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 $322,00
  • 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”\textsuperscript{1}

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

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 Cha, 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

- Community & Faith-based Organizations
- Local Government
- Educational Institutions
- Public Health Institutions
- Legislative Offices (Fed, State, County)

Long Beach Unified School District

- 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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