an announcement and provide printed flyers at community outreach events, neighborhood/community association meetings, and neighborhood cleanups.		July 2019- August 2020	All	TBD	
CLB/TID	Share Census outreach materials with the Digital Inclusion Stakeholder Committee.		July 2019 - Apr 2020	All	approx. 40 directly	

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>1. PROVIDE CENSUS INFORMATION AT REGULAR MEETINGS AND SPECIAL EVENTS (continued)</b>					
	CLB/TID	Share Census outreach materials with the Technology and Innovation Commission (TIC) and include Census information in Director's report.		Sep 2019 - Apr 2020	All	7 directly
	CLB/WD	Present Census project information to the Water Commission (take place Thursday mornings at 9am)		November 2019 - December 2019	None	15
	CLB/WD	Feature and share information and promotional materials about Census 2020 at LBWD tabling events.		Multiple Events Each Month	All	TBD
	CLB/WD	Invite Census 2020 representation to table at the 9th annual Lawn to Garden Festival at LBWD.		Event held May 2020	All	500 attendees
	CLB/WD	Use partnership with Historic Society of LB, Los Ranchos (both) to promote Census		October 2019 - August 2020	All	TBD
	<b>2. DISPLAY CENSUS INFORMATION IN PUBLIC AREAS</b>					
	LBCOC	If provided, offer window signs/banners to businesses with high foot traffic	Citywide	October 2019 - August 2020		hundreds
	LBT	Advertise on car card inside buses with various languages	Citywide	December 2019 - March 2020	all ethnic groups	40,000+ per week
	OAPO	Table at DMV	Citywide	January 2020 - March 2020	Cambodian, latinos	75
	TCC	Display Census reminders and information around clinics. To best serve TCC patient's, materials would be needed in English, Spanish, and Khmer.	Citywide	March 2020 - May 2020	People with Limited English Proficiency	
	TCC	Display educational materials around clinic locations that are frequented by those experiencing homelessness	West		Homeless	
	CLB/AP	Post 2020 Census posters		Jan 2020 - Aug 2020	All	TBD
	CLB/AP	Provide Census outreach flyers at LGB booth when participating in community events		Jan 2020 - Aug 2020	All	TBD
CLB/AP	Provide Census outreach flyers at Airport Advisory Commission Meetings. Provide a 2020 Census announcement as part of the Director's Report		November 2019 - Aug 2020	All	TBD	

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	2.	<b>DISPLAY CENSUS INFORMATION IN PUBLIC AREAS (continued)</b>				
	CLB/CC	Provide handouts and have posters at lobby-level public counter		July 2019 - August 2020	TBD	TBD
	CLB/CS	Place Census 2020 information/posters in the Civil Service Lobby		July, 2019- August, 2020	All	TBD
	CLB/CS	Make Census 2020 flyers available for handout at job fairs and other recruitment events		July, 2019- August, 2020	All	TBD
	CLB/DS	Post 2020 Census posters at the Permit Center and community outreach events.		May 2019 - Aug 2020	All	~2,610 people per quarter (Permit Ctr)
	CLB/DS	Display 2020 Census materials at CAK locations. Promote CAK locations as part of 2020 Census messaging to the public.		July 2019 - Aug 2020	All	TBD
	CLB/ED	Post Census outreach materials on Department floor lobby and at Pacific Gateway lobby.		TBD	All	TBD
	CLB/ER	Post 2020 Census posters at Department reception area and community outreach events.		August 2019 - Aug 2020	All	5-10 people week (Reception Lobby)
	CLB/ER	Display 2020 Census materials at CAK locations. Promote CAK locations as part of 2020 Census messaging to the public.		August 2019 - Aug 2020	All	TBD
	CLB/FM	Install posters (created by others) on the sides of City Refuse trucks (these trucks already have the brackets, typically used for recycling messages).		Aug 2019 - Aug 2020	All	Unknown
	CLB/FM	Install decals and/or magnetic signs (created and prepared by others) for display on selected City vehicles that travel extensively within the City (Heart Team, PD, Code Enforcement suggested		Aug 2019 - Aug 2020	All	Unknown
CLB/FM	Install (whole) vehicle wraps (created and prepared by others) for display on 1 or 2 selected City vehicles that travel extensively within the City.		Aug 2019 - Aug 2020	All	Unknown	
CLB/HA	Flyers in lobby		October 2019 - August 2020	Section 8 participants	500-800 people	

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	2.	<b>DISPLAY CENSUS INFORMATION IN PUBLIC AREAS (continued)</b>				
	CLB/HHS	Post 2020 Census posters, flyers, and information about the Census Action Kiosk (CAK) at Multi-Service Center and other funded/nonfunded sites, including outside the building and in the lobby and interview rooms.		January 2020 - Aug 2020	All	Est. 1,000 per month
	CLB/HHS	Display 2020 Census materials Promote CAK locations as part of 2020 Census messaging to clients.		April 2019 - July 2020	All	Est. 1,000 per month
	CLB/HHS	Display posters in Nursing Division lobby areas in Medi-Cal Outreach and Black Infant Health.		January 2020 - Aug 2020	Children, Hispanics, African-Americans, Cambodians, seniors, homeless, and special needs population	
	CLB/HHS	Provide posters to prenatal and pediatric providers through the Comprehensive Perinatal Services Program and Child Health and Disability Prevention Program		January 2020 - Aug 2020	Children & Families	
	CLB/HHS	Post Census 2020 information at our five WIC locations.		Sept 2019-Aug 2020	Children & Families	TBD
	CLB/HHS	Provide 2020 Census Information (flyers) at counter in Environmental Health bureau office.		June 2019 - Aug 2020	All	TBD
	CLB/HHS	Post 2020 Census posters in lobby and interview booths		Jan 2020 - Aug 2020	All	TBD
	CLB/HHS	Provide Census outreach flyers and brochures in H.A. lobby		April 2020 - Aug 2020	All	TBD
	CLB/HHS	Posters in Sexual Health/Family Planning, Tuberculosis, Immunization, and HIV Care Clinic		January 2020 - August 2020	All (primarily low-income)	TBD
	CLB/HHS	Posters at Vital Records Windows (Birth/Death Certificates)		January 2020 - August 2021	All (primarily low-income)	TBD
	CLB/LS	Post 2020 Census posters at 12 library locations.		Jan 2020 - Aug 2020	All	
CLB/LS	Provide Census outreach flyers, brochures at 12 library locations.		April 2020 - Aug 2020	All		

A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)								
GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED		
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>2. DISPLAY CENSUS INFORMATION IN PUBLIC AREAS (continued)</b>							
	CLB/PRM	Post 2020 Census posters at Department floor lobby, the Permit Center, Public Hearing Notices boards, community centers, aquatics facilities, Nature Center, Animal Care Services, community information kiosks		present- Aug 2020	All	2,350	weekly	
	CLB/PRM	Senior Center; place posters, attend special events. Idea: "Census Days" in the center where we can activate a CAK/QAK for seniors to come in and fill out the questionnaire.						
	CLB/PRM	Display 2020 Census materials at CAK locations. Promote CAK locations as part of 2020 Census messaging to the public.		Sept 2019 - Aug 2020	All	TBD		
	CLB/PW	Post 2020 Census posters at Bureau floor lobby and include in Bureau newsletter.		July 2019- August 2020	All	224	Employees at ESB	
	CLB/TID	Post Census outreach materials in Department lobby and Civic Chambers.		TBD	All	TBD		
	<b>3. INCLUDE CENSUS INFORMATION IN NEWSLETTERS &amp; OTHER EXISTING MATERIALS</b>							
	FC	Insert awareness messages into bills of frontier customers in LB area (will take a few months to prepare and implement)	Citywide		December 2019 - August 2020			
	CLB/CC	Integrate messaging with Redistricting Commission outreach plan based on overlapping deadlines (bus shelters, car cards, posters, online advertisements, PRM brochure, PSAs, water & gas bill insert, etc.)			July 2019 - August 2020	TBD	TBD	
	CLB/ER	Create one-page (translated) utility bill inserts with information about the 2020 Census. Insert to discuss how the 2020 Census directly affects Long Beach (e.g. impact on funds, social equity and political voice for residents, businesses, real estate developers, etc.).			August 2019 - Aug 2020	All	154,000	Customers
CLB/ER	Produce business card-sized (3.5in by 5in) outreach materials (similar to utility bill inserts) that can be left by Customer Service Representatives when performing gas turn-ons or other orders that involve customer interactions.			August 2019 - Aug 2020	All	3,300	Customers/ Month	

