



BE COUNTED,
LONGBEACH

Airport Advisory Commission

July 16, 2020

Julian Cernuda, 2020 Census Project Manager

Training Overview

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



Section 1:

Why does it Matter?

Why Does it Matter?

Federal, State, and Local Representation



Funding for our Communities

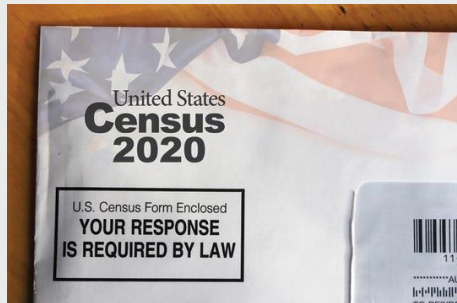
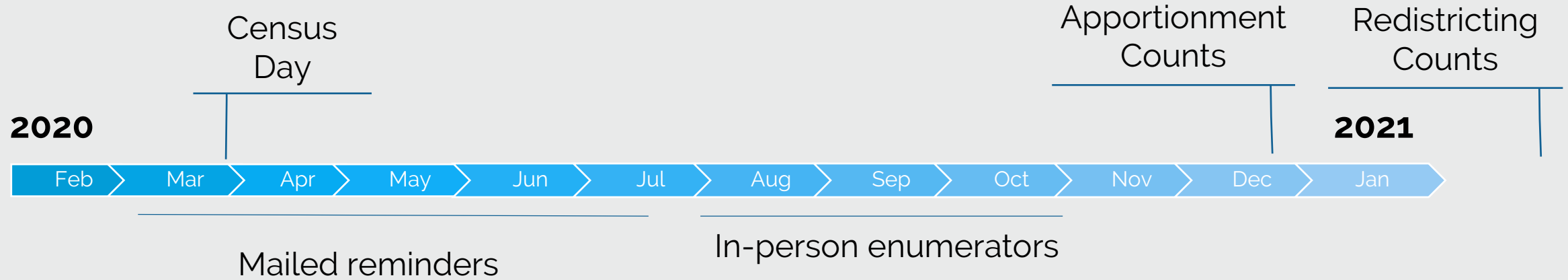


California and Census

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



Traditional Dwellings Enumeration



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



Census and Business

- Infrastructure Support
 - Roadways
 - Railways
 - Sanitation
 - Sidewalks
- Business retention
- Business attraction
- Technical Assistance
 - Business planning
 - Financial planning
 - Marketing strategies



What is an undercount?

