



State of California – Government Operations Agency
California Complete Count-Census 2020
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GAVIN NEWSOM, Governor
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Final Report

#IECounts

THE INLAND EMPIRE
IS COMMITTED TO
COUNTING
EVERYONE
in
Riverside and San Bernardino
Counties

CensusIE

General Information

Date of report	Nov. 12, 2020
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Narrative Report

1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

Strategy #1: Blanket HTC communities with messages to educate, motivate, and activate and collect 50,000 **pledge cards**. Collection of pledge cards will drive impressions. Trusted messengers will collect pledge cards which will allow residents to opt into future communications through phone, texts, or e-mail. Pledge card drives will begin in July 2020 with a concentrated push and continue until February 2020.

County Sub-Contracts: In addition to ACBO funds, Strategy #1 was supplemented by additional funding from Riverside and San Bernardino Counties to increase the scope, impact, and HTC coverage of our outreach.

COVID 19 Strategy Revisions: Contractors collected 48,146 pledge cards before the Stay at Home order was enacted. Partners re-negotiated contracts on a case by case basis. Some contractors kept the same pledge card numerical goal and simply switched to phone banking IDs. Other contractors switched focus from pledge cards to gaining impressions through whatever means made sense for their particular organization's model of work, including social media, virtual events, radio ads, or integration into services.

In order to fulfill Strategy #1 and ensure that HTC communities were blanketed with Census messaging before the self-response period began, the Inland Empire Community Foundation (IECF) contracted with 24 organizations to distribute and collect pledge cards throughout the Region 7. (See Attachment #1: SOW Tier 1) Pledge card contracts were distributed according to need in each region based upon the percentage of census tracts with an LRS score above 27. The pledge card collection drove impressions as contracted organizations employed a variety of methods to collect pledge cards depending on their own models of outreach and the unique needs and characteristics of their constituencies.

From July 2019 through February 2020, organizations held census-specific events to educate the public, collect pledge cards, and motivate key volunteers, leaders, and other important constituencies. Each sub-region held collaborative census kick-off events organized by Regional Coordinators to begin this community outreach. These events were organized in public places, such as swap meets or community centers, and featured key trusted messengers – such as public officials, school leaders, and multi-ethnic non-profit and religious leaders – to speak and ensure all outreach was culturally competent. Speakers were able to share the importance of the census from their personal perspective as a member of a HTC population(s). Kick-off events were followed up by a variety of informational forums and town halls designed to inform key leaders and the public about the importance of census in anticipation of the self-response period. Each of these events were organized by community driven organizations and leaders that prioritized relevant and inclusive messaging, and often took place in churches, community centers, and schools. Events were targeted to specific populations and constituencies, such as church attendees or cultural groups. Event organizers frequently took advantage of relationships with US Census Bureau staff to promote job opportunities and even integrated Census job fairs into events. In Mid-March, when COVID 19 was declared a global pandemic and Governor Newsom issued the Stay at Home order, non-profit contractors remained committed to educating and motivating community members to participate in the census. Although they could no longer collect physical pledge cards to drive impressions, they shifted to digital strategies as well as phone banking. (Shift to phone banking will be detailed further under Strategy #2)

One of the most effective strategies for collecting pledges to fill out the census was through integration of census messaging into other types of events and services. Contracted organizations included census information and an invitation to fill out a pledge card into their existing service programs. Examples of services included trainings offered at community centers, ongoing wellness checks, and provision of legal services. CensusIE partners worked through established networks to include Census messaging in public events targeting HTC communities such as cultural events, announcements at churches, participation in school events, and tabling at other public and seasonal events such as the annual Festival of Lights in the City of Riverside. In addition, participation at the Regional Tables frequently expanded networks to identify new groups and events to conduct outreach. By far, the most fruitful strategy to reach large numbers of HTC communities was through integration of messaging into faith-based groups and congregations. Organizations with deep, ongoing partnerships and relationships with faith communities were able to tap into these networks to outreach to tens of thousands of hard to count community members within a single weekend of faith services. Congregations reached included Muslim, Sikh, Catholic, and a variety of Christian denominations. Integration of census messaging continued throughout the Stay at Home order as churches shifted to virtual meetings and celebration of religious services and sacraments via zoom or Facebook live. Trusted messengers continued to uplift census and invite participation as an act of faith.

Region 7 Total Pledge Cards and Events by Contract

	Pledge Cards	Events	Impressions
<i>ACBO Contracts & Grants</i>	46,870	1,163	2,535,496
<i>Riverside Contracts</i>	684	169	573,205
<i>San Bernardino Contracts</i>	592	151	207,442

Region 7 Events per contract by Timeline

	Education: 6/2019 - 2/2020	Self-Response: 3/2020 - 5/2020	Extended Self-Response & NRFU: 6/2020 - 9/2020
<i>ACBO</i>	638	124	71
<i>Riverside Contract</i>	7	21	87
<i>San Bernardino Contract</i>	7	69	47

(Note: An additional 4 events and 915 impressions for the San Bernardino County contract and 12 events and 4,485 impressions were erroneously entered into Amplify under the ACBO campaign.)

An additional component of Strategy #1 was the training of Trusted Messengers to communicate the importance of census from their viewpoint to the community. IECF worked with NALEO to organize train the trainer sessions and contracted with trusted organizations in each of the 7 sub-regions to offer census trainings to staff and volunteer trusted messengers. Trainings were offered to a number of constituencies and were available for all contractors to send staff and volunteers. Trainings were offered by each of the Regional Coordinators to their sub-region and by additional training contractors to ensure diversity in the body of trained trusted messengers. (See Attachment #2: Training SOW updated) As an added incentive to highlight and motivate trusted messengers, the Census Champions program was created. The program offered individuals who completed census training the opportunity to make a deeper commitment to action and receive ongoing support to represent census in their circles of influence. (see Attachments #3 & 4: Census Champion overview & application for more details). Trainers invited trainees to fill out an application to become a Census Champion, which was then approved by a sponsoring non-profit or agency and the Regional Coordinators. Census Champions received identifying t-shirts, badges, and bags to identify themselves as a resource regarding census. The Census Champion program was suspended due to the COVID 19 pandemic, however, trainings continued

to take place virtually or one-on-one leading to a large, diverse population of well-informed and committed trusted messengers from hard to count communities.

	# Trainings	# People Trained	# Census Champions
<i>Region 7</i>	124	1,417	113

In order to support blanketing HTC communities with census messaging, IECF provided SWAG materials to aid in the distribution of pledge cards, QACs, pop-up QACs, and general outreach (See Attachment #5 & 6: SWAG Allocations 1 & 2). Census bags proved to be particularly helpful after the COVID 19 stay at home order to help with distribution of food and PPE supplies.

Overall, IECF was able to contract with partners to conduct outreach targeting each of the State of California's HTC communities and 13 different languages. The table below reflects all of the recorded impressions by HTC group in Amplify. It is important to note that not all contractors provided HTC numbers in their reporting of impressions. These numbers are also not reflective of QACs, which includes services in Purepecha and ASL.

HTC Group/Language	#Organizations Targeting w/ Outreach	# Impressions reported by HTC group	#Census Champions
Latinx	27	142,531	45
Black	18	10,690	14
Native & Tribal	5	263	
Asian & Pacific Islander	4	220,551	13
MENA	2	89	4
Immigrant & Refugee	17	13,019	1
Farm workers	5	4,785	
People w/ Disabilities	9	7,627	11
LGBTQ+	3	571	1
Seniors	13	46,725	13
Homeless	8	2,292	6
Children 0-5	4	3,648	17
Children 6-18	5	Not included in Amplify	

Young Adults	8	Not included in Amplify	
Formerly Incarcerated	2	Not included in Amplify	
Veterans	4	6,314	5
Low Broadband	6	8,581	

Strategy #2: Canvass HTC Census Tracts. Our goal will be to establish direct lines of communication early, ahead of election messaging, by conducting door-to-door canvassing in census tracts with an LRS score of 27 or more. There are 375,033 households in region 7 census tracts with an LRS score of 27 or higher. Assuming a 30% response rate, our goal would be to garner commitments from 112,659 households to participate in the census. ACBO state funding would cover engagement with approximately 50,000 of 112,659 households. Private funding would be sought to support the additional cost. Canvassing will begin in September 2019 and continue until February 2020.

COVID-19 Revisions: Prior to the stay at home order, canvassing contractors were in the process of switching to phone banking to increase efficiency and make up ID goals. Upon enactment of the stay at home order, all canvassing contracts shifted to phone banking IDs as the standard metric for fulfilling their contracts. Organizations who had not canvassed at least 80% of their required households had their ID goals adjusted given that it takes considerably less time and funding to acquire a positive ID through phone banking than canvassing. Many pledge card contractors also switched to phone banking to complete their pledge card contracts. Funding from Riverside County and San Bernardino County, which had originally been allocated to pledge cards and QACs, were shifted to phone banking contracts given that in-person contact was not allowed and it was unclear at that time when it would be allowed again.

The Inland Empire Community Foundation contracted with 18 organizations to conduct canvassing operations to knock on 163,828 doors. (See Attachments #7 & 8: Canvassing SOW, Calculator Revised) Of those 18 organizations, at least 5 took on a paid canvassing operation for the first time. Partners coordinated the assignment of census tracts through Amplify, using the targeting function to select priority census tracts on a map. This process ensured that all CensusIE organizations avoided overlap and funds were used efficiently to reach as many households as possible. Organizations were able to select geographic areas that were relevant to their ongoing work and where they already had a presence or long-term interest in establishing a presence.

Due to delayed funding and the steep learning curve for use of the technology, many canvassing operations showed a significantly lower response rate than had been anticipated. Through discussion and sharing of best practices, most organizations saw their response rates begin to climb week to week. A second wave of canvassing contractors were added in January of 2020. Five (5) of these organizations were new or inexperienced in canvassing operations. Because of the relational groundwork that

took place through the sub-regional tables, more experienced organizations took on informal mentoring roles to support the partner organizations in their sub-region. Additionally, Inland Empowerment began hosting weekly check-in calls to ensure all future activity progressed with more consistent rates of success. As a result, the newer organizations were able to benefit from what partners had already learned and were able to organize successful and efficient operations from the start.

Before the COVID 19 stay at home order was enacted, CensusIE Contractors had achieved 28,253 ID's through canvassing. Two weeks before the stay-at-home order, canvassing organizations had already began shifting to phone banking in an effort to conserve resources for door-to-door canvassing during the self-response period. Once the stay at home order took effect, Inland Empowerment quickly adapted their software to accommodate work from home and remote supervision. As organizations with other contracts, including pledge cards and QACs, adjusted to the new reality, many shifted their metrics to phone and text IDs. In a few short weeks, 28 additional organizations were trained on phone-banking and texting from home. CensusIE used established communications channels to provide trainings and Inland Empowerment was available for ongoing troubleshooting in real time. The weekly check-in call for canvassing organizations was expanded to a check-in call for all contractors and consistently had over 50 participants. At this time, the self-response period began, and new scripts were introduced to accommodate a GOTC call for the first contact. CensusIE shifted funds allocated to pledge cards, NRFU events, and QACs to 6-8-week phone banking contracts for April and May. These gap contracts kept census outreach moving forward and contractors working during an unprecedented time of uncertainty. (See Attachment #10: SOW phone bank and phone bank calculator final)

Final Numbers for ACBO:

	IDs	Impressions	Non-Response	Total
<i>High Desert</i>	9,601	14,544	37,654	49,124
<i>SB Metro & Mountain</i>	22,385	28,200	134,054	159,374
<i>Morongo Basin</i>	23	50	360	403
<i>Riverside Metro</i>	8,180	8,186	46,513	55,594
<i>Riverside SW</i>	9,077	12,715	67,297	77,277
<i>Riverside Central</i>	12,119	17,435	79,567	93,928
<i>Riverside Eastern</i>	18,222	22,638	136,053	158,866

Final Numbers for San Bernardino County Sub-Contracts:

	IDs	Impressions	Non-Response	Total
<i>High Desert</i>	17,714	20,092	96,928	114,892
<i>SB Metro & Mountain</i>	19,358	21,403	183,817	205,118
<i>Morongo Basin</i>	1,765	1,779	6,200	8,051
<i>Riverside Metro</i>	915	1,425	5,300	6,347
<i>Riverside SW</i>	479	759	2,964	3,540
<i>Riverside Central</i>	306	476	1,696	2,067
<i>Riverside Eastern</i>	1,053	1,631	6,568	7,789

Final Numbers for Riverside County Sub-Contracts::

	IDs	Impressions	Non-Response	Total
<i>High Desert</i>	231	504	3,048	3,382
<i>SB Metro & Mountain</i>	645	1,180	9,446	10,286
<i>Morongo Basin</i>	23	50	360	403
<i>Riverside Metro</i>	3,963	3,966	43,632	47,880
<i>Riverside SW</i>	6,711	9,497	59,727	66,988
<i>Riverside Central</i>	10,778	15,754	72,506	85,004
<i>Riverside Eastern</i>	1,015	1,026	20,345	21,417

Note: A total of 2,753 IDs were achieved in Riverside County through San Bernardino County sub-contracts and 899 IDs in San Bernardino through Riverside County contracts. This was likely a result of one of two options: 1) Some contractors uploaded membership lists which may have included individuals outside of the county; or 2) some contractors may have made an error of entering data into the wrong Amplify campaign or selecting census tracts outside of the county designated in the contract.

Strategy #3: Get Out the Count. All residents who have opted into future communications via pledge cards or door-to-door canvassing will receive a follow-up

reminder in November 2019 or January 2020 to maintain communication and a GOTC contact during the months of March & April while census is live.

Tactics:

Reminder: *All residents who have opted into future communications by means of a pledge card, phone bank call, online pledge, or door-to-door canvass will receive a reminder communication in early 2020 before census is live to remind them of their pledge and provide updated information.*

GOTC Contact: *All residents who have opted into future communications will receive a GOTC contact via phone or text to inform them that census is live, connect them to resources such as census centers, and to make a plan to be counted, or supported to participate in the census while on the phone/texting.*

GOTC Announcements: *Trusted Messengers will return to outreach locations to provide announcements to motivate and activate communities to respond to the census and direct them to additional resources, such as census centers or census champions.*

COVID-19 Revisions: *This goal remained largely the same given that this strategy was meant to be carried out remotely via phone and text. Organizations who had collected pledge cards in public places and community events continued to blanket their community with GOTV census messaging through virtual strategies or integration of messaging into the few places where essential services were still being provided by non-profit organizations, including food banks. One substantial change was that many QACs shifted to pop-up locations and/or shifted the timeline to end operations by the end of August or Mid-September.*

CensusIE utilized 3 main strategies for GOTC contacts: 1) phone-banking; 2) continued messaging from trusted messengers-blanketing HTC communities with census GOTV messaging; and 3) the establishment of Questionnaire Assistance Centers. All three strategies were performed during the COVID 19 pandemic and were critical to ensuring the importance of a complete count was not forgotten during a time of instability and hardship. Throughout this period, CensusIE partners remained deeply committed and passionate about supporting the future well-being of their community in promoting a complete count for the 2020 Census.

Organizations who made initial contacts through pledge cards and canvassing completed reminder calls throughout March, April, and May, in addition to engaging new IDs through phone banking and texting to fulfill any remaining goals for their contracts. As new information came out regarding USCB operations, phone banking GOTV strategies were shifted frequently. Immediately after the COVID 19 shut down, contractors reported that individuals were more willing to engage if messengers first asked about COVID-19 and could offer support or referrals. Phone calls took longer due to COVID-19 conversations. (See Attachment #11: COVID phone banking Script) Organizations were encouraged to adjust their scripts and share resources for referrals. As phone banking continued, contractors began to saturate the voter file, so consumer data was added to reach additional non-voting households. Studies conducted during the COVID 19 stay at home order began to demonstrate that although people were more receptive to engaging over the phone, follow-through was diminished during the

early days of the order. In response, CensusIE completed a final call-back to all ID'd households in August to ensure follow through on completion of the census. By this point in the campaign, the new USCB timeline had been announced, and organizations switched to texting previously ID'd households in order to shift more quickly to new IDs through consumer data. The Final push throughout August and September focused on communicating urgency and encouraging residents to fill out census on the spot. (See Attachment #12: NRFU Script) Contractors focused first on San Bernardino County in order to ensure that it would reach the 2010 rate. Upon reaching the 2010 rate in San Bernardino, phone banking shifted focus to gaps in each of the regions where response rates lagged behind, such as the Coachella Valley.

Several organizations shifted to online zoom and Facebook live events to continue to inform and motivate community members about census. Partnerships with local radio hosts proved extremely fruitful to turnout large numbers of listeners. Partner organizations engaged more deeply in social media campaigns, utilizing digital materials provided by the State, SCBOs, and USCB. New strategies and skills were practiced and perfected with TA support from Voice Media Ventures with Tzunu Strategies. For example, Empowering Success Now conducted a targeted social media campaign for veterans through identifying local veterans' groups on Facebook, contacting the leaders/administrators, observing posts that received the most engagement (likes, comments, etc.) and then modeling census posts to produce significant engagement rates. Contractors also worked to produce their own radio ads or op-eds to replace pledge card events and activities through their connections with ethnic and hyper-local media. As the self-response period was extended and the stay at home order was relaxed, contractors began to hold events targeted to specific census tracts that respected the local restrictions on indoor gatherings, such as car caravans, back-pack giveaways, door-to-door food drops, and scavenger hunts.

An important GOTV strategy for continued GOTV messaging was integration into existing service delivery. This strategy became especially important during the Stay at Home order. Many HTC communities were severely impacted by the Stay at Home order and lost family revenue because of the massive loss of jobs this spring. Many families became hard to count through the sudden loss of work and access to services. For many organizations, the only remaining point of contact with community members in need was through food banks. Partner organizations worked with or organized food and PPE distributions and included census materials – hard copy information, census bags, and other swag items. Census materials were also included in food drop offs to the most vulnerable and isolated individuals.

In addition to the social media campaigns of CensusIE partner campaigns, IECF contracted with Riverside Studios Creative Group to conduct additional social media through the use of geofencing. Ads targeted areas where Questionnaire Assistance Centers were located and directed residents to those locations. (See Attachment #13: RSCG Campaign Complete Report)

RSCG Campaign-to-Date	Impressions	Clicks	CTR
7/15 - 8/3	4,050,077	16,247	0.40%
Total	4,050,077	16,247	0.40%

Tactics	Impressions	Clicks	CTR
HTC Census - Region 7 - English	3,504,959	12,767	0.36%
HTC Census - Region 7 - Spanish	545,118	3,480	0.64%
Total	4,050,077	16,247	0.40%

CensusIE contracted with partners to organize a network of 34 Questionnaire Assistance Centers, both stationery and pop-up. (See Attachment #14: SOW county QACs) Questionnaire Assistance Centers were located in HTC census tracts or in areas that served HTC communities. Selection of QACs were originally done in alignment with the locations of county QACS with the support of UCR CSI who provided mapped locations of QAC applicants alongside already established QACs. Upon the implementation of the stay at home order, most QACs put services on hold and delayed opening until clear guidance from the state or local governments was available. A few QACs remained active through virtual strategies or through integration of census outreach into their ongoing food banks. Virtual events included presentations on the importance of census, question and answer sessions, and a walk-through of how to fill out the census with participants filling it out in real time during the event. Virtual QAC events were offered in ASL, English, and Spanish. Outreach workers at drive up food banks would ask each car if they had filled out the census and provide information and census materials to any person who answered in the negative. As the stay at home order began to be relaxed, Questionnaire Assistance Centers began to cautiously open with contracts extended to the end of August. Pop-up Questionnaire Assistance Centers focused on locations where essential services were being offered, including outdoor swap meets, food banks, and community centers. Some stationary QACs shifted their efforts to pop-up models in order to meet residents where they were located and continued to employ virtual strategies. QACs relied on census swag bags as incentives for filling out the census. Organizations reported from the field that the most effective incentive for filling out the census was gift cards. In response, IECF created a reimbursement policy for gift cards.

QAC Final Numbers

	Total Unique Locations	Virtual Events	Total # Served
ACBO	42	0	25,318
Riverside County	29	1	15,439
San Bernardino County	46	38	44,679

2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations
What worked well operationally?

In order to ensure equitable coverage and strong coordination, CensusIE created a network of 7 sub-regions and corresponding tables. We established Regional Coordinators for each of those sub-regions to support coordination and provide a pipeline of resources. IECF organized funding according to need and developed local systems and tools for coordination and reporting and provided a system of support and technical assistance to ensure the contractors were supported to reach their goals.

IECF organized and distributed funding in an equitable way with support and input from non-profit organizations who were participants and leaders in our region. Funding for contracts was broken down into categories and allocated to each sub-region based upon the percentage of HTC census tracts with an LRS score over 27. Contractors applied and were funded according to goals broken down by sub-region. IECF engaged the regional coordinators in the decision-making process by accepting recommendations for invitations to apply as well as engaging them in the proposal review process. Regional Coordinators were able to provide on-the-ground input into decision-making and aided in identifying and funding up-and-coming organizations who may not have been previously well-known, but who had established a local reputation for connecting with hard-to-count communities. This process led to investments in newer organizations in under-served areas, in turn leading to increased capacity. IECF was able to offer small contracts to organizations who demonstrated some capacity, and then provide them with support and technical assistance through the Regional Tables, ultimately growing their capacity and the overall capacity of the non-profit sector in their region. In addition, Organizations who demonstrated capacity were invited to apply for subsequent contracts leading to additional growth.

"As a new and small organization, we thank CensusIE for giving us this opportunity. The Census has legitimized our work. It has increased our brand recognition and has introduced us to a wonderful workforce. Because of CensusIE we are fulfilling our mission like never before especially during this COVID crisis." ~ I Am Love, High Desert Partner.

IECF also offered RFPs in multiple rounds, allowing for the addition of new organizations to fill specific gaps that had been identified. This process led to increased diversity of organizations through additional rounds of funding. The second and third round of funding added API-led organizations and organizations serving disabled communities. The second round of funding also saw the addition of organizations to cover geographic gaps: in Coachella Valley to cover Blythe, Mecca, Thermal; in the High Desert to cover Barstow; and organizations in the Morongo Basin. The increase in the

ethnic and geographic diversity of organizations was mostly the result of the local connections and hard work of the Regional Coordinators to ensure that the sub-regions they represented had sufficient and complete coverage.

IECF established Sub-Regions, tables & Regional Coordinators to foster collaboration, provide a pipeline of information and trainings to groups on the ground, and ensure accountability and sharing of best practices for campaign goals. Starting in July 2019, Regional Coordinators began to convene stakeholders in their regions in order to provide information about census outreach, foster relationship building for collaboration and coordination, and to begin planning outreach. As organizations were funded to conduct census outreach, IECF created clear, common metrics that each organization used to define goals and apply for contracts, pledge cards and canvassing IDs. Regional tables, and later weekly check-in zoom meetings, tracked campaign metrics publicly to encourage transparency and mutual accountability. Through this process we were able to identify and highlight high performers. Those organizations who showed significant growth and consistent success were lifted up to share their trainings and processes. As a result, inexperienced or struggling organizations were able to show improvement and success over time, benefiting the whole campaign.

“ These meetings were very helpful, especially at the beginning of the journey, because some of us did not know what to expect when it came to finding a plan, where to start, or even how to start. Seeing the progress and ways all the other organizations were progressing gave us an idea of what to expect, how to make this work, and simply, it made us feel better about our work.” ~ *Inland Coalition for Immigrant Justice, High Desert and San Bernardino Metro Partner*

The tables were also an important platform to engage community-wide support in addressing geographic and HTC gaps. IECF worked with UCR to develop a funded partner survey to track the HTC coverage in each of the sub-regions. A report was then provided to the Regional Coordinators and the tables regarding the gaps for each region (See Attachment #15: Funded Capacity Report) This transparent process pushed Regional Coordinators and stakeholders to take ownership of the HTC coverage in their region and tap into their networks of relationships to support the recruitment of new and more diverse organizations to apply for contracts.

Throughout the CensusIE campaign, IECF worked to ensure that funded organizations had a strong system of training and technical assistance to ensure the success of each and every contractor. We relied on key partners to offer trainings and support, including Inland Empowerment, UCR Center for Social Innovation, and NALEO for trainings. (See Attachment #16: CensusIE Training Overview)

IECF was fortunate to be able to partner with Inland Empowerment to use Amplify, a locally developed database and coordination software, to coordinate and track work. (See Attachment #17: Amplify Phone Bank Guide) This innovative technology allowed

organizations to build technical capacity that will serve them moving forward. Inland Empowerment provided ongoing technical assistance, training and 1-1 support to ensure the success of contractors. Inland Empowerment customized their software to track census outreach and due to the local accessibility of the development team, Inland Empowerment was able to offer quick and efficient customization to adjust to issues as they arose. For example, Amplify developers were able to customize the software to support work from home and remote supervision when the COVID 19 stay at home order was enacted, allowing organizations to continue to employ their staff and to continue phone banking and texting outreach at a time when most people were in their homes. The time and energy that organizations invested in learning to use Amplify will not be lost. The local availability of Amplify will allow organizations to continue to use the software for future outreach projects. Many organizations are already utilizing Amplify to conduct important GOTV outreach in the same neighborhoods where they have conducted census outreach.