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>3. INCLUDE CENSUS INFORMATION IN NEWSLETTERS AND OTHER EXISTING MATERIALS (continued)</b>					
	CLB/FM	Include Census 2020 efforts in Budget Community Book. Decision needs to be made in a week or two as this book is underway and space is very limited.		July 2019 to be delivered in August 2019. Also July 2020	All	Unknown
	CLB/HA	Owner newsletter		October 2019 - August 2020	Section 8 participants	500-800 people
	CLB/HHS	Provide information via email blasts, owner news letters, annual certifications, and HAP mailings		March - August 2020	All	TBD
	CLB/ER	Add Census information on Resident Advisory Board email invite		Apr-19	All	TBD
	CLB/LS	Add census message on due date receipts				
	CLB/LS	Add census message to electronic notices				
	CLB/PRM	Advertise Census information in Recreation Connection-Contract Class guide and Department newsletters. Occupy a quarter page in the spring and summer newsletter that will get information out to a wider audience. Work with Jane for content.		Fall, 2019 Winter, Spring and Summer 2020	All	TBD
	CLB/PRM	Adult league: registration through active net. Census could plan a sponsored event with an adult league.				
	CLB/PW	Add tagline message on temporarily posted "No Parking" signs for special events/maintenance projects.		Aug 2019 - Aug 2020	TBD	TBD
CLB/PW	Add to City's on-hold digital phone message.		Aug 2019 - Aug 2020	TBD	TBD	
CLB/PW	Add census information on Construction Notice signs (No parking, portable Changesable Message Signs, Door hangers).		Sept 2019 to Aug 2020	All	All foot and vehicular traffic travelling through construction sites across the City	

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED	
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>3. INCLUDE CENSUS INFORMATION IN NEWSLETTERS AND OTHER EXISTING MATERIALS (continued)</b>						
	CLB/PW						
			Add census information on Department on-hold message on the phone.		July 2019 to Aug 2020	All	TBD
	CLB/PW						
			Adding message to refuse utility bill.		August 2019- August 2020	Many	117,000 City-serviced accounts
	CLB/TID						
			Add Census information to both City utility bills and to the associated online payment portal. Due to the high volume of accounts, i.e. virtually all businesses and residences w/in City boundaries, we have the potential to significantly increase outreach this way.		TBD	All	TBD
	CLB/WD						
		Add Census 2020 information and messaging to Utility Bills (limited character space ~140).		Sent out Monthly	All	150,000 accounts	
CLB/WD							
		Add Census 2020 information and messaging to 90H20 Newsletter.		Sent out Monthly	All	150,000 accounts	
CLB/WD							
		Add Census 2020 information, messaging, and important dates to LWBD/Energy Resources annual calendar.		Art finalized by September 2019 and distributed November 2019	All	190,000 accounts	
CLB/WD							
		Include Census 2020 materials in utility bill inserts.		February 2020	People of Color, Low-income Households, Seniors, LGBTQ+, People older than 25 without a high school diploma, veterans, Areas with low broadband subscription rates and limited or no access	120,000 accounts	
CLB/WD							
		Include materials in Blue Restaurant program inspection packets		October 20219- August 2020	All	TBD	



**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>3. INCLUDE CENSUS INFORMATION IN NEWSLETTERS AND OTHER EXISTING MATERIALS (continued)</b>					
	CLB/WD	Include materials and/or swag in Leave-Behind boxes at MF efficiency appliance install sites		October 2019 - November 2019	Low-income households	115
	<b>4. CANVASSING AND ONE-ON-ONE ENGAGEMENT</b>					
	GP	Flyer distribution to Seniors and one-on-one discussions on why it is important to participate		January 2020- March 2020	low income seniors	6,000-7,000
	FMC	Door-to-door canvassing, phone banking, and reaching out to local businesses, churches, schools, etc.	West	January 2020 - Jul	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders	3000-4000
	FMC	Door-to-door canvassing: provide ongoing training + stipends for additional volunteer canvassers	West	January 2020 - Jul	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders, People with Limited English Proficiency, College Students	500-1000
	FMC	Door-to-door canvassing, phone banking, and reaching out to local businesses, churches, schools, etc.	West		Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders	500-1000
	ICO	18 canvassers working in 36 hard to count block groups in North and Central LB	Citywide	January 2020 - April 2020	hard to count block groups	18,000 doors
	LBF	Conduct direct outreach efforts such as canvassing and phone banking to HTC communities not already covered by existing community-based organizations	Citywide	January - May 2020	TBD	500-1000
	UCC	Five organizations will train canvassers for door-to-door canvassing in Khmer and English. Will have two phases - education and census completion.		January 2020- March 2020	low-income, seniors, immigrant	500-1000

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>5. CENSUS EDUCATION AND AWARENESS POP-UPS</b>					
	CLB/ED	Activate vacant storefronts	North, Central, Downtown	January 2020 - March 2020	Spanish, Khmer,	2-5% total population
	PG	Pop-up tents on street corners in HTC areas with small giveaways, staffed by youth workers we pay for	Citywide	March 2020 - April 2020		hundreds
	<b>6. PROVIDE TRANSPORTATION FOR CENSUS ACTIVITIES</b>					
	CCHA	Offer transportation to and from organization	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000
	OAAR	Provide bus passes to Census	North	October 2019 - August 2020		
	<b>7. PROVIDE ASSISTANCE IN COMPLETING THE CENSUS QUESTIONNAIRE</b>					
	TCC	Incorporate trusted staff as point people for census material, and to walk patients through completion of their census, as they have built trust with patients at their respective clinic sites.	Citywide	January 2020- May 2020		500-800 people
	TCC	Staff at clinics (Multi-service center + Century villages @ cabrillo) will be available to assist with filling out questionnaire)	West	March 2020 - August 2020	Homeless	
	<b>8. DIRECT DISTRIBUTION OF CENSUS INFORMATION AND CENSUS GIVEAWAYS</b>					
	FMC	Distribute educational census information by tabling at six community events	North	January 2020-March 2020	low-income, seniors	500-1000
	FMC	Distribute Census flyers and education materials through door-to-door canvassing, phone banking, reaching out to local businesses, churches, schools, etc. Also provide training for FMC's Census volunteers	West	December 2019 - July 2020		500-1000
FMC	Email blasts, newsletters, regular social media posts (esp. leading up to Census day on 4/1/20), holding education workshops/activities for our members and volunteers	Citywide	October 2019 - July 2020	Seniors, Immigrants & Refugees	500-1000	

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>8. DIRECT DISTRIBUTION OF CENSUS INFORMATION AND CENSUS GIVEAWAYS (continued)</b>					
	FMC	Utilize paid social media ads	Citywide	January 2020 - Jul	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders, People with Limited English Proficiency, College Students	500-1000
	LBC	Intentional marketing with people of color and images that represent the population	North, East, Central		College Students	
	LBMFE	Work with Early Education (i.e. Preschool) providers and parenting groups to develop and distribute targeted census information, as well as staff with volunteers who can help with on-site census completion.	Citywide	January 2020-Jun	Low-income families, Hispa	100-500
	LBT	LB Can provide literature at community events and advertising on buses.	Citywide	January 2020-March 2020		500-1000
	LBT	LBT can place information at the Transit & Visitor Information Center in Downtown Long Beach	Downtown	January 2020-March 2020		500-1000
	OAAR	Deliver Census messages - brochures, mailers, email, social media	North	October 2019 - August 2020		10,000 - 50,000
	OAPO	Flyers in various languages	Citywide	January 2020 - March 2020	Cambodian, latinos	75
	UCC	We will post Census 2020 signs in English and Khmer	Central Long Beach	January 2020-February 2020	Cambodian/Low Income, Seniors	60-100
	CLB/CC	Handouts provided to patients at mobile clinics		January 2020 - August 2024	All (primarily low-income)	TBD
CLB/HA	Swag to distribute to participants		October 2019 - August 2020	Section 8 participants	500-800 people	
CLB/HHS	Handouts provided along with every birth/death certificate		January 2020 - August 2022	All (primarily low-income)	TBD	

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>8. DIRECT DISTRIBUTION OF CENSUS INFORMATION AND CENSUS GIVEAWAYS (continued)</b>					
	CLB/HHS	Handouts provided to patients in clinics		January 2020 - August 2023	All (primarily low-income)	TBD
	CLB/PRM	Distribute Census information to all Active Net Adult participants. Active Net is the Departments registration system. Using the contacts that are generated through the registration system to annoucement Census communications.		Present Aug 2020	All	75,000
	CLB/PRM	Work with Marina point of contact to get information on those residents living on thier boats. Work to get messaging to them through contact.			HTC Boat Residents	
	CLB/PRM	Youth sports: coaches are city staff - providing them with Census messaging to relay to parents and youths. City permits the fields, having messaging, simple, put on field; fence banners with Census messaging. (Banners in mulitple langauages)				
	CLB/PRM	Contract classes: parents must attend, day camps where parents need to sign in and out for their child- opportunity to offer messaging or flyering for these programs/classes				
	CLB/PRM	Day camps , provide Census activity sheets where children will be able to take home to relay messaging to their parents or guardians.				
	CLB/PRM	Mommy and Me classes/ Preschool classes to reach those htc 0-4 ages.			HTC age 0-4	
	CLB/PW	Add Census information and a link on project door hangers, construction signs, and other project materials that are distributed as part of our standard project delivery process.		May 2019 - Aug 2020	All	100's
	CLB/PW	Provide a handout to the general public when they obtain a Public Works permit from the public permit counter.		May 2019 - Aug 2020	All	1,000's
<b>9. ENCOURAGING AND SUPPORTING OTHER ORGANIZATIONS' CENSUS OUTREACH EFFORTS</b>						
CCHA	Work with state and federal reps to coordinate outreach efforts	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000	