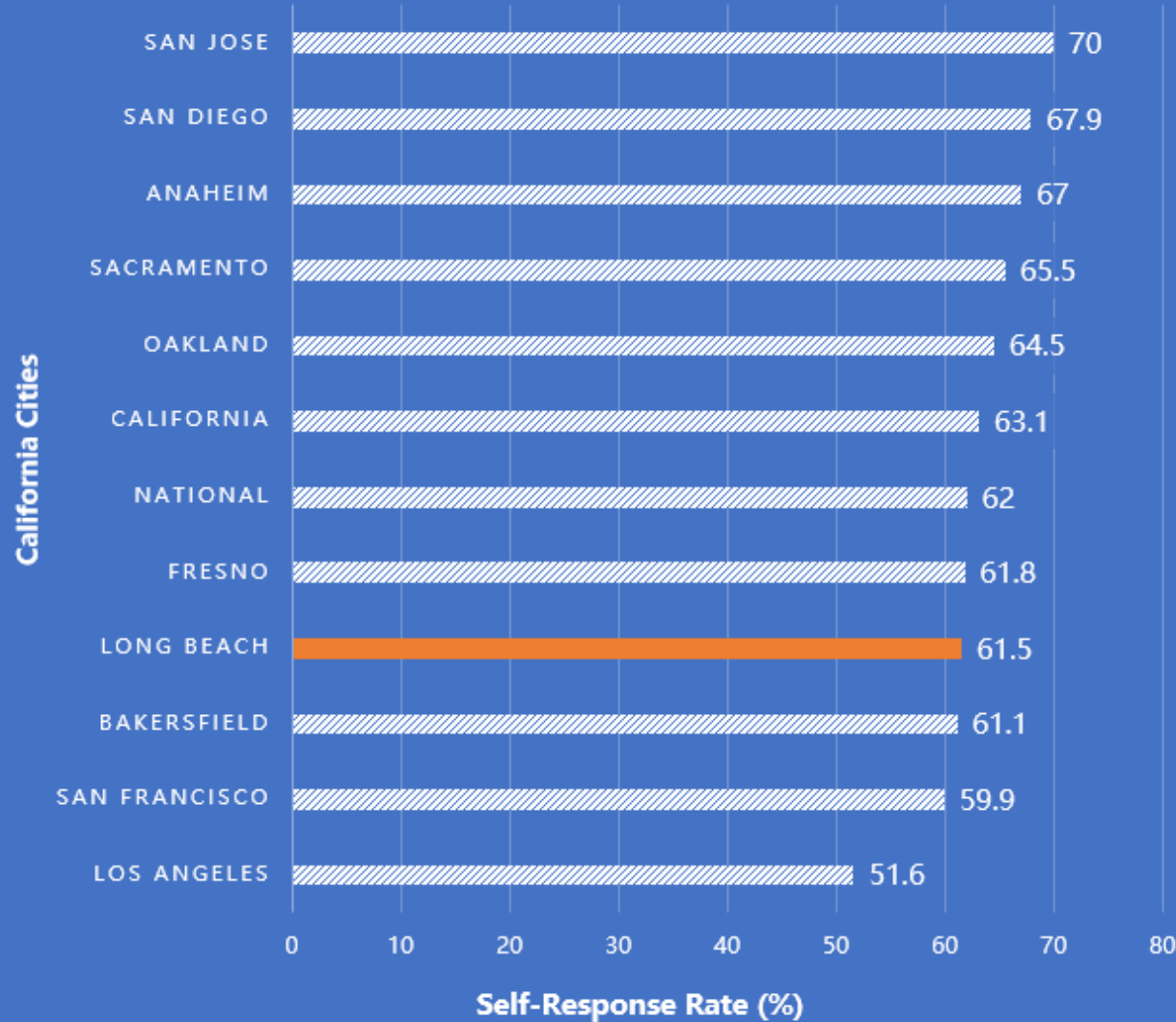
Undercount – When fewer than the actual number of people are accounted for in the census.

\$2,000

