Collaborative-Grassroots Approach to the 2020 Census

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• Our Approach to the Census

• Local Update of Census Addresses (LUCA) and the challenge of “Low Visibility Housing.”

• Collaborative Grassroots Model: Long Beach LUCA Initiative

• Extending the Collaborative Model: Long Beach Complete Count Committee

• Key Wins So Far
Leadership from Mayor and City Management

Commitment of City resources
- Funding for planning & outreach
  - City $540,000
  - State/County $322,00
- Dedicated City staffing
- Department Outreach Plans

Existing equity initiatives and related City assets

Holistic collaboration

Our Approach to Achieving an Accurate Count

- Interdepartmental
- Intergovernmental
- Cross Sector
- Community
Census 2020 Challenges

- Complete Address List
- Broadband Access
- Privacy Concerns
- Citizenship Question
- Reduced Field Capacity
- Language Access
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What is LUCA?

- Local Update of Census Addresses (LUCA) provides a voluntary opportunity for tribal, state and local governments to review and comment on the addresses used to conduct the census.

- Building block for a complete address list
One-third to one-half of total census undercount stems from “total household omission”\(^1\)

Examples:
- Converted garages
- Basements
- Back of house add-ons
- RV and trailers in backyards

Collaborative-Grassroots Model

City Manager’s Office
- Led coordination & provided leadership

Technology & Innovation
- Performed gap analysis

Community Connect Labs
- Consulted on surveying practices & tools
- Canvassed 123 census blocks

Health & Human Services
- Coordinated workshops & training

Development Services
- Identified critical canvassing areas

Centro Cha, UCC, St. Luke Holy Baptist Church, Latinos in Action, LBForward

4,500 addresses
LUCA Results

- 4500 new addresses identified
  - 3300 administratively
  - 1200 community canvassing
- 98% acceptance rate for addresses reviewed under LUCA
Extending the Collaborative Model: Long Beach CCC

- City of Long Beach
- Long Beach Unified School District
  - Community & Faith-based Organizations
  - Local Government
  - Educational Institutions
  - Public Health Institutions
  - Legislative Offices (Fed, State, County)
- Local Businesses
- Housing & Neighborhoods
- Digital Inclusion (Technology, Language, Disability Access)
- Public Engagement (Media, Volunteers, Special Events)
VISION
Everyone Counts in Long Beach

MISSION
To ensure each and every person from newborn up is counted
What Have We Done?

• Strategic Plan: Goals and Objectives
  • Citywide Engagement
  • Hard-To-Count Focus
  • Diverse Census Workforce
  • Strengthen Partnerships

• Implementation Plan
Expected Outcomes

• Build trust with all sectors of the community
• Comprehensive, culturally-responsive media and on-the-ground outreach campaign
• Broad access to the online questionnaire
• Engage a volunteer corps of Census Champions
• Connect local workforce to 1000+ Census jobs
• Support an effective Group Quarters enumeration, including sheltered and un-sheltered homeless persons
Key Wins So Far

• 124 Census Action Kiosk locations identified city-wide, including all LBUSD schools, City libraries, and City parks
• At least 60 local websites, social media platforms, and newsletters to incorporate Census campaign
• 750 alumni of Neighborhood Leadership program located in hard-to-count areas
• Hundreds of student volunteers and interns from Cal State Long Beach
• Pacific Gateway to connect job resources to current clients and veterans
Thank you

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