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>9. ENCOURAGING AND SUPPORTING OTHER ORGANIZATIONS WITH CENSUS OUTREACH (continued)</b>					
	OAPO	Target state agencies: franchise tax board, state disability and unemployment	Citywide	January 2020 - March 2020	Cambodian, latinos	75
	OCAL	Ensuring local groups who want materials/information have them	Citywide	February 2020		30-60
	OCAL	Reaching out to community partners including chambers of commerce and business improvement districts to see how they are preparing/what resources they need from us,	Citywide	February 2020		30-60
	OCAL	Supporting CBOs - providing resources/paper and info, facilitating conversations	West, Central LB	January 2020 - March 2020	Children 0-4, ESL	50-100
	OSLG	Provide outreach materials to CBOs, including job flyers, know your rights cards	North, West, Central, Downtown		Latino, Cambodian, Seniors	1000+
	OSLG	Reach out to LB Forward to see what the need is with CBO census efforts	North, West, Central, Downtown		Latino, Cambodian, Seniors	1000+
	TCC	Continue partnership with Long Beach Multi-Service Center and Century Villages at Cabrillo in order to make our staff available for Census activities on site to patients who are either homeless or transitioning out of homelessness.	West	January 2020- May 2020	Individuals & Families Experience Homelessness	
	UCC	We will create a script that is digestible and catered towards low-income and commercial to better outreach that is Khmer and English	Citywide	January 2020- February 2020	Cambodian/Low Income, Seniors	500-1000
	CLB/CC	Reach out to LA County about including Census information on March 3, 2020 Sample Ballot Booklet for Primary Statewide Election		July 2019 - August 2020	TBD	TBD
	CLB/CC	Share online Community Asset Map with CBOs to encourage participation in Census		July 2019 - August 2020	TBD	TBD
	CLB/DS	Share information with all Neighborhood Leadership Program (NLP) alumni, including email templates, digital flyers, etc. to share with their neighborhoods.		June 2019 - Aug 2020	All	700 NLP Alumni
CLB/ED	Leverage BIDs	North, Central, East, West				
CLB/ED	Share Census outreach materials with Department's community partners (e.g. CBOs, BIDs, small businesses).		TBD	All	TBD	

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 1.D, 2.A, 2.B, 2.C, 2.D, 4A	<b>9. ENCOURAGING AND SUPPORTING OTHER ORGANIZATIONS WITH CENSUS OUTREACH (continued)</b>					
	CLB/FM	Email All LB Businesses Registered in Planet Bids with communications provided by others		3 days	Could potentially reach businesses in impacted areas as well as employees living in impacted areas, as well as reach some neighborhood associations - potential for overlap of communications	Unknown
	CLB/FM	Reach out to LA County about including Census information on March 3, 2020 Sample Ballot Booklet for Primary Statewide Election		3 days	Could potentially reach businesses in impacted areas as well as employees living in impacted areas, as well as reach some neighborhood associations - potential for overlap of communications	Unknown
	CLB/FM	Share online Community Asset Map with CBOs to encourage participation in Census		July 2019 to be delivered in August 2019. Could also do in July 2020	All	Unknown
	CLB/WD	Allow use of LBWD Assembly Rooms for Census 2020 training or informational sessions for City Employees (subject to availability and with advanced notification).		Check with LBWD for Availability	All	140 max capacity

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals >>	<b>10. MAJOR PUBLIC DISPLAYS PROMOTING CENSUS 2020</b>					
	LBT	Bus head sign messages for 30 days on all LBT buses	Citywide	Jul-20	all ethnic groups	40,000+ per week
	CLB/PW	Post message on Changeable Message Signs in low response areas (five CMS's).		Aug 2019 - Aug 2020	TBD	TBD
CLB/PW	Use some of the City's free bus shelter advertising space throughout the city and targetted neighborhoods.			June 2019 - Aug 2020	All	1,000's

**B. DIGITAL OUTREACH**

Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	<b>1. ONLINE SOCIAL MEDIA &amp; EMAIL</b>					
	CCHA	Newsletters, media, constant contact, social media	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000
	GP	Post announcements on Facebook, on our website, and articles that go out in our monthly eblasts	Citywide	January 2020- March 2020	low-income seniors	6,000-7,000
	LBCOC	Ask businesses to post on social media	Citywide	October 2019 - August 2020		hundreds
LBCC	Office of Multi Media Videos, Chromebooks available in various school offices, i.e. Counseling, Administrative Office, College and Career Centers, Library,	Citywide	November 2019- December 2019	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders People with Limited English Proficiency People with Limited Access to Broadband	500-1000	

**B. DIGITAL OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	<b>1. ONLINE SOCIAL MEDIA &amp; EMAIL (continued)</b>					
	LBCC	Posting messages for count activities on social media	North, East, Central		Students	
	LBDN	Education to member organizations through email, facebook, and Census presentations	Citywide	Now - March 2020	Children 0-4	
	LBF	Promote information and persuasive messages about the Census through organizational social media platforms including Facebook, Twitter, Instagram, and YouTube	Citywide	October 2019 - July 2020	People of color, low-income families, seniors, LGBTQ, renters, students, immigrants	500-1000
	LBT	Newsletter (community connector), twitter, facebook, instagram posts	Citywide	Mar-20		
	LBUSD	Postings on District and Schools' Websites, School Loop, Teleparnet, ParentVue	Citywide	November 2019- December 2019	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders People with Limited English Proficiency People with Limited Access to Broadband	500-1000
	MC	Social media/website	Citywide			
	OCAL	Use facebook, twitter, and email to share news and information	Citywide	January 2020- March 2020	senior citizens	500-1000
	OCAL	Include a monthly update/FAQ in our newsletter				
	OSLG	Social media outreach, 2020 Census press release	Citywide	January 2020- March 2020		500-1000
	TCC	Use social media toolkit to educate patient population	Citywide	October 2019 - April 2020		
	TCC	Include census information in TCC Social Media	Citywide	January 2020- March 2020		
	TCC	Use social media toolkit to educate patient population	Citywide	October 2019 - April 2020		



**B. DIGITAL OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	1. ONLINE SOCIAL MEDIA & EMAIL (continued)					
	UCC	Khmer language Facebook, Instagram posts, Khmer with English subtitle commercial, posters with Khmer texts and images, and local office announcements	Citywide	January 2020- February 2020	Cambodian/Low Income, Seniors	500-1000
	UCC	Creating and distributing social media outreach in Khmer with perhaps English	Central LB, North	October 2019 - August 2020	Khmer, Seniors	4000
	YMCA	Newsletters, flyers, digital (social media, website) [please provide materials in Spanish]	90805 + 90806	October 2019 - August 2020		
	CLB/AP	Add Census information and a link at www.lgb.org and pin to social media outlets (Facebook, Twitter)		Jan 2020 - Aug 2020	All	17,000 FB followers 12,600 Twitter followers
	CLB/AP	Email a notice and provide digital flyer to Airport tenants		Jan 2020 - Aug 2020	All	TBD
	CLB/AP	Add to staff email signatures		Jan 2020 - Aug 2020	All	TBD
	CLB/AP	Promote 2020 Census via digital advertising (slide) in Airport concourse		Jan 2020 - Aug 2020	All	TBD
	CLB/AP	Email a notice and provide digital flyer to Airline Managers & Operations Committee (AMOC) participants		Jan 2020 - Aug 2020	All	TBD
	CLB/CC	Share Census information on social media		July 2019 - August 2020	TBD	TBD
	CLB/CC	Add a Census 2020 link to our Vote Long Beach application		July 2019 - August 2020	TBD	TBD
CLB/CC	Include Census information on City Clerk homepage		July 2019 - August 2020	TBD	TBD	
CLB/DS	Email a notice and provide flyers (print and digital) to neighborhood leaders, including neighborhood associations, home/condo-owner/own-your-own/cooperatives/tenant organizations, citywide community organizations, and business associations as listed in the Neighborhood Groups Directory.		June 2019 - Aug 2020	All	147 neighborhood groups	

