



**BE COUNTED,
LONGBEACH**

Economic Development Commission

August 10, 2020

Julian Cernuda, 2020 Census Project Manager

Overview

1. Why does the Census Matter
2. Census and Economic Development
3. Self-Response Rates
4. Questions



Why Does it Matter?

Federal, State, and Local Representation



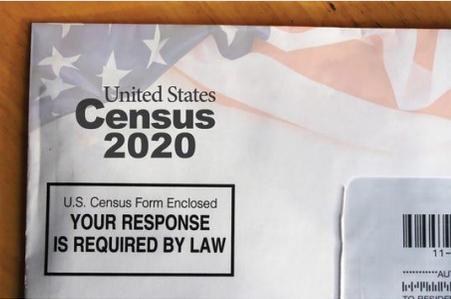
Funding for our Communities



Enumeration Timeline



Mailed reminders



In-person enumerators



Census and Business

- Business development
 - Expansion
 - Market analysis
- Hiring
 - Understanding workforce
 - Living conditions
- Macroeconomic Policies
 - Consumer Price Index (CPI)
 - Gross Domestic Product (GDP)
 - Per capita income
 - Unemployment measures



Census and Business

- Infrastructure Support
 - Roadways
 - Railways
 - Sanitation
 - Sidewalks
- Business retention
- Business attraction
- \$5.5 million for Community Development Block Grants
 - Commercial Façade Improvements



Census and Small Businesses

- Long Beach Small Business Development Center
 - Low cost capital for start-ups and business expansion
 - Technical Assistance
 - Business planning
 - Financial planning
 - Marketing strategies



Census and Small Businesses



GEORGE'S GREEK CAFE

What is an undercount?

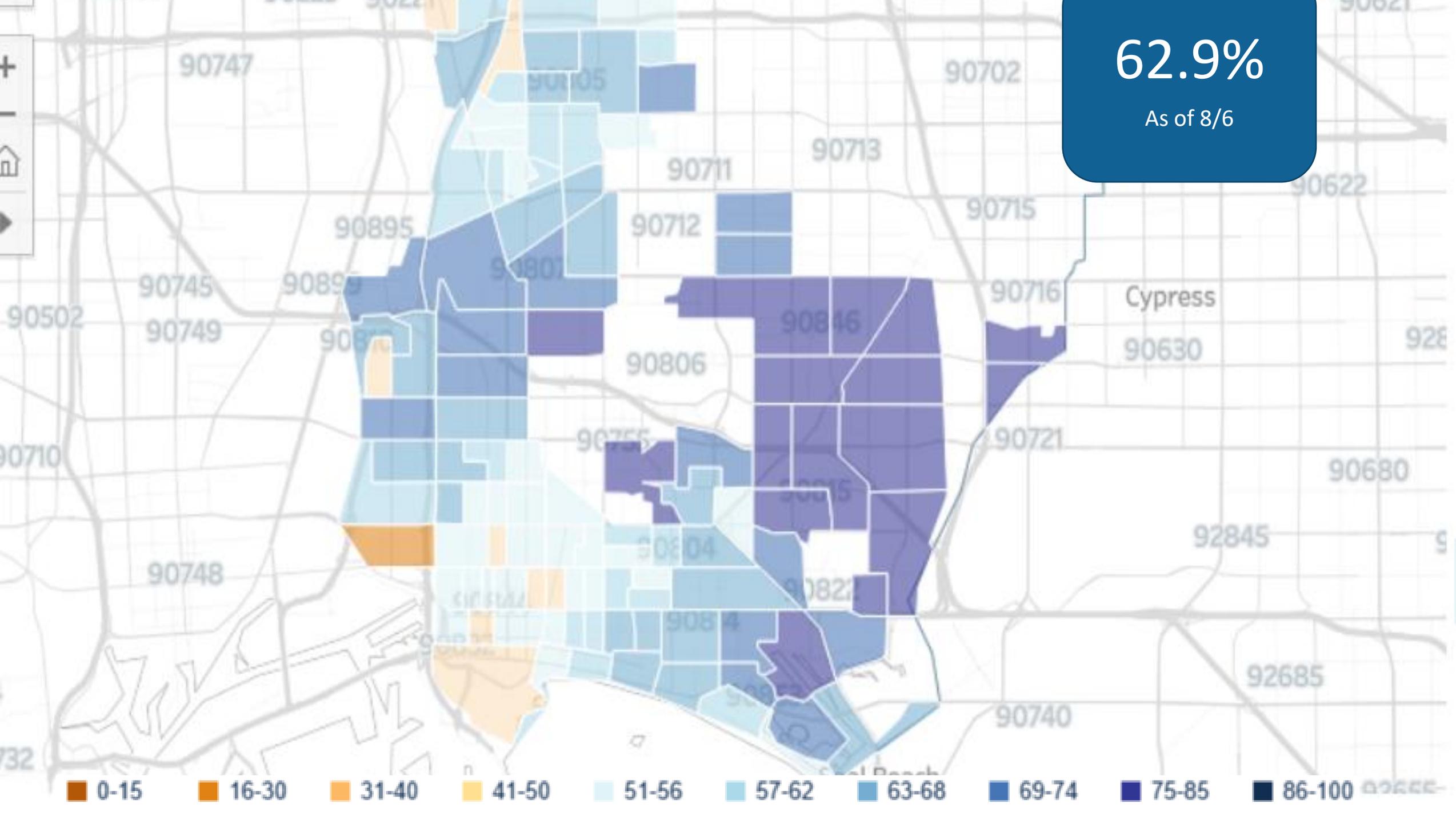
Undercount – When fewer than the actual number of people are accounted for in the census.

