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>
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</thead>
<tbody>
<tr>
<td>2019</td>
<td>Comm Plan Phase 1</td>
<td>Costly Charter Amendment</td>
<td>Work on Project Plan</td>
<td>Costly Charter Amendment</td>
<td>Finalize project plan</td>
<td>Launch website</td>
<td>Comm Plan Phase 1</td>
<td>Census Educational Phase</td>
<td>Comm Plan Phase 1</td>
<td>Attend offsite district budget town halls</td>
<td></td>
<td></td>
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<tr>
<td>2020</td>
<td>Comm Plan Phase 1</td>
<td>Census Educational Phase</td>
<td>Comm Plan Phase 2</td>
<td>Census Educational Phase</td>
<td>Finalize project plan</td>
<td>Comm Plan Phase 2</td>
<td>Census Educational Phase</td>
<td>Review applications</td>
<td>Comm Plan Phase 3</td>
<td>Attend offsite district budget town halls</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>Comm Plan Phase 1</td>
<td>Census Educational Phase</td>
<td>Comm Plan Phase 2</td>
<td>Census Educational Phase</td>
<td>Comm Plan Phase 3</td>
<td>Census Educational Phase</td>
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<td></td>
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</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 Marsella
SYNERGY - Aligning Deadlines to Enhance Collaboration
**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/redistricting
Be a representative for your community!

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

For more information visit www.longbeach.gov/redistricting

I’d like to be a member of the Independent Redistricting Commission...

Am I Eligible to Apply...

Let’s find out!

If you encountered an issue, you are not eligible.

Are you a registered voter? Yes

Since March 31, 2012, have you or any member of your immediate family:

- Been an elected, appointed, or a candidate for a City of Long Beach elective office? Yes
- Been an employee for a campaign committee or for a candidate for City of Long Beach elective office? Yes
- Been a principal officer of a campaign committee that made expenditures on a candidate election for a City of Long Beach elective office? Yes

Since March 31, 2016, have you or any member of your immediate family:

- Been a paid employee of the City of Long Beach? Yes
- Been a registered lobbyist? Yes
- Been a paid employee of any redistricting contractor or consultant? No

Yes, you are eligible!

*For this purpose, immediate family is defined as spouse, registered domestic partner, or child.
**For this purpose, extended family is defined as spouse, registered domestic partner, parent, sibling, or child.
***For this purpose, elected office/official is defined as Mayor, City Attorney, City Auditor, City Prosecutor, City Councilmember, U.S. Board Member, or U.S. Trustee.
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 $$\rightarrow$$ YOU ARE NOT ELIGIBLE.

NO $$\rightarrow$$ HAVE YOU VOTED IN 2 OF THE LAST 3 STATEWIDE GENERAL ELECTIONS?

YES $$\rightarrow$$ YOU MIGHT BE ELIGIBLE. KEEP GOING TO FIND OUT...

NO $$\rightarrow$$ YOU ARE NOT 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 $$\rightarrow$$ YOU ARE NOT ELIGIBLE.

YES $$\rightarrow$$ 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?
- 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?
- Been a registered federal lobbyist?
- Served as an officer, employee, or paid consultant of a California political party OR of the campaign committee of a candidate for California congressional or elective state office?
- Been a lobbyist registered with the State of California or a California local government?
- Served as an elected or appointed member of a political party central committee in California?

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!
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
• 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 2014 VOTER TURNOUT & 2010 LRS
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?