STRENGTHS

- Synergy
- Staff Resources
- Community-Based Organizations
STRENGTHS

- Synergy
- Staff Resources
- Community-Based Organizations
SYNERGY

longbeach.gov/census

longbeach.gov/redistricting
# SYNERGY - Aligning Deadlines to Enhance Collaboration

## Redistricting Commission Project Plan Calendar

<table>
<thead>
<tr>
<th>Year</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Costly, Charter Amendment</td>
<td>Costly, Charter Amendment</td>
<td>Work on Project Plan</td>
<td>Work on project plan</td>
<td>Finalize project plan</td>
<td>Finalize project plan</td>
<td>Review applications</td>
<td>Review applications</td>
<td>Ethics Commission creates sub-committee of 20-30 applicants</td>
<td>Submit reports to Mayor &amp; City Council</td>
<td>Census Education Phase</td>
<td>Census Education Phase</td>
</tr>
<tr>
<td>2020</td>
<td>Comm Plan Phase 1</td>
<td>Census Education Phase</td>
<td>Comm Plan Phase 2</td>
<td>Census Education Phase</td>
<td>Comm Plan Phase 2</td>
<td>Comm Plan Phase 3</td>
<td>Comm Plan Phase 3</td>
<td>Census Education Phase</td>
<td>Ethics Commission creates sub-committee of 20-30 applicants</td>
<td>Review locations for office meetings</td>
<td>Census Education Phase</td>
<td>Census Education Phase</td>
</tr>
<tr>
<td>2021</td>
<td>Commission establishes bylaws, rules, and regulations</td>
<td>Comm Plan Phase 3</td>
<td>Commission training</td>
<td>Work through with LFTTV for office meeting locations</td>
<td>Commission meets</td>
<td>Commission meetings</td>
<td>Commission meetings</td>
<td>Commission meetings</td>
<td>Census Education Phase</td>
<td>Census Education Phase</td>
<td>Census Education Phase</td>
<td>Census Education Phase</td>
</tr>
</tbody>
</table>

Calendar is for internal use only. Activities may be subject to change without notice. Blue color indicates 2020 Census activities.

Last updated 6/30/19
By: Myra Mansfield

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5.
SYNERGY - Parks & Recreation Catalog

2020 Census
Be Counted, Long Beach

Every person living in the U.S. counts, both citizens & non-citizens of all ages.

Complete the census questionnaire for:

- Quality schools
- Access to health care
- Safe roads
- Reliable public transportation

For more information:
www.longbeach.gov/census

Your Community, Your Voice

Be a representative for your community!

The City of Long Beach is creating an Independent Redistricting Commission.

The application period for the Independent Redistricting Commission will open April 1, 2020 - June 30, 2020.

Subscribe to updates:
www.longbeach.gov/redistrict

For more information:
www.longbeach.gov/redistricting
Be a representative for your community!

In 2021, Long Beach will redraw its district boundaries and residents will have the opportunity to be part of the change. The Commission will be comprised of 9 members and 2 alternates, who are primarily residents of the City of Long Beach and will act as an independent body.

Your Community, Your Voice

The application period for the Independent Redistricting Commission will open in April 2020 for all residents interested in representing their community and making a change. Your voice equals your change!

Application period: April 1, 2020 – June 30, 2020

You can apply if you:
- Are registered to vote in the City of Long Beach
- Voted in the March 3, 2020 Primary Nominating Election or have lived in the City of Long Beach since March 31, 2019
- Do not have a conflict of interest

Subscribe to updates: www.longbeach.gov/redistricting

More information available at www.longbeach.gov/redistricting
Example from CommonCause.org

I’D LIKE TO BE A MEMBER OF THE CITIZENS REDISTRICTING COMMISSION... 

AM I ELIGIBLE TO APPLY? 

Let’s find out! 

Are you a voter, who has been continuously registered with the same political party, or unaffiliated with any political party, since July 1, 2015? 

YES NO 

You are not eligible. 

Have you voted in 2 of the last 3 statewide general elections? 

YES NO 

You might be eligible. Keep going to find out... 

ARE YOU CURRENTLY... 

...under contract with, serving as staff or a consultant to, or in a bona fide family relationship with any of the following: 

• Governor 
• Member of the Legislature 
• California member of Congress 
• Member of the State Board of Equalization 

NO YES 

You are not eligible. 

You might be eligible. Keep going to find out... 

IN THE LAST 10 YEARS (2009–2019), have YOU or a bona fide family member... 

Contributed $2,500 or more to any California congressional, state, or local candidate for elective public office in any calendar year? 

NO YES 

Been appointed to, elected to, or a candidate for California congressional or state office? 

Served as a paid California congressional, legislative, or State Board of Equalization staff? 

NO YES 

Served as an officer, employee, or paid consultant of a California political party 

OR 

Been a registered federal lobbyist? 

Served as an officer, member of a California political party or elected or appointed member of a political party central committee in California? 