**B. DIGITAL OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	<b>1. ONLINE SOCIAL MEDIA &amp; EMAIL (continued)</b>					
	CLB/DS	Add Census information and a link on Department's homepage, pin to social media outlets (Facebook/Twitter), LinkLB Newsletter (Latest News and Updates), Neighborhood Resource Center emails, and staff email signatures.		May 2019 - Aug 2020	All	4,985 Facebook 2,526 Twitter 1,479 LinkLB
	CLB/ED	Add Census information in Department staff email signatures.		TBD	All	TBD
	CLB/ED	Add Census outreach materials and a link on Department's and Pacific Gateway's homepage.		TBD	All	TBD
	CLB/ED	Add Census outreach materials and a link on Department's social media platforms (e.g. Facebook, Instagram, Twitter).		TBD	All	Facebook (284 followers); Twitter (865 followers); Instagram (919 followers)
	CLB/ER	Add Census information and a link on Department's homepage, pin to social media outlets (Facebook/Twitter).		August 2019 - Aug 2020	All	x,xxx Facebook followers x,xxx Twitter followers
	CLB/HA	Add to website		October 2019 - August 2020	Section 8 participants	500-800 people
	CLB/HHS	Add Census information and a link on program's internet homepage and to staff email signatures.		January 2020 - Aug 2020	All	

**B. DIGITAL OUTREACH (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	1.	<b>ONLINE SOCIAL MEDIA &amp; EMAIL (continued)</b>				
	CLB/HHS	Share information on our social media platforms (FaceBook, Instagram)		Sept 2019-Aug 2020	Children & Families	TBD
	CLB/HHS	Develop social media posts that connect Census 2020 to public health and schedule posts with increasing frequency based on Census 2020 timeline.		January 2020- August 2020	All	TBD
	CLB/HHS	Add Census information on a link at www.HACLB.org		July 2019 - Aug 2020	All	TBD
	CLB/LS	Add Census information and a link at www.longbeach.gov/library and social media outlets.		April 2019 - Aug 2020	All	TBD
	CLB/LS	Add census information to main Library home page as a rotating slide		Jan 2020 - Aug 2020	All	
	CLB/LS	Send targeted emails to library cardholders that have opted to receive communications from Long Beach Public Library.		March - August 2020	All	
	CLB/PRM	Census information and a link on Department's homepage, pin to social media outlets (Facebook/Twitter/Instagram) and staff email signatures.		present - Aug 2020	All	<ul style="list-style-type: none"> <li>• Facebook - 12,863</li> <li>• Twitter - 4,893</li> <li>• Instagram - 2,026</li> </ul>
	CLB/PW	Add census information on all Staff email signature line.		July 2019 to Aug 2020	All	TBD
CLB/PW	Add Census information and a link on Bureau's homepage, pin to social media outlets (Facebook/Twitter), EcoGuide Newsletter (Monthly News and Education), LBRecycles emails, and staff email signatures.		July 2019- August 2020	All	3,527 Facebook Followers; 2,175 Twitter Followers; 6,700 EcoGuide Subscribers	

B. DIGITAL OUTREACH (continued)							
GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED	
Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	<b>1. ONLINE SOCIAL MEDIA &amp; EMAIL (continued)</b>						
	CLB/TID	Add Census information on Department's homepage.		July 2019	All	TBD	
	CLB/TID	Incorporate Census information on TI staff signatures.		July 2019	All	TBD	
	CLB/TID	Create and provide technical assistance for a Census 2020 website for the City and for the LBCCC		TBD	All	TBD	
	CLB/TID	Include Census outreach materials at Digital Inclusion outreach events and job recruitment tabling.		July 2019 - Apr 2020	All	TBD	
	CLB/TID	Create a GIS map on the City's Open LB Data portal with CAK locations and hard-to-count communities.		Sep 2019 - Nov 2019	All	TBD	
	CLB/WD	Add information and/or links to Census 2020 page on LBWD homepage.		July 2019 - August 2020	All		
	CLB/WD	Repost City's Census 2020 messaging on LBWD social media accounts.		July 2019 - August 2020	All	20,000+	
	CLB/WD	Add Census 2020 information, messaging, and links to Census 2020 page in Water Smart email.		Sent out Quarterly	All	40,000 accounts	
	<b>2. TV/PUBLIC SERVICE ANNOUNCEMENTS</b>						
	FC	Provide space on FIOS-TV channels for PSA during 3 phases of outreach (would need produced content and messages approved for broadcast)	Citywide		December 2019 - August 2020		
	UCC	Creating and distributing PSA in Khmer	Central LB, North		October 2019 - August 2020	Khmer, Seniors	4000
	UCC	We will reach Khmer TV to deliver our already made commercial	Citywide		January 2020- February 2020	Cambodian/Low Income, Seniors	500-1000
	YMCA	Have "commercial" play on loop in lobby tv/computer monitors for members to watch (with some "goody" incentive for watching)	North		October 2019 - August 2020	Limited English Speakers, Children 0-4	1000+
	CLB/HA	Information on TV			October 2019 - August 2020	Section 8 participants	500-800 people

**C. HOST EDUCATIONAL CENSUS EVENTS**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A, 1.B, 1.C, 2.A, 2.B, 2.D, 4A	FMC	Tabling at community events; hosting our own community events	West	December 2019 - J	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders	100-500
	FMC	Hold additional outreach events at City of LB park facilities (with increased capacity to pay for facility rental fees)	West	January 2020 - Jul	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders, People with Limited English Proficiency, College Students	100-500
	FMC	Host additional educational workshops/activities for our members and volunteers	West	January 2020 - Jul	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders, People with Limited English Proficiency, College Students	500-1000
	ICO	Host 12 census information events to educate community member and identify potential canvassers	Citywide	October 2019 to January 2020	residents of hts areas	500-1000
	LBF	Organize and co-sponsor 5 community events in HTC areas to promote and provide Census education	Citywide	October 2019 - April 2020	All HTC in Central, Downtown Long Beach	100-500
	LBMFE	Hopscotch- Design a "Hoptscotch" Stencil ("Count the kids") to be placed at local grocery stores, schools, pre-k's, health department, etc. to get kids moving and provide a visual reminder about the census.	Citywide	January 2020-Jun	Low-income families, Hispa	100-500
	OAAR	Host senior legislative luncheon located in HTC area (block party/food festival, recruit local leadership, pass out Census materials)	North	October 2019 - August 2020		100-500
	OAPO	Host education roundtable about importance of Census with education partners	Citywide	October 2019 - December 2019	Children 0-5, students	200

**C. HOST EDUCATIONAL CENSUS EVENTS (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
^ ^	OCAL	Census roundtable/rally with elected officials , Census Questions town hall	Citywide	February 2020	senior citizens, college students, LGBTQ,	60-100
	OCAL	Leverage partnerships with nonprofits to hold event for Cambodian seniors and families				
	TCC	TCC could run an event where we invite patients to complete their paper census questionnaire with our assistance on site.	Central	April 1st, Census Day		
	CLB/HHS	Provide outreach booth space at Celebration of the Young Child (for Census Bureau, CBO outreach)		April 1st, Census Day	Children & Families	

**D. INTERNAL ORGANIZATION INREACH - INTERNAL EMAIL, NEWSLETTERS, SOCIAL MEDIA, EDUCATION**

Goals 1.A-D, 2D, 4A	CCHA	CHA staff participate in 2020 Census champion training	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000
	GP	Inter-organizational email blasts, as needed, Census educational presentations	Citywide	January 2020-	low-income seniors	6,000-
	LBT	Can send staff email blast and post signs in break rooms/operator area	Inreach	February-March		
	LBUSD	District Bi-Weekly Newsletter, OMS Videos, LBUSD Twitter,	Citywide	November 2019- December 2019	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders People with Limited English Proficiency People with Limited Access to Broadband	500-1000
	MC	Employee engagement event (October 22-23)	Inreach	October 2019 - December 2019		14,000 employees
	OCAL	Provide education materials to all staff and interns who might be answering questions from constituents/community members contacting our organization to ensure everyone is providing accurate information	Citywide	January 2020- March 2020	college students	30-60

**D. INTERNAL ORGANIZATION INREACH - INTERNAL EMAIL, NEWSLETTERS, SOCIAL MEDIA, EDUC. (continued)**

OSLG	Educate all staff on census to be able to discuss/promote it	Inreach	November 2019- March 2020
TCC	Present census material at employee All Staff Meetings, monthly clinic staff meetings, and staff email blast with link to complete census.	Citywide	January 2020- March 2020
TCC	Use internal payroll system to educate staff on census	Inreach	October 2019 - April 2020

**D. INTERNAL ORGANIZATION INREACH - INTERNAL EMAIL, NEWSLETTERS, SOCIAL MEDIA (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A-D, 2D, 4A	VAMC	Educate staff, receive resources and referrals to provide to veterans	Inreach	October 2019 - December 2019	Veterans	200
	CLB/HA	Census presentation during staff meetings		October 2019 - August 2020	Section 8 participants	500-800 people
	CLB/TID	Post Census outreach materials on Intranet site.		TBD	All	approx. 6,000 directly
	CLB/TID	Create internal LBTQ Census promotional videos for City staff on how to be a Census 2020 Ambassador. Post this on City Intranet page.		Oct 2019 - Apr 2020	All	approx. 6,000 directly
	CLB/WD	Share general training session information with staff for those interested		November 2019 - December 2019	All	TBD

