



LONG BEACH PLEDGE APPLICATION RESULTS

MARCH 2024

I. PLEDGE EXPANSION

About the 2024 expansion: 200 additional families will receive monthly guaranteed income payments of \$500

II. APPLICATION PROCESS

Insights from the review and verification of 3,086 applications submitted from Jan 10 to Feb 1

III. VERIFICATION PROCESS

Results from 688 eligible applications randomly selected for document verification.

IV. DEMOGRAPHICS

Demographic breakdown of all eligible applicants: age, race, household income, housing status, and more.

V. WHAT HAPPENS NEXT?

Selection, benefits counseling, payment, and participant support.

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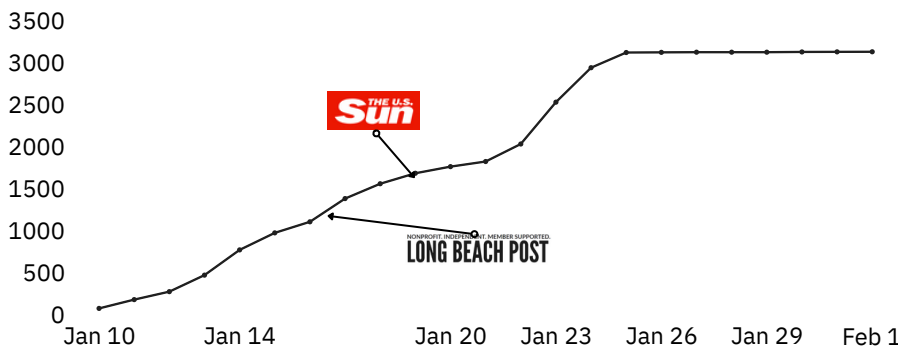
I. LONG BEACH PLEDGE EXPANSION

Long Beach, a city of diverse opportunities and challenges, grapples with economic inequalities amidst its \$104,313 average household income and 15.05% poverty rate. Against this backdrop, the City of Long Beach launched the Long Beach Pledge guaranteed income program in 2022 – made possible by the Long Beach Recovery Act, a plan to support those critically impacted by COVID-19.

In 2024, the Pledge was expanded to include a second cohort of 200 additionally funded households with children living under the federal poverty level who live in one of five zip codes; 90802, 90804, 90805, 90806, or 90810. Those selected will receive \$500 a month for 12 months.

II. THE APPLICATION PROCESS

The Long Beach Pledge Expansion launched its application on Jan 10, 2024 with a submission deadline of Feb 1. 1,861 applicants automatically marked as ineligible based on their answers to the application.



3086
total applicants

20.5 MINS
median time to complete

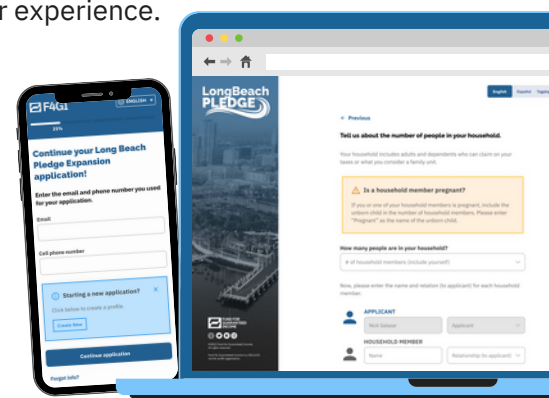
How did people reach the application?		
LongBeachPledge.org	Media articles	Gmail
3600	525	100

What devices did applicants use?	
Cell phone	Computer/Tablet
87.7%	11.8%

Outside of direct traffic to the application site, the Long Beach Post ([Articles 1, 2](#)) and [The Sun](#) referred the most applicants, demonstrating that earned media can still be an effective way to publicize a program and reach new participants who might not otherwise join Long Beach programs.

With 27% of households making under 30,000 USD a year smartphone-only internet users, this reflects the importance of optimizing applications for mobile phone use to reach residents where they are, while improving user experience.

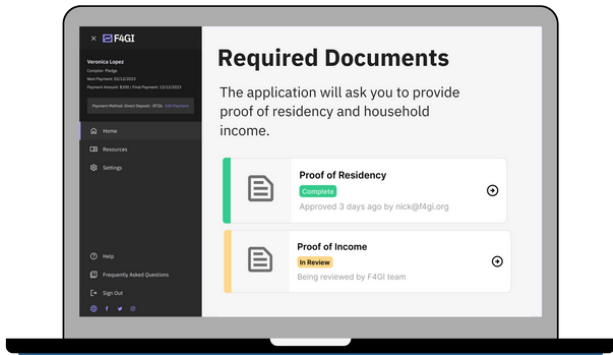
88%
submitted on mobile;
56% on iOS devices



III. THE DOCUMENT VERIFICATION PROCESS

688 eligible applications were randomly selected for document verification.

