Presentation Overview

• 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
Our Approach to Achieving an Accurate Count

- Leadership from Mayor and City Management
- Commitment of City resources
  - Funding for planning & outreach
    - City $540,000
    - State/County $322,000
  - Dedicated City staffing
  - Department Outreach Plans
- Existing equity initiatives and related City assets
- Holistic collaboration
Census 2020 Challenges

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

Development Services
- Identified critical canvassing areas

Health & Human Services
- Coordinated workshops & training

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

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)

Local Businesses

Local Government

Educational Institutions

Public Health Institutions

Legislative Offices (Fed, State, County)
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 unsheltered 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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