As the leading expert in grass-roots civic engagement strategies, Inland Empowerment also offered a variety of training and support. In addition to training on technical assistance to use Amplify for canvassing, phone banking, and texting, Inland Empowerment offered trainings on best practices for managing a campaign, training staff, developing effective scripts and talking points, and cyber security. (see Attachment #17: Cyber Security Checklist) Inland Empowerment hosted weekly check-in phone calls for canvassing and phone banking staff and weekly training and troubleshooting hours for use of Amplify. Given the steep learning curve for most organizations in the use of technology and data tracking, it was important that Inland Empowerment provided flexible, ongoing training. Some organizations' staff required multiple one-on-one trainings and trouble-shooting sessions to get up to speed.

"Working with CensusIE was an amazing experience and opportunity. The ability to work closely with an organization that was responsive in real time to our technological needs was very useful. Having someone who we could call on when tech issues arose made all the difference. Our English as a second language team members were able to learn and perfect their understanding of the use of Amplify and carry that knowledge to continue the work remotely as we transitioned to work from home." ~
*Warehouse Workers Resource Center, San Bernardino Metro
Partner and Regional Coordinator.*

In addition, CensusIE offered a variety of other support and training opportunities to ensure the success of each of our contractors. UCR CSI provided Regional Tables with data to support strategic conversations and planning at each of the sub-regional tables. They also conducted an evaluation of the project through stakeholder surveys and interviews with a mid-campaign update on learnings. (See Attachment #19: UCR CSI Report) Over the course of the campaign, CSI staff provided presentations on data regarding HTC communities in each of the sub-regions, data on gaps in HTC coverage based on a funded partner survey, and updates on the stakeholder survey. Having a

partner like UCR at the table served to engage partners and enhance the strategic conversations held at the regional table meetings. CensusIE partnered with NALEO to offer their Train the Trainer curriculum for census. Our original plan was for NALEO to offer multiple trainings for each of the sub-regions to ensure access region-wide. Due to unforeseen capacity issues, the NALEO training was scaled back to one Train-the-Trainer for each of 3 modules, and it was determined that IECF would contract with a variety of local organizations to reproduce those trainings. Although this presented a challenge at first, we were able to surpass our original goal for trusted messenger trainings, and trainings were conducted in a greater variety of spaces and for a greater number of staff and volunteer leaders. These trainings ensured that all organizations had the opportunity to train staff with high-quality, clear, and accurate information regarding Census. Riverside Studios Creative Group and Tzunu Strategies provided a variety of communications and media related training to support the capacity of CensusIE partners. These trainings included themes on how to engage with reporters and prepare for earned media stories, effective use of social media, and effective storytelling. In addition, Tzunu Strategies offered weekly communications troubleshooting webinars and one-on-one support for organizations at their request. They offered coaching on understanding and utilizing metrics for audience engagement and tracking success, as well as how to develop and create a media kit for earned media. RSCG utilized Rival IQ software to track the social media accounts of CensusIE funded organizations and provided regular reports during the weekly campaign check-ins from March to June (See Attachment #20: Cumulative Social Media Metrics for Region 7). This fostered dialogue and allowed our campaign to identify the highest performing organizations and engage them in discussions about new strategies and techniques that they were using at a time when organizations were struggling to shift to virtual strategies and learn new skills in utilization of social media.

What hindered the operations?

CensusIE and partners were prepared to begin outreach in the summer of 2019. However, delays in release of funding from the state led to delays in the release of RFPs and subsequent delays in operations. This made it difficult for organizational planning. Throughout the development of CensusIE, the strategic planning process, and the launch of the tables, many partners bought into the importance of census and were eager to begin outreach. Due to a lack of clarity on funding timelines, organizations were unsure of when and if they would be able to adjust their internal staffing structures to assign or hire staff to work on census. Organizations were challenged with short time frames to scale up for census work, particularly those who were conducting canvassing operations and who needed to hire canvassing teams. For many organizations, this meant that they were not able to meet their canvassing goals before census went live and had to transition to phone banking as the primary strategy to complete their contract during the COVID 19 stay at home order. Along the same lines, uncertainty regarding QAC guidelines and definitions led to a delay in the release of the RFP for QAC contracts as organizations would be unable or unwilling to commit to host a QAC without clear guidelines. It also made the process of budgeting for the cost of a QAC difficult. The late development and release of the training curriculum led to difficulty in

identifying local players who had the capacity at that point in the campaign to add the hosting and facilitation of additional trainings to their work.

Locally, a lack of non-profit infrastructure in some areas slowed the development of the Regional Tables. Due to the historic lack of resources for non-profits in the Inland Region, some of the more rural and under-developed areas in Region 7 had fewer active non-profit organizations. At first, Regional Coordinators struggled to identify non-profit organizations who were able and willing to conduct census outreach. The High Desert, Central Riverside, and the Coachella Valley struggled at first to identify sufficient contractors as required by the sub-regional allocations. In the Morongo Basin, we were unable to identify one organization to serve as a Regional Coordinator and instead split aspects of the work between two organizations. In addition, there remains a deficit of API-led organizations in the Inland Empire. Although some of our contractors had some level of capacity to serve populations who speak Vietnamese, Chinese, Tagalog, or some other Asian language, this was usually due to the fact that they happened to have an Asian person on staff, not because they had a program that specifically served API communities or languages. We were able to identify a few small organizations who were led by and focused on serving the API communities. However, the scope of their work was limited by the size and relative infrastructure of the organizations. Fortunately, our funding model and support from Regional Tables had allowed us to significantly increase the non-profit capacity across Region 7, preparing the way for future challenges and collaborative funding opportunities.

Contracted partner's outreach

What outreach tactics worked well?

One of the clear intentions of the sub-regional tables was to create a space for shared learning and identification of best practices. Because we used the same clear metrics for all of our contracts, CensusIE's regional tables were able to track the progress of each organization's campaign and identify those who were having the greatest degree of success. Below are some examples of some of the learnings we experienced along the way.

- Among organizations doing canvassing, Inland Coalition for Immigrant Justice (ICIJ) was the first to achieve the target success rate of 30% IDs. They attributed their success to the additional time that they had spent working with staff to fully understand and personalize their perspective on census. They found that community members were more responsive to staff when they were able to speak from personal experience and share conviction about the importance of census, rather than relying solely on informational talking points. ICIJ was highlighted at Regional Table meetings and provided a presentation for all of the canvassing organizations. Although it was originally highlighted through canvassing work, we found that this principle was true for all of the outreach work and the additional investment in staff training paid off.
- As organizations were transitioning to phone-banking once the COVID 19 stay at home order was enacted, many began to report that it was more effective to engage with community members regarding their immediate trauma and

provide referrals to services in order to establish trust and ensure greater receptiveness. Organizations shared their scripts and referral lists through the weekly check-in and follow up e-mails. Alianza Coachella Valley and Warehouse Workers Resource Center led the way in modeling this strategy.

- Organizations with the highest participation in virtual events engaged local radio personalities and other local leaders, tapping into their followings. The organizations who conducted the most effective local virtual events were able to engage thousands of participants at a time. Community Health Action Network (CHAN), TODEC Legal Center, CAIR-LA, and Interfaith Movement for Human Integrity embodied these strategies.
- Pop-up QACs saw greater results than the stationary sites, especially during the COVID 19 pandemic. Pop-up QACs allowed people to be present in the few locations where essential services were taking place, including food banks, outdoor markets, and other service centers. If organizations did not already have a significant amount of foot traffic, it was difficult to drive traffic to the QACs. Centro del Inmigrante partnered their pop-up QAC with geofencing to engage more people. Family Services Association combined pop-up strategies with their stationary QACs and saw an increase in engagement as a result.
- During the final 6 weeks of the campaign, organizations reported that gift card incentives were the most effective in motivating individuals to fill out the census. In response, IECF created a reimbursement system for gift card incentives. TODEC Legal Center and Alianza Coachella Valley utilized this strategy most effectively with partners.
- Regular check-ins for canvassing, phone banking, and texting were critical to troubleshoot and aid partners in responding to challenges and changes in the field. For example, the optimal times to conduct both canvassing and phone banking shifted throughout the campaign depending on weather, available hours of sunlight, length of the stay at home order, local geography, and a variety of other factors. Regular check-ins and tracking metrics allowed organizations to identify trends and adjust time frames according to what was taking place in the field.
- Partnership with churches and other faith-based institutions led to the greatest reach with LEP communities, including Korean, Tagalog, Chinese, Purepecha, Arabic, and Farsi. Early buy-in and training with key leaders was critical for opening the doors for outreach and ensuring that census was addressed from the pulpit and framed as a faith issue. ICUC (Inland Congregations United for Change), in partnership with NEFFCON (National Ecumenical Forum for Filipino Concerns) worked closely with the Diocese of Riverside and San Bernardino Counties to conduct outreach to tens of thousands of parishioners representing some of the hardest to count communities. Due to their deep relationships with the leadership, NEFFCON-IE and ICUC were able to gain buy in from the top leadership in the church and worked with the Bishop to write two letters to priests, lay leaders, and parishioners to participate in census. This paved the way for

NEFFCON-IE and ICUC to train priests and lay leaders on census and to integrate census messaging into the weekly mass so that parishioners would hear about census from the pulpit from leaders that they come to for regular guidance and in multiple languages. As a result, over 45,000 impressions were achieved and 100 clergy and lay leaders were trained to share census with their congregations and communities.

- Our close relationship with USCB partners provided our contractors with clear information, direct support, quality materials, SWAG for incentives, and the ability to troubleshoot issues and respond to misinformation in the field. Regional Coordinators regularly invited USCB staff to regional table meetings to provide presentations and clarify misunderstandings. For example, outreach workers consistently came across individuals who said they had already filled out the census. We were able to determine that they were referring to the American Community Survey and USCB staff provided presentations to contracted organizations to clarify the difference between ACS and the 2020 Census.

What hindered the outreach?

- The level of data analysis and reporting for effective coordination for a complete county in Region 7 was unprecedented for the non-profit community. For most organizations, this required a new orientation on how they planned, executed, and tracked their outreach work. The learning curve for the technology required for State reporting was incredibly steep, particularly for small organizations and organizations reliant on volunteers. Existing staff who were extremely proficient in relational outreach struggled to learn and understand Amplify or put off reporting until a point at which the amount of time was insurmountable. At times this led to a misuse of Amplify and less efficient programs and calling or knocking on the same doors which had to be corrected after significant troubleshooting. Inland Empowerment spent significant amounts of time training and re-training staff, troubleshooting 1 on 1, and hired a staff person specifically for this purpose.
- The uncertainty regarding outreach materials and curriculum which would be available through the State and the SCBOs led to difficulties in planning and resourcing CensusIE partner organizations. In our strategic plan, Region 7 made an intentional decision to prioritize field work and draw from existing materials and resources for our outreach work. We understood that there would be a variety of trainings and resources coming from the State and SCBOs for particular HTC groups. As a result, we did not create our own curriculum or contract directly with organizations to do so. As the program rolled out, delays in clarity and availability of resources led to delays in services, particularly training of outreach workers. Delays in clarity and availability of resources led to delays in services, particularly training of outreach workers. Partner organizations had to train their own staff instead of relying on an approved training. CensusIE partners relied on information from NALEO and the USCB, but without delivery and clarifications from trainers. CensusIE partners also produced their own photocopies of materials which were of a lower quality than would have been preferred. Had we known the delayed timeline from the State for materials and

the difficulty of obtaining sufficient materials through other places, we would have developed a more robust local plan for content creation.

- Training curriculum for trusted messengers proved to be particularly difficult to obtain. We brokered a relationship with NALEO early on for training for Latinx communities. We did not have specific training or curriculum for any groups other than Latinx/Spanish Speakers and additional groups were forced to conduct their own adaptation of the trainings. SCBOs offered trainings to their anchor organizations. However, in some cases SCBOs did not have any anchor organizations in our region or the few anchor organizations that they have did not cover the many additional organizations outreaching to the particular HTC population.
- IECF is grateful for the additional rounds of funding we received in addition to our initial contract to support addressing gaps and NRFU. However, late notice and guidelines around additional rounds of funding delayed our ability to plan for additional funding allocations and took time away from other work we could have been doing to support the ongoing work of contractors.
- A well-known hindrance to effective outreach that CensusIE partners consistently reported from the field was the confusion regarding the inclusion of a citizenship question as well as general distrust of government attributed to the shifting messages and policies of the current administration. CensusIE contractors and outreach workers worked to overcome the fears of community members, particularly from the immigrant community, who felt that they might be targeted for providing personal information to the government. Contractors worked with each other diligently to identify the best messages that would reassure community members. This challenge was made additionally difficult by the changes and shifting policies and timeline of the USCB. We are grateful for any additional time to ensure that our community members were counted. However, we would have benefited from more clarity and consistency from the federal government.

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

The biggest challenges that we faced outside of the organization were the COVID 19 pandemic and shifting timelines from the USCB. These topics have been addressed throughout the report.

The Census work has raised the profile and shifted the narrative for the IE. Collaborative work with local government entities, Riverside County and San Bernardino County, with an academic institution- UCR CSI to bolster the research component of the effort- plus the strong base of movement building/advocacy organizations and social services nonprofits has catapulted the Inland Empire into proven capacity building practices, models, and sustainability activities that will serve our region well going forward to take

on the next two county regional challenge. This has initiated additional attention and resources for the area and IECF has continued to step into the leadership role to support and further the growth in capacity for the Inland Region.

IECF received a \$2.1 million grant from the California Office of Emergency Services to provide education, training, outreach on natural disaster emergency preparedness to vulnerable and diverse populations in Riverside County – Listos Riverside County. For the effort, IECF utilized the methodology of identifying regional coordinators and mobilizing organizations accordingly to facilitate coordinated activities and communication. Some CensusIE subcontractors participated in the Listos effort which helped in achieving a complete count in vulnerable, hard to count communities.

IECF went through a rebranding and name change that presented a bit of a challenge for the CensusIE effort at first, but in the end turned out to be an asset for CensusIE.

Leveraged funding for Census 2020 efforts resulted in an additional \$1.6million raised by the Inland Empire Funders Alliance (IEFA). The Project Director for Census 2020, is the chair of IEFA and through a pooled funding effort by IEFA members, private foundation grants were made available to nonprofits that could not do canvassing activities. Some IEFA members of large private foundations reached out to their colleagues (non-IEFA members) to bring attention to the CensusIE work that contributed to successful Census fundraising. Funding for QACs was also supported by the IEFA Census funds, broadening the reach to hard to count communities.

4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

Region 7	2010 Response Rate	2020 Final Response Rate
San Bernardino County	65.4%	66.3%
Riverside County	63.5%	67.2%
High Desert	60.9%	62.2%
San Bernardino Metro	63.1%	68.2%
Morongo Basin	54.4%	54.2%
Riverside Metro	69%	73.3%
Riverside Southwest	66.7%	72.1%
Riverside Central	65.9%	68.2%
Riverside Coachella Valley	56.7%	55.3%

Despite being the 3rd hardest to count region in the State of California, Region 7 exceeded 2010 self-response rates for the 2020 census. Region 7 achieved this goal through early planning and outreach, deep levels of coordination, and local innovative technology and partnerships. Planning for collaborative partnerships for Census 2020

began in the summer of 2018, initiated by Inland Empowerment and UCR CSI. Local partners had the foresight to recognize the incredible challenge of achieving a complete count across the 2,700 square miles of the Inland Empire. They embraced this challenge as an opportunity to grow the collaborative capacity, demonstrate the up and coming power, and ensure fair representation and sufficient resources in the IE through an ambitious collaborative campaign. Early planning led to a collaborative effort to submit a paper in response to the State's early RFI in the fall of 2018 which laid out the original innovative thinking about census coordination and solidified the core partnerships. Key partners also began meeting with county representatives in late 2018 and talks successfully led to the establishment of a joint Inland Empire Complete County Committee. This early groundwork led to a strong collaborative relationship with County partners which continued throughout the duration of the Census 2020 outreach campaign. The supportive and transparent relationship between government agencies and CBOs led to effective high-level coordination and ensured more efficient use of resources to avoid overlap and ensure focus on gaps and census tracts lagging behind on self-response rates.

Outreach efforts began early in the Inland Empire, with contracted organizations establishing a presence and relationship within hard to count neighborhoods. This ensured that almost a year of investment in developing relationships had taken place by the time communities needed to be activated to respond to census. Strong leaders who served as trusted messengers had been engaged and trained and were able to speak passionately and knowledgeably about census. Innovative technology through Inland Empowerment's Amplify ensured that there was little to no duplication in outreach activities, particularly important for a region as vast and varying as the Inland Empire.

COVID 19 upended efforts all over the state and country, but Region 7 was uniquely prepared to pivot to accommodate this unexpected crisis. Because partners had already been coordinated around a shared digital outreach program for months prior to the pandemic, contractors were able to pivot from in person outreach to phone and text banking overnight with the support of Inland Empowerment with little to no learning curve. This allowed for our partners to focus on directing our communities to COVID resources and activating Census participation instead of trying to learn and adopt new strategies in a crisis.

5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

"Since I have been here from the beginning, I have had the pleasure of witnessing the growth in the collaborative. With every effort they have learned and refined, tested and reconfigured. Now their capacity building is like a well-oiled machine and only getting better."
– I Am Love, High Desert Partner

Region 7 outreach benefited greatly from a deep commitment to collaboration and partnership among key leaders and contractors. Region 7 partners met regularly through our "Stakeholder Strategy Group" meetings - affectionately dubbed "census party meetings." The purpose of these meetings were to share information and updates to ensure coordination and troubleshoot issues among organizations directly contracted with the State and the USCB. These meetings began monthly, increased to bi-weekly according to need and then weekly during the self-response and NRFU periods. The core partners of the SSG included Riverside and San Bernardino County, UCR CSI, Inland Empowerment, IECF, NALEO, the United States Census Bureau, and State RPG Quintilia Avila. Other partners included SCBOs and the Riverside County Office of Education. Facilitation of the meetings rotated between agencies and partners during most of the duration of the campaign. The partners of the SSG remained deeply committed to partnership and transparency in planning and implementation of census outreach and fostered trust and comradery through the relationships built at regular meetings. This led to increased partnership, collaboration, and identification of gaps. The partnership with the counties also led to increased funding for non-profit organizations to conduct outreach through additional sub-contract dollars through the IE Community Foundation. The counties increased the funding that IECF had allocated to pledge cards and trusted messenger trainings and IECF supported the counties by contracting with non-profits to conduct outreach in cities who had opted out of funding or participation, ensuring a more complete geographic coverage of all HTC areas.

According to UCR CSI's stakeholder survey, 92.3% of respondents reported greater collaboration across nonprofits as an enduring effect of census outreach. We believe that this impact is largely due to the establishment of our collaborative structure, the 7 Sub-regions and 6 Regional Tables, and the work of the Regional Coordinators. The collaborative capacity which was built helped us reach more diverse populations and geographies, aided in navigating the COVID 19 shut down and disruptions, and helped improve the quality of work as we advanced and ultimately led to Region 7 surpassing its goals and the 2010 self-response rate.

One of the main foundational goals of the regional tables was to connect organizations across sectors, languages, and cultures. CensusIE partners began meeting in September 2018 to plan for collaborative census outreach. Regional Coordinators were selected through the strategic planning process for the IECF ACBO proposal. The Regional Coordinators along with key TA providers, (Inland Empowerment, UCR CSI, & NALEO) formed the Strategy Outreach Committee. The purpose of these monthly OSC meetings was to determine high-level strategy and equip and train designated staff from the regional coordinators to host table meetings and support staff. Meetings included review of facilitation guides, updates on important information for regional tables, and discussions about important strategy decisions. (See Attachment #21: November Facilitation Guide)

The Regional Tables facilitated collaboration for events and strategies that engaged more a diverse and inclusive base. Time was dedicated to shared visioning, strategic thinking, and relationship building to lay a foundation for more effective collaboration. Organizations became much more deeply aware and connected to other

organizations in their areas. The separation into regions allowed organizations to share information about specific local realities and collectively strategize around unique local challenges. The Coachella Valley regional table identified the Purepecha language and community as a critical community for outreach which was not covered by the State's prioritized list and persuaded IECF to add Purepecha to the prioritized languages in the Funder's Alliance RFPs for outreach grants. Separation by regions also made it easier and more tangible for CensusIE partners to identify gaps in service areas and HTC coverage and then to outreach and advocate for greater coverage. Because of the regional tables, public events included a greater diversity of participants, including tribal leaders, leaders from the API community, and people who are disabled.

"This participation increased our capacity in that we have increased our network of community organizations that we can now work with. We have gained a wide understanding of our Region further than what we have before. We have fostered new relationships for future projects and have retained and built upon our existing ones. This network has provided a great platform to build future sustainable collaborations." *Bread of Life, Central Riverside Partner*

Regional Tables fostered relationships that aided in the sharing of best practices and laid the groundwork for the supportive culture between partners organizations that aided CensusIE and Region 7 in navigating the COVID 19 pandemic and resulting challenges during the stay at home order. Monthly regional tables were shifted to a weekly check-in which was consistently attended by approximately 50 participants. These check-ins included updates on the rapidly changing landscape, communication about the status of contracts, and troubleshooting for technology and other outreach issues. Partners had established trust through the regional tables meetings and felt comfortable sharing struggles, questions, and ideas as they experimented and learned new strategies for doing outreach. This open conversation between organizations led to identification of emerging best practices and increased the learning curve for digital outreach.

"It was very helpful to listen and collaborate at the Regional Tables. Understanding strategies that were successful and being able to implement them in real time application after the meeting helped immensely, especially as we all faced the challenge of this project during a quarantine. The team's input was vital in creating more success and using innovative ways to reach people and complete the work." ~ Bread of Life, Central Riverside Partner

Amplify significantly contributed to the ability of organizations to use data to coordinate throughout the CensusIE outreach campaign, both before and during the COVID 19 pandemic. Organizations had a common platform to do targeting for canvassing and phone banking operations which ensured no overlap in canvassing and phone banking operations funded through the ACBO contract. HTC census tracts were highlighted in Amplify's tracking map for easy prioritization of census tracts for planning. Partner organizations and Regional Coordinators had a visual map to track targeting for events and canvassing/phone banking which aided in efforts to fill important geographic

gaps. The self-response scores began to be available after the shift to weekly check-ins with contractors. Each week data was reported to promote accountability, strategic targeting of HTC tracts, and collective learning about effective practices. Weekly check-ins included a report on response rates and rate of growth, phone banking and texting IDs by organization from Inland Empowerment, and a report on Social Media metrics from Riverside Studios Creative Group (see Attachment #13). This data was used to highlight successful organizations and foster discussion on learning practices. Partners also often shared struggles and asked questions to the group to gain ideas. One of the most frequently cited benefits of these meetings in the final reports was the opportunity to learn about what other organizations were doing and compare notes.

“Participating in the Census IE definitely helped increase our organizing skills and capacity. It gave us additional strategies to learn to “expect anything”, and be prepared for unexpected situations, such as weather changes, technical delays, harassment, and anything we can think of when dealing with community members. Also, we learned how to defuse a tense situation, as well as when to walk away. These experiences gave us the confidence to go back into our community and be able to expect the unexpected while learning from every situation--good or bad.” ~ ICIJ, San Bernardino Metro and High Desert partner.

Partners also received training on how to access and understand the SWORD dashboard and how to use this data to target and prioritize HTC census tracts for phone banking and other activities. The following guidance was provided to aid organizations in selecting census tracts for phone banking activities.

Criteria/Priorities to consider when choosing a census tract for phone banking:

- 1) Current Response Rate
- 2) HTC/LRS Score We want to target tracts with an LRS score above 27 (Amplify) or an HTC score above 57 (State dashboard)
- 3) Current response rate vs. 2010 rate
- 4) City-specific funding (if you have a county contract)
- 5) Strategic significance and community connection to your organization

As the pandemic progressed and CensusIE partners settled into the new reality, additional support was offered by Regional Coordinators to other agencies. In addition to ongoing support provided to funded CBOs, CensusIE prioritized support for cities as well. Regional Coordinators organized regional webinars to engage city staff. The purpose of these virtual convenings was to uplift effective and tangible outreach practices to inspire action. Convenings brought together city staff, provided examples of good outreach practices, and connected city staff to examples and resources. Participants also had the opportunity to connect with one another, offer ideas, and discuss challenges. In June and July, Regional Coordinators organized stakeholder convenings. These convenings uplifted the lowest responding tracts in each sub-region. A variety of stakeholders were engaged to strategize on outreach, including cities, legislative staff, volunteers, and CBOs. At this time, weekly check-ins for phone banking contractors also continued.

