



Independent Redistricting Commission Application Update

May 19, 2020

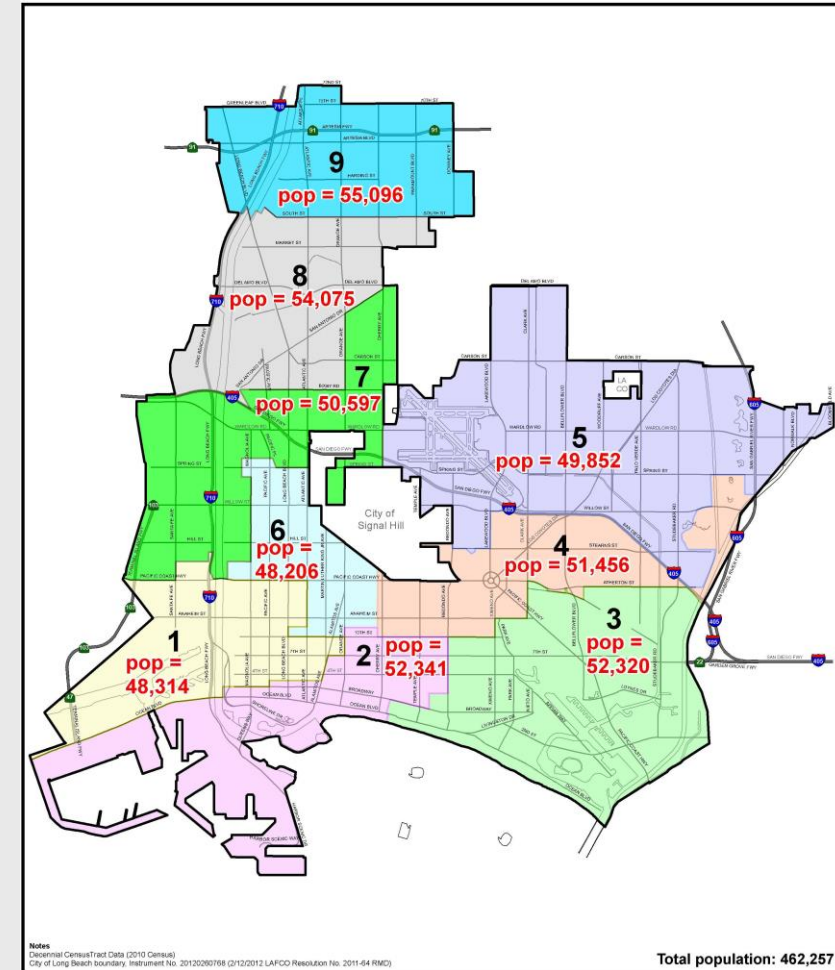
Overview



- Total Applications as of May 19, 2020: 186
- Application period: April 1 - June 30, 2020
- Apply at www.longbeach.gov/redistricting
- Sign up for updates at www.longbeach.gov/linklb (Under the City Clerk)
- Application available in Khmer, Spanish, and Tagalog