**E. MEDIA DEVELOPMENT AND OUTREACH**

**1. MEDIA DEVELOPMENT**

FMC	Conduct audio & video interviews with community members and FMC members & volunteers	West	November 2019 - March 2020	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders	10-30
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**E. MEDIA DEVELOPMENT AND OUTREACH (cont.)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A-D, 2.A-D, 4A	<b>1. MEDIA DEVELOPMENT (continued)</b>					
	FMC	Create short educational videos in Tagalog to circulate on digital platforms;	Citywide	January 2020 - May 2020	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders	500-1000
	LBMFE	Facilitate development of stories that highlight the importance of the census and potential impacts; help connect with local families who could help to provide the personal backgrounds	Citywide	January 2020- June 2020	Low-income families, Hispanic/Latino, Blacks/African Americans, childrens age 0-4	100-500
	LBUSD	OMS video LBUSD stakeholders and share their understanding of the importance of the census (personal stories relating to census supported programs, human interest studies)	Citywide	November 2019- December 2019	Hispanics/Latinos Blacks/African Americans Asian Americans & Pacific Islanders, Limited English Proficiency, Limited Access to Broadband	500-1000
	UCC	Creating and distributing PSA in Khmer	Central LB, North	October 2019 - August 2020	Khmer, Seniors	4000
	CLB/TID	Create and televise LBTV Census promotional videos in English, Spanish, Khmer, and potentially Tagalog (e.g. PSAs, graphics, interviews). For example: - Census 101 - Background of the Census (inc. Data Privacy - how is information used, bring in Mayor)- How to take the Census, where are CAKs In addition to televising these, share these on social media, Neighborhood Resource Center newsletter, City Departments, and Mayor and City Council to share with their networks.		Oct 2019 - Apr 2020	All	TBD
	CLB/TID	Record and provide audio/visual support for Census and Redistricting community meetings and replay on LBTV, in partnership with City Clerk		Oct 2019 - Apr 2020	All	TBD
CLB/TID	Work with LBTV and Telecommunications to record and program a Census informational recording at either the top of all City phone lines when a non-City employee calls or as part of the "hold" messages. Change these as the Census 2020 date approaches.		July 2019 - Apr 2020	All	TBD	



<b>E. MEDIA DEVELOPMENT AND OUTREACH (cont.)</b>						
<b>GOALS</b>	<b>ORG</b>	<b>ACTIVITY</b>	<b>AREA</b>	<b>TIME</b>	<b>HTC POPULATION</b>	<b>REACHED</b>
<b>Goals 1.A-D, 2.A-D, 4A</b>	<b>2. MEDIA OUTREACH</b>					
	FMC	Partner with local media outlets & Filipino media to cover Census events	Citywide	January 2020 - Jur	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders	10-30
	FMC	Utilize paid media advertisements	Citywide	January 2020 - Jur	Seniors, Immigrants & Refugees, Asian Americans & Pacific Islanders, People with Limited English Proficiency, College Students	500-1000
	OCAL	Op-ed in newspaper/online sources	Citywide	March 2020	senior citizens	500-1000
	CLB/PW	Include PSA on City's cable channel 3.		Aug 2019 - Aug 2020	TBD	TBD

<b>F. RECRUITMENT AND TRAINING</b>						
<b>Goals 3.A-D</b>	<b>1. RECRUIT APPLICANTS FOR CENSUS EMPLOYMENT</b>					
	CLB/HHS	Post and distribute census job announcements to clients and participants.		August 2019 - Aug 2020	Children, Hispanics, African-Americans, Cambodians, seniors, homeless, and special needs population	
	CLB/PRM	Promoting Census jobs to the volunteers and retired seniors				
	<b>2. RECRUIT AND TRAIN LEADERS AND VOLUNTEERS</b>					
	OAAR	Hire/identify local leadership	North	October 2019 - August 2020		

F. RECRUITMENT AND TRAINING (continued)							
GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED	
Goals 3.A-D	<b>2. RECRUIT AND TRAIN LEADERS AND VOLUNTEERS (continued)</b>						
	CLB/DS	Map out Neighborhood Leadership Program alumni across the City and identify Census 2020 captains in Hard-to-Survey areas.		June 2019 - Aug 2020	All		TBD
	CLB/DS	Integrate Census 2020 curriculum into the Neighborhood Leadership Program and designate one project team to Census 2020.		January 2020 - August 2020	All		TBD
	CLB/HHS	Trained resident leaders will promote Census 2020 to community and neighbors.		Feb - March 2020	All		TBD
	CLB/HHS	Coordinate training for the Coalition for a Healthy North Long Beach		Feb - March 2020	All		TBD
	CLB/PRM	CSULB Volunteer program; providing student volunteers with the opportunity to work with the Census outreach efforts.					
	CLB/PRM	Working with the volunteers that are at the nature center (200+) to become ambassadors					
	<b>3. TRAIN STAFF TO ASSIST WITH CENSUS</b>						
	CLB/DS	Designate staff to get trained by Census Bureau to provide technical assistance.		July 2019 - Aug 2020	All		TBD
	CLB/ED	Designate Department staff to be trained by Census Bureau and provide technical assistance.		TBD	All		TBD
	CLB/HHS	Coordinate training dates with DHHS Administration		September 2019 - December 2019			
	CLB/HHS	Coordinate training dates between Census and Homeless Services staff.		February 2020	All		Est. 1,000 per month
	CLB/HHS	Coordinate time and date of training		February 2020	Children & Families		41
	CLB/HHS	Coordinate training dates with Bureau Secretary		February 2020	All		TBD
CLB/LS	Coordinate training dates with Library Administration.		February 2020	All			
CLB/PRM	Designate staff to get trained by Census Bureau to provide technical assistant		August 2019 - Aug 2020	All		TBD	

**F RECRUITMENT AND TRAINING (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 3.A-D	<b>3. TRAIN STAFF TO ASSIST WITH CENSUS (continued)</b>					
	CLB/PRM	Training staff that can be a reliable voice on the field when interacting with residents. Ensuring staff knows where to direct residents to resources. This staff could go across all centers including Senior centers to build relationships and become trusted messengers.				
	CLB/WD	Work with Speakers Bureau to have them trained on Census talking points		November 2019 - December 2019	All	TBD

**G. PROVIDING CENSUS ACTION KIOSKS (CAKs) FOR PUBLIC USE**

Goals 1.A-D, 2.A-D, 4A	<b>1. ONSITE CAKs FOR PUBLIC USE WITH ASSISTANCE</b>						
	TCC	Staff at clinics (Multi-service center + Century villages @ cabrillo) will be available to assist with filling out questionnaire)	West	March 2020 - August 2020	Homeless		
	TCC	Strategically placed CAKS and QAKs at designated TCC clinics					
	UCC	We have a designated staff to help with Census 2020 sign up at CAK locations	Central Long Beach	January 2020 - March 2020			
	CLB/TID	Provide technical support for CAKs through Department's Help Desk.			TBD	All	TBD
	CCHA	Onsite wifi computer tech center	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000	
	FMC	Establish a Census Action Kiosk (CAK) at our organization for use by the public Mon - Fri	West	April 1, 2020-Aug	Non-English Speakers (Tagalog)	500-1000	
	LBCC	Kiosk at welcome center on both campuses	North, East, Central		Students		
	LBF	Host a CAK/QAK at our organization's office via our community computer lab and with trained staff and volunteers during normal business hours and extended evening hours during the enumeration period.	Downtown	March 2020 - July 2020	All HTC in Central, Downtown Long Beach	60-100	
	OAL	We would be happy to host a CAK	Downtown			60-100	
OSLG	Host CAK	North, West,		Latino, Cambodian,	1000+		

**G. PROVIDING CENSUS ACTION KIOSKS (CAKs) FOR PUBLIC USE (continued)**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
Goals 1.A-D, 2.A-D, 4A	<b>2. ONSITE CAKs FOR PUBLIC USE</b>					
	OSLG	Proposed CAKs to utilize library computer labs	Citywide	January 2020- March 2020	People with Limited Access to Broadband	100-500
	UCC	Each organizations will host a CAK	Central Long Beach	March 2020 - May 2020	Cambodian/Low Income, Seniors	500-1000
	CLB/LS	Additional CAK locations at all other libraries without FLC		April 2020 - Aug 2020	Latinos, seniors, limited English, immigrants, renters	TBD
	CLB/DS	Designate one CAK computer station location at the Code Enforcement Lobby, Neighborhood Resource Center, and/or Permit Center (if technology is available and when space permits).		July 2019 - Aug 2020	All	TBD
	CLB/ED	Add CAK at Pacific Gateway lobby and provide Census outreach matierals.		TBD	All	TBD
	CLB/ER	Designate one CAK computer station location at the Department Reception Lobby (if technology is available and when space permits).		August 2019 - Aug 2020	All	TBD
	CLB/HHS	Designate one CAK computer station in the lobby of the MSC building (if technology is available and when space permits).		March 2020 - July 2020	All	Est. 1,000 per month
	CLB/PRM	Designate one CAK computer station location in PRM Lobby, Regional Park sites (5) and LB Senior Center		Sept 2019 Aug 2020	All	TBD
	CLB/TID	Collaborate with Public Works to deploy CAKs in public spaces like the Civic Center lobby.		TBD	All	TBD
<b>3. MOBILE CAKs FOR PUBLIC USE</b>						
CCHA	Mobile wifi ipads	West, North, Central, Downtown	October 2019 - August 2020	Spanish, immigrants	20,000	