Region 7 partners have remained committed to collaboration and coordination in service of a complete count in the Inland Region for over 2 years. As we have reached and then surpassed the 2010 self-response numbers, we look forward to future collaborative efforts that will continue to strengthen and bring resources to our region.

6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

The Inland Empire Community Foundation could not have been successful without the support, leadership, and dedication of our technical assistance providers, the Regional Coordinators, and County partners.

Technical Assistance Providers: Provided strategy, data analysis, training, and support to ensure a complete count.

The UCR Center for Social Innovation provided surveys and data analysis on regional HTC communities and HTC coverage and gaps to challenge and spur additional outreach. UCR CSI conducted presentations at regional tables, participated in Strategy Outreach Committee meetings to develop strategy and equip Regional Coordinators, and led the formation and implementation of a joint IE Complete Count Committee. Most importantly, CSI played a key leadership role in envisioning and establishing CensusIE and its close relationship with the two counties.

Inland Empowerment led data management, reporting, and the field strategy for CensusIE. Inland Empowerment customized their innovative software, Amplify, to use for census outreach, ensuring that effective use of data for targeting and providing an added value in that the technology that organizations learned through census will be locally available for future coordinated outreach. Inland Empowerment provided training and guidance on best practices for canvassing, phone banking, and texting, roughly doubling the number of IE organizations who are familiar and competent in these strategies. They facilitated quick shifts in strategies due to COVID and change in census closing dates. Most importantly, Inland Empowerment was the convening organization that initiated the vision for a complete and inclusive census count and the increased capacity of non-profit organizations in the Inland Region.

Regional Coordinators developed diverse cross-sector tables, provided a pipeline for training and technical assistance, and facilitated coordination and collaboration among partners, including non-profits and government agencies. They built infrastructure and culture for collaboration through shared strategy and learning and ensured that all contractors were successful. Below is the list of organizations who served as Regional Coordinators and a highlight of the work that they did.

High Desert Sub Region:

El Sol Neighborhood Educational Center identified and recommended up-and-coming organizations in their under-served region who turned out to be some of the highest performers in terms of achieving outcomes. Of all the tables, the High Desert had the smallest number of partners before the launch. El Sol ensured that there were partners

to cover each of the most important geographical areas of the sub-region. Community Health Action Network (CHAN) supplemented the work of El Sol to engage cities in census outreach work, connecting them to the regional table. CHAN was also a leader in innovating new practices and supporting the development of less-experienced organizations.

San Bernardino Metro and Mountain Community Sub-Region:

Warehouse Workers Resource Center: Led the largest table, covering a geographic area with the highest population and number of HTC tracts. WWRC was exceptional in effectively connecting census to a variety of important issues and building relational infrastructure for cross-sector collaboration.

Riverside Metro Sub-Region:

Center for Community Action and Environmental Justice organized the most diverse table and was instrumental in engaging API-led organizations to participate in CensusIE. CCAEJ also provided strong examples of canvassing best practices which were highlighted for the entire network.

Riverside Central and Southwest Sub-Regions:

Family Service Association organized strong partnerships with local cities and legislators, and faced and overcame a challenge to identify partners for remote geographic areas. FSA also engaged tribal partnerships through Indian Manpower Consortium.

Riverside Coachella Valley Sub-Region:

Alianza Coachella Valley had the strongest and most succinct analysis and knowledge of the local field. Alianza worked diligently to ensure that the variety of small, unincorporated, and often forgotten areas of the Coachella Valley had contractors assigned to cover them.

Morongo Basin Sub-Region

We were unable to identify a single organization to serve as a regional coordinator. However, we were able to identify a few organizations to take on different aspects of the role. Arts Connection organized collaborative events & provided the most insight into planning through participation in some of the Strategy Outreach Committee meetings. Copper Mountain College Foundation hosted trainings on Census in partnership with the USCB to identify and train trusted messengers and connected CensusIE materials to the local food banks. Basin-wide Foundation provided a platform to educate other organizations about CensusIE and the HTC community in the Morongo Basin through invitations to their regular meetings.

County Partnerships

San Bernardino County and Riverside County proved to be exceptional partners through sharing of information, joint planning, and coordination of resources to ensure complete coverage of Region 7. In addition, both counties provided additional funding to support non-profit organizations to conduct census outreach. Riverside in the amount of \$311,252.24 and San Bernardino County in the amount of \$493,312.49

7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

CensusIE built a collaborative structure to bring diverse stakeholders to the table, raise awareness about the needs of limited English proficiency individuals and people with disabilities, and equip partners to be successful in census outreach. According to UCR's stakeholder survey, organizations reported increasing both awareness of language needs as well as language capacity through participation in CensusIE. Overall, the language capacity of the non-profit network in region 7 has grown significantly. Non-profit organizations have established a more diverse and inclusive network of relationships that will strengthen future collaborative ventures.

Early on in the development of CensusIE, UCR CSI conducted a capacity survey that revealed that the Inland Empire had few known organizations with language capacity beyond Spanish and English. The majority of contracted organizations who listed language capacity in API languages was the result of having a staff member who happened to speak said language rather than the presence of a dedicated program. This meant that the language capacity was likely to shift and sometimes disappear with staff turnover. There were even fewer organizations who were led by or had a primary focus on API communities. For disabled communities, there were more organizations who had a secondary focus on disabled communities but whom did not specialize in work with disabled communities. In addition, our initial planning meetings did not include organizations specializing in outreach and support for API communities or people with disabilities. Through the launch of the regional tables, we began to diversify our tables and expand the circle of organizations who would be included. UCR CSI provided data on the language and ethnic diversity of each of our regions and regional coordinators followed up by taking ownership of the diversity of their sub-regional partners and conducting outreach to identify new organizations and partners through the networks of relationships of partners around the tables. Through conversations at regional tables, CensusIE partners identified the importance of Purepecha in addition to the languages identified by the State. Purepecha was added to our focus languages and RFPs.

"Prior to the positive impact and involvement of CAIR-LA with the community, members of the Muslim American community were an often neglected, civically disengaged segment of society. However, thanks to CAIR-LA and its fruitful partnership with IECF, we provided unprecedented opportunities for mass Muslim-American civic engagement." *CAIR-LA, Partner serving MENA populations.*

Regional Tables Integrated organizations specializing in service of LEP and disabled communities to build multi-language, cross-sector partnerships, increasing awareness of the presence of LEP communities within the region. Collaborative events included multiple speakers from different language communities. Diverse trusted messengers were included in the slate of speakers. In addition, regional tables served as a space where outreach organizations could make connections with potential partners and broker agreements to do outreach within diverse spaces. Regional tables opened up

relationships to Sikh and Muslim congregations and brokered partnerships with organizations to train trusted messengers and conduct outreach in their congregations and cultural spaces. Regional Coordinators also worked closely with partners to identify available materials through the state portal and state CBOs to conduct outreach with appropriate language materials. CensusIE did not produce our own informational materials but took care to translate the website into each of the required languages. CensusIE also designed the website to accommodate people with visual disabilities. Pledge cards were translated into English, Spanish, Tagalog, Korean, and large-font version in English and Spanish for people who are sight-impaired.

Regional coordinators were able to increase the circle of participating organizations and recommend contractor and grantee organizations led by and specializing in outreach to API and disabled communities. The first round of funding from IECF included only one grantee specializing in outreach to an API community. (Tongan/MALO). In the second and third rounds of funding, IECF contracted with organizations specializing in outreach to Korean, Tagalog, Arabic, Purepecha, and Farsi. In addition, contracted organizations were able to conduct outreach in Chinese, Indonesian, and Vietnamese through relationships with other trusted messengers. Round two and three also saw the addition of organizations specializing in working with people with developmental and physical disabilities.

"It [participation in CensusIE] doubled the active membership of our organization involved in Census work and quadrupled number of organizations that we networked with. It also introduced and we benefited from knowing the funding resources available to the community. It made us realize that collaborative work on future issues and campaigns will result in even bigger membership involvement and more harmonious relationships with other community organizations." NEFFCON – IE, Partner specializing in working with Filipino community

The vast majority of census outreach to non-English/Spanish language speakers was through integration of census into cultural events and religious services. Given the relative size of the LEP communities in the Inland Empire, it is difficult to find significant geographic density. Contractors engaged with communities in the spaces where they would gather regularly, which was most often religious services. Contractors trained high-level leaders as trusted messengers who then delivered messages about census from a place of faithful authority. Religious services that incorporated census messaging in different languages included Catholic, Sikh, Muslim, and Evangelical services. Trusted messengers also incorporated census announcements and messages into a variety of cultural events for Filipino, Tongan, and Korean communities. Finally, IECF was able to contract with organizations to offer QAC services in Spanish, Tagalog, and Purepecha.

Organizations who specialized in outreach to people who are disabled focused on training trusted messengers and integration of materials into services. Disabled communities benefited from training of trusted messengers from advocacy groups, classes, or service centers. Two of CensusIE's training contractors specialized in outreach with people with disabilities. CensusIE also engaged service centers, and case management organizations to integrate census into ongoing services. This included

delivery or drop off of services, application support to government programs, (especially after COVID 19 pandemic began,) wellness checks, life skills trainings, and food bank/PPE distributions. Two Questionnaire Assistance Centers for individuals with disabilities were funded and ASL interpretation was offered by in person or virtually by appointment.

"We were able to increase our capacity to do outreach by partnering with other agencies and leverage the ability to extend out-reach to venerable populations. These connections will prove to be essential as we continue to move forward with other projects." Service Center for Developmental Disabilities, CensusIE partner

For both LEP and disabilities contractors, social media and local and ethnic media became an important platform during the COVID 19 stay at home order. Partners utilized their social media accounts to post about census and answer questions related to census. Contractors drew from existing resources through the State portal and State CBOs as well as created materials of their own in Spanish, Purepecha, Korean, and American Sign Language.

<i>Language Services were provided in</i>	<i>#Organizations Targeting w/ Outreach</i>	<i># Impressions reported by HTC group in Events & QACs</i>
Spanish	29	183,505
Purepecha	3	139
American Sign Language	3	76
Armenian	1	20
Hindi	1	2,075
Punjabi	1	550
Farsi	2	1,522
Arabic	2	2,444
Korean	1	1,686
Tagalog	1	727
Chinese	1	23
Mandarin	1	20
Cantonese	1	12
Vietnamese	1	85

8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

The most important way that IECF made a difference in Census 2020 was to create a collaborative platform where partners had the opportunity to develop trust, learn from each other, and challenge each other to do better and achieve greater results. The story is best told through the words of our partners:

"The Regional Tables were the pillar of success for our campaign as it related to communication, collaboration, and strategies. It was extremely helpful to meet & be able to discuss progress, updates, and learn from other CBOs." Community Health Action Network.

"The creation of shared principles and an alignment in our mission to bring about social justice and a civic engagement cultural shift was spectacular. We had larger organizations collaborating and sharing events and spaces with smaller organizations and we saw the benefit of creating shared and regular meeting spaces where these relationships could flourish. We learned about the vast work being done in our region and the intersectionality that runs between all our orgs." ~ Warehouse Workers Resource Center, San Bernardino Regional Coordinator.



"The greatest success story was the collaboration of all the organization working in unison leveraging resources for maximum output. Now the IE has a precedence of what works for future projects when applying for more



resources in the Inland Empire and has a base on what organizations to lean on to have a successful outcome.” – El Sol Educational Center

“There were no other collaborations that I was aware of that brought together community-based organizations like the CensusIE weekly collaboration. Just hearing what other organizations were doing to serve the IE during stay at home orders was very helpful.

Additionally, RSI, developed other partnerships to support Emergency Preparation training & food delivery.” Rolling Start, Inc.

“Our Census IE participation also allowed us to make strategic collaborations with businesses and other Non-profit organization. We learned more about our surrounding community and their needs. We learned new online platforms and how to work effectively from home. In continuing to build our capacity we are going to enhance our relationship with the community and nurture our new relationships with the business community and other non-profits.” ~ Empowering Success Now

The trust built through the regional tables helped organizations support and learn from each other during the COVID 19 pandemic crisis.





"Hearing how other organizations were continuing their work was very helpful. As far as new skills, well I don't think we ever thought we'd be able to support our consumers remotely. Because this was the only collaborative of its kind - learning how we could expand services to consumers through other community organizations and partnerships was outstanding." Rolling Start, Inc., Partner specializing in serving people who are disabled.

"Previously work had been created through social media, but Covid-19 forced us to increase our online capacity to reach out to our community more through online platforms.... Participating with the CensusIE brought the opportunity to create internal capacity through outside organizations including new strategies, ways to engage community members, knowledge of coordinating new platforms and ultimately the successful completion of the Census2020 campaign." ~ El Sol Educational Center

"Our organization was new to this kind of civic engagement campaign and we have been able to leverage these skills into other campaigns such as get out the vote campaigns. We also learned new strategies to conduct outreach during COVID-19. We are excited to use the skills gained in future endeavors." ~

Leadership Counsel for
Justice and Accountability

This collaborative capacity has laid the groundwork for future coordinated outreach, a greater presence in State campaigns, and ultimately to regional transformation.





"History was made at CHAN during the CensusIE campaign. Several milestones were accomplished. In the 13+ years CHAN has been serving the community, never before have we outreached to this number of people in such a short time frame. Over 17,000 impressions in just 4 months! In addition, this was the largest amount of funding CHAN has ever received in this time frame. The Funder's Alliance and CensusIE not

only increased our capacity but our confidence, civic engagement impact and sustainability as well. We were able to employ more individuals than we ever have before (which gave us the ability to attract top talent), acquire an additional office (which helped streamline our projects and increased productivity). The campaign has also placed CHAN as the go to organization for all things Census in the High Desert. In addition to increasing the community's, as well as our partners, trust in our service to them." ~ Community Health Action Network

"Because of our involvement with the different individuals and organizations on Census work, Neffcon-IE has grown to trust and respect all the participating entities that offered their time and resources. Consequently, we have wholeheartedly committed ourselves to actively participate in IE RISE composed of the familiar faces and community organizations that were active on Census work." ~ NEFCCON – IE

"The WWRC hopes to continue to use the technology created by CensusIE to build active databases of the community that we can continue to engage with throughout the year. One of the challenges and frustration we often hear



Inland Empire Community Foundation

from community during electoral years is the way they are not engaged regularly. The development of such technology will support the creation of dialogue and communication on a more regular basis that will show our community that we are here, local and interested in creating a more just IE."~ Warehouse Workers Resource Center

"Indeed, this is was the first project in which our Policy and Advocacy Coordinator supervised a canvassing team, as well as a phone banking team. These are vital skills that will be greatly relevant to CAIR-LA's future civic engagement projects in the Inland Empire." ~ CAIR-LA,



9) Please add any suggestions for the 2030 Census efforts, including timelines.

- Local partners would benefit from a clear inventory of materials, curriculum, and resources that will be available and the time frames in which they will be available before regions conduct their own planning process. This will aid local areas to determine what materials need to be created locally, how much funding to allocate, and identify appropriate contractors.
- Provide a clear metric for tracking and measuring success before strategic plans are created and submitted. Metrics should be outcome-focused and leave room for a variety of different strategies based on local context and needs. A planning process should engage local communities in defining and determining metrics for tracking and measuring success. This will help local partners plan with greater clarity and efficiency for determining priorities and will aid in cross-sector, cross-region collaboration and alignment.
- The strategy to fund census outreach both as a regional strategy as well as focused on specific HTC communities was effective and important for complete and inclusive coverage. However, state organizations worked through anchor organizations, leaving a deficit in some areas and amplifying existing disparities in infrastructure. Region 7 was impacted by this disparity as many of the SCBOs did not have anchor organizations and so did not invest significant time or effort in the region. In the future, resources in the way of materials and curriculum for specific HTC groups should be available to all organizations conducting outreach. Contracts should require TA and training across the State and require deeper coordination with the regional ACBOs or other collaborative structures who can act as a pipeline of resources to local partners as well as aid SCBOs in the identification of local partners in addition to anchor organizations.
- CensusIE would have welcomed the opportunity to make canvassing and phone banking operations more efficient and effective through sharing data and coordination of targeted census tracts with other partners. The State should require data coordination anywhere that phone banking, texting, and canvassing is taking place between ACBOs, SCBOs, or any other partners engaging in these strategies.
- Region 7 was fortunate to benefit from two additional waves of funding to address gaps in outreach and support NRFU in hardest to count census tracts. Responsive funding in waves was helpful to support local partners in addressing gaps. The timing, parameters, and purpose of additional funding waves should be part of initial planning and communicated up front. This would allow ACBOs or other local collaborative structures to put processes in place ahead of time, even if the final amount of funding is unknown until the State's evaluation process for determining need.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

- a) SwORD uploads of completed activities – submitted 10/19/20**
- b) Updated list of subcontractors – google drive**
- c) Evaluations or analytical reports, if any –**
- d) Sample products* - dropbox**

*** communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)**

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.



DRAFT- Scope of Work for Tier 1 Outreach / Pledge Card Contracts

Responsibilities for Tier 1 Contracts:

Contractors will conduct outreach to collect Pledge Cards from HTC populations through existing points of contact and identify and train Trusted Messengers to be “Census Champions”. Organizations will use their own model and experience to connect to HTC populations. Pledge card collection will drive a variety of impressions.

Outreach:

Integration of Census messaging into existing points of contact: Sub-contractors will employ their own models of outreach to communicate up to date information and engage community members from HTC communities where they are already gathering and integrate census information into existing points of contact for service delivery. This may mean doing a presentation at a PTA meeting, an announcement at a church, or including census messaging in a house-visit among other options. Organizations will use their own existing models of public education and service delivery to tap into networks of HTC communities.

Trusted Messengers “Census Champions”: Partner organizations will identify and train volunteers who are integrated into communities who disseminate information to fellow community members, collect pledge cards, and serve as spokespersons. We will track recruitment of VTMs according to HTC population and geography.

Follow Up:

Get Out the Count. All residents who have opted into future communications via pledge cards or door to door canvassing will receive a follow-up reminder in November 2019 or January 2020 to maintain communication and a GOTC contact during the months of March & April while census is live.

GOTC Announcements: Subcontractors & Census Champions will return to outreach locations to provide announcements to motivate and activate communities to respond to the census and direct them to additional resources, such as census centers or census champions.

Deliverables for Tier 1 Outreach Contracts:

- Collect X # of **unduplicated** CensusIE Pledge Cards
 - Pledge Cards must include a name, an address, and an opt-in to future communication.
- Identify and Train at least 1 Trusted Messenger for every 250 pledge cards collected
- Conduct 1 reminder contact and 1 GOTC contact for each pledge card contact/household.
- Coordinate Outreach work through Regional Table. This includes:
 - Use of the Asset Map



DRAFT- Scope of Work for Tier 1 Outreach / Pledge Card Contracts

- Monthly participation in Regional Table Meetings
- Use of Approved messaging and materials, including CensusIE pledge card
- Attendance at Capacity Building & Trusted Messenger Trainings

Reporting:

- Contractors must use the Reporting Portal developed by Inland Empowerment to upload reports. *Individual household data collected will be confidential and will only be returned to the contracted organization for the purpose conducting of follow-up and GOTC. Aggregated (block level) data will be shared with UCR for evaluation of the effectiveness of the campaign. All contractors, including The Community Foundation, will be subject to confidentiality agreements.*
- Participate in development of Implementation Plan for the State

Payment:

Contract amount will be determined according to pledge card collection goal at \$4.50 per unduplicated pledge card. 50% of contract will be paid at the execution of contract and 50% at the mid-way point. Contract start date will be September 1st, 2019.

Timeline:

- *September through February:* Pledge Card Collection
- *November through February:* Follow up reminders
- *March through April:* GOTC contacts & announcements

Other:

- Contractor & all employees must sign confidentiality agreements
- Contractor & all employees must sign agreements not to engage in partisan activities
- If staff is hired specifically for the execution of this contract, contractor must agree to use the approved background check policy.

SOW may be subject to changes before the release of the RFP, pending approval of strategic plan by the State and other considerations.



Census Trusted Messenger Trainings Scope of Work

Responsibilities:

The best spokespersons to communicate the importance of participation in census are people who have established relationships with Hard to Count Communities or who are themselves representatives of Hard to Count communities. The purpose of these trainings is to equip those trusted messengers to provide complete and accurate information about the census and conduct high-quality outreach. The Community Foundation will subcontract with organizations in each of the seven sub-regions to provide Census Trusted Messenger trainings based upon NALEO's curriculum. Subcontractors will work with Regional Coordinators and Regional Tables to offer trainings to a broad spectrum of partners, including city and county staff, non-profit staff, leaders and volunteers, local business leaders, etc. NALEO's training will be offered in 3 modules. Training subcontractors will be required to offer a minimum number of training modules. Subcontractors may arrange the trainings to offer all modules on one day or may split the modules across multiple days. Subcontractors may also offer different number of trainings in each module, but must at least offer one of each module.

Participants in the trainings must be offered the opportunity to apply to become a 'Certified Census Champion'. Census Champions are staff and/or volunteers who are associated with one or more HTC community, have a history of serving their community, and who can provide accurate information to about census within their sphere of influence and can answer questions or refer people to resources for information and support.

To qualify as a Census Champion, one must:

- Complete a Census 2020 training that meets the core criteria (NALEO)
- Be recommended by a local community organization, institution, or agency involved in census outreach.
- Commit to participating in monthly webinar to stay abreast of Census 2020 information & updates.
- Fill out an application that must be approved by the Regional Coordinator and submitted to The Community Foundation

Contract Measurables:

- Attend NALEO's train the trainer
- Provide X module trainings with NALEO's curriculum for a minimum of 25 people per module, including non-profit staff, volunteers, and city and county staff who will serve as trusted messengers to hard to count communities
- Secure training space and provide logistical support, including refreshments
- Inform training participants of the opportunity to become 'Census Champions'
- Recruit training participants from Non-profit, city, and county partners



- Participate in and coordinate with Regional Coordinators and Tables

Reporting:

- Contractors must use Amplify (web based online application) to plan and report trainings
- Contractors must complete a final Report at the end of February
- Contractors must participate in development of Implementation Plan for the State

Timeline:

- *Trusted Messenger Trainings: December through February*
- *Attend NALEO Train the Trainer on modules 1 & 2 on December 9th*
- *Attend 2nd NALEO Train the Trainer on module 3 in January TBD*

Calling all Census Champions



Help your community by
becoming a Census Champion!

Qualifications

Be a trusted friend in your community

Complete a training

Have a referral from a local business, city, or nonprofit

Responsibilities

Tell friends and family about Census 2020

Attend short monthly call for updates

Sport your free merchandise!

Impact

Be a Trusted Messenger

Ensure your community gets your fair share of funding, resources, and representation!

Attend an eligible training to find out more information
Go to censusie.org/champion to find one near you!

