Redistricting: What You Need To Know Before, During, and Following Census

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Presentation Overview

• Our Approach to the Census
• What is LUCA and its Challenges?
• Collaborative Grassroots Model
• Extending the Collaborative Model: Long Beach CCC
• Key Results So Far
Our Approach to Creating Momentum

- Leadership from Mayor and City Management
- Commitment of City resources
  - Department Outreach Plans
  - Funding for planning & outreach
    - City $540,000
    - State/County $322,000
  - Dedicated City staffing
- Existing equity initiatives
- Holistic collaboration
Challenges to a Complete Count

- 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

Internal LUCA Team

*Deployed an interdepartmental taskforce to apply City’s comprehensive resources*
Engaged trusted messengers to identify low visibility or hidden housing
Collaborative-Grassroots Model

- City Manager's Office
  - Led coordination & provided leadership

- Technology & Innovation
  - Performed gap analysis

- Development Services
  - Identified critical canvassing areas

- Community Connect Labs
  - Consulted on surveying practices & tools

- Health & Human Services
  - Coordinated workshops & training

- Canvassed 123 census blocks
  - Centro Che, UCC, St. Luke Holy Baptist Church, Latinos in Action, LBForward

- 5,800 addresses
LUCA Results

- 4500 new addresses identified
  - 3300 administratively
  - 1200 community canvassing 123 Census blocks
    - Engaged 5 CBOs who were supported by mini-grants
- 98% acceptance rate for addresses reviewed under LUCA
Extending the Collaborative Model: Long Beach CCC

City of Long Beach

Local Government

Educational Institutions

Public Health Institutions

Legislative Offices (Fed, State, County)

Community & Faith-based Organizations

Local Businesses

Workforce Development

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
Desired Outcomes

• Building trust with the community
• Comprehensive media and on-the-ground outreach campaign
• Creating access to online questionnaire
• Building volunteer corps to be Census Champions
• Connecting local workforce to 1000+ Census jobs
Key Results So Far

- 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
- 124 Census Action Kiosk locations identified city-wide, including all LBUSD schools, City libraries, and City parks
- Pacific Gateway to connect job resources to current clients, including veterans
Thank you

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