NO YES 

Been a lobbyist registered with the State of California or a California local government? 

IF YOU ANSWERED “YES” TO ANY OF THE ABOVE QUESTIONS, YOU ARE NOT ELIGIBLE. 

IF YOU ANSWERED “NO” TO ALL QUESTIONS ABOVE: 

Congratulations—You are eligible to apply!
REDISTRICTING - Long Beach Transit Car Card

Your Community, Your Voice
Be a representative for your community!

The City of Long Beach is creating an Independent Redistricting Commission.

You can apply if you:
- Are registered to vote in the City of Long Beach.
- Voted in the March 3, 2020 Primary Nominating Election or have lived in the City of Long Beach since March 31, 2019.
- Do not have a conflict of interest.

Application period:
April 1, 2020 – June 30, 2020

For more information visit www.longbeach.gov/redistricting
CBOs - Extending the Collaborative Model

ANCHOR INSTITUTIONS PARTNERING FOR A COMPLETE COUNT

- Community & Faith-based Organizations
- Local Government
- Educational Institutions
- Public Health Institutions
- Local Businesses
- Workforce Development
- Housing & Neighborhoods
- Digital Inclusion (Technology, Language, Disability Access)
- Public Engagement (Media, Volunteers, Special Events)
STRATEGIC PLAN: Goals & Objectives (Implementation Plan)
IDENTIFY YOUR LOCAL ASSETS

• 750 alumni of Neighborhood Leadership program located in hard-to-count areas
• 124 Census Action Kiosks identified city-wide, including all Long Beach Unified School District schools, City libraries, and City parks
LONG BEACH RESOURCES

- Budget ($540k City & $322k State/County)
- Complete Count Committee Staff
- Redistricting Commission Staff
- LBTV (Long Beach Television)
- GIS (Geographic Information System)
- PIO (Public Information Officer)
- LinkLB (Constant Contact)
COMMUNITY-BASED ORGANIZATIONS
OTHER RESOURCES

• The Advancement Project
  advancementprojectca.org

• United States Census Bureau census.gov

• NALEO Educational Fund
  hagasecontar.org

• California Redistricting Commission
  wedrawthelines.ca.gov

• GuideStar guidestar.org

• IRS - Tax Exempt Organization Search
  apps.irs.gov/app/eos
WEAKNESSES

- Coordination Across Departments
- Organizational Relationships with CBOs
WEAKNESSES

• Coordination Across Departments
• Organizational Relationships with CBOs
DIFFICULTY WITH COORDINATION ACROSS DEPARTMENTS

- 23 Departments (over 6,000 employees)
- City Department Outreach Plans for Census
  - Used for outreach campaign and to help implement a 2020 Complete Count Strategic Plan
  - Inventory of each department's list of external stakeholders and partners
ORGANIZATIONAL RELATIONSHIPS WITH CBOs

• Not all external stakeholders were relevant to the City's 2020 Census Campaign
• Many of the external stakeholders did not have direct relationships with the City of Long Beach
  • Difficult to leverage weak relationships
CHALLENGES TO A COMPLETE COUNT

- Complete Address List
- Broadband Access
- Privacy Concerns
- Citizenship Question
- Reduced Field Capacity
- Language Access
COLLABORATIVE-GRASSROOTS MODEL

City Manager’s Office

Performed gap analysis
Technology & Innovation

Identified critical canvassing areas
Development Services

Consulted on surveying practices & tools
Community Connect Labs

Coordinated workshops & training
Health & Human Services

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

5,800 addresses
OPPORTUNITIES

- Community Asset Mapping
- Digital Inclusion Asset Mapping
- Equitable Access to Information
CENSUS 2020 IS GOING DIGITAL. ARE YOU READY?
WHAT IS DIGITAL EQUITY?

LEA ERIKSEN
Director
Technology & Innovation Department
City of Long Beach
WHY ADVANCE DIGITAL EQUITY AND INCLUSION?

Communities of color lack internet access at twice the rate of White communities. Internet access is defined as internet subscriptions.

Older adults and youth lack internet access at higher rates.

Older adults lack computer access at higher rates with 13.8%.
WHY ADVANCE DIGITAL EQUITY AND INCLUSION?

Low-income communities lack internet access at higher rates.

10.2% of Black/African-American communities lack computer access, nearly three times the rate of White communities at 3.7%.
POVERTY RATES AFFECT DIGITAL ACCESS
LONG BEACH MAPS OF DIGITAL ACCESS

NO INTERNET ACCESS

NO COMPUTER ACCESS
LONG BEACH VOTER TURNOUT IN 2018 AND 2014
THE JOURNEY TO GATHERING DATA & LIMITED RESOURCES

- Shapefiles for GIS - LA County
- Voter Turnout Stats - LA County & City of Long Beach
THREATS TO CENSUS & REDISTRICTING

• What could be keeping your organization from equitably/successfully fulfilling Census & Redistricting Initiatives?