Org	Tote 5000	# received?	Bottle 2500	# received?	Beanie 2000	# received?	Glasses 2500	# received?	Pen - 5000	# received?	Puzzle - 3000	# received?	Keychain 5000	# received?	Clip 5000	# received?	Decal 5000
Arts Connection	50		48		25		48		50		50		50		50		50
BLU	150		50		50		50		150		50		150		150		150
Bread of Life	150		48		50		48		100		50		150		150		150
CAIR	150		48		50		48		100		50		150		150		150
CCAEJ	150		48		50		48		100		50		150		150		150
CHAN	150		48		50		96		100		50		150		150		150
CMCF	50		48		50		48		50		50		50		50		50
COPE	100		48		50		48		100		50		100		150		150
Empowering Success Now	100		48		50		48		100		50		100		150		150
Feeding America RSB	150		48		50		48		100		50		150		150		150
I Am Love	100		48		50		48		100		50		100		150		150
ICIJ	150		48		50		48		100		50		100		150		150
ICUC	150		48		50		48		100		50		150		150		150
IE Labor Council	150		48		50		48		100		50		100		150		150
IKAA - All English	150		50		50		50		150		100		150		150		150
Rolling Start	50		48		25		48		50		50		50		50		50
New Hope	150		48		50		48		100		50		150		150		150
SCDD	150		50		25		50		150		50		150		150		150
SCIL	50		48		25		48		50		50		50		50		50
TODEC	150		100		50		96		100		50		150		150		150
WWRC	150		100		50		100		150		100		150		150		150
Alianza	150		48		50		48		100		50		150		150		150
CV Housing Corporation	150		48		50		48		100		50		150		150		150
COFEM	150		48		50		48		100		50		150		150		150
EI Sol	150		48		50		48		100		50		100		150		150
Find Food Bank	150		48		50		48		100		50		100		150		150
Great Harvest	50		48		50		48		50		50		50		50		75
IE Immigrant Youth Council	50		48		50		48		50		50		50		50		75
Interfaith Movement	50		48		50		48		50		50		50		50		75
Mi Familia Vota	150		48		50		48		100		50		100		150		150
MALO - All English	75		50		50		50		75		50		75		75		75
Nehemiah	150		48		25		48		100		50		150		150		150
Lideres Campesinas	50		48		25]		48		50		50		50		50		50
PEOC	50		48		25		48		50		50		50		50		50
Sigma Beta Xi	150		48		50		48		100		50		150		150		150
Starting Over	50		48		25		48		50		50		50		50		50
TruEvolution	150		48		50		48		100		50		150		150		150
Youth Leadership Institute	50		48		25		48		50		50		50		50		50
CAP	50		48		25		48		50		50		50		50		50
Leadership Counsel for Justice	50		48		25		48		50		50		50		50		50
The Way Resource Center	50		48		25		48		50		50		50		50		50
FSA	50		48		25		48		50		50		50		50		50
NEFCON	50		48		25		48		50		50		50		50		50
CELS	50		50		25		50		50		50		50		50		50
	4675	0	2226	0	1800	0	2270	0	3725	0	2300	0	4425	0	4825	0	4900

Org	Bottle Labels (5,000)	Hats (3,000)	Pens (5,000)	Gaiters (5,000)	Hand Sanitizer (5,000)	Grocery Bags (20,000)	Bracelets (5,000)
Bread of Life	416	79	125	156	130	224	188
Community Action Partnership		158	500	313	260	560	333
Center for Community Action and Environmental Justice	416	79	125	156	130	224	188
Centro del Inmigrante		158	250	130	260	560	333
Community Health Action Network	1250	236	375	313	415	784	333
Coachella Valley Housing Coalition		316	500	625	520	896	333
Escuela de la Raza		79	125	156	130	224	188
Empowering Success Now	834	158	250	313	260	560	333
Family Assistance Program		237	500	313	415	784	333
Family Service Association	1250	158	250	313	260	784	333
FIND Food Bank						10,032	
I Am Love		79	125	156	130	224	188
Inland Empire Immigrant Youth Collective		79	125	156	130	224	188
Life Church		79	125	130	130	224	113
Mi Familia Vota		79	125	156	130	224	188
Nehemiah Charitable Fund		158	125	234	260	448	113
Pueblo Unido CDC	834	158	250	234	260	448	235
Reach Out		79	125	130	130	224	113
Rolling Start		158	125	234	260	560	113
Starting Over, Inc		79	125	156	130	224	188
TODEC Legal Center		236	500	313	400	784	333
Way Resource Center		158	250	313	260	784	333
	5000	3000	5000	5000	5000	20000	5000



Scope of Work for Tier 2 Outreach / Door to Door Canvassing Contracts or Grants

Responsibilities for Tier 2 Contracts or Grants:

Outreach:

Door to Door Canvassing: Contractors/Grantees will conduct door-to-door canvassing ID households who agree to participate in the census and opt into future communications through phone, texting, or e-mail. The program will include at least 2 passes through neighborhoods or saturation that matches the LRS score of the census tract, (IDs @ 30% of houses in a tract with 30 LRS score) – whichever is achieved first.

Coordination of Census Tracts: Census tracts with LRS scores above 27 will be identified and prioritized by local partner organizations through the Regional Tables. High priority tracts will be assigned to contractors/grantees and participating organizations based upon their capacity and funding to ensure efficiency and eliminate overlap.

Phone Banking: Subcontractors/grantees will draw from member lists and voter databases to contact residents first by phone. Residents contacted by phone would be pulled from lists to streamline canvassing.

Follow UP / Get out the Count:

Reminder: Contractors/grantees will follow up with ID'd residents who have opted into future communications via door to door canvassing by providing a reminder communication via phone or text before census is live to remind them of their pledge and provide updated information.

GOTC Contact: Contractors/grantees will conduct a GOT contact via phone or text to inform ID'd residents that census is live, connect them to resources such as census centers, and to help them make a plan to be counted, or supported to participate in the census while on the phone/texting.

Deliverables for Tier 2 Outreach Contracts or Grants:

- ID X # of households in Census Tracts identified and prioritized by the Regional Table(s)
- Conduct 1 reminder contact and 1 GOTC contact for each ID'd household.
- Coordinate Outreach work through Regional Table(s). This includes:
 - Use of the Landscape Targeting Application
 - Coordination of Targeted Census Tracts
 - Monthly participation in Regional Table Meetings
 - Use of Approved messaging and materials
 - Attendance at Capacity Building Trainings
 - Coordinated database, phone and texting applications



Scope of Work for Tier 2 Outreach / Door to Door Canvassing Contracts or Grants

Reporting:

- Contractors/grantees must use the Reporting Portal developed by Inland Empowerment to upload reports. *Individual household data collected will be confidential and will only be returned to the contracted organization for the purpose conducting of follow-up and GOTC. Aggregated (block level) data will be shared with UCR for evaluation of the effectiveness of the campaign. All contractors/grantees, including The Community Foundation, will be subject to confidentiality agreements.*
- Participate in development of Implementation Plan for the State

Payment:

- Contract/grant will be funded at \$14.82 per ID for metro census tracts & \$18.07 for rural census tracts.
 - Includes cost of ID at the door, 1 reminder & 1 GOTC Contact.
 - Cost based upon \$15 hourly pay rate for canvassers & 30 overhead to cover admin, benefits, lead staff, supplies, & tech.
 - Link to worksheet with calculations will be include with RFP
- Payments will be made 50% at the beginning of the contract and 50% midway.
- Grants may be awarded in full upon fully executing grant agreements.

Other:

- Contractor/grantee must follow approved background check policy
- Contractor/grantee & all employees must sign confidentiality agreements
- Contractor/grantee & all employees must sign agreements not to engage in partisan activities

Timeline:

- *October through February:* Door to Door Canvass
- *November through February:* Follow up contacts
- *March through April:* Get Out the Count

[illegible]

	Based upon calculator, Shifts needed for 1 pass	Passes	Total Shifts you will need to fill for each activity	Enter the days that you will spend on each activity	
HH	200	2	400		30
Phoning	34	3	102		10
Texting	3	3	9		5
GOTC	20	3	60		6

Workers needed per / day to complete list & passes.	
	14
	11
	2
	10

* Assuming 1 person per door (teams of 2 but 1 person takes one side of street while 2nd person is knocking other side)
Phoning will be to make reminder calls to ID'd list from doors to to call member lists. Reminders should take place between March 12th and March 15th
Texting will be to provide reminders to ID'd list from doors and to call member lists. Reminders should take place between March 12th and March 15th
GOTC should take place after March 12th when the online census is live. GOTC calls should be finished before April 1st



e of street. Door knocking should ideally take place ASAP in 2019 to avoid overlapping with electora

campaigns for CA primaries.		



Scope of Work Phone Bank Contract Additions

Responsibilities for Phone Bank Contracts:

Phone Banking: Subcontractors will draw from member lists and voter databases to contact residents by phone to inform, motivate, and activate community members to fill out the census. Subcontractors will conduct Get Out The Count contacts via phone or text to inform residents that census is live, connect them to resources, and help them make a plan to be counted or support them to participate in the census while on the phone/texting.

Coordination: Subcontractors will coordinate phone bank outreach through the CensusIE regional tables and through use of Amplify to ensure that there is no duplication. Subcontractors will coordinate tracking of data and response codes for effective tracking and analysis. Subcontractors will use USCB response rate data to prioritize areas for phone banking by selecting areas that have a response rate below the State average and/or which are in target cities as determined by county funding allocations.

Deliverables for Phone Bank Outreach Contracts:

- ID X households through GOTC conversations via phonebank or texting in X county
- Use USCB response rates data to prioritize areas for phone banking that have a response rate below the state average.
- Use best practices for GOTC contacts
- Coordinate Outreach work through Regional Table(s). This includes:
 - Coordination and Prioritization of Targeted Census Tracts
 - Participation in Regional Table Meetings/Webinars
 - Use of Approved messaging and materials

Reporting:

- Contractors must use Amplify, the web-based application to coordinate, track, and report all activities. *Individual household data collected will be confidential and will only be returned to the contracted organization for the purpose conducting of follow-up and GOTC. Aggregated (block level) data will be shared with UCR for evaluation of the effectiveness of the campaign. All contractors, including The Community Foundation, will be subject to confidentiality agreements.*
- Participate in development of Implementation Plan for the State
- Submit a final report at the end of the contract term

Other:

- Contractor must follow approved background check policy
- Contractor & all employees must sign confidentiality agreements



Scope of Work Phone Bank Contract Additions

- Contractor & all employees must sign agreements not to engage in partisan activities

Timeline:

- 6 weeks from start of contract addition

If you would like to be considered for a contract extension to continue to conduct phone banking, please fill out the following questions and return to Deborah Phares deborah@censusie.org You must be a current sub-contractor to IECF or grantee of the Funder's Alliance pooled fund to be considered:

1. Have you completed your existing contract objectives for phone banking or pledge cards? If not, what is your projected completion date?
 - a. ID/Pledge Card Goal:
 - b. ID/Pledge Cards Completed:
 - c. Follow-up GOTC reminders completed:
 - d. Completion Date (projected or past):
2. In what cities have you conducted phone banking/canvassing to date?
3. Using the attached calculator, how many ID's can you produce in San Bernardino County over a 6-week period?
4. Using the attached calculator, how many IDs can you produce in Riverside County over a 6-week period?

	Phones	attempts/hour	Hours needed to reach total list	Hours spent calling	shifts	Shift+Training hours	\$/hour	Labor Cost of 1 pass
Number of Calls/Size of list	5,000	30	167		4	5	17	\$ 3,570.00
Labor Cost @ 17/hr	\$ 3,570.00							
30% additional	\$ 1,071.00							
Total	\$ 4,641.00							

IDs 668

\$ 6.95

	Shifts needed for 1 pass	Passes	Total Shifts	Days Left	Needed 5hr shifts / day	
Phoning	42	1	42	27		2



COVID Phone Banking Script

Hello! This is [NAME] from [ORGANIZATION], a partner of Census IE. I am calling you today to talk to you about the 2020 Census, but first, how are you doing? I know the coronavirus has disrupted all of our lives and I just want to see if there are ways I can support neighbors like you.

Thank you so much for sharing, I appreciate it. [Direct to resources as necessary]

The Census actually helps us as a country prepare for emergencies like the coronavirus. For example, strong Census data helps our hospitals by telling them how many people they should be prepared to support should a lot of folks become sick, it lets us know how many elderly people are in our city, and it supports unemployment insurance programs.

You should have received a Census invitation or 2020 Census form in the mail. Have you been able to fill yours out yet?

If no: Alright, do you have some time to fill the Census out now? You can pull up my2020census.gov and fill it out on your device, or I can share the phone number with you!

English: 844-330-2020

Spanish: 844-468-2020

If they can't do it now: That's no issue, when do you plan on filling it out?

Are you going to need any help filling out the Census?

If yes: Okay I've marked that down! When I learn about resources near you I will call you back and let you know.

Do you have any Census questions for me?



Thank you so much for your time.



September Phone Banking Script

Hello! This is [NAME] from [ORGANIZATION], a partner of Census IE. Have you filled out the 2020 Census yet?

[If yes] Great! Thank you so much. It is so important that we get everyone counted. Can I count on you to spread the word to your friends and family?

[If no]

The Census Bureau has rushed the Census timeline and made it more difficult for people in our community to get the money and representation we deserve. Originally we had until the end of October to fill it out, but now we only have till the end of September! For every household that doesn't fill it out, that is precious dollars lost for local services like childcare and after school activities.

Let me help you fill yours out today so that you and the folks you live with aren't missed in the count! The Census has only 9 questions. You can pull up my2020census.gov and fill it out on your phone or computer, or I can share the phone number with you!

English: 844-330-2020

Spanish: 844-468-2020

[Talking point] Getting counted would bring millions of dollars into our community and ensure that we all get the money we deserve and need. Filling out the Census helps our cities fight against COVID, brings money to our schools and hospitals, and helps us ensure everyone is represented fairly in government.

Thank you so much for your time, have a great day.



Census Region 7 Campaign Complete Report
07/15/2020 - 08/10/2020

Campaign-to-Date	Impressions	Clicks	CTR
7/15 - 8/10	5,913,112	24,944	0.42%
Total	5,913,112	24,944	0.42%
Tactics	Impressions	Clicks	CTR
HTC Census - Region 7 - English	5,117,240	19,738	0.39%
HTC Census - Region 7 - Spanish	795,872	5,206	0.65%
Total	5,913,112	24,944	0.42%

Performance Summary:

- Since launching on 7/15, we finished with a 0.42% CTR and 24,944 total clicks across the two tactics with 100% of the budget now spent.
- We have delivered 5.93M impressions with a CPC of \$.80.
- Spanish lead the way with a 0.65% CTR compared to English with a 0.39% CTR.
- Though Spanish has the highest CTR between the two languages, English finished on top with 19,738 clicks compared to Spanish at 5,206 clicks.
- Overall, we finished with a CPM of \$3.38



Scope of Work for Pop-Up & Stationary Census Questionnaire Assistance Center Contracts

The Inland Empire Community Foundation (Formerly The Community Foundation) is seeking subcontractors to manage, staff and organize Questionnaire Assistance Centers throughout Riverside and San Bernardino Counties to provide support in filling out the Census to Hard to Count Populations.

Target Populations for Pop-Up CQAC Contractors:

- LACAP Populations (Language and Communication Access Plan): Organize and Implement a Pop-up CQAC for one or more the following:
 - Persons who speak one of the following non-English Languages: Chinese, Cantonese, Arabic, Vietnamese, Tagalog, Korean (other significant language populations may be considered)
 - Disabled populations, including blind, deaf, and persons with varied modalities.
 - Native Populations & reservations
- Organize and implement a Spanish/English pop-up CQAC for one of the 7 regions with the intention to coordinate with Regional Table to provide pop-up locations in the census tracts identified with the lowest response rates during the non-response follow-up period. (NRFU)
- Additional target areas for Spanish/English CQAC contracts include San Bernardino, Ontario, Loma Linda, Apple Valley, and unincorporated areas of San Bernardino County.

Contractor Responsibilities:

Contractors will manage, staff, organize and set up QACs at a variety of accessible locations, providing necessary technology and infrastructure that meets IT and security requirements as outlined by the County.

- QACs will provide access and support to residents in completing the Census 2020 questionnaire. (Training will be provided) This will include:
 - Information on census process, timeline, and other details.
 - Language access through in-person interpretation, phone assistance, and glossaries/guides. Individuals requesting assistance in completing forms should be directed to the response option that best suits their needs (e.g., online, mail/paper, or phone, if language or vision assistance is needed for instance).
 - Location access in areas that are convenient for residents and are reachable by public transportation.
 - Contractors may, subject to the Census Bureau's permission and brand guidelines, co-brand materials using the 2020 Census official tagline and logo on certain outreach materials to promote the 2020 Census. Use of the Census Bureau's 2020 Census logo to imply that the Contractor in any way represents the Census Bureau is unauthorized.



Scope of Work for Pop-Up & Stationary Census Questionnaire Assistance Center Contracts

- Assistance and clarification in accessing and completing questionnaire in residents' preferred modality (e.g., paper, online, or phone). Unless they are sworn employees of the U.S. Census Bureau, contractor staff must not:
 - Imply affiliation with, representation of, or employment by the U.S. Census Bureau; or
 - Enter or watch the individual enter responses for them or collect responses to later enter into the Census Bureau's 2020 response site. If assistance is still requested with online response, staff must inform the individual that he or she is not a sworn Census Bureau employee and therefore answers are not protected by law until received by the Census Bureau.
- Digital access in the form of dedicated device(s) securely connected to the internet. Devices must:
 - Be made available at an event or other public location such as, but not limited to, a community center, place of worship, library, or senior center;
 - Have the latest software updates installed, including one of the most recent versions of the following Internet browsers: Internet Explorer, Edge, Chrome, Safari, Firefox, and Samsung Native browser;
 - If using wireless connection (WiFi), the WiFi network must be password-protected;
 - Not use any kind of creative interface for the 2020 Census response Web site. Instead, devices should link directly to 2020census.gov; and
 - Follow best practices, located on the Department of Homeland Security's Cybersecurity and Infrastructure Security Agency's Website, to secure devices and networks.
- Contractor shall:
 - Participate in County-sponsored training. Trainings will be provided to support oversight and preparation and for front-line staff.
 - Use HTC and language proficiency data to target populations;
 - Provide accessible and culturally competent materials to publicize QAC locations, and implement additional strategies to ensure services are utilized; and

Measurables for QAC Contracts:

Resource Development:

- For Pop-up QCACs: Plan, negotiate location agreements, and implement a CQAC in at least 8 sites best suited to engage and provide accessible service to your target population. (1 location a week during the Self Response period, March – April & additional number of sites as needed during the Non-Response Follow Up Period, May-July.



Scope of Work for Pop-Up & Stationary Census Questionnaire Assistance Center Contracts

- For Stationary CQACs: Plan and implement a CQAC at a secure location where HTC populations / the public have access
- Provide at least 30 hours of operation per week during March & April , and 15 hours a week during throughout May and June.
- Develop and implement outreach & publicity plan, including work with hyper-local and ethnic media, use of social media, engagement of Regional Table partners, & Trusted Messenger/ Census Champions.

Coordination:

- Participate at Regional Tables.
- Coordinate with organizations who have conducted pledge card drives and door to door canvassing to direct 'Get Out The Count' contacts to relevant Mobile Census Center locations. Regional tables will facilitate coordination
- Coordinate Social Media outreach with CensusIE. *TCF will cover the cost of targeted and boosted Facebook ads to publicize locations of CQACs.*
- Coordinate hyper local and ethnic media outreach with Census IE Comms Committee
- Use approved materials & support translation when needed. (The State will be providing CQAC kits for each of the languages identified in SOW)

Reporting:

- Contractors must use the reporting portal/protocol developed by Inland Empowerment to upload reports. *Individual household data collected will be confidential and will only be returned to the contracted organization for the purpose conducting of follow-up and GOTC. Aggregated (block level) data will be shared with UCR for evaluation of the effectiveness of the campaign. All contractors, including The Community Foundation, will be subject to confidentiality agreements.*
- Participate in development of Implementation Plan for the State.
- Provide monthly reports (Attachment A) with detailed metrics on the number and characteristics of residents who accessed support as well as the types of support provided, including, but not limited to:
 - Number of CQAC locations implemented;
 - Number of residents receiving hands-on, in-person support to complete Census forms online or via paper copy;
 - Number of Full Time Employees supporting number of hours of operation per week in March and April during the self-response period;
 - Outreach plan publicizing CQAC locations and services, including use of local media, social media, and Trusted Messengers/Census Champions; and
 - Noted issues, limitations or obstacles should be shared within one (1) business day.



Scope of Work for Pop-Up & Stationary Census Questionnaire Assistance Center Contracts

Timeline:

February: Contractor workshop, Preparation & Planning for Pop-up Centers

Late February/Early March: Staff training

March-April: CQACs Open

May-June: CQACs open at reduced hours. Pop-up CQACs target low-response census tracts

Other:

- Contractor & all employees must sign approved confidentiality agreements
- Contractor & all employees must sign agreements not to engage in partisan activities
- Contractor must agree to use approved background check policy
- Staff for translation or interpretation services must be certified to provide service in relevant language (if certification is available.)

README

Overview

Riverside Central

Riverside Southwest

Riverside Metro

Riverside Eastern

SB metro

Morongo Basin

High Desert

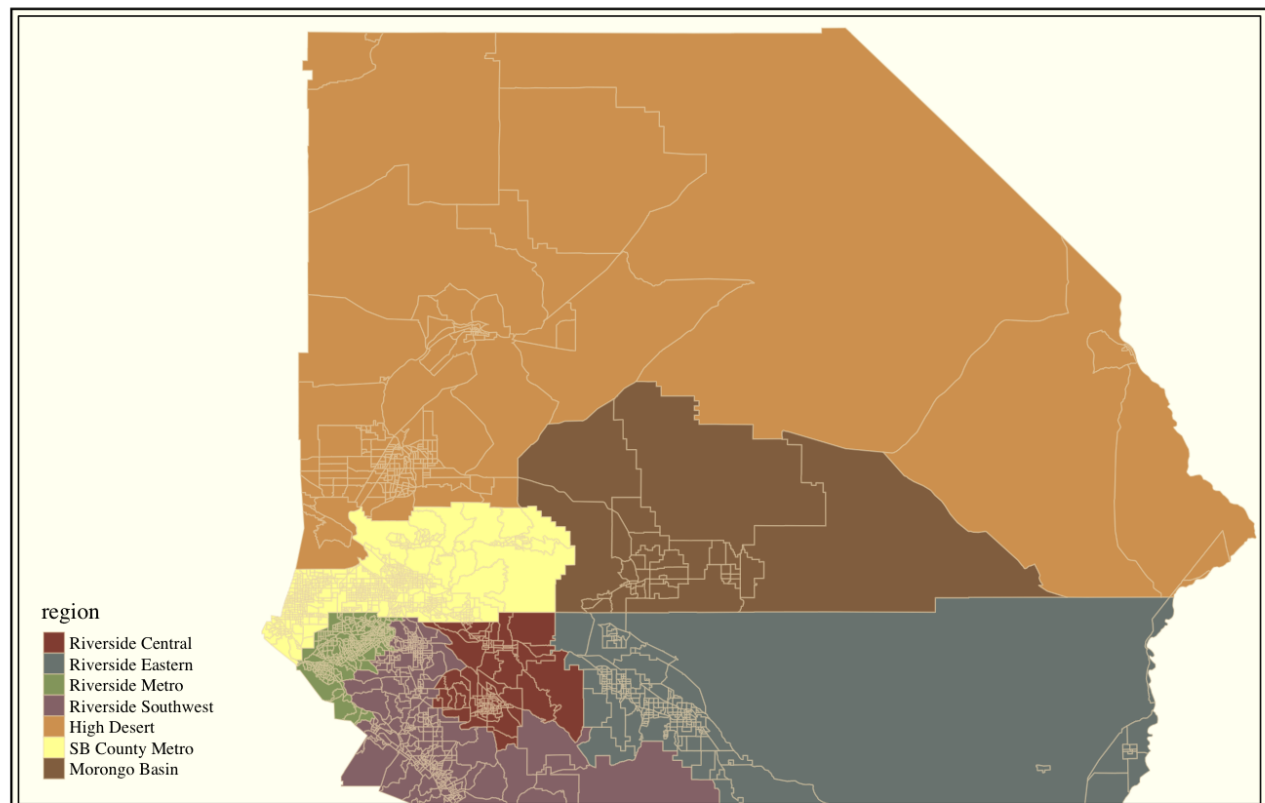
Funded Capacity Report All Regions

Stephanie L. DeMora

2020-03-24

README

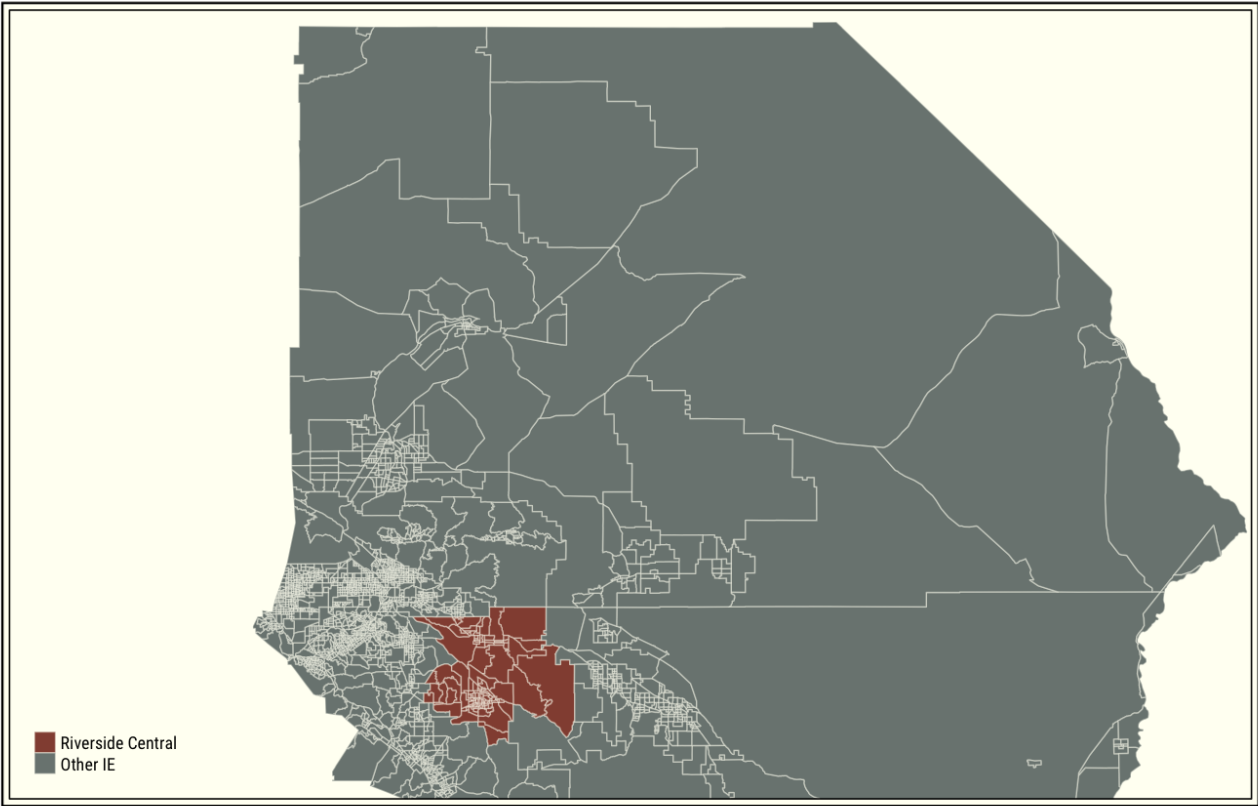
- Welcome to the Funded Capacity report page!