**G. PROVIDING CENSUS ACTION KIOSKS (CAKs) FOR PUBLIC USE**

GOALS	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
3. MOBILE CAKs FOR PUBLIC USE (continued)	ICO	Assistance in completing census form at door when requested	Inreach	April 2020	hard to count block groups	100-500
	OAAR	Mobile Kiosk (ipad?) at event	North	October 2019 - August 2020		
	OAL	Get devices from Fed Govt for mobile CAK	West, Central LB	January 2020 - March 2020	Children 0-4, ESL	50-100
	OAPO	Tablets/hotspots	Citywide	January 2020 - March 2020	Cambodian, latinos	75
	CLB/HHS	Set-up online access at community outreach events, community presentations, and community meetings using iPads, tablets, and portable wifi		July 2019- August 2020	All	TBD



Long Beach Complete Count Committee  
**WORKING IMPLEMENTATION PLAN**

**Identified Needs for Additional Resources**

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH**

<b>\$\$ NEEDED</b>	<b>ORG</b>	<b>ACTIVITY</b>	<b>AREA</b>	<b>TIME</b>	<b>HTC POPULATION</b>	<b>REACHED</b>
<b>1. NEED FOR ADDITIONAL STAFFING</b>						
\$	CCHA	Door-to-door outreach	West, North, Central, Dwntn	October 2019 - August 2020		
\$100,000	LBF	Conduct direct outreach efforts such as canvassing and phone banking to HTC communities not already covered by existing community-based organizations	Citywide	January - May 2020	TBD	500-1000
	LBDN	Outreach to families throughout early childhood programs - Census worker cleared to work within childcare facilities at individual centers to outreach to families	Citywide	January 2020 - March 2020	Children 0-4	500-1000
\$	OCAL	Supporting canvassers	Citywide	October 2019 - August 2020	Children 0-4, ESL, Seniors	500
\$	TCC	Could use volunteers or more staff to increase outreach efforts				
\$	TCC	Funding to bring on more staff to increase direct outreach hours at clinic sites.				
\$	UCC	Using our CCCC other Khmer partners to help pass PSA to everyone in community	Central LB, North	October 2019 - August 2020	Khmer, Seniors	4000
\$	CLB/ED	Conduct grassroots community outreach at local community hubs and small businesses and pass out Census outreach materials.		TBD	ALL	TBD
\$	CLB/HHS	Partner with Libraries to conduct outreach during storytime and other ECE programming		April 2020- August 2020		
\$	CLB/HHS	Conduct outreach in-person at laundromats, Mother's Markets, and places of worship		April 2020- August 2020		1,000
\$	CLB/HHS	Train and compensate outreach workers and case managers to conduct the census.		Jan 2020 - Feb 2020	All	Est. 1,000 per month
\$	CLB/HHS	Make overtime available for outreach staff to conduct the census on weekends or after work shift with people who reside on the streets.		Jan 2020-Aug 2020	All	Est. 1,000 per month
\$	CLB/HHS	Train and compensate for DHHS staff to assist with CAK.		Jan 2020-Aug 2020	All	Est. 1,000 per month

**A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)**

<b>\$\$ NEEDED</b>	<b>ORG</b>	<b>ACTIVITY</b>	<b>AREA</b>	<b>TIME</b>	<b>HTC POPULATION</b>	<b>REACHED</b>
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**2. NEED FOR ADDITIONAL RESOURCES**

\$	CLB/DS	Provide staff with "Ask me about 2020 Census" pins to wear at outreach events.		August 2019 - Aug 2020	All	TBD
\$	CLB/ER	Provide department staff with "Ask me about 2020 Census" pins to wear at outreach events.		August 2019 - Aug 2020	All	TBD
\$	CLB/HA	Buttons to wear for HQS inspectors		October 2019 - August 2020	Section 8 participants	500-800 people
\$	CLB/HA	Decals on city cars		October 2019 - August 2020	Section 8 participants	500-800 people
\$	CLB/PW	Place on Street light banners.		Aug 2019 - Aug 2020	TBD	TBD
\$	CLB/PW	Place magnetic signs on Public Service vehicles that can be removed.		Aug 2019 - Aug 2020	TBD	TBD
\$	CLB/PW	Post temporary signage at popular coastal destinations including beach parking lots and regional parks and community centers.		July 2019 - Aug 2020	All	100's
\$	CLB/PW	Utilize refuse truck billboards for promotion		September 2019- August 2020	All	TBD

**3. NEED FOR ADDITIONAL MATERIALS**

\$	GP	Door hangers for people who are not home	Downtown		Seniors	
\$	OMRG	Outreach to Northgate supermarkets, carnicerias, other local chains that serve HTC communities	North, West, Central LB,			
\$	MC	Flyers		October 2019 - March 2020		
\$	MC	Postcard - bullet points		October 2019 - March 2020		
\$	TCC	With Census materials from City of Long Beach, we can streamline outreach efforts				
\$	CLB/CC	Materials in more languages				

<b>A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)</b>							
<b>\$\$ NEEDED</b>	<b>ORG</b>	<b>ACTIVITY</b>	<b>AREA</b>	<b>TIME</b>	<b>HTC POPULATION</b>	<b>REACHED</b>	
<b>3 NEED FOR ADDITIONAL MATERIALS (continued)</b>							
\$350 - \$2,000 per school	CLB/DS	Create one-pager take home flyers (translated) about the 2020 Census and distribute to Long Beach schools in Hard-to-Survey communities at tabling events, cultural affairs, parent groups, etc.. Flyers to include how the 2020 Census directly affects Long Beach (e.g. impact on funds, social equity and political voice for residents, businesses, real estate developers, etc.). Note: Flyers will need LBUSD approval.	Citywide	August 2019 - Aug 2020	Limited English Proficiency, Immigrants, Renters	TBD	
\$	CLB/DS	Produce business card-sized (3.5in by 2in) outreach materials that can be included with mailed public hearing notices, project-specific mailers, etc.		June 2019 - Aug 2020	All	TBD	
\$	CLB/DS	Provide 2020 Census branded giveaways to have at outreach events as part of the Census 2020 information tables. [Citywide effort]		August 2019 - Aug 2020	All	TBD	
\$3,500	CLB/DS	Collaborate with Long Beach Water Department to utilize utility bill inserts.	Downtown	August 2019 - Aug 2020	All	TBD	
\$	CLB/ER	Provide 2020 Census branded giveaways to have at outreach events as part of the Census 2020 information campaign.	Downtown	July 2019 - Aug 2020	All	TBD	
\$	CLB/HA	Pass out buttons, bags, water bottles; Staff wear Tshirt		October 2019 - August 2020		thousands	
\$	CLB/HHS	Provide gift card incentives to people experiencing homelessness who complete the census.		Jan 2020-Aug 2020	All	Est. 1,000 per month	
\$	CLB/HHS	Purchase fliers that can be provided to all city departments that are a part of the street outreach network (DHHS, LBPD, LBFD, other non-city agency's)	Citywide	Jan 2020-Aug 2020	All	Est. 1,000 per month	
\$	CLB/HHS	Conduct outreach by mail to all licensed large-capacity in-home childcare providers in Long Beach		Feb - March 2020	Young children and families	2500	
\$	CLB/HHS	Provide 2020 Census branded giveaways to have at outreach events as part of the Census 2020 information tables. [Citywide effort]		August 2019 - Aug 2020	All	TBD	
\$8,000 - \$10,000	CLB/PRM	Create and promote information within all PRM programs and services	Downtown	Sept 2019 - Aug 2020	All; Limited English Proficiency	TBD	