\$2,000

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

62.9%

As of 8/6



0-15

16-30

31-40

41-50

51-56

57-62

63-68

69-74

75-85

86-100

YOU ARE A CENSUS CHAMPION!



Builds trust with the community



Serves as a reliable source of census information



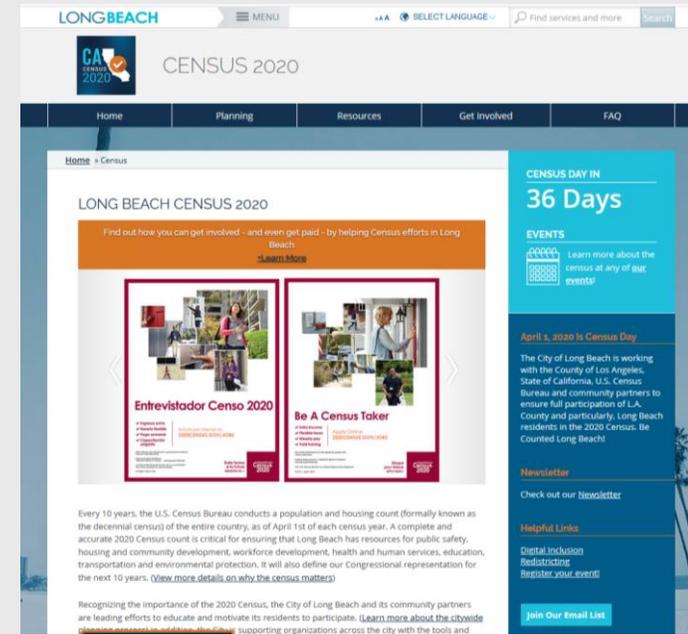
Connects residents to the census questionnaire



Act as an ambassador for the census and residents

I need more information!