Overview

- The following analysis is based on data collected through **2020-03-24**.
- Thus far, we have a total of **29** organizations answer the survey.
- **6** organizations with capacity in *Riverside Central* received funding. This makes up about **20.6896552%** of the funded organizations.
- **9** organizations with capacity in *Riverside Southwest* received funding. This makes up about **31.0344828%** of the funded organizations.
- **13** organizations with capacity in *Riverside Metro* received funding. This makes up about **44.8275862%** of the funded organizations.
- **9** organizations with capacity in *Riverside Eastern* received funding. This makes up about **31.0344828%** of the funded organizations.
- **13** organizations with capacity in *San Bernardino Metro* received funding. This makes up about **44.8275862%** of the funded organizations.
- **1** organizations with capacity in the *Morongo Basin* received funding. This makes up about **3.4482759%** of the funded organizations.
- **6** organizations with capacity in the *High Desert* received funding. This makes up about **20.6896552%** of the funded organizations.

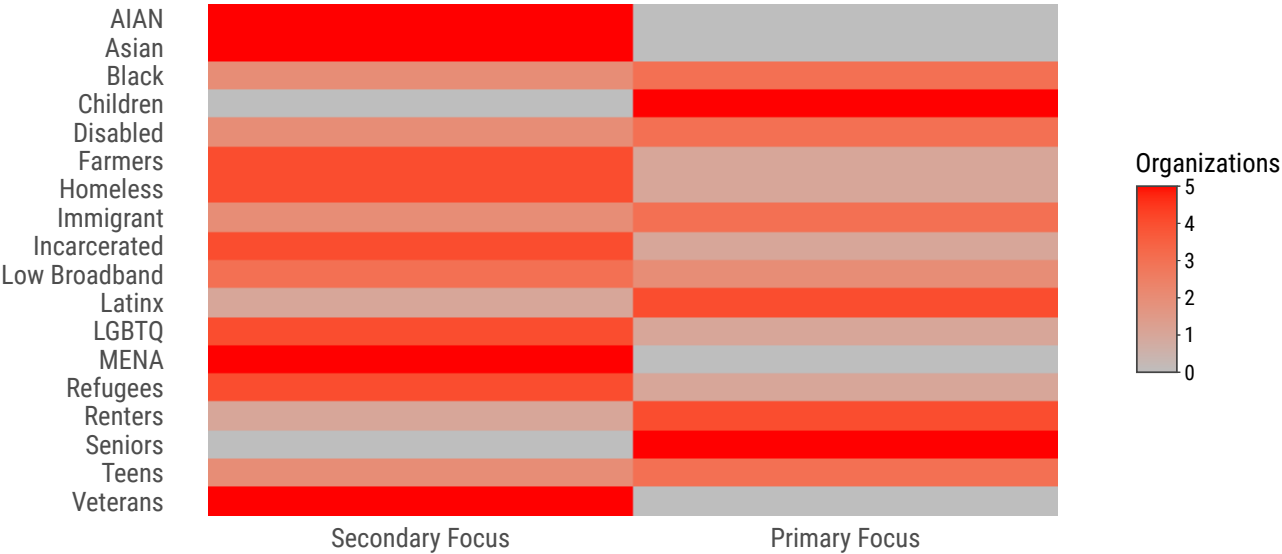
Riverside Central



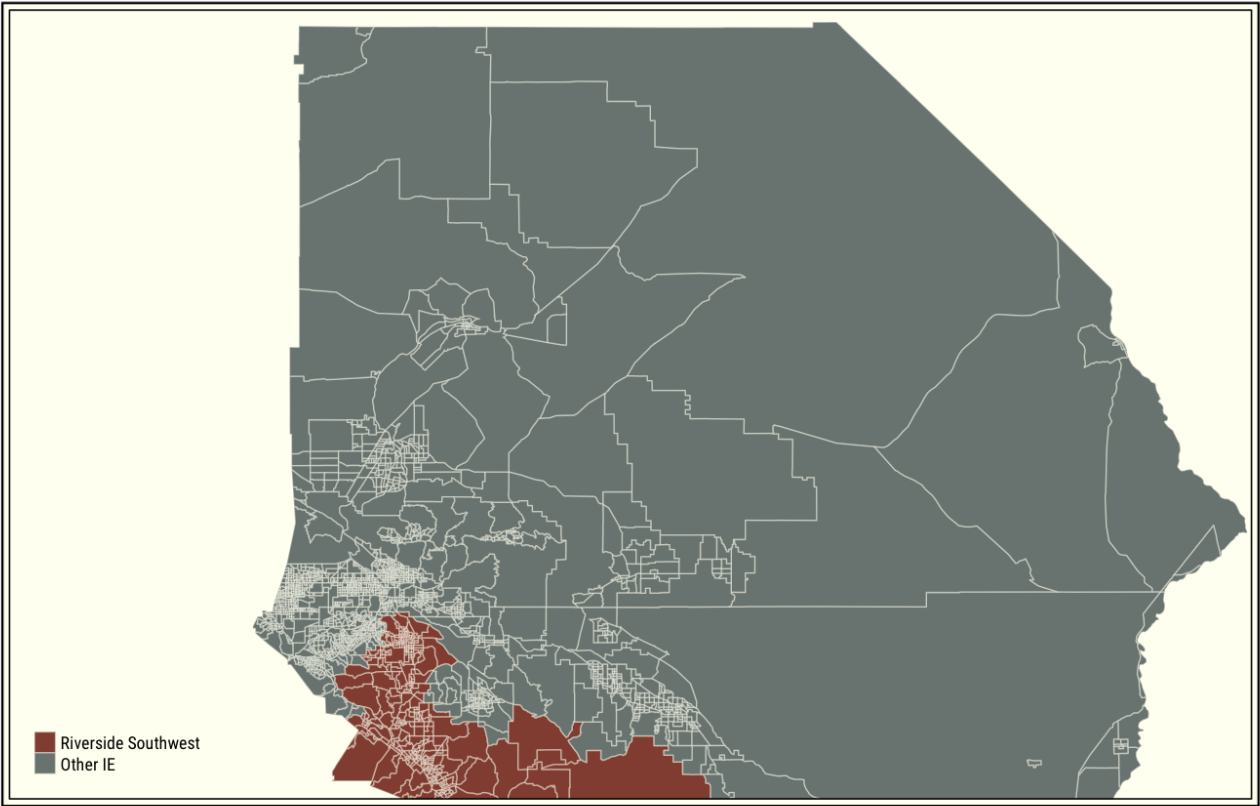
HTC Language Capacity Other Languages List of Organizations

- So far, we have **6** organizations who have indicated they do work in this region.

Current Organizational Capacity by HTC Groups



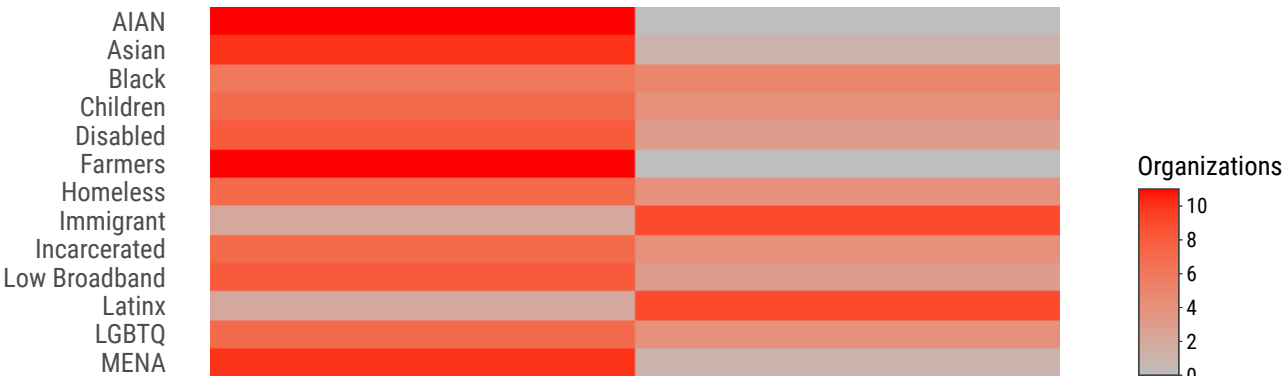
Riverside Southwest

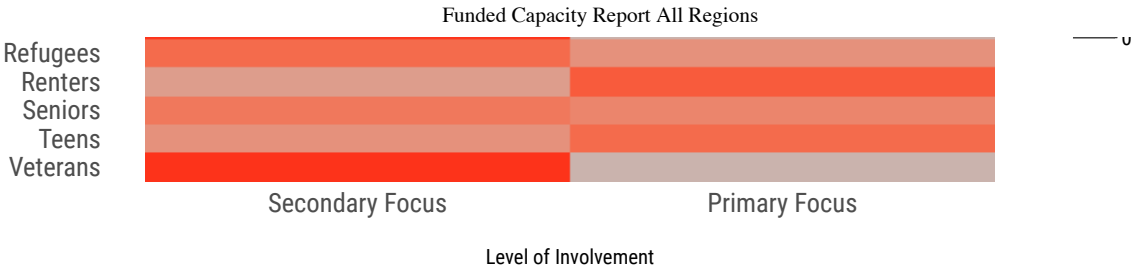


HTC Language Capacity Other Languages List of Organizations

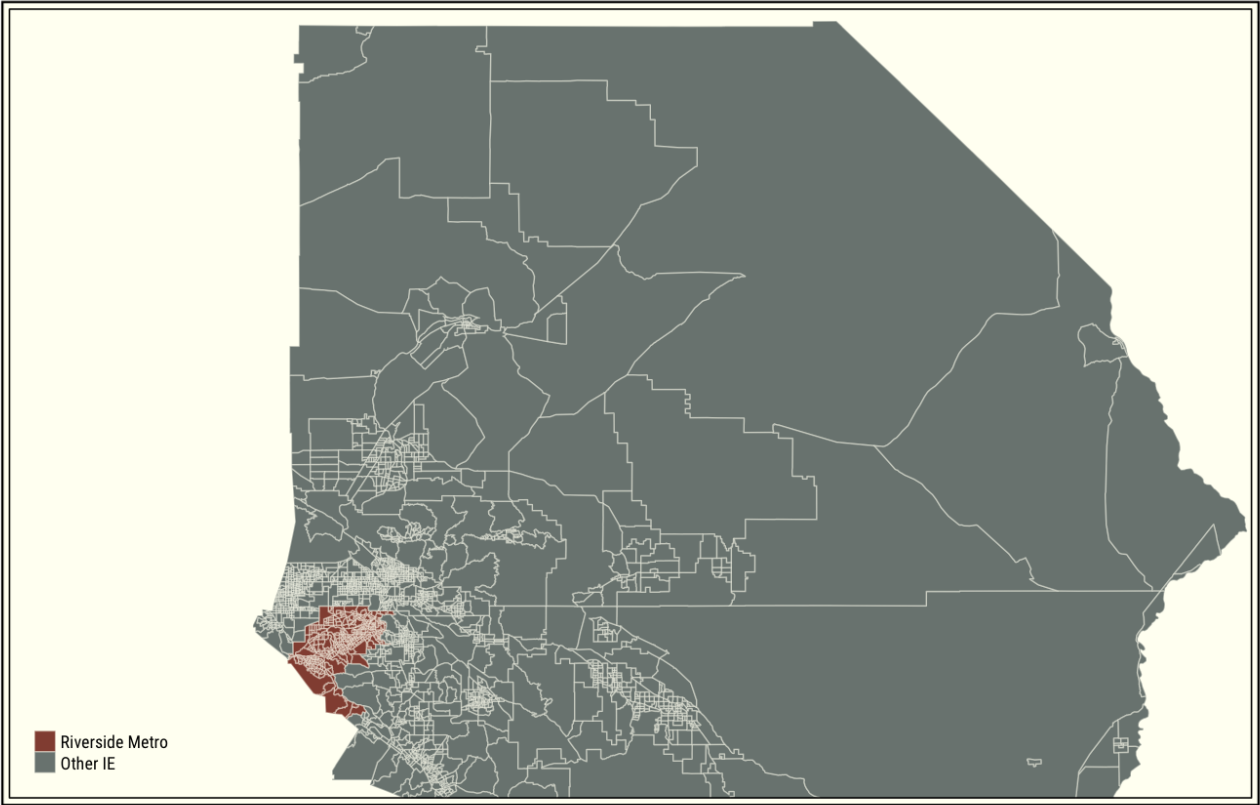
- So far, we have **9** organizations who have indicated they do work in this region.

Current Organizational Capacity by HTC Groups





Riverside Metro



HTC

Language Capacity

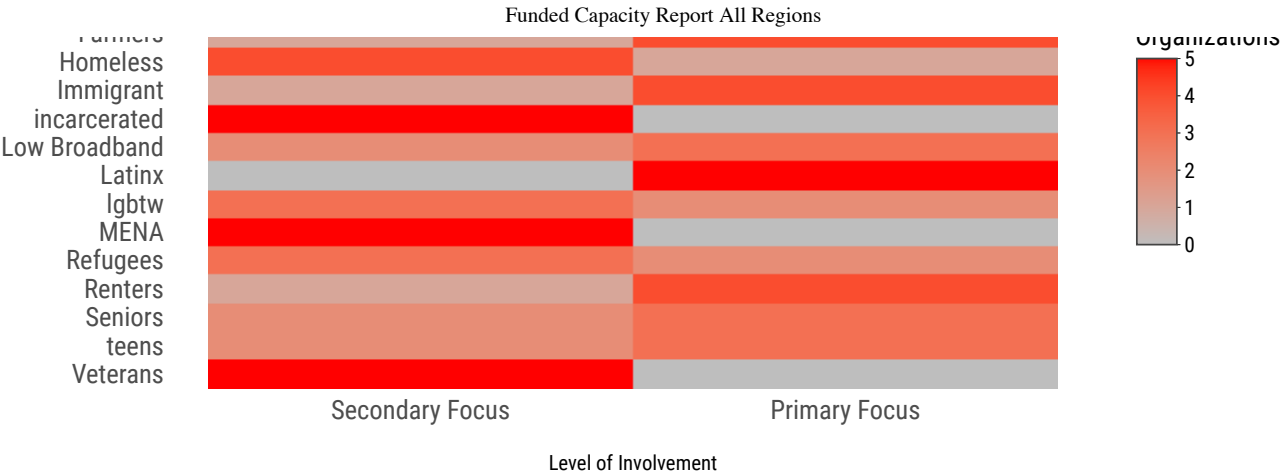
Other Languages

List of Organizations

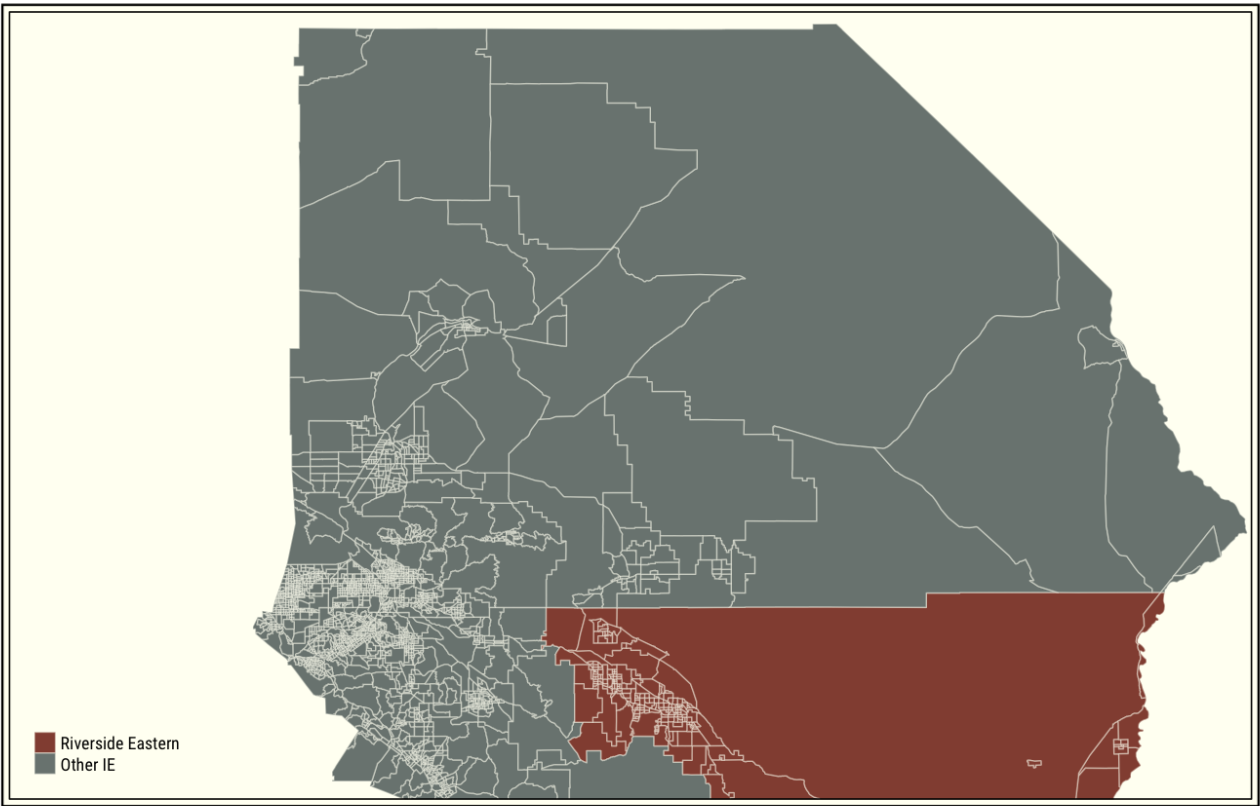
- So far, we have **13** organizations who have indicated they do work in this region.

Current Organizational Capacity by HTC Groups





Riverside Eastern



HTC

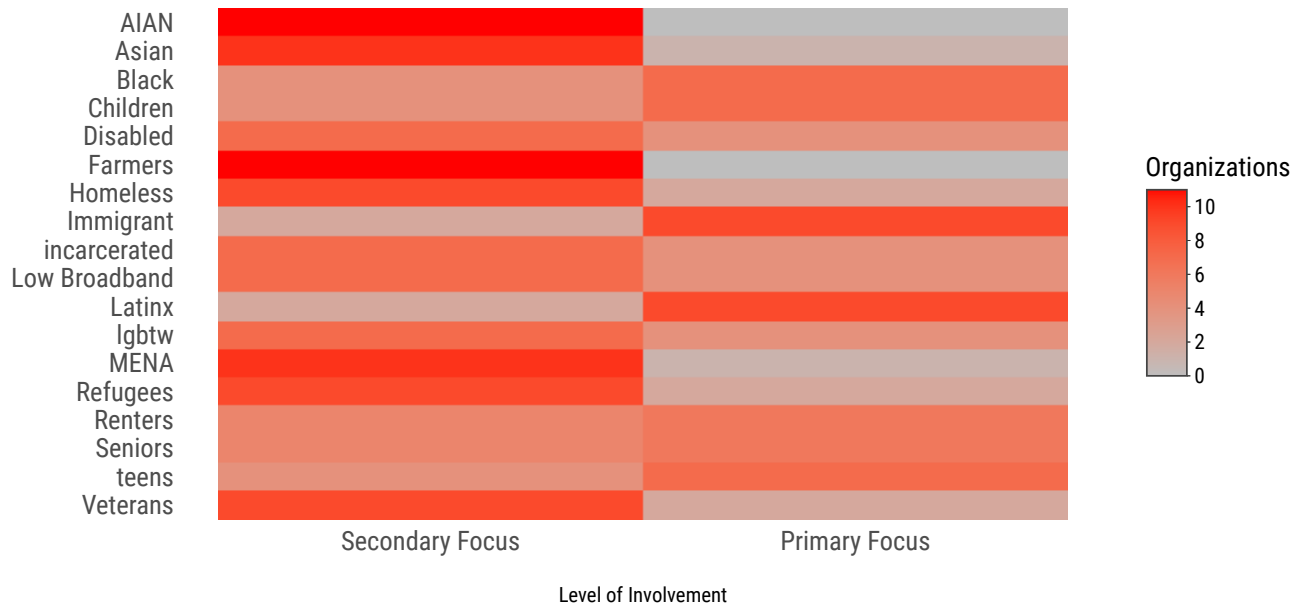
Language Capacity

Other Languages

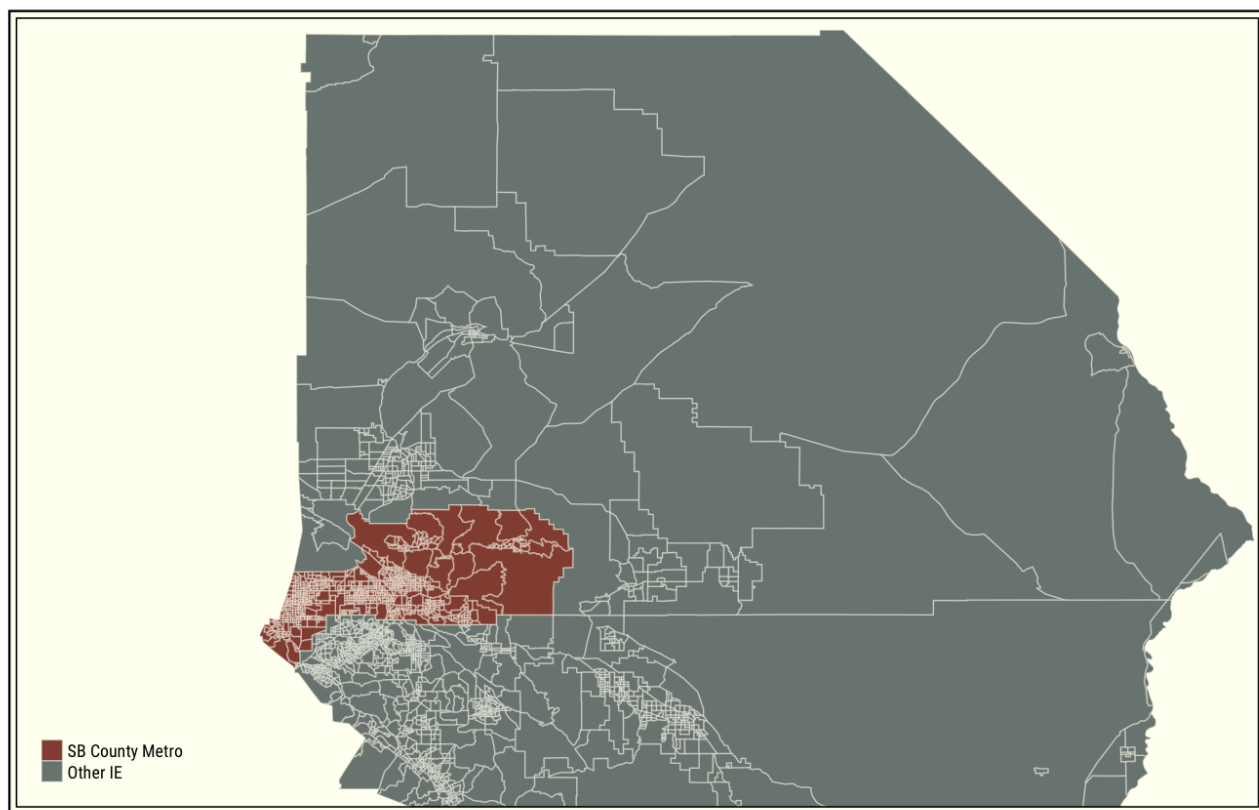
List of Organizations

- So far, we have **9** organizations who have indicated they do work in this region.