<b>A. COMMUNITY ENGAGEMENT AND DIRECT OUTREACH (continued)</b>							
<b>\$\$ NEEDED</b>	<b>ORG</b>	<b>ACTIVITY</b>	<b>AREA</b>	<b>TIME</b>	<b>HTC POPULATION</b>	<b>REACHED</b>	
<b>3. NEED FOR ADDITIONAL MATERIALS (continued)</b>							
\$	CLB/PRM	Create one-pager take home flyers (translated) about the 2020 Census and distribute to Long Beach schools in Hard-to-Survey communities. Flyers to include how the 2020 Census directly affects Long Beach (e.g. impact on funds, social equity and political voice for residents, businesses, real estate developers, etc.). Note: Flyers will need LBUSD approval. . Work with our older Adult Populations through our programs at our Senior Centers	Downtown	Sept 2019 - Aug 2020	Limited English Proficiency, Immigrants, Renters and Seniors	TBD	
\$	CLB/PRM	Produce business card-sized (3.5in by 2in) outreach materials that can be included with mailed public hearing notices, project-specific mailers, etc.		Sept 2019 - Aug 2020	All	TBD	
\$	CLB/PRM	Provide 2020 Census branded giveaways to have at outreach events and special events as part of the Census 2020 information tables. [Citywide effort]	Citywide	Sept 2019 - Aug 2020	All	TBD	
\$	CLB/PRM	Provide staff with "Ask me about 2020 Census" pins to wear while on duty when in contact with public		Sept 019 - Aug 2020	All	TBD	
\$	CLB/TID	Work with local ISP providers to include Census information in bill inserts		TBD	All	TBD	
<b>3. NEED FOR ADDITIONAL ADVERTISING</b>							
\$8,000 - \$10,000	CLB/DS	Create and promote ads on City billboards, refuse trucks, buses, and bus shelters (with translations in Spanish, Khmer, and Tagalog). [Citywide effort]		June 2019 - Aug 2020	All; Limited English Proficiency	TBD	
<b>4. NEED FOR ADDITIONAL ASSISTANCE</b>							
\$	MC	Script - "Case manager"		October 2019 - March 2020			
\$	MC	Tool kit		October 2019 - March 2020			
\$	OCAL	More languages included in outreach	Citywide	October 2019 - August 2020	Children 0-4, ESL, Seniors	500	
\$	CLB/HA	Training staff		October 2019 - August 2020	Section 8 participants	500-800 people	

**B. DIGITAL OUTREACH**

\$\$ NEEDED	ORG	ACTIVITY	AREA	TIME	HTC POPULATION	REACHED
<b>1. NEED FOR ADDITIONAL RESOURCES</b>						
\$	CLB/DS	Develop a social media toolkit, which includes key data/statistics about the 2020 Census, pre-written social media posts/newsletter content, PSA video, QR code for Census web page, and images and infographics to use on social media, and a FAQ one-pager.	Citywide	October 2019 - August 2020		thousands
\$	CLB/HN	Distribute LBTQ animated Idip video (in English, Spanish, Khmer)	Citywide	October 2019 - August 2020		thousands
\$	CLB/PRM	Develop a social media toolkit, which includes key data/statistics about the 2020 Census, pre-written social media posts/newsletter content, PSA video, images and infographics to use on social media, and a FAQ one-pager.	Citywide	Sept 2019 - Aug 2020	All	TBD

**C. HOST EDUCATIONAL CENSUS EVENTS**

<b>1. NEED FOR ADDITIONAL RESOURCES</b>						
\$	GP	Senior day care - Census celebrations (party with door prize and food) at senior building and day care	Downtown		Seniors	
\$	YMCA	We could pay for workshops, promotional, info sessions to ease potential concerns about safety/deportation				
\$	CLB/LS	Create Census events modeled after Dictionary Days throughout Libraries	Downtown			5,000 (1,000 per event)

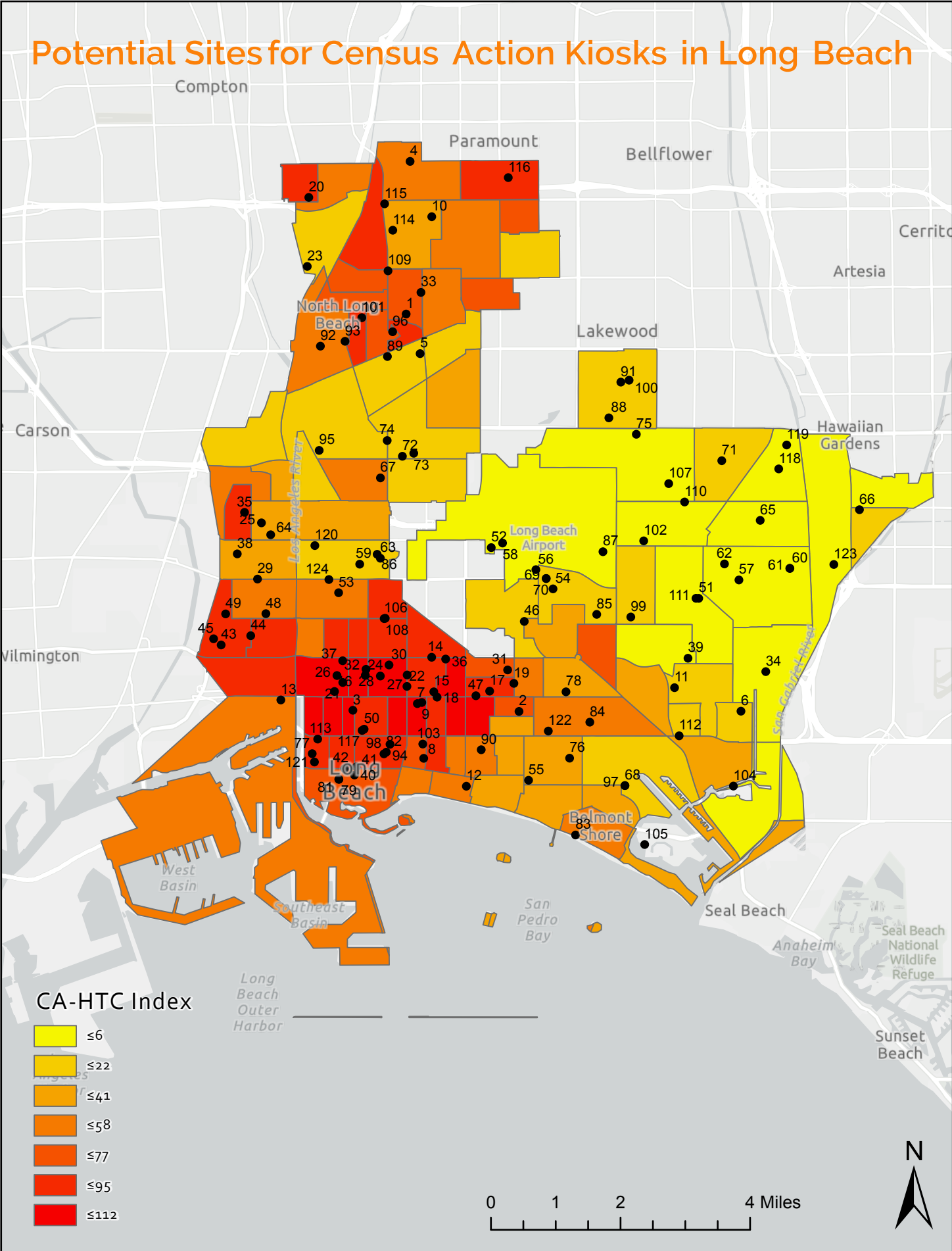
**F. PROVIDING CENSUS ACTION KIOSKS (CAKs) FOR PUBLIC USE**

<b>1. NEED FOR MOBILE CAKs</b>						
\$	FC	Develop mobile Census CAK van with computer/wifi access	Citywide	April 2020 - August 2020		
\$	OCAL	Wifi hotspots	Citywide	October 2019 - August 2020	Children 0-4, ESL, Seniors	500

<b>F. PROVIDING CENSUS ACTION KIOSKS (CAKs) FOR PUBLIC USE (continued)</b>						
<b>\$\$ NEEDED</b>	<b>ORG</b>	<b>ACTIVITY</b>	<b>AREA</b>	<b>TIME</b>	<b>HTC POPULATION</b>	<b>REACHED</b>
<b>1. NEED FOR MOBILE CAKs (continued)</b>						
\$	OMRG	Tablets/hotspots	North, West, Central LB, Downtown			
\$	OSLG	Can purchase tablets & wifi hotspots to host CAKs at locations in HTC areas that don't have existing computer labs (i.e. libraries, community centers)	Citywide			
\$	CLB/CC	Wifi hotspots and tablets for mobile CAK				
\$	CLB/DS	If there are any special elections, collaborate with City Clerk's office and other departments to use polling sites (or sites near them) as Census Action Kiosks spaces (if allowed). [Citywide effort]		June 2019 - Aug 2020	All	TBD
	CLB/DS	Provide laptops and/or tablets to City staff to be used at outreach events (e.g. tabling events, tree planting events, neighborhood clean-up events, etc.) and Permit Center as Census Action Kiosk.		August 2019 - Aug 2020	All	TBD
\$	CLB/HA	Mobile Kiosk		October 2019 - August 2020	Section 8 participants	500-800 people
\$	CLB/HHS	Access to a vehicle retrofitted with computers and internet accessibility. vehicle will act as a Mobile Census Action Kiosk (MCAK)				
\$	CLB/HHS	MCAK will be staffed by census staff or outreach staff that can conduct the census at different locations throughout the city				
\$	CLB/HHS	Make CAK available at homeless services hot spots such as faith based/non-profit meal programs and social service sites		Jan 2020-Aug 2020	All	Est. 1,000 per month
\$	CLB/LS	Order, receive and prepare Chromebooks and/or laptops for the public to use to complete the 2020 Census.		Sep - Dec 2019	All	TBD
\$	CLB/PRM	If there are any special elections, collaborate with City Clerk's office and other departments to use polling sites (or sites near them) as Census Action Kiosks spaces (if allowed). [Citywide effort]		Sept 2019 - Aug 2020	All	TBD
\$	CLB/PRM	Provide laptops and/or tablets to City staff to be used at outreach events and special events		Sept 2019 - Aug 2020	All	TBD
	CLB/TID	Contract with Human-IT and/or other technology providers to order, receive, and prepare devices or laptops to serve as CAKs		TBD	All	TBD