After reviewing the application answers, the F4GI team verified proof of income and residency documents to ensure they were in accordance with the guidelines outlined by the City of Long Beach and explained in the application instructions. When a document did not meet the guidelines, the F4GI team marked the applicant as ineligible.

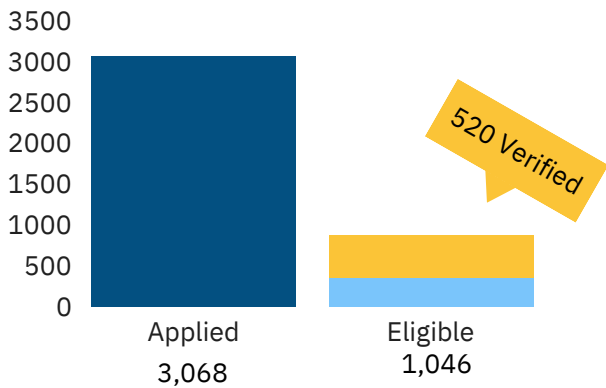


Out of 688 people selected for verification, what were the results?

204 applicants initially marked ineligible based on submitted documents.

In certain circumstances, the F4GI team requested a new document and successfully verified 109 applicants.

95 applicants were marked ineligible because they did not resubmit a document in the allocated time period.



How did the process work?

3,086 applications were submitted.

There were 1,046 total eligible applicants, of which the F4GI team provided final verification for 520.

200 participants were then selected.

What stage were 2,065 applicants marked ineligible?

1,861 applicants automatically marked as ineligible based on their answers to the application.

90 flagged applicants ineligible after further application review during security checks.

204 marked ineligible from document verification.

Reasons for ineligibility?

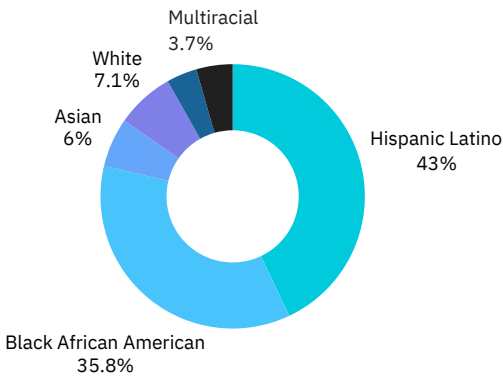
- 113 Enrolled in another GI program
- 199 Not a parent or pregnant
- 307 Above the income threshold
- 861 Did not live in an eligible zip code
- 560 Ineligible in >1 category
- 237 Duplicate



IV. ELIGIBLE APPLICANT DEMOGRAPHICS

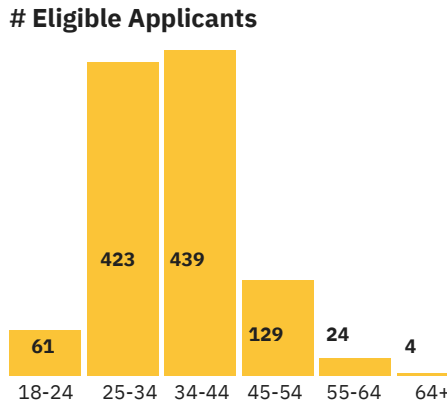
The Long Beach Pledge Expansion received 1046 eligible applications.

Race



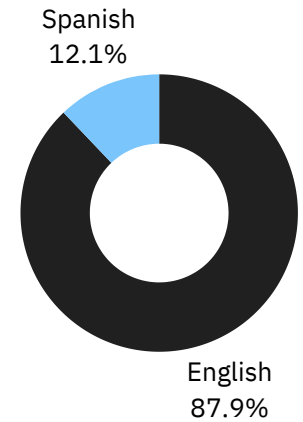
The two most common racial identities in eligible applicants are Hispanic Latino (43%) and African-American (35%).

Age



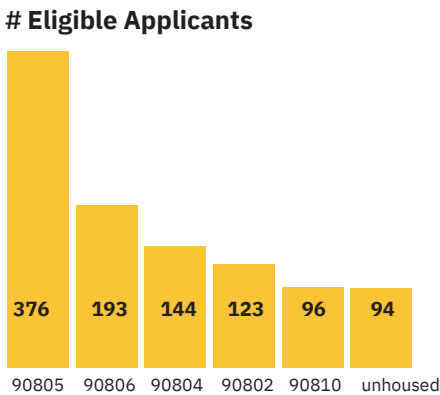
25.5% of applicants were between 32 and 36 yrs old. Age distribution is reflective of Long Beach residents living under the Federal Poverty Line.