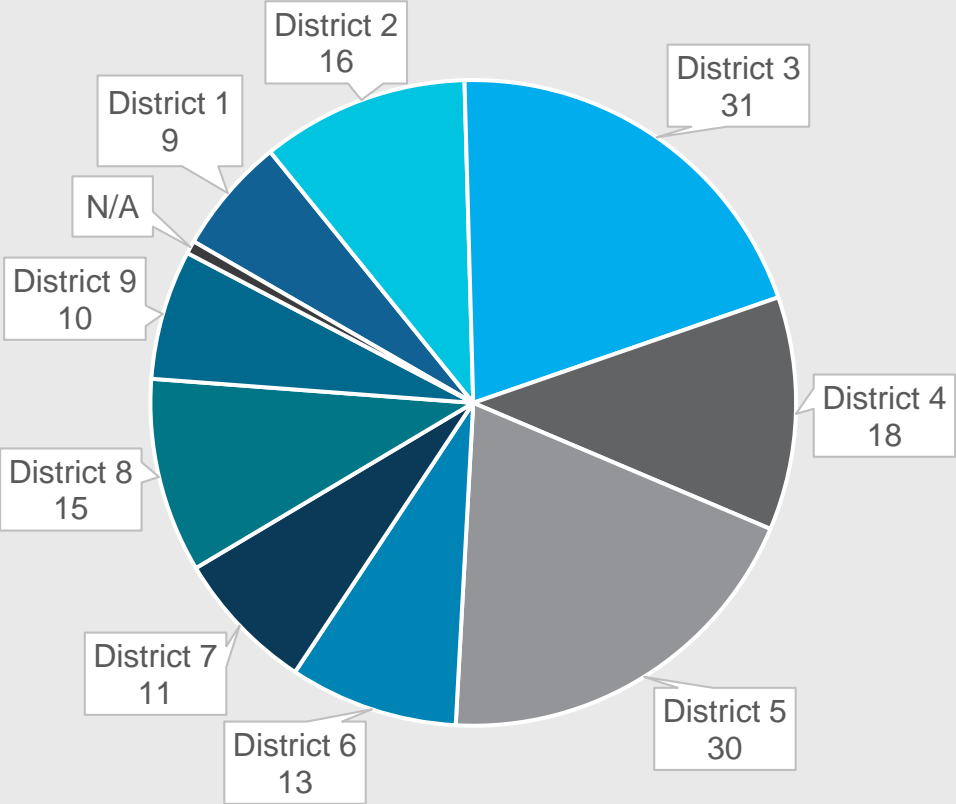
Demographic Breakdown

- Diversity Charter Definition – Racial, Ethnic, Gender, and Sexual Orientation
- Additional Demographic Information – Income and Age
- Based on total applications as of May 8, 2020: 154