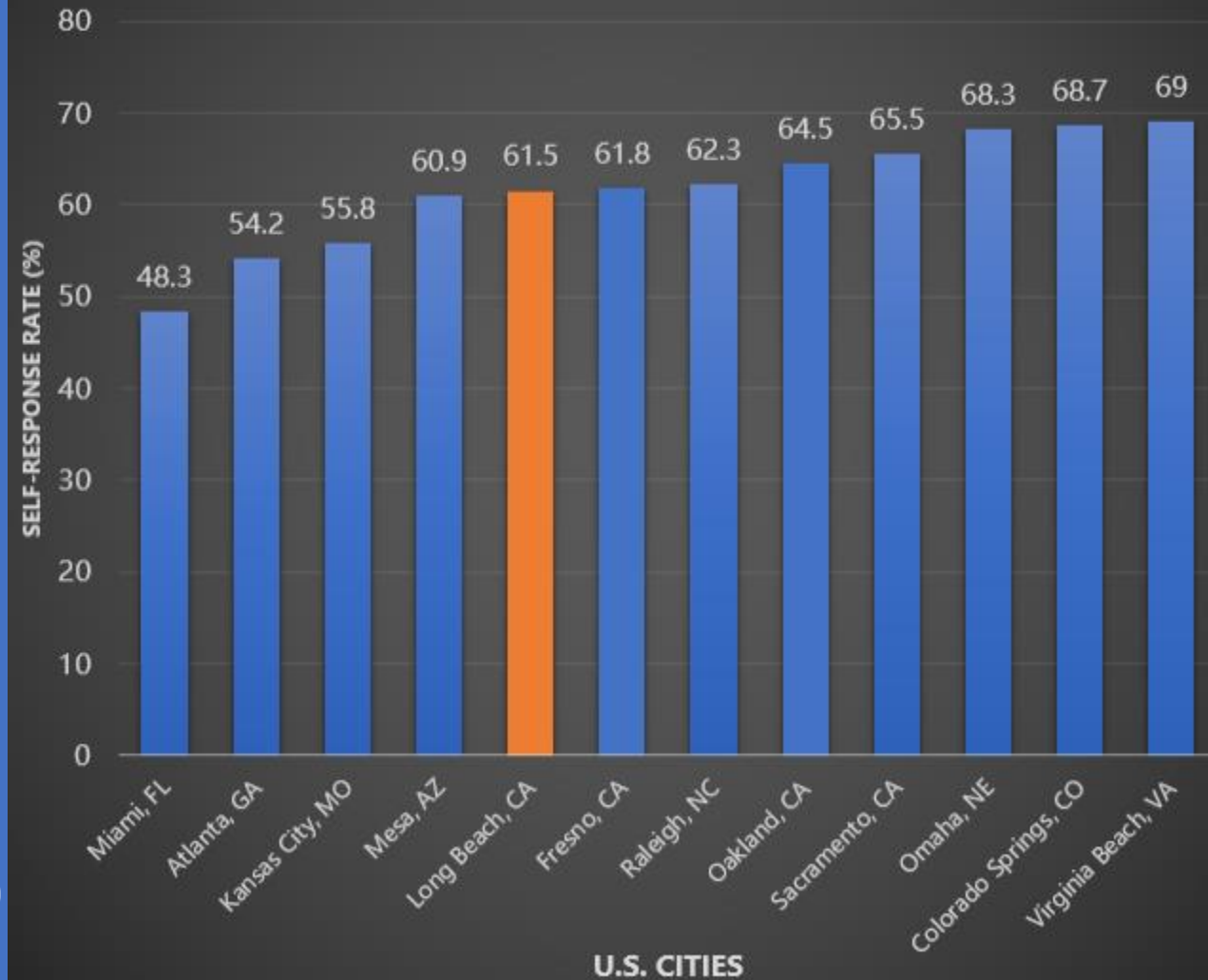
This means that Long Beach residents will not get fair representation and less funding for important community programs.