<b>F. PROVIDING CENSUS ACTION KIOSKS (CAKs) FOR PUBLIC USE (continued)</b>						
<b>\$\$ NEEDED</b>	<b>ORG</b>	<b>ACTIVITY</b>	<b>AREA</b>	<b>TIME</b>	<b>HTC POPULATION</b>	<b>REACHED</b>
<b>1. NEED FOR MOBILE CAKs (continued)</b>						
\$	CLB/TID	Provide hardware and software for CAKs sponsored by City departments, perhaps mobile CAKs that rotate around the City where City wifi exists.		TBD	All	TBD
<b>2. NEED FOR ONSITE CAKs</b>						
\$	TCC	Placing CAK at our clinics (for example, partnering with City of LB to place one at westside clinic)				
\$	TCC	With funding for equipment to establish a CAK at our sites in HTC areas, particularly our clinics at Multi-Service Center and Century Villages at Cabrillo.				
<b>3. NEED FOR CAK STAFF SUPPORT</b>						
\$15/hr.	CLB/LS	Coordinate Census 2020 multi-lingual staff, learning guides, to have office hours at five Long Beach libraries to assist the public with completing the 2020 Census Form.		April - May 2020	All	TBD

# Potential Sites for Census Action Kiosks in Long Beach



## Potential Sites for Census Action Kiosks in Long Beach: Location References

Label	Location Name
1	Lindbergh STEM Academy
2	Willard Elementary School
3	The Vasek Polak Children's Family Health Center
4	Hamilton Middle School
5	Barton Elementary School
6	Sato Academy of Mathematics & Science
7	Grant AME Church
8	Long Beach Senior Center
9	Lincoln Elementary School
10	Grant Elementary School
11	CalState University - Long Beach
12	Bixby Park
13	City of Long Beach - Multi-Service Center
14	Long Beach City College, PCC - AA Building
15	MacArthur Park
16	Long Beach CHC
17	Global Refugee Awareness Healing Center
18	City of Long Beach - Mark Twain Library
19	Orizaba Park
20	King Elementary School
21	Washington Middle School
22	CLEAR PASSAGE
23	Powell K-8 School
24	Poly Academy of Leaders & Achievers
25	Silverado Park
26	Long Beach Day Nursery: West Branch
27	McBride Park
28	Roosevelt Elementary School
29	City of Long Beach - Bret Harte Library
30	Long Beach Polytechnic High School
31	Herrera Elementary School
32	Centro CHA

Label	Location Name
33	Harte Elementary School
34	Tincher Elementary School
35	Webster Elementary School
36	Whittier Elementary School
37	Educational Partnership High School
38	Stephens Middle School
39	Gant Elementary School
40	LBT Transit Mall
41	Mental Health America of Los Angeles
42	City of Long Beach - Billie Jean King Main Library
43	Century Villages at Cabrillo
44	Cabrillo High School
45	Bethune Transitional Center
46	Browning High School
47	United Cambodian Community
48	Garfield Elementary School
49	Hudson K-8 School
50	Renaissance High School for the Arts
51	Prisk Elementary School
52	City of Long Beach - Energy Resources Reception Lobby
53	Lafayette Elementary School
54	Main Health Center
55	Mann Elementary School
56	Mental Health-Long Beach M H Services
57	Emerson Parkside Academy
58	Disabled Resources Center, Inc.
59	Robinson K-8 School
60	Parks, Recreation, and Marine Administration
61	El Dorado West Community Center
62	Millikan High School
63	Long Beach Medical Center (Memorial Care)

(more)

### Potential Sites for Census Action Kiosks in Long Beach: Location References

Label	Location Name
64	Muir Academy
65	Cubberly K-8 School
66	Newcomb K-8 Academy
67	Intellectual Virtues Academy
68	Rogers Middle School
69	Beach High School
70	Reid Continuation High School
71	Henry K-5 Dual Immersion School
72	Longfellow Elementary School
73	Hughes Middle School
74	SD33 District Office
75	Long Beach Day Nursery: East Branch
76	Fremont Elementary
77	Jenny Oropeza Community Center
78	Bryant Elementary School
79	City of Long Beach - Permit Center Lobby
80	City of Long Beach - Neighborhood Resource Center
81	City of Long Beach, Civic Center , Lobby Level
82	Long Beach Forward
83	Belmont Plaza Pool
84	Wilson Classical High School
85	Stearns Champions Park
86	The S. Mark Taper Foundation Children's Clinic Family Health Center
87	Workplace
88	Long Beach City College, LAC - A Building
89	Fairfield YMCA
90	Burbank Elementary School
91	Twain Elementary School
92	Lindsey Academy
93	Dooley Elementary School
94	Stevenson Elementary School

Label	Location Name
95	Los Cerritos Elementary School
96	North WIC
97	Lowell Elementary School
98	Housing Authority Office
99	Bixby Elementary School
100	Bancroft Middle School
101	Addams Elementary School
102	Carver Elementary School
103	Franklin Classical Middle School
104	Kettering Elementary School
105	Naples Elementary School
106	City of Long Beach - Burnett Library
107	Burcham Elementary School
108	Smith Elementary School
109	City of Long Beach - Michelle Obama Library
110	Marshall Academy of the Arts
111	Stanford Middle School
112	Tibor Rubin VA Medical Center
113	Edison Elementary School
114	Houghton Park
115	Jordan High School
116	McKinley Elementary School
117	Oropeza Elementary School
118	Keller Middle School
119	McBride High School
120	Birney Elementary School
121	Chavez Elementary School
122	Jefferson Leadership Academies
123	El Dorado Nature Center
124	Future Long Beach

**Long Beach Complete Count Committee  
2020 Census Operations  
Monthly Meeting Schedule**



- I. **January 17**
- II. **February 21**
- III. **March 20 (12 Days Until Census Day)**
- IV. **April 17**
- V. **May 15**
- VI. **June 19**
- VII. **July 17**
- VIII. **August 21**
- IX. **September 18**

\* Meetings are scheduled to take place on the third Friday of every month from 9:00AM to 11:00AM

\*\*Advance noticeC will be provided for any changes to meeting schedule



## LB-CCC Outreach Reporting Template

Please use this form to track the activities that your organization has completed so that we can maintain an accurate record of outreach and engagement efforts with the community and track progress against the implementation plan.

\* Required



1. Name of contact submitting report \*

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2. Email of contact submitting report \*

---

3. Name of organization \*

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### Activity Details

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4. Location \*

If this was a specific event, please share the exact location. If the activity was across a region (such as canvassing) please enter a central location or point where the activity happened.

---

5. Description of activity \*

Please provide a brief description of the activity

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6. Date of activity \*

*Example: December 15, 2012*

---

7. Start time of activity \*

*Example: 8:30 AM*

---

**8. What materials did you use to promote the activity? (select all that apply)**

*Check all that apply.*

- Printed flyers/posters
- Social media
- Word of mouth
- Printed newsletter
- Email/electronic newsletter
- Other: \_\_\_\_\_

**9. Did you capture records of attendees? \***

For example, did you have a sign-in sheet for your interactions.

*Mark only one oval.*

- Yes
- No

**10. Approximately how many people would you estimate interacted with your organization during the course of this activity? \***

*Mark only one oval.*

- 1-25
- 25-50
- 50-100
- 100-200
- Greater than 200

**11. How many HTC populations did you interact with and how many people of each group were present?**

*Check all that apply.*

	Low Attendance (fewer than 10)	Moderate Attendance (10 to 25)	High Attendance (Greater than 25)
Latinos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
African Americans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cambodians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Filipinos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Asian Americans and Asian Pacific Islanders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Native Americans and Tribal Communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children Ages 0-5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LGBTQ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limited-English Proficient Individuals/Families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People with Disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seniors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**12. What materials about Census 2020 did you distribute during the activity? (select all that apply)**

*Check all that apply.*

- Posters
- Flyers
- Postcards
- Promotional merchandise
- Other: \_\_\_\_\_

**13. Volunteer hours**

Were volunteers involved in this event? If so, how many volunteer hours were employed?

\_\_\_\_\_

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# LB-CCC Upcoming Events

Share with us the upcoming events, canvassing, trainings, and tabling opportunities your organization has confirmed where you plan to have materials or discussion about the 2020 Census.

Date	Time	Event Name	Event Description	Location	Barriers/Needs