Current Organizational Capacity by HTC Groups

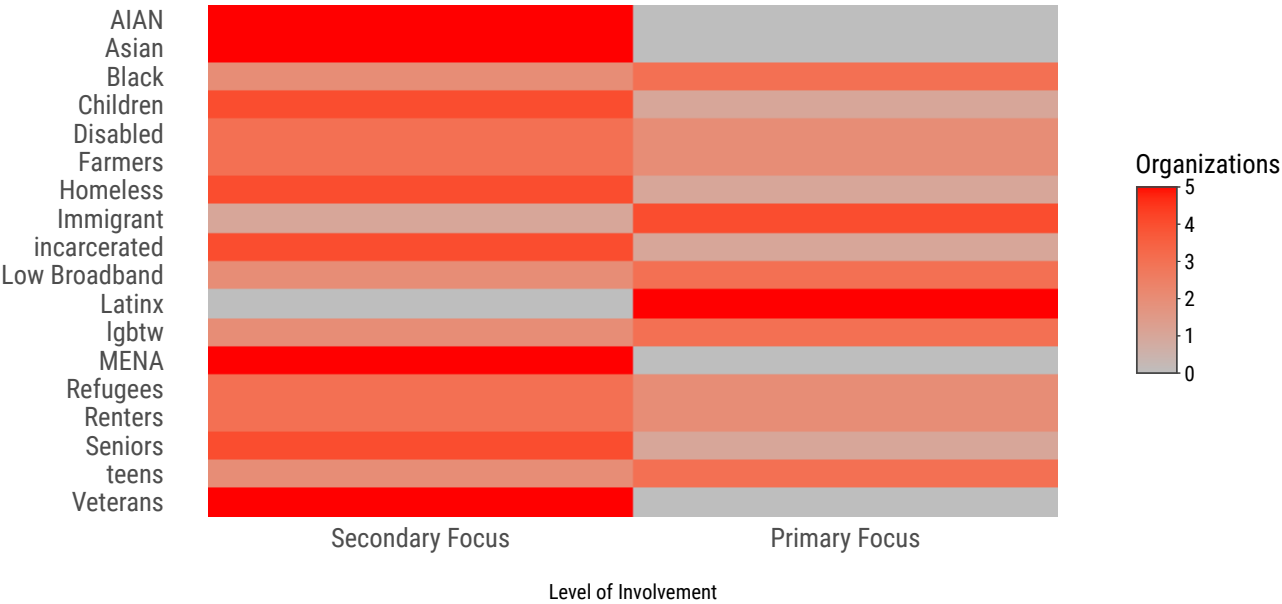


SB metro

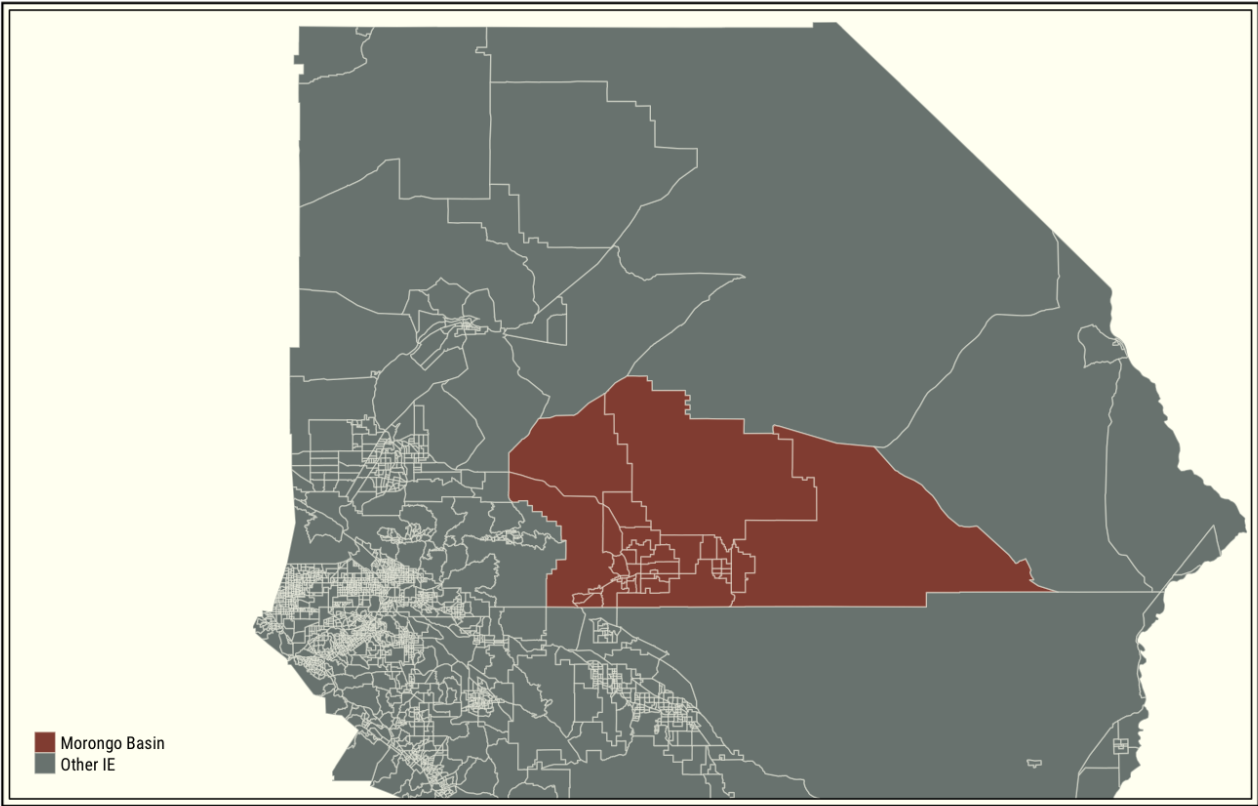


- So far, we have **13** organizations who have indicated they do work in this region.

Current Organizational Capacity by HTC Groups



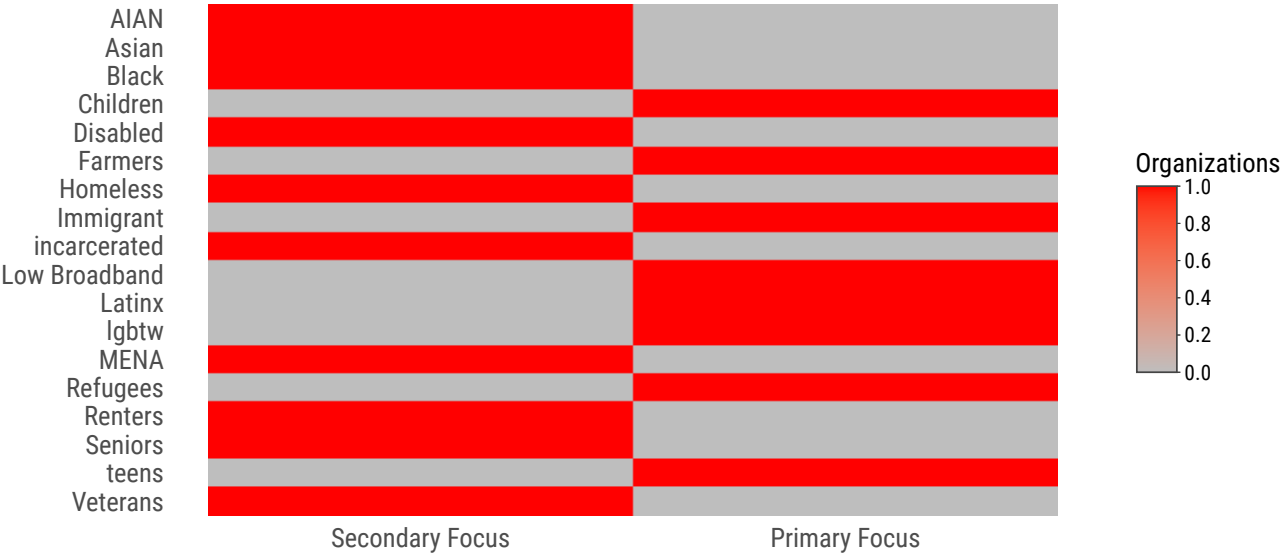
Morongo Basin



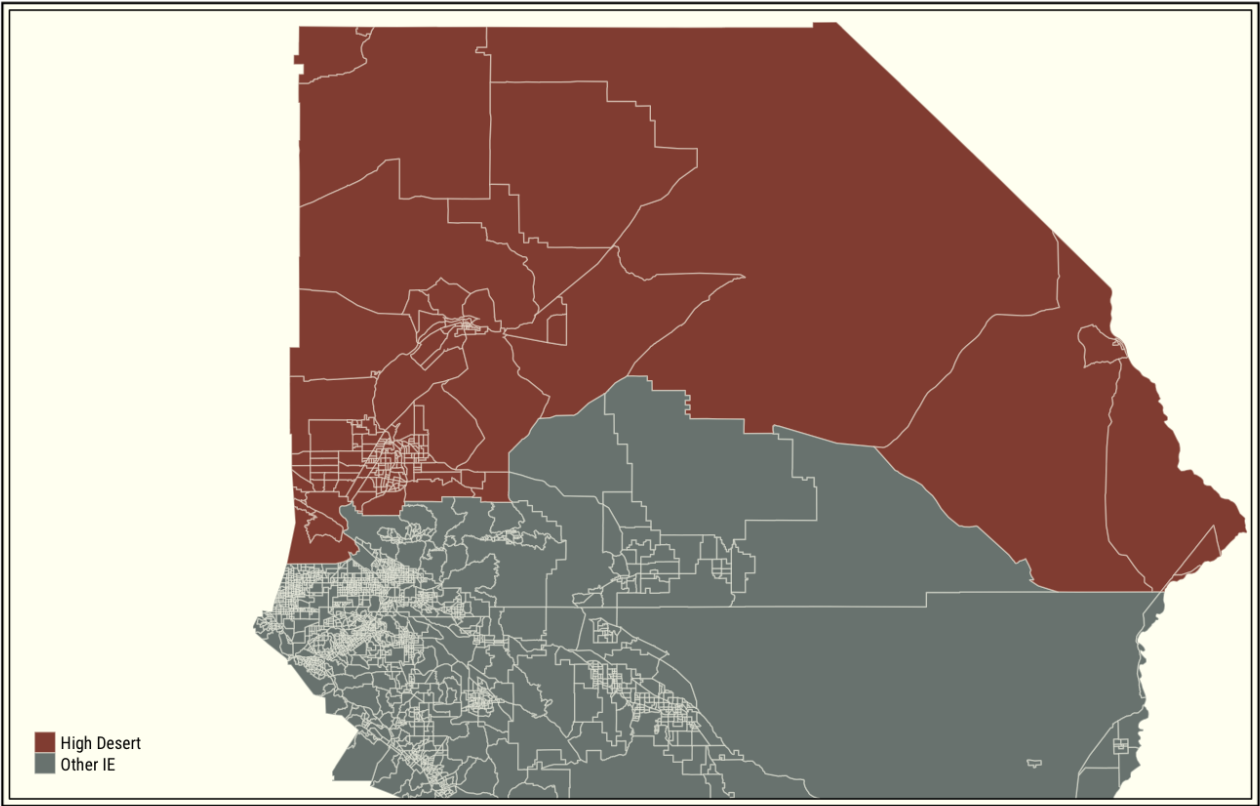
- HTC
- Language Capacity
- Other Languages
- List of Organizations

- So far, we have 1 organizations who have indicated they do work in this region.

Current Organizational Capacity by HTC Groups



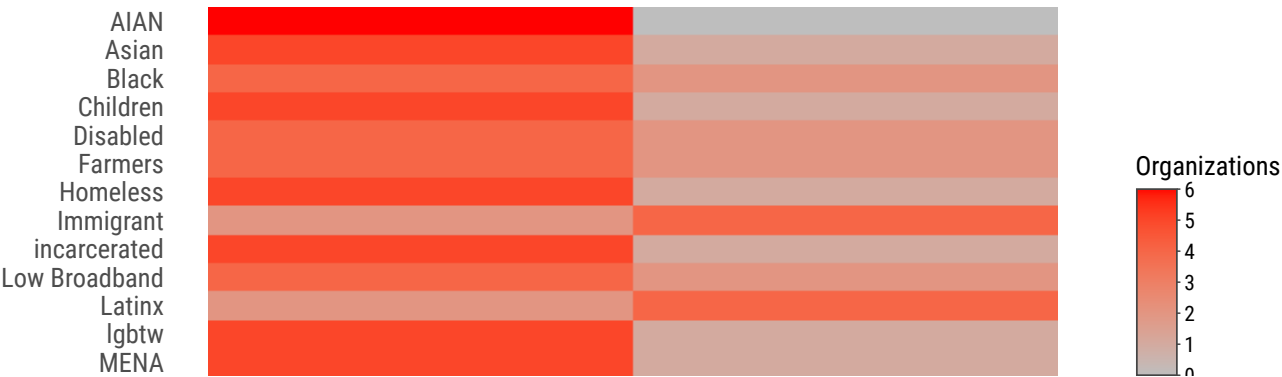
High Desert

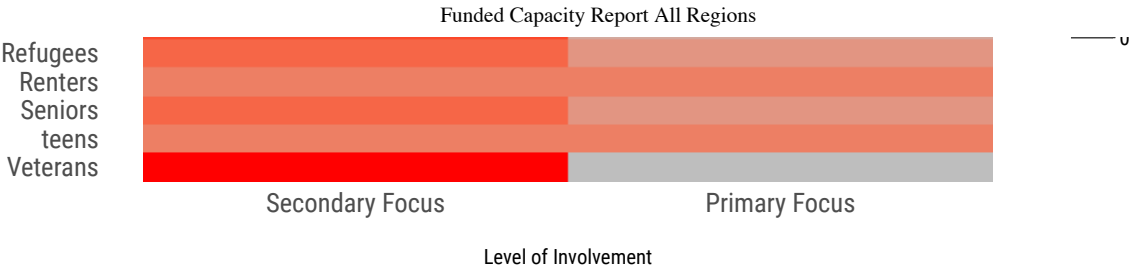


HTC Language Capacity Other Languages List of Organizations

- So far, we have **6** organizations who have indicated they do work in this region.

Current Organizational Capacity by HTC Groups







CensusIE Training Overview:

Canvassing Training:

How to run a field canvassing campaign, including understanding why it's important, best practices, and how to train and support canvassing teams.

Who should attend: All organizations who are receiving a grant or contract for census canvassing. Lead field staff who will run the on-the-ground canvassing work. Executive staff from organizations who are running their first "voter-engagement style" field canvassing campaign.

Trainer: Inland Empowerment & Regional Coordinators

Hiring Best Practices Webinar: October 8, 2-3:30

Best practices for hiring and managing staff. Understanding legal obligations for keeping staff safe. Understanding key legal requirements for distinguishing between employees and contract staff and legal consequences associated with misclassifying employees. Overview of inclusive background checks required by the State.

Who should attend: Executive or HR staff from any organization who will be hiring staff for census outreach. Organizations with first-time canvassing operations. Organizations who want to stay up-to-date with best practices and new legal requirements for hiring staff.

Trainer: Warehouse Workers Resource Center

Trusted Messenger Training (Train the Trainer):

Purpose: Preparing staff and community leaders to become trusted messengers and share accurate and updated information about the census to their base/peers. Understanding key issues such as confidentiality, how to respond to questions related to the "citizenship question", how data is used, etc. Understanding Census operations: timeline, partnership, what to expect, group-quarter enumeration, etc. "Spokesperson 101": How to craft and communicate a strong message.

Who should attend: Any organization receiving funding for census outreach or planning on conducting census outreach. Key staff and leaders who will duplicate the training for their staff/peers/community leaders.

Trainer: NALEO

We are also working with other State-funded organizations to provide training specific to other HTC populations. Please speak with your regional coordinator about what additional HTC groups/languages you are targeting and what training you would benefit from.



Weekly Amplify Training & Office Hours: Every Thursday 10-1pm

How to use the web-based application, Amplify, to coordinate, track, and report census outreach. This includes pledge card collection, events, canvassing, texting, and phone banking. Participants can also log into the webinar after the first 30 minutes to receive 1 on 1 troubleshooting support. Weekly trainings will include new functions as they are introduced. Please join the webinar at any time between 10 am and 1 pm via the following link: meet.google.com/cvw-ihkq-xwx

Who should attend: Staff from organizations who will be conducting outreach and will be responsible for tracking and reporting. Organizations who want to track their goals, receive progress reports, and be included in tracking of regional goals/progress. Use of Amplify is mandatory for reporting for contracts.

Trainer: Inland Empowerment

Monthly Communications Webinar: 4th Thursday of Every Month 3-4:30

Purpose: To equip staff and leaders from community-based organizations and community members with various public relations strategies. The coalition aims to build a team of well-informed community and media spokespeople who are informed with the most accurate Census 2020 information, are able to respond to misinformation, and represent a variety of hard to count (HTC) communities as spokespeople.

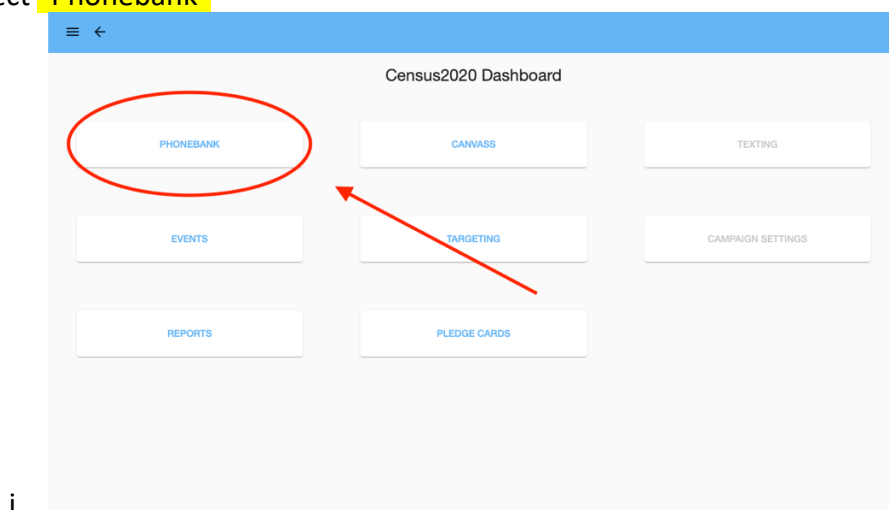
Who should attend: Anyone doing census outreach, including staff and volunteer Certified Census Champions.

Trainers: Census IE Communications Committee & monthly guest speakers representing different Hard to Count Communities.

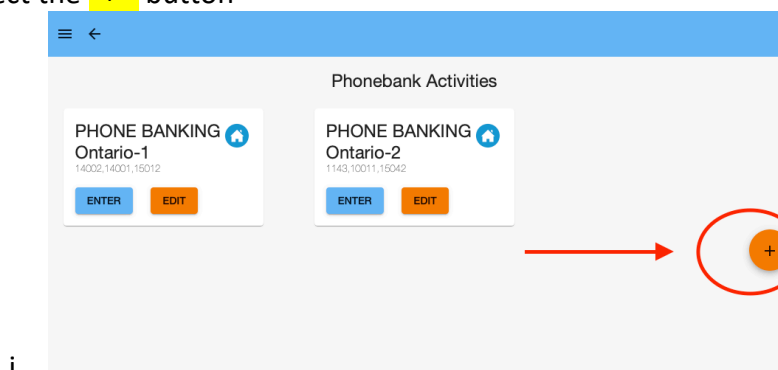
Creating a Phone Bank

Steps

1. Request the amount of phone lines you will need for your team from Gio Ruiz.
 - a. E.g. If you have a team of 4 people that will be making phone calls/ phone-banking, then you should be requesting at least 4 lines/ unique phone numbers so that each of your callers will have an assigned unique number from which to place/make calls to community.
 - b. NOTE: You will need to know the area codes that you prefer/want to have. Consider this- would having an out of area, area code increase your response/ answer rate? E.g. A (909)xxx-xxxx v. (760)xxx-xxxx and so on.
 - c. Note: For partners that have programs in various regions (E.g. Riverside Metro and High Desert), you can consider/ request having a batch of numbers with distinct area codes so you can switch back and forth between programs.
2. Create your phonebank
 - a. Log-in into Amplify
 - b. Navigate to your “Census2020 Dashboard”
 - c. Select “Phonebank”



- d. Select the “+” button



- ii. After selecting the “+” button, the following “Create a Phonebank Activity” pop-up will populate

- 1.
2. Add an Activity Name and Description

- e. Select the "Select Phone Numbers" drop-down. Once here, select the correct amount of unique numbers you will need for your days phone-bank (E.g. you have 4 phone bankers, you will select 4 numbers). Make sure to select numbers from the correct area code if you have multiple area codes you are working with. Once you select a number, the box preceding the number should turn orange and should be highlighted with a white checkmark inside.

- i.
- f. Select the "Targets" – this is where you will select your target block groups.

- i. **Note:** You **should NOT** select more than about 3 “Target Block Groups” at a time b/c this will slow down your program (it will take longer to auto-populate the next number to call, if the universe is too large).
- g. ADD “Non-Response Codes” by typing in a response code then hitting the “+” sign.
 - i. **Note:** You MUST enter the non-response codes **verbatim** as they were sent to us via Discord by our CensusIE team. You can find the link [here](#).
- h. ADD “Scripts” by selecting the “Census 2020 Pledge Card”
- i. Once you are done, you select “Save” to complete your phonebank. Once you select “save”, you will be rerouted to the “Phone Banking” page, and you should be able to see your newly created phone-bank.
 - i. **Note:** Once you’ve “saved” your phonebank, you will **NOT** be able to change/edit your “target” or “script.”
- j. Once your phonebank is created, you can “Enter” your phone bank.
 - i. Once inside your phonebank, your phone-banker will be automatically assigned a number for him/her for that phonebank.
 - ii. The system will auto populate contacts to call, that will look like this:

- iii.
 1. If multiple people were identified for that household and there is contact info for them, they will all appear.
 2. **Note:** The “Non Response Codes” drop-down will have an “ID All” toggle. If this switch/toggle is activated, it will appear as **Orange** and will enter the “Non Response Code” selected for everyone in that household. If you do not want to enter the “Non Response Code” for everyone ID’d in that household, simply de-select it.
 - a. **Note:** You only need to establish 1 pledge per household, as with your door-to-door program.
 3. When selecting the drop-down option for any given individual, you will see the blue “Call” button. Once you select this option, the auto-dialer will automatically call that individual. **Be ready!** Your screen should look like this:

MAURICIO LUNA DEM9095459734 Incomplete ^

[CALL](#)

Census 2020 Pledge Card ^


I support a full, fair and accurate Census 2020 count, and pledge to:

- 1 Complete the census form
- 2 Tell friends and family about census 2020

[Submit Census 2020 Pledge Card](#)

Modify Person's Data ^

First Name	Middle Name	Last Name	Phone Nu
MAURICIO		LUNA	909545
Email			
MAURICIO.LUNA@SIEMENS.COM			



4.
 - a. You expand the “Census 2020 Pledge Card” by selecting the drop-down and selecting the appropriate responses. Hitting the “[Submit Census 2020 Pledge Card](#)” will submit your response and save your pledge card.
 - b. **Note:** Below the “[Submit Census 2020 Pledge Card](#)” you will see the “Modify Person’s Data” section. ONLY edit the name and email if need be. Do not change the phone number. The “Non Response Code” options are supposed to take care of issues with phone numbers.
- k. Once you’ve completed that call/ pledge card, you can select the “[Complete Household](#)” tab in orange at the very bottom to complete and save your data. Once you select this option, the system will auto-populate your next call/ household.

CYBERSECURITY CHECKLIST



Separate devices for home and work



Change passwords regularly



Password protect EVERYTHING!
Only shared protected cloud documents



Never input passwords on public wifi - use a hotspot!



Two factor authentication for all accounts



Only use websites that say "https"
- no "http"



Turn off Bluetooth when not in use



CSIUCR
CENTER FOR SOCIAL INNOVATION

Census 2020

Partner Interviews and Stakeholder Survey Report

September 2020

The Center for Social Innovation at UC Riverside provides a credible research voice that spurs civic leadership and policy innovation. We also aim to integrate researchers, community organizations, and civic stakeholders in collaborative projects and long-term partnerships that strengthen inclusion,

sustainability, and equity. Importantly, the Center seeks to shift away from a “problem” narrative to an “opportunity” narrative for marginalized communities and localities.