Demographic Breakdown

Council Districts

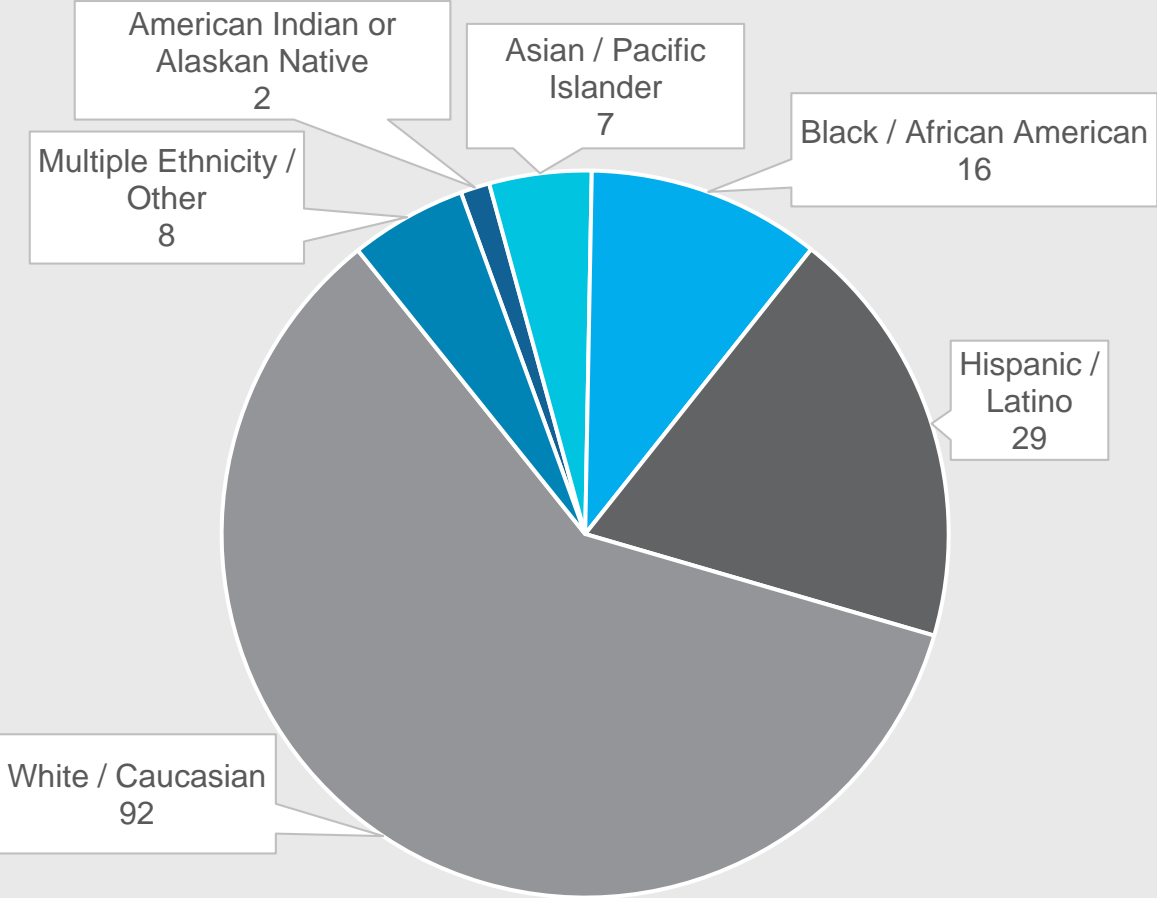


District 1	9
District 2	16
District 3	31
District 4	18
District 5	30
District 6	13
District 7	11
District 8	15
District 9	10
N/A	1

Total Applicants as of May 8, 2020: 154

Demographic Breakdown

Race / Ethnicity

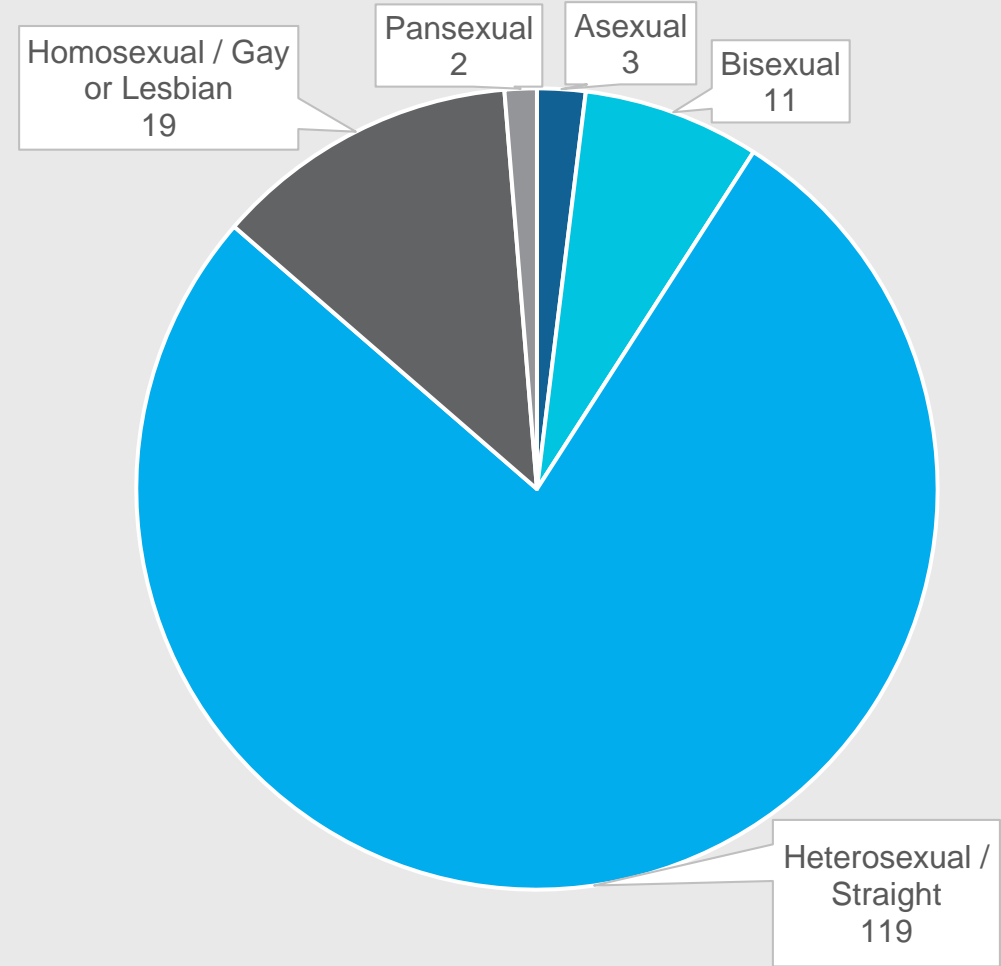


American Indian or Alaskan Native	2
Asian / Pacific Islander	7
Black / African American	16
Hispanic / Latino	29
White / Caucasian	92
Multiple ethnicity / Other	8

Total Applicants as of May 8, 2020: 154

Demographic Breakdown

Sexual Orientation



Asexual	3
Bisexual	11
Heterosexual / Straight	119
Homosexual / Gay or Lesbian	19
Pansexual	2

Total Applicants as of May 8, 2020: 154

Early Outreach, Education & Motivation (August 2019 – March 2020)

- Outreach Events
- LBTV PSA
- LB Transit Ads
- Airport Ads
- Social Media Posts
- CBO Outreach
- Census Complete Count Committee Presentation & Updates



Activation Phase (April 2019 – June 2020)



Apply to be a
Commissioner
today!