Section 3: Self-Response Rates

CA CITIES COMPARISON

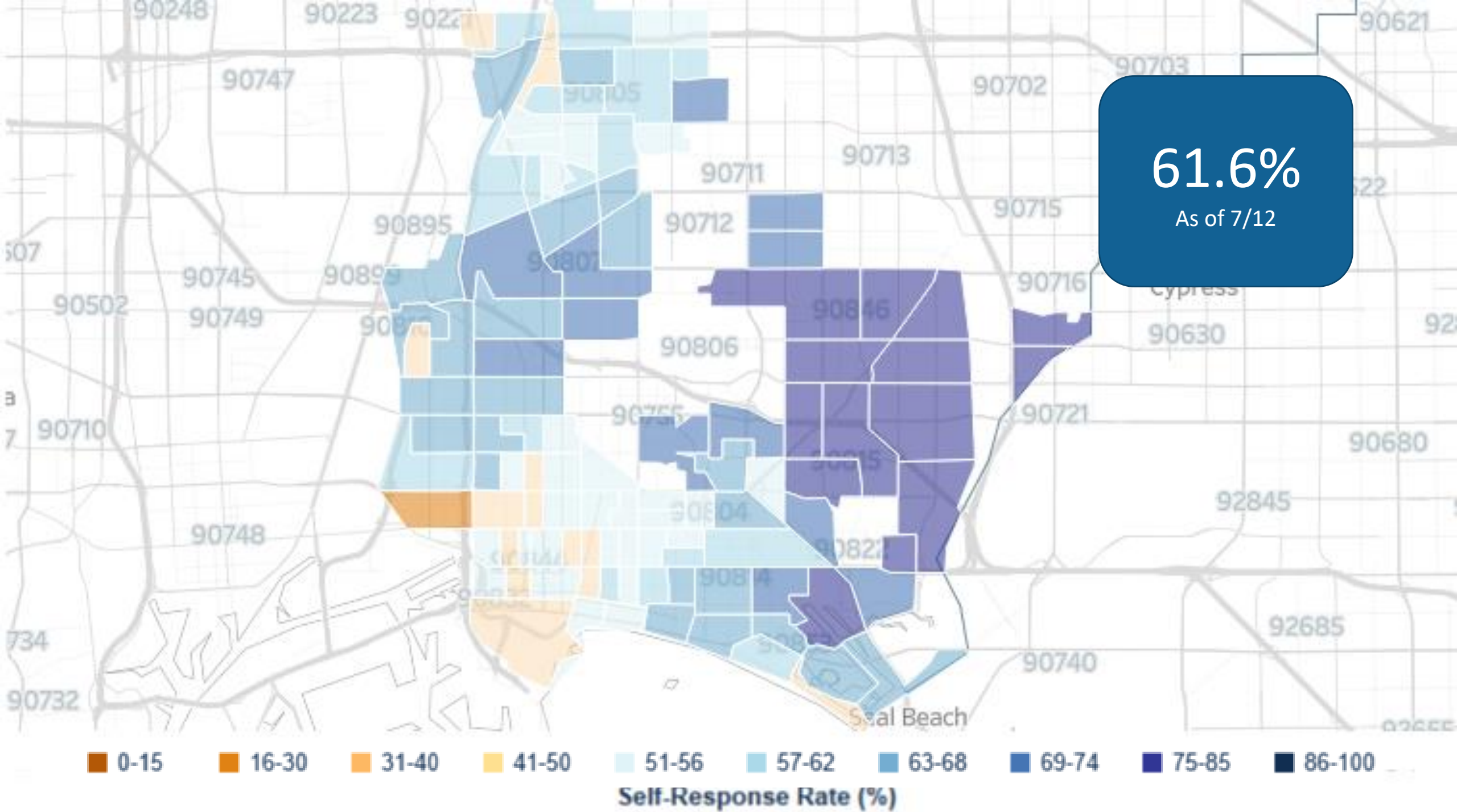


LONG BEACH vs. US CITIES



61.6%

As of 7/12



Section 4: Get Involved

YOU ARE A CENSUS CHAMPION!



Builds trust with the community



Serves as a reliable source of census information



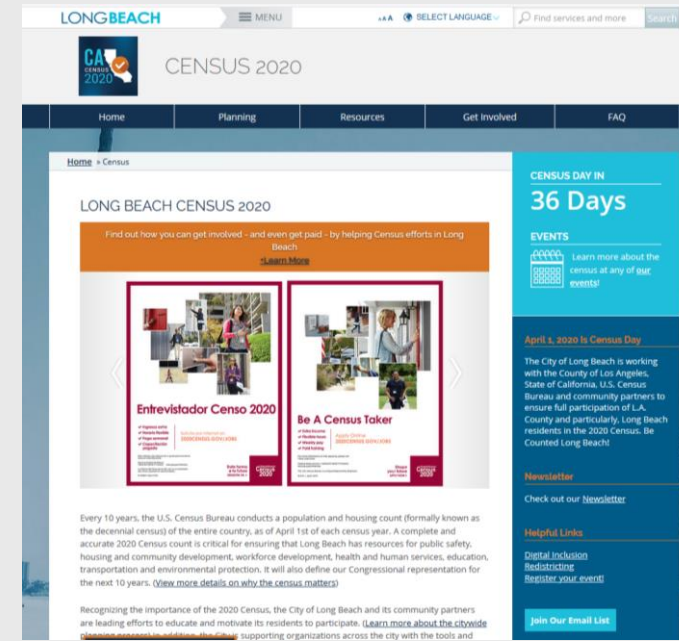
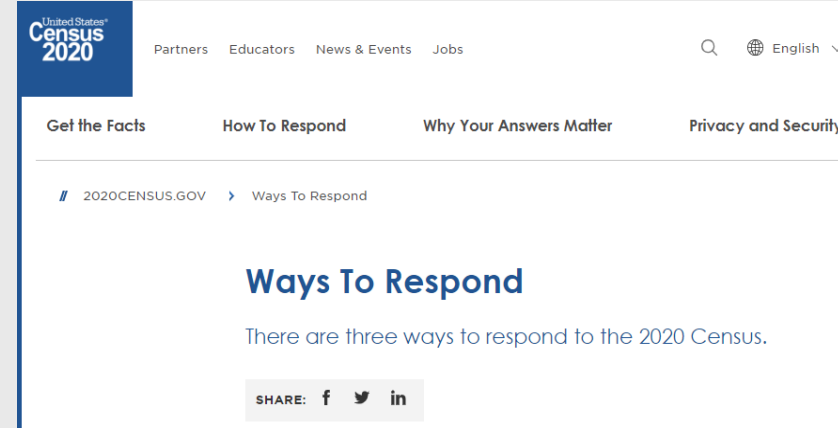
Connects residents to the census questionnaire



Act as an ambassador for the census and residents

I need more information!

- <https://2020census.gov/en>
- www.longbeach.gov/census
 - Local information
 - Resources
 - Citywide events





Contact

Julian Cernuda, Census Project Manager

Julian.Cernuda@longbeach.gov