Background

Over the past 2 years, the Inland Empire has experienced a collaborative effort that involves community-based organizations and government agencies with the shared goal in making sure everyone gets counted in the 2020 Census. The Inland Empire is fortunate to have had two initiatives that shared this common goal that will benefit the region and its capacity for the next ten years: Census IE, a coalition of nonprofits led by The Inland Empire Community Foundation and Inland Empowerment, and the Inland Empire Complete Count Committee (IECCC), the joint effort between San Bernardino and Riverside County governments. The UCR Center for Social Innovation serves as a bridge between initiatives and provides guidance for both groups by providing in depth analysis of the Inland Empire census outreach strategy.

The Center for Social Innovation, as a research team and partner in the region, presents findings of our role in implementing audit of Census partners, asset maps, and highlights of landscape surveys.

Our goal throughout the duration of this project was focused in three areas:

1. Inform the region’s outreach plan that prioritizes HTC communities
2. Share maps that add visualization components that help account for gaps of funding and outreach to ensure an equitable distribution of resources in our region
3. Present periodic assorted reports to ACBO partners and generate data-based strategies to help inform nonprofit sectors and government leadership

We hope that this report serves its purpose in assisting our region better understand the 2020 Census in the IE. A special thanks to community partners that took their time to be interviewed by our team and contributed to learning as we shape the narrative of this region. The findings presented would not be as effective without census partners’ and census champions’ participation!

The purpose of the Census Stakeholder Survey is to measure the opinions/expectations of regional stakeholders who are playing a critical role in the planning, development, and implementation of Census 2020 outreach activities in the IE. This evaluation project will be fielded in two parts: one online and the other with in-depth interviews. Stakeholders will be interviewed before Census outreach has taken place and towards the end of the count.

This report presents the findings of a series of Stakeholder Surveys and Elite Interviews that have been conducted with key players of different county agencies and nonprofit organizations involved in the

2020 Census collaborative effort. Building upon social audit and accounting ideas, this two-part assessment measures the opinions and expectations of regional stakeholders who are playing a critical role in the planning, development, and implementation of Census 2020 outreach activities in the IE. These questionnaires were designed to assess organizational capacity and continuities as it relates to Census 2020 work. More specifically, it is interested in assessing some of the challenges, goals, and efforts that have occurred as the collaboration continued to expand throughout the region over the 2 past years. The questions that were asked during the interviews revolve around the following aspects:

1. Collaboration between non-profit organizations and government agencies;
2. Challenges encountered while preparing for and during the 2020 Census;
3. Goals and desired outcomes;
4. Benefits for the community and the region.

Data collection

The Center for Social Innovation conducted in-person interviews with partner organizations and government agencies that serve as the leaders and organizers for the 2020 Census outreach efforts. We interviewed a total of sixteen partners from county and nonprofit agencies during the first wave and fourteen partners during the second wave. Included in these interviewees are the Sub-Regional Coordinators, The Inland Empire Community Foundation, the California Complete Count Office-Southern California, NALEO Educational Fund, Riverside County, and San Bernardino County. Interviews were completed over a span of six months and were focused on the preliminary stages of Census 2020 work. Contrary to the elite interviews, the stakeholder survey was meant for all stakeholders and received a total of 22 stakeholder submissions during the first wave and 40 stakeholder submissions during the second wave (see figure 1).

Findings

The interviews provided three major themes and a variety of sub-themes. In each of the interviews analyzed there is variation among the sub-themes, or issues, as a result of the different roles and tasks that each organization is responsible for, however, some of the sub-themes overlap between respondents. The three major themes found are: *Capacity, Pre and Post-COVID Challenges and Strategies, Learnings and Recommendations, and Regional Impact*. We identified these themes based on the patterns found among the responses. The following sections will explain the themes and findings that could serve as a means to strengthen this collaboration.

Contents:

- I. Motivation and Goals
- II. Capacity
 - a. Language Capacity
 - b. Communities Served
 - c. General Capacity
- III. Pre-COVID Challenges
 - a. Trust Issues and Fear
 - b. Lack of Knowledge and Saliency
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 - d. Organizational Capacity and Collaboration
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- VII. Developments/Improvements
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- e. Funding
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VIII. Regional Impact

- a. Post-Census Capacity
- b. Post-Census Gains
- c. Enduring Effects on the Region
- d. Inland Empire Roadmap for an Inclusive and Sustainable Economy

IX. Appendix

Motivation and Goals

To begin, it is important to reflect on what brings everyone together in the first place. There are several reasons that guide this partnership between non-profits agencies and government agencies. Among the recurrent reasons that guide this effort, perhaps the most important in this section is making sure that everyone in the Inland Empire gets counted. The benefits that come with a complete and accurate count are crucial not only for the community but also for both nonprofit and government partners. Being able to have equitable representation and resources will make the Inland Empire a strong region. More importantly, as one of the nonprofit partners mentions:

“Our benefit is to enable the community to reach a higher level of participation than they would have otherwise, and we wish we could help to build a bridge and create where they either didn't exist or they simply weren't very strong”

Most of the organizations agree that with a more accurate count there will be more equitable distribution of resources and equitable representation for the next ten years. One of the organizations that serves as a regional coordinator mentions:

“...we want people to be counted, we know that their voice is important but also it comes down to funding dollars as well and it's important that dollars are allocated equitable across, and the Inland Empire has been known to be a low funded area, and so the needs are great here so we're hoping that with everyone being counted our dollars will be increased in to be able to provide more services.”

The efforts being carried out will have lasting impacts for nonprofit organizations whose primary goal is to provide services for the community. Without the adequate resources many service-based organizations could potentially see their capacity diminished. More importantly, without an adequate count and equitable share of funds, there will be a great deal of burden falling on government agencies to provide for services that were originally provided by nonprofit agencies. All partners agree that the benefits resulting from this effort are for the community. If the count is not accurate the community does not benefit from the efforts being carried out, and the agencies and organizations will have a hard time carrying out their missions and services due to a lack of adequate resources. A partner on the county-side mentions:

“(Census) will provide jurisdictions the accurate number to funnel more resources where needed, more funding where needed, where to put our programs...”

As this collaborative effort is the first of its kind in the region, both Census IE and the IECCC collaborators have mentioned their desire to promote this effort in hopes that it serves to elevate the Inland Empire to attract more funding and strategic investment. With a historic undercounted region, now is the time for organizations to truly invest the time to make sure this regional effort is heard about. This collaboration has the potential to make the Inland Empire an example for other regions in the state, and perhaps in the nation, so that they too can collaborate and better count everyone in their respective regions. One of the partners from the government side mentions:

“Perhaps what we’re doing now will set a model not just for the region or the state, but maybe folks across the nation will see: wow, look what region 7 did in California; they did this, this, this, and this, and they were able to achieve this. Hopefully, and you know, hopefully, we’ve identified the barriers and those challenges, and use those best practices to apply to 2030 and I absolutely see this as just the beginning of what’s to come for generations, definitely”

In addition to the resources and funding aspects, members have also stated that they were motivated by the Census challenge in terms of self-assessing their capacity to carry out large campaigns such as the Census. In this aspect, there are smaller organizations who were more constrained in their capacity but still carried out Census outreach work on top of their daily activities which served as a motivation for other organizations when doing outreach.

Capacity

It is also important to understand the capacity for the stakeholders involved in Census outreach. Through the stakeholder survey, the region was able to assess organizational capacity in terms of language capacity, communities served, organizing, collaborating, staffing, and other outreach methods.

Language Capacity

According to data from the survey, the largest regional language capacity we have is Spanish for both staff and volunteers as noted in the graph below. (Figure 2)

Region Language Capacity

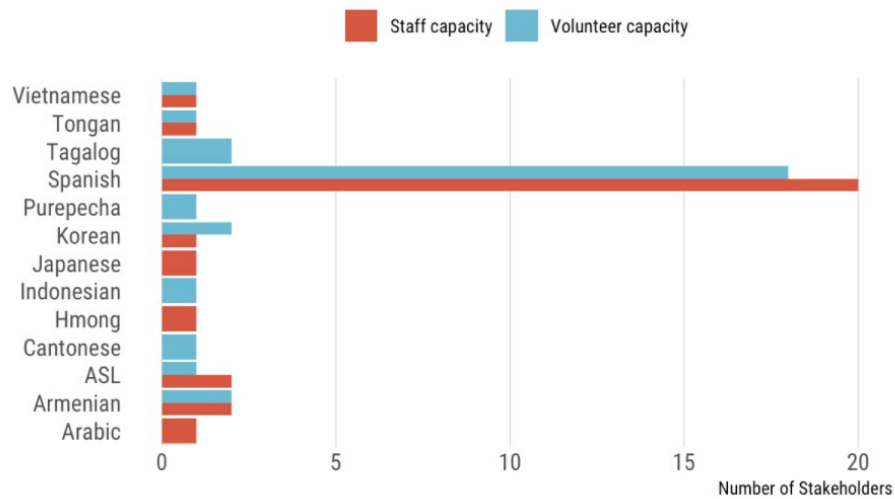


Figure 2. Regional Language Capacity by Staff and Volunteers

Communities Served

This graph below shows the total number of stakeholding organizations that serve each community for Census. Some of the largest groups are (1) seniors, (2) Latinx, and (3) Black.

Region Community Involvement in General	
Latinx	27
AAPI	15
Black	23
Native American	13
MENA	9
Refugee	11
Farmworkers	12
Homeless	13
Low Broadband	19
Children (0-5)	18

Children (6+)	17
Young adult (15-24)	22
Formerly Incarcerated	10
Seniors	25
Immigrants	26
Disabled	15
Renters	20
Veterans	13
LGBTQ+	15

Figure 3. Regional Community Involvement for Census by HTC Group

Figure 4 below shows the total number of stakeholder organizations that serve each community.

Region Community Involvement for Census	
Latinx	27
AAPI	15
Black	26
Native American	10
MENA	9
Refugee	11
Farmworkers	11
Homeless	11
Low Broadband	16

Children (0-5)	16
Children (6+)	12
Young adult (15-24)	18
Formerly Incarcerated	11
Seniors	27
Immigrants	23
Disabled	15
Renters	19
Veterans	11
LGBTQ+	16

Figure 4. Regional Community Involvement in General by HTC Group

General Capacity

Figure 5 below indicates the general organizational capacity prior to Census outreach. Some of the salient findings on organization's general capacity on the following PRIOR to starting Census outreach include:

- The majority of stakeholders report moderate (12) and high (6) paid staffing capacity
- The majority of stakeholders report moderate (35.48%) volunteer staffing capacity
- The majority of stakeholders report high (38%) and moderate (32%) overall coordination with others
- The majority of stakeholders report high (41.94%) overall knowledge of community needs
- The highest percentage of stakeholders report high experience (32.26%) with grassroots organizing
- The highest percentage of stakeholders (38.71%) report moderate experience with fundraising
- The majority of stakeholders report high and moderate experience with interfacing with government agencies
- The highest number of stakeholders (12) reported moderate use of data for targeting/strategizing, the second highest number (8) report high use of data
- Stakeholders report high/moderate use of social media and utilizing virtual strategies

Figure 5. Organization General Capacity Prior to Census Outreach

Pre-COVID Challenges

Hard-to-Count (HTC)

Figuring out how to best reach out to Hard-to-Count populations (HTC) seems to be the most prominent challenge. The Inland Empire has been historically undercounted and underfunded, and

the effort to reach the Hard-to-Count populations is the key to ensuring that the Inland Empire receives a fair and equitable share of funding. As one of the nonprofit partner mentions:

“The most obvious (challenge) would be we’re trying to outreach hard to count folks. So, the whole point of the main hard to counts is that they don’t want to be seen necessarily in these things or maybe just don’t know but for some folks they don’t want to be included in this list of things because they’re distrustful of it, so encouraging folks to participate in something that they don’t feel comfortable doing or safe doing is definitely going to be a huge challenge”

Trust Issues and Fear

Another issue that must be mentioned is that with a coordination of this magnitude, trust issues are bound to be present. Not only among agencies but also between the community and the partners. The community members have an inherent distrust of government agencies and this places a barrier in the efforts being taken. One of the government partners mentions:

“...County or any government agencies are really not the trusted messenger, so we’ve had to work around in how to address that challenge”

Another government partner on the table reinforces this idea:

“There’s an inherent sense of distrust, like why would they want to talk to me, they don’t know me and it’s more difficult to create that rapport and create that level of trust”

The proposed citizenship question on the questionnaire over the Summer of 2019 also left a dent in the community’s confidence in the Census, particularly among the Hard-to-Count immigrant populations. One common thread noted by the stakeholders was the high amount of publicity during the announcement of a citizenship question, but that same amount of publicity and focus was not given once the Supreme Court struck down the attempt, leading some to still believe and fear that a citizenship question would be asked.

“Early on that citizenship question through a lot of people off, you know. Right away we ensured folks that it’s not going to be on there, which helped, but I think the damage was done very early on. Once folks hear that there’s gonna be a citizenship question or something controversial of that nature it was going to be hard to convince them otherwise.”

Lack of Knowledge and Saliency

Simply put, many people do not know or have little understanding of what the decennial Census is. According to the stakeholders, there was a strong lack of education on the importance of the Census

and how it directly affects their community. Particularly, this issue is prevalent among Hard-to-Count groups. Furthermore, some stakeholders felt that in order to engage community members, they had to rely on “goodies” and other incentives in order to gain their attention. This coupled with the delay in some of these incentives was a hurdle when conducting outreach. Nonetheless, there was a lack of interest in the Census by the general public.

Geography

Given the vast geography of the region, getting all the partners together can be challenging. One of the partner mentions:

“Because of the scope and size of this effort across such a large geography, inherently you're going to miss something and that's a challenge that will hurt us”

A second partner also mentioned that geographic challenges are not only related to the size of the region but also the lack of presence in some of the remote areas. Finding out the best way to reach and approach potential partners has been a challenge in and of itself.

Organizational Capacity and Collaboration

The scope of this collaborative is rather large, given the anticipated and unanticipated challenges that affect the course of action. There are plenty of challenges that both non-profits and county agencies have encountered. Organizations have been able to rely on each other and used their expertise in their respective regions to carry out the outreach efforts. An important factor that allows for this collaboration to move forward is the relationships that have been built. Nonetheless, as the magnitude of the collaboration brings together a vast number of organizations, communicating and coordinating has not been an easy task. Furthermore, the Center recognizes that there are strong gaps in terms of the capacity to reach certain Hard-to-Count groups.

The most common day-to-day challenges regarding operations relating to the Census were: (1) staffing, (2) volunteer ability, and (3) funding. In terms of regions, Riverside Eastern reported higher rates of challenges than other regions. Furthermore, Pre-COVID challenges included capacity building in terms of traditional forms of outreach such as phone banking, door knocking, and event planning.

Post-COVID Challenges

The introduction of the COVID-19 virus has significantly altered daily lives for nearly everyone across the world. The region was not excluded from the effects of the pandemic and brought additional challenges to the partners involved in Census outreach. For starters, the original self-response deadline and the subsequent outreach timeline has been amended to reflect the ongoing adaptation of the new way of life, originally changing the deadline from July 14th, to October 31st, to September 30th, which

was extended again to October 30th deadline by court injunction, but the U.S. Census Bureau now says that all operations, including the ability to self-respond, will end on October 5th. Below are some challenges that were brought on because of the pandemic.

Figure 6 below indicates the changes to Census outreach because of COVID-19. Some of the salient findings on organization's changes to their strategy Post-COVID include:

- 70.8% of respondents reported funding staying the same
- 53.57% of respondents reported staffing stayed the same
- 64.29% of respondents reported volunteering decreased
- 93.10% of respondents reported their ability to conduct field outreach decreased
- 60.71% of respondents reported that community receptiveness for Census decreased
- 55.556% of respondents reported that government attention to Census decreased
- 68.97% of respondents reported that media attention to the Census decreased
- 45% of respondents reported that the cost of Census outreach stayed the same
- Respondents report that COVID has made more it more difficult to reach (1) seniors, (2) homeless, and (3) immigrants the most, with the Latinx population being the most challenging to do Census outreach to post-COVID

Figure 6. COVID-19 related changes to Census outreach

Shifting Focus to COVID and Racial Justice

When the partners were asked what was most challenging in terms of outreach once COVID-19 had hit, nearly all said that everyone's attention shifted away to the virus. California's Stay at Home orders were issued in March, just weeks and mere days before the National Census Day of April 1st. Because of this, everyone's attention was on COVID-19 and the effects that it had on everyday. People were now having to deal with the health effects of the virus along with the subsequent loss of income from job loss and the mental distress from being physically distant from loved ones and others.

Partners also recognized that they were limited given the response that COVID had on their families. Many partners had children and others who they had to take care of, while maintaining their work remotely.

"The beginning was very difficult for everyone. We all had to really see how to manage our time, especially for those that had younger children or children who were taking school online. We had to balance both work and taking care of our families."

Furthermore, many organizations and agencies also had to shift their attention and work to COVID response, thus limiting Census outreach, particularly during the early stages of COVID. Many said that the air waves have and continue to be filled with the pandemic, which makes it difficult to plug in the Census.

The filmed killing of George Floyd by Minneapolis Police Officer Derek Chauvin sparked worldwide protests against police brutality, police racism, and the lack of police accountability. George Floyd's death has also been met with calls for justice of other killings such as Breonna Taylor, Ahmaud Arbery, Jacob Blake, and others. Though America is in the brinks of another national awakening on racial justice, Census partners have noted that the shift of attention has deterred away from Census outreach.

Nonetheless, many partners have used these two occurrences to leverage the importance of the Census by noting that a complete count of all in the U.S. will lead to programs and funding that will improve public health. Furthermore, a complete count of all will further uplift the voices of those calling for racial justice given that the Census is the bedrock to representation for the next 10 years.

Hard-to-Count (HTC)

During the interviews, partners were asked which group was the hardest-to-count during COVID. Responses varied between the partners most mentioned that the rural, tribal, AAPI, farmer and Latinx/Hispanic communities were the hardest to reach during COVID. In terms of geography, many partners felt that the Coachella Valley communities in Eastern Riverside County, and the High Desert communities in San Bernardino Counties were among the hardest-to-count.

On July 21, 2020, the Trump Administration released a Memorandum for the Secretary of Commerce titled, *Memorandum on Excluding Illegal Aliens From the Apportionment Base Following the 2020 Census*. Similar to the attempt to add a Citizenship Question during the Summer of 2019, this has further instilled fear in the immigrant community, thus harming the trust needed to have this Hard-to-Count group completely counted during the 2020 Census.

Pre-COVID Strategy

Prior to the COVID-19 pandemic and the subsequent changes to life, partners were preparing for and executing their outreach strategies. For pre-COVID strategy the majority of respondents had a mix of door-knocking, phone banking, social media, and text-banking strategies. Below are some Pre-COVID strategies that were either being implemented or were about to be rolled out:

The Focus on Face-to-Face Interactions

During this time, in-person and face-to-face interactions were among the most utilized and important forms of outreach. Partners noted that there were many in-person events that were either solely about the Census or they provided a platform to conduct outreach. Partners were planning, coordinating, and staffing events throughout the region. This meant that partners were on the ground and attending gatherings such as meetings, festivals, community events and other social gatherings where the public gathers.

Canvassing and Phone Banking

Canvassing and phone banking was being conducted months before the enumeration began with nonprofit partners conducting door-knocking in local communities for them to *pledge* to fill out the Census along with phone banking.

Media

Different media strategies were being implemented to fill the air waves with the upcoming Census. This included social media postings and advertisements by partners, television commercials (Super Bowl commercials by both counties), radio interviews by local stations, and physical advertisements such as billboards and lawn signs. The State's California Complete Count Committee had also announced the awarded Census media contract to Mercury Media which developed a relationship with local efforts to avoid a duplication of efforts.

Providing Support, Training, Toolkits, and Materials

Many grass-tops partners were ready and on stand-by to provide any type of support to those who were conducting direct outreach to the community. Training was also being conducted on a regular basis to make sure that partners were informed and were providing the most up to date and accurate information. Both physical and digital resources were being distributed such as Census T-shirts, lanyards, and other merchandise, along with supplemental information such as handouts and media toolkits.

Growing the Effort

Outreach for additional stakeholders and partners was on a continual basis. The coalition was always strengthening with onboarding of additional partners. The Census IE tables maintained their number of partners but always strived to cast a wider net of allies meanwhile the counties and the Census Bureau were both working with local municipalities to form City Complete Count Committees.

Assessments

Many of the grasstops partners were in charge of assessing the situation to determine whether additional support was needed. Through evaluations and reports, some of which provided by CSI-UCR, partners were able to properly distribute funds and resources to meet the needs of those on the ground. Additional funding streams were being offered by the State, IECF, and the IE Funders Alliance.

Meetings and Gatherings

Meetings and gatherings with the partners and Census tables was critical to the non-stop guidance, updates and guidance that was being provided throughout the Census. When asked how often partners were meeting and talking to each other, some were talking on a weekly basis while all partners were gathering to share updates from a bi-weekly to monthly basis.

Post-COVID Strategy

Once the COVID-19 virus had hit the Inland Empire, many were left startled and not prepared for this last-minute change to their strategy and implementation plan. Nonetheless, everyone had to shift their attention and efforts to a new form of strategy.

Learning How to Conduct Outreach During COVID-19

For starters, everyone entered a new realm with the new challenges and impact that COVID-19 had brought. The new restrictions meant that nearly everyone had to adapt to what was allowable, not what was within their expertise. For many, they had never conducted other forms of outreach. The in-person, face-to-face interactions were the foundation and the backbone to their organization's efforts. Now that this critical component of their work was eliminated, many found themselves struggling to adjust to this new, primarily digital, form of outreach.

"We had all these ideas on how to engage people in person, but how do we shift? That shift ended up being COVID check-ins. It doesn't make sense to insensitively call people when they are losing their jobs, losing loved ones, or they're getting sick themselves. So really integrating the COVID response into our outreach by connecting people to 211 and other community resources such as food banks in the area then introduce the Census but try to ensure that it wasn't insensitive or missing the moment."

It took some time but after the diligence of the partners, everyone adjusted to the COVID world by learning new tricks and tools in order to move forward with their mission. This could not have been done without the patience and support from everyone across the table. Additional trainings, toolkits, and guidance were being given throughout the Census outreach period, which would ultimately assist the partners with their amended outreach efforts.

This also meant that organizations were coupling their Census outreach with COVID-19 outreach and support. The nature of this physically distant world led to many feeling disconnected and missing out on that personalized messaging. Partners understood that though they were feeling this way, so too was the community. In response, they were conducting wellness checks with their clients where they would check in on them, offer resources, and then share the importance of the Census.

Virtual Strategies

Partners noted that after a transitory period that varied between organizations, virtual strategies were being implemented through the region. One in particular was the utilization of social media and a stronger online presence, which was new for some. Furthermore, some of the early phone banking prior to COVID had prepped some for utilizing that as their main outreach strategy. Text messaging and electronic mail campaigns were also critical in spreading out the message. Similar to the efforts that had been achieved before COVID, television commercials, newspaper opinion pieces and

advertisements, radio interviews, home mailers and physical advertisements through the region such as billboards and flyers were essential. Other unique ways to perform outreach was during regular online programming, such as Zumba classes, and incorporating a short Census announcement during breaks.

In-Person When Safe

Though the stay at home and physical distancing orders were issued for the state and region, some partners were able to conduct in person outreach in a safe manner by following the advice from the health professionals and government agencies. This led to a lot of outreach being done at essential services such as food pantries and other locations where service providers were offering critical support to the community. During the end of Census count, more in person outreach was being conducted safely, such as information booths and the Mobile Questionnaire Assistance Centers.

Another in-person but physical form of outreach were the Census Caravans that were planned by local organizations. These caravans were an assembly of members of the community to encourage others to fill out the Census.

Incentives

As noted, the Census is a topic that is not the most interesting or worth the attention among the general community. This led to organizations and agencies tapping into their budgets to create additional incentives. One in particular were the Stater Bros. grocery gift cards that were being given out by the USCB and the Counties. In addition, some cities and utility agencies were able to provide utility credits to those who were able to fill out the Census. Some cities and utility companies were also able to include Census marketing in their billings and other notices that are sent to their communities.

Focusing on Low Self-Response Rate Tracts and HTC Areas

Towards the end of the 2020 Census and thanks to the data provided by both the USCB and State, it was beginning to look much clearer on which areas were the most challenging to count and required more focus. This led to many organizations and agencies focusing their attention and resources on these specific areas.