Language



Residents could also submit applications in Tagalog and Khmer

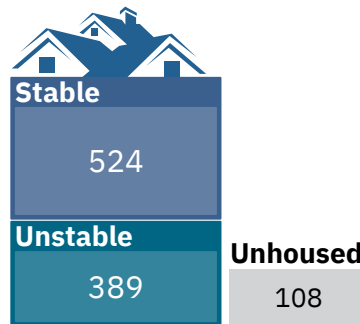
Zip code



A plurality of applicants reside in the 90805 zip code (37%). The other four zip codes ranged between 11% and 18% of the eligible applicant pool.

Unhoused applicants accounted for 10%.

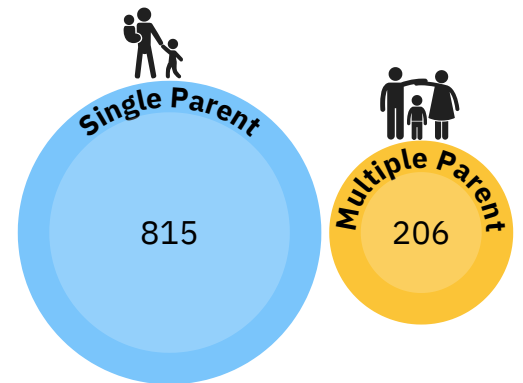
Housing status



The slim majority of eligible applicants reside in stable housing (51%).

Almost half of applications are in unstable housing (38%) or are unhoused (10%).

Number of parents

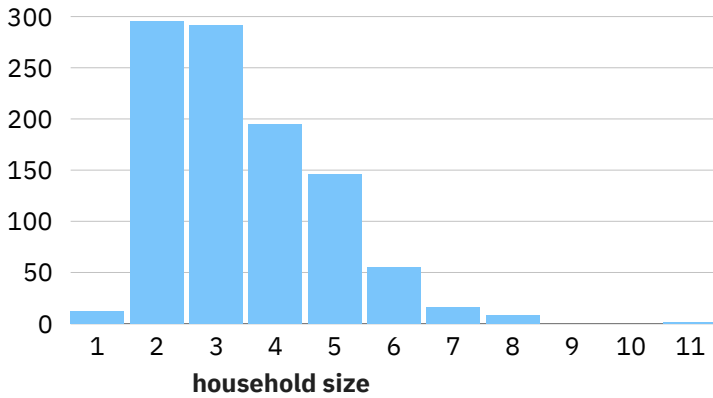


79.9% of eligible applicants live in single-parent households.

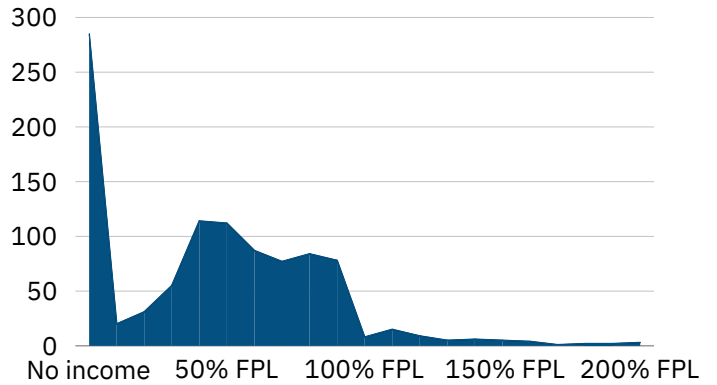
20.1% of applicants live in multi-parent households.

IV. ELIGIBLE APPLICANT DEMOGRAPHICS

Household size
Average 3.43 people



Household income



% of a household's total income to the FPL (Federal Poverty Line) for the household's size

91% of applicants live in 2-5 person households. Eligible applicants reported 1021 dependents they support and who may also benefit through the applicants program participation.

Over 90% of applicants reported 1+ dependent, with the majority (around 60.9%) of eligible applicants reported 1-2 dependents.

A plurality of eligible applications (28%) came from households with incomes below 10% of the federal poverty line.

V. WHAT HAPPENS NEXT?



200 SELECTED PARTICIPANTS

Selected by random lottery.

Direct enrollment or counseling, available for those who might be impacted.



BENEFITS COUNSELING

Connect to benefits counselors 4x faster for a recommendation

Prevent participants from losing existing benefits



\$500 MONTHLY CASH TRANSFERS

First payment: expected March 20th

Send payments in four flexible methods



ONGOING PAYMENT SUPPORT

Leverage F4GI's participant support team

Ensure reliable case management on WhatsApp, Chat, Text, Phone and Email