For the first time,
Long Beach residents
will redraw the
Council District
boundaries through
an Independent
Redistricting
Commission.

March 2020 April 2020 May 2020 June 2020 July 2020

April 1 - June 30
Application Period

www.longbeach.gov/redistricting

- Utility Bill Inserts
- Redistricting Webinar
- Social Media Ads
 - Targeted ads translated in Khmer, Spanish, and Tagalog
- Census Complete Count Committee Updates
- Targeted outreach
 - Council Districts 1, 7 & 9
 - API, African American & Hispanic Communities
 - LGBTQ+

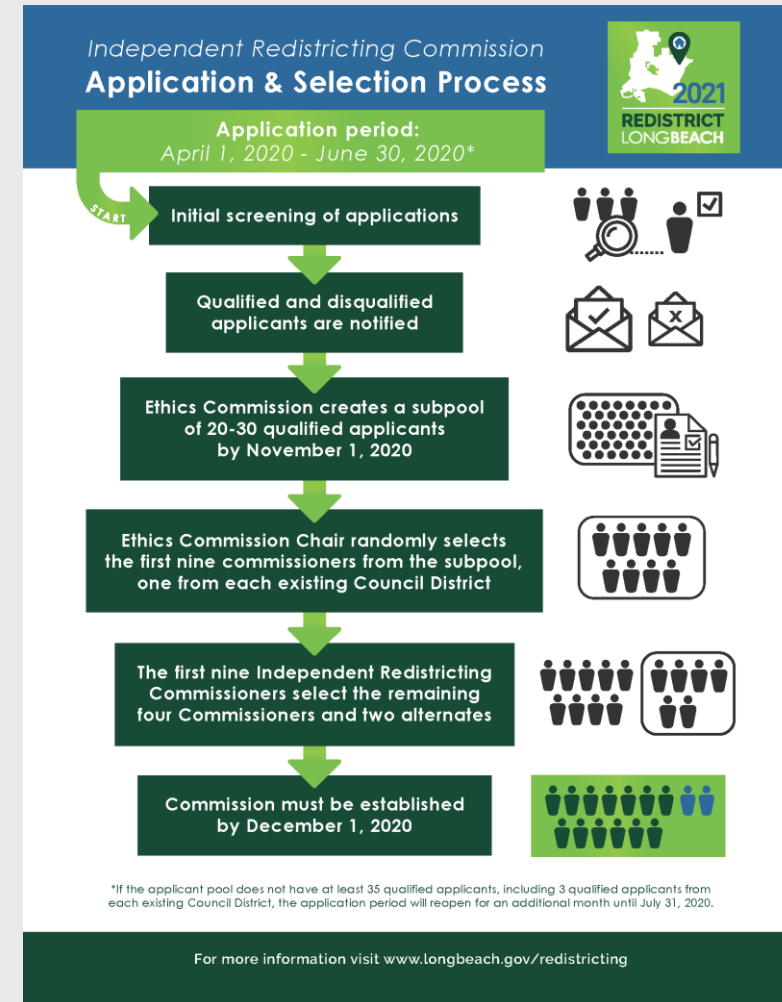
Census / Redistricting Timeline Adjustments

Activity/Operation	Original Schedule	New Schedule
Self-Response Phase	March 12 – July 31	March 12 – October 31
Nonresponse Followup	May 13 – July 31	August 11 – October 31
Apportionment Counts to President	By December 31, 2020	By April 30, 2021
Deliver Redistricting Counts to States	By April 1, 2021	By July 31, 2021

- New schedule requires Congressional approval – yet, approval is likely
- Recruitment and selection process will continue as planned
- 20-30 redistricting community meetings schedule may be impacted

Next Steps

- Initial review of applications in July
- Ethics Commission subpool selection by November 1, 2020
- Commission fully established by December 1, 2020
- Training Meetings begin in December 2020



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