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





Contact

Julian Cernuda, Census Project Manager

Julian.Cernuda@longbeach.gov

Supplemental Information

California and Census

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

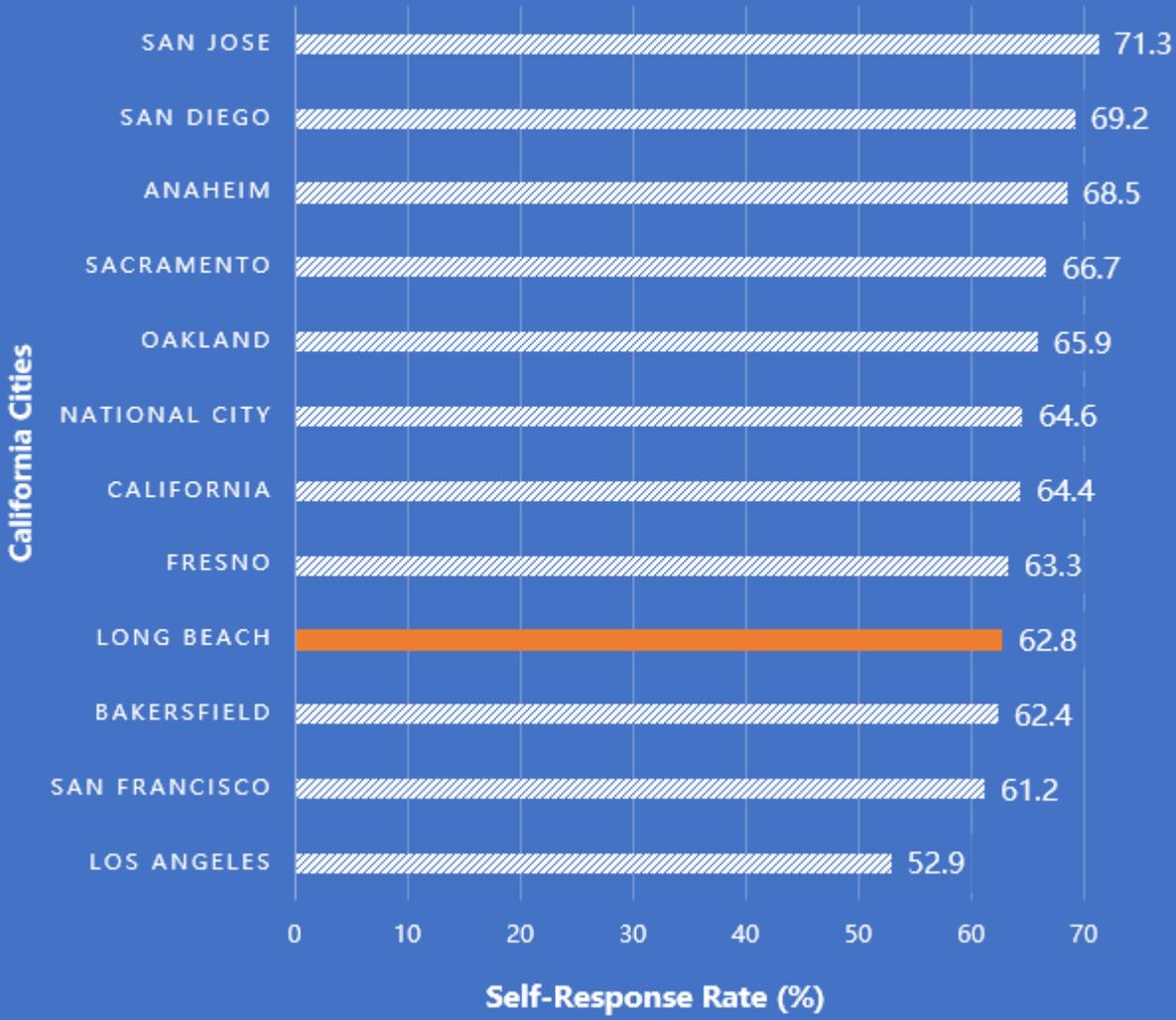


Long Beach and Census

- **Education**
Funding for instruction, nutrition, and wrap-around services for at-risk students
- **Healthcare**
Funding and understanding community health needs and vulnerabilities
- **Business**
Business development, marketing, workforce and products & services decisions
- **Transportation**
Funding for nearly all forms of transportation
- **Housing**
Affordable housing through CDBG and Section 8 Housing Vouchers Program



CA CITIES COMPARISON



LONG BEACH vs. US CITIES