Post-COVID Strategy Response Data

Figure 7 below indicates the changes to Census outreach because of COVID-19. Some of the salient findings on organization's changes to their strategy Post-COVID include:

- 70.8% of respondents reported funding staying the same
- 53.57% of respondents reported staffing stayed the same
- 64.29% of respondents reported volunteering decreased
- 93.10% of respondents reported their ability to conduct field outreach decreased
- 60.71% of respondents reported that community receptiveness for Census decreased

- 55.556% of respondents reported that government attention to Census decreased
- 68.97% of respondents reported that media attention to the Census decreased
- 45% of respondents reported that the cost of Census outreach stayed the same
- Respondents report that COVID has made more it more difficult to reach (1) seniors, (2) homeless, and (3) immigrants the most, with the Latinx population being the most challenging to do Census outreach to post-COVID

Figure 7. COVID-19 related changes to Census outreach

Stakeholder Engagement

Partners did note that stakeholder engagement continued on during the pandemic, only that it shifted to an online platform instead of the traditional in-person meetings that were being conducted.

“We were meeting pretty frequently in person. And that hasn't changed. It's just shifted over to zoom. We have: A really great group in region seven since a lot of the brainstorming sessions occurs through our strategy stakeholder meeting. And that's where all of region seven partners get together, we have the State, the Bureau, the ACBO and other state awarded partners, where we really talk strategies. I think we're very lucky to have our state, regional program manager to be as involved and transparent with us. Having that open relationship with both the state and the feds I think has been beneficial for our region. We were able to identify issues. Early on, find ways to troubleshoot even while we're quarantined.”

Learning and Recommendations

Throughout the past two years, partners have continued to assess where efforts can improve for future outreach efforts related to the Census and beyond. During the interviews, partners were asked what would assist the 2030 count, below are some suggestions.

Starting Early

One common thread that was noted was the earlier the better. Although the Inland Empire outreach campaign began close to two years before the final deadline, some partners felt that the preparation and planning process should begin as early as 3 years before. This would significantly help with building trust with the community and to crescendo the Census into the community by involving more community engagement.

Defining Expectations, Deliverables, Metrics, and Roles

--Defining partner expectation and deliverables was a common theme noted by those who were recipients of outreach funding. Some felt that at times, especially during the beginning, there were no clear expectations and deliverables. This was coupled with the lack of understanding by the partners on how they were going to be assessed and what metrics were going to be used to determine success. Furthermore, some struggled understanding what each organization's role was and who would be the best person to go to for a certain question or request. There was also a need for clarification on what

resources would be available and when those would be delivered to the hands of those conducting outreach.

Some felt that there needs to be a stronger balance between freedom and guidance as to not limit the partners from utilizing their expertise while also maintaining clear guidelines and scope of work. As one partner noted, “the State and other groups shouldn’t dictate too much on how to get to point B, but more so how point B looks like.”

Preserve the Coalition Approach

Nearly all partners agreed that the Census 2020 approach of a multi-level, cross-sector collaboration among entities was effective in promoting the Census. Many partners agree that a successful 2030 Census would have a similar structure of including as many voices and trusted messengers who have the ability to reach the Hardest-to-Count groups. With that being said, many felt that there needs to be more partners at the table. Particularly, those who are trusted messengers for the tribal and AAPI communities of the Inland Empire. In addition, partners are noting a greater need for organizations and others who have a direct connection and are able to conduct outreach in the outskirts of the counties, particularly the rural and low broadband communities. There was also a strong ask to keep the communication channels open to ensure that the relationships are being built and maintained leading up to and during the outreach period.

Guidance

Figure 8 below shows some of the responses towards the outreach and guidance that was provided by other grass tops leaders:

- 42.8% of respondents reported that outreach guidance and protocol from the IECC was somewhat clear
- 60.7% of respondents reported that outreach guidance and protocol from the IECF was very clear
- 30.43% of respondents reported that outreach guidance and protocol from the county was somewhat clear
- 58.33% of respondents reported that outreach guidance and protocol from the state was somewhat clear

Figure 8. Organization response on guidance and protocol by grasstops leaders

Funding

When asked about the amount of funding that was allocated and whether more additional funding would have made a stronger impact, there was a mixture of responses with some believing that the amount of funding was substantial and enough whereas others believed that additional funding would have assisted the outreach efforts. There was a great deal of funding provided by the State,

with additional support from the Inland Empire Funders Alliance, though some noted that additional financial support from the Census Bureau would have been beneficial. Additional partnerships with other Hard-to-Count groups and their trusted messengers was also a recommendation that was noted. As noted earlier, other partners stressed the importance of incentives and other giveaways that would make the Census more appealing to the community. Other appreciated the support provided to both the CBO's and Counties, and valued the County's willingness to give the extra funding to CBO's to conduct outreach. Some connected the county's inability to disseminate all the funds to the government not being a trusted messenger for some communities.

One partner noted their appreciation for the amount of funding that was distributed by the state along with them being strategic with where those dollars were being sent.

"I think there's always opportunities for more funding, but I do want to uplift the fact that the state has been really, really good about ensuring that money is going into places that need it most. Since the beginning they structured the flow of money to not just be where they had most relationships, but the places that had the most need"

Another partner noted that the amount of funding provided was not sufficient given how complex and consuming Census outreach and organizing was,

"I believe that there were a lot of discussions early on about whether the funding was sufficient and I think we would have liked to have seen more funding because we had conversations early on about the time that it takes to do organizing like this and the funding did not match the commitment that was needed. And while the order and the time that was expected was not enough to ensure that the work was done. I believe that is something that was a struggle for a lot of organizations, because I don't know if anyone had a person who was like a full time census organizer. The census was something that they were maybe working on, along with other campaigns."

Figure 9 shows the funding that was received by partners conducting Census outreach. When looking at funding, 77.5% of survey respondents reported that they received funding specifically for Census. Over half of respondents (55.88%) received their Census funding via contract with the IECF. The rest had other grants (26.5%) or contracts with the state (11.7%). By region, the highest rates of IECF funding was in the SB Metro Area and mountain communities which had 63% of their funding come from IECF contracts.

REGION	YES	NO	Not Sure	NA
Morong Basin	20%	60%	20%	0%

Other	16.67%	50%	0%	33.3%
Riverside Central	22.22%	66.67%	11.11%	0%
Riverside Eastern (including Coachella Valley)	15.38%	61.54%	23.08%	0%
Riverside Metro	30.77%	53.85%	15.38%	0%
Riverside Southwest	9.09%	72.73%	18.18%	0%
SB Metro and Mountain Communities	22.73%	40.91%	22.73%	13.64%

Figure 9. Census Specific Funding

When partners were asked what barriers did their organization encounter when applying for funding, only one person answered saying “[it was] too cumbersome in a very short time period-- therefore, we did not apply for funding”

Regional Impact

Census 2020 outreach in the Inland Empire brought an unprecedented amount of cross-sector collaboration between nonprofits, governments entities, businesses, and philanthropy. Though partners do note that the Inland Empire has historically had (and will continue to have) coalitions and partnerships across the region, this is the first time that this amount of coordination and collaboration has occurred from both a geographical standpoint and cross-sectional standpoint. This amount of intersectionality has led many of the partners to believe that their organization has grown awareness of the region’s partners and their respective missions. Furthermore, many have expressed interest in continuing to build on the legacy that was established through the Census tables with the ultimate goal of a stronger and more united IE. Below are some further analysis of the survey conducted:

Post-Census Capacity

Figure 10 below indicates any changes to an organization’s capacity after engaging in Census outreach:

- The majority of stakeholders (51.61%) report their staffing capacity stayed the same, 29% reported small increases and 12.9% reported it increased a lot
- The majority of stakeholders (61.29%) report their volunteering staffing stayed the same.

- The majority of respondents (38.71%) reported coordination with others increased a little, 25.81% increased a lot, and 29% stayed the same, only 6.45% reported coordination decreasing a little
- 41.94% of respondents reported their knowledge of community needs stayed the same, the second highest (29.03%) number of respondents reported their knowledge increasing a lot, 25.8% report increasing a little, and just 3% reported their knowledge of community decreasing a little.
- After Census outreach the majority of respondents (51.61%) reported their experience with grassroots organizing stayed the same, the remaining respondents reported increasing a little (22%), and (19.35%) increasing a lot.
- After Census outreach the majority of respondents (64.52%) reported their fundraising staying the same, about 22.58% reported it increasing a little, and 12.9% reported increasing a lot.
- After Census outreach the majority of respondents (58%) reported their interfacing with government agencies stayed the same, (32.26%) reported interfacing increasing a little. Only 3% reported their interfacing decreasing a little.
- 45.16% of respondents reported that their use of data increased a little after engaging in Census outreach. About 16% reported it increasing a lot and 35.48% reported that it stayed the same
- 41.94% of respondents reported that their use of social media increased a little, 22.58% reported it increased a lot, and 35.48% reported it staying the same

Figure 10. Changes to Organizational Capacity Post-Census Outreach

Post-Census Gains

Figure 11 below indicates how much an organization has gained in the following aspects from Census 2020 outreach:

- The majority of respondents reported a lot of gain in connecting with other organizations
- The majority of respondents reported gaining a lot in developing professional connections
- 25% of respondents reported gaining a lot in language capacity, and 20% reported gaining somewhat in language capacity resources
- 45% of respondents reported gaining a lot in terms of sharing Census-related materials and resources
- Most respondents reported no gains or gaining very little in terms of sharing personnel
- 32% reported a lot of gain in organizing outreach efforts, 20% reported somewhat gains
- Majority of respondents reports a lot (27.5%) or somewhat (25%) of gains in learning more about the community they serve
- Majority of respondents report that they've gained skills in organizing events (somewhat 25%, 27.50% a lot).

- 42.5% of respondents reported a large gain in engaging in a shared vision with other organizations

Figure 11. Organization Gains Post-Census Outreach

Enduring Effects on the Region

Figure 12 below shares the enduring effects on organization's given their involvement in Census 2020 outreach.

- Survey respondents were split between ranking high and medium on stronger operations within my nonprofit, only 5% ranked it low
- Majority of survey respondents rated government trust and communication as a medium lasting impact
- 42.50% of respondents reported a high enduring effect of increased regional awareness of language access needs
- 40% of respondents reported a high lasting impact of greater civic engagement capacity in the region
- 48% of respondents reported greater volunteer availability as a medium lasting impact
- The majority of respondents reported greater collaboration across nonprofits as a high (50%) or medium (42.3%) enduring effect
- The majority of respondents (60%) reported a greater appreciation of the subregions as a enduring effect in the region
- Over half (56.5%) or respondents reported the ability of the region to equitably recover fr, COVID-19 as a medium enduring effect in the region

Figure 12. Organization Gains Post-Census Outreach

Inland Empire Roadmap for an Inclusive and Sustainable Economy (IE RISE)

As we inched closer and closer to the end of this historic collaboration and effort, folks across the region, including the Center for Social Innovation, began to think about ways to preserve the relationships established through the Census tables. In response, many Census partners and others across the region have once again unified to further engage one another in hopes of a better and stronger Inland Empire.

The Inland Empire Roadmap for an Inclusive and Sustainable Economy (IE RISE) is a united effort woven together by the community. Partners are blending COVID relief with Census outreach, and are already designing innovative strategies and systems for community engagement that can work in the context of deep digital divides.

Building on the success of Census and COVID outreach efforts, leaders in the region are launching the Inland Empire Roadmap for an Inclusive and Sustainable Economy (IE RISE). *IE RISE* is an

innovative project to develop a robust regional economic and institutional plan that: a) engages grass-roots, business, and government partners across its various sub-regions, b) supports youth voices to build the next generation of regional leadership, c) engages and builds research and policy capacity within the region, and d) provides a roadmap for a more inclusive, equitable and sustainable economy and society.

As one partner describes it,

“We're not losing all of the partnerships that were developed and came out of the census work, we're just creating new spaces that honor the work that folks were doing before the Census that honors the missions of the organizations. We're hopefully not creating new work for folks but just strengthening existing work.”

Another government partner notes that the legacy of the 2020 Census does not end here. In fact, the Census has built up organizational capacity and has kicked off the next phase of uplifting the Inland Empire.

“It's time for the Inland Empire to really show that we have the capacity for these sorts of innovations and that that we have the ability to carry out like these huge initiatives and so I really see this IE 2020 census collaboration as just the beginning of what's to come for for our entire region and to continue to be a part of something extremely gratifying, although we have challenges, understanding what we're trying to achieve and understanding how to get there.”

Appendix

Figure 1

- The following analysis is based on data collected through 2020-08-28.
- Thus far, we have a total of 40 stakeholders that answered the survey.

Here we have the number of stakeholders per region that have filled out this survey. It's sorted from the highest to lowest number. Please note that stakeholders were able to select more than one region in our survey. Therefore, while we only have 40 stakeholders, the totals per region may exceed the total number of stakeholders.

Region	Total	Percent	Valid_Percent
Morongo Basin	5	1.79%	6.33%
Other	6	2.14%	7.59%
Riverside Central	9	3.21%	11.39%
Riverside Southwest	11	3.93%	13.92%
Riverside Eastern (including Coachella Valley)	13	4.64%	16.46%
Riverside Metro	13	4.64%	16.46%

San Bernardino Metro and Mountain Communities	22	7.86%	27.85%
Not Responded	201	71.79%	
Total	280	100%	100%

Language Capacity

According to data from the survey, the largest regional language capacity we have is Spanish for both staff and volunteers as noted in the graph below. (Figure 2)

Region Language Capacity

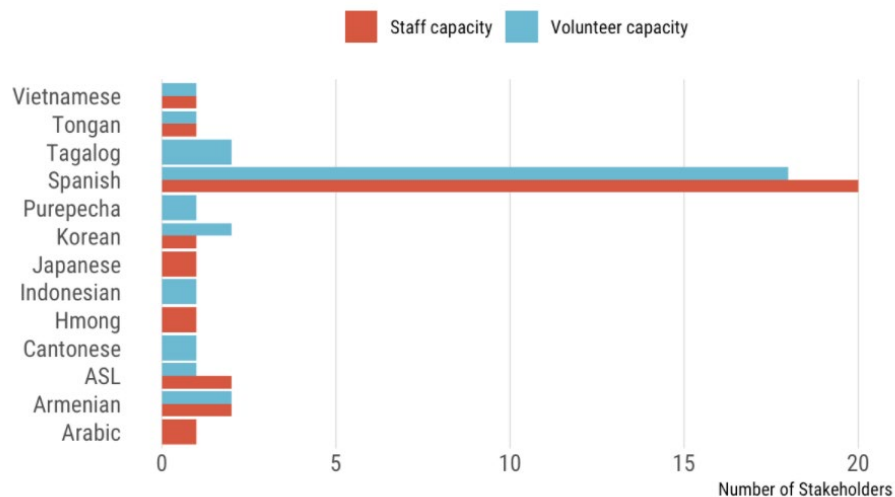


Figure 2. Regional Language Capacity by Staff and Volunteers

Communities Served

This graph below shows the total number of stakeholding organizations that serve each community for Census. Some of the largest groups are (1) seniors, (2) Latinx, and (3) Black.

Region Community Involvement for Census

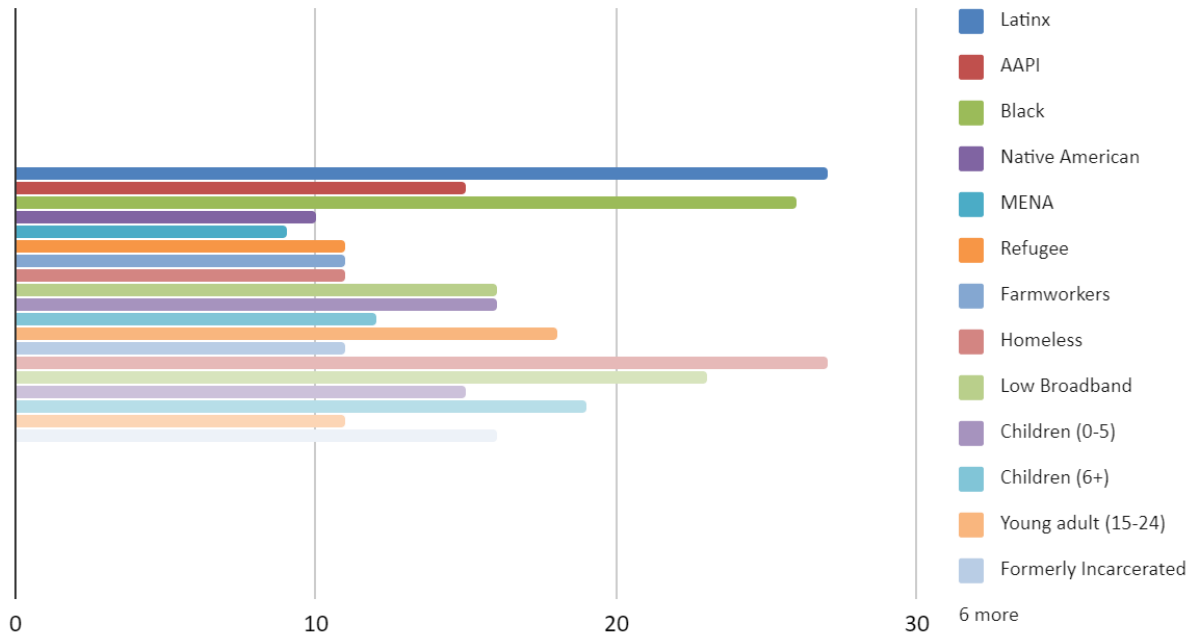


Figure 3. Regional Community Involvement for Census by HTC Group

Figure 4 below shows the total number of stakeholding organizations that serve each community.

Region Community Involvement in General

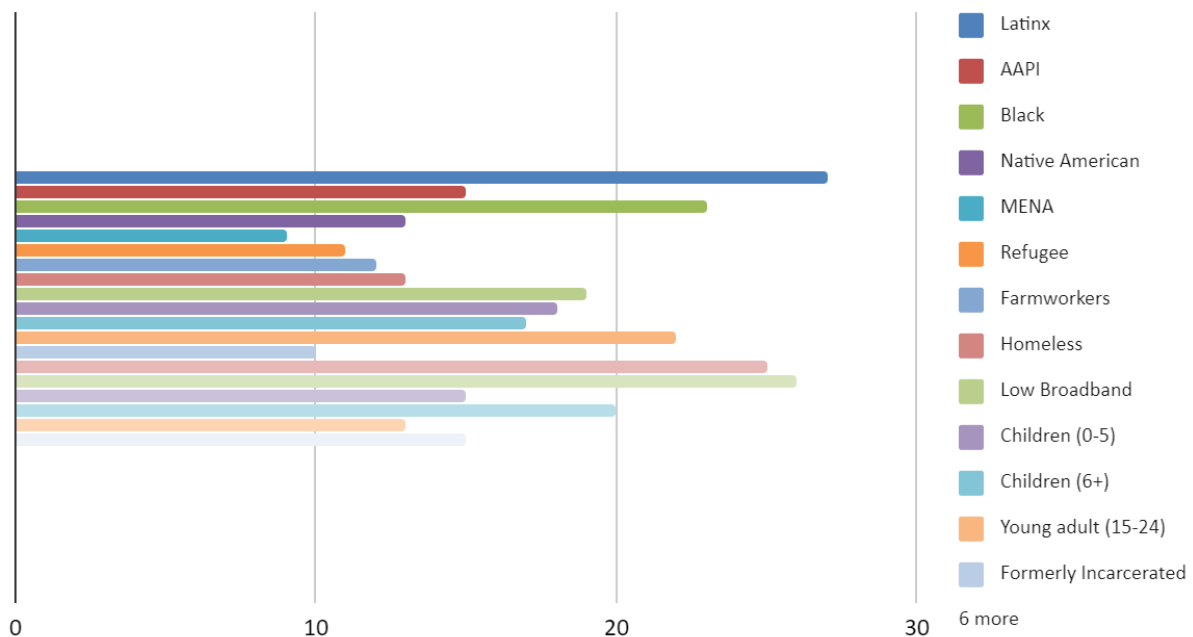


Figure 4. Regional Community Involvement in General by HTC Group

General Capacity

Figure 5 below indicates the general organizational capacity prior to Census outreach. Some of the salient findings on organization's general capacity on the following PRIOR to starting Census outreach include:

- The majority of stakeholders report moderate (12) and high (6) paid staffing capacity
- The majority of stakeholders report moderate (35.48%) volunteer staffing capacity
- The majority of stakeholders report high (38%) and moderate (32%) overall coordination with others
- The majority of stakeholders report high (41.94%) overall knowledge of community needs
- The highest percentage of stakeholders report high experience (32.26%) with grassroots organizing
- The highest percentage of stakeholders (38.71%) report moderate experience with fundraising
- The majority of stakeholders report high and moderate experience with interfacing with government agencies
- The highest number of stakeholders (12) reported moderate use of data for targeting/strategizing, the second highest number (8) report high use of data
- Stakeholders report high/moderate use of social media and utilizing virtual strategies

Figure 5. Organization General Capacity Prior to Census Outreach

Figure 6 below indicates the changes to Census outreach because of COVID-19. Some of the salient findings on organization's changes to their strategy Post-COVID include:

- 70.8% of respondents reported funding staying the same
- 53.57% of respondents reported staffing stayed the same
- 64.29% of respondents reported volunteering decreased
- 93.10% of respondents reported their ability to conduct field outreach decreased
- 60.71% of respondents reported that community receptiveness for Census decreased
- 55.556% of respondents reported that government attention to Census decreased
- 68.97% of respondents reported that media attention to the Census decreased
- 45% of respondents reported that the cost of Census outreach stayed the same
- Respondents report that COVID has made more it more difficult to reach (1) seniors, (2) homeless, and (3) immigrants the most, with the Latinx population being the most challenging to do Census outreach to post-COVID

Figure 6. COVID-19 related changes to Census outreach

Post-COVID Strategy Response Data

Figure 7 below indicates the changes to Census outreach because of COVID-19. Some of the salient findings on organization's changes to their strategy Post-COVID include:

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- 53.57% of respondents reported staffing stayed the same
- 64.29% of respondents reported volunteering decreased
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- 60.71% of respondents reported that community receptiveness for Census decreased
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- 68.97% of respondents reported that media attention to the Census decreased
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- Most respondents reported no gains or gaining very little in terms of sharing personnel

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- Over half (56.5%) or respondents reported the ability of the region to equitably recover fr, COVID-19 as a medium enduring effect in the region

Figure 12. Organization Gains Post-Census Outreach

[illegible]

Hashtags

Hashtags	Total Companies Using
Friday April 24, 2020 #ICount#IECounts#Safetynet4AllofUs#CensusSelfie#CensusIE	
Friday, May 01, 2020 #ICount	
Friday, May 15,2020 #Census2020	
Friday, May 22, 2020 #IECounts#ICount#2020Census#CensusSelfie #CensusIE	
Friday, May 29,2020 #icount#2020Census#CensusIE#IECount: 518171613	

Top 5 Companies



November Regional Table Facilitation Guide

	<p><u>Welcome & Introductions</u> Purpose: To provide all participants with an overview of census work in your region and ensure that participants have the information/tools that they need to launch their work.</p>
20-30 min	<p><u>Team Builder</u> Focus on relationship forming and team building within your tables. This exercise/activity may look different for different tables as you all know your teams best, but take some time to focus on the people in the room and not just the transactional goal.</p>
15-20 min	<p><u>Funded Partner Analysis</u> UCR will provide a presentation on funded partners and coverage of HTC populations. Contact UCR CSI directly to confirm presentation.</p> <p>What gaps concern you? What partnerships can help us address that gap? What steps can we take to address the gaps?</p>
60 min	<p><u>Outreach Update & Community Check-in</u> Purpose: To create a space to identify and lift up concerns or misinformation in the community related to Census. To support a feedback loop between CensusIE partners, TA providers, and State and local communications teams. To provide an opportunity for partners to learn from each other. Outcome; Regional Coordinators are able to identify patterns of misinformation and obstacles and provide a report to the SOC and other key partners. Partners are able to identify issues in real time and strategize. Local tables are able to influence ongoing communications and strategy decisions. Process: Create a space in each of the meetings for open discussion related to concerns or misinformation and feedback from the field. Take notes to be shared with communications team and Outreach Strategy Committee.</p> <p>Update:</p> <ul style="list-style-type: none"> • Organizations who have not shared get the opportunity to share their goals • Organizations provide an update on last month's activities. <p>Learning/discussion (suggested questions)</p> <ul style="list-style-type: none"> • What are consistent themes or questions coming up in your outreach? • Are there questions that you find hard to answer? • What has surprised you? • What challenges are you encountering, either in the field or in building partnerships?



	<ul style="list-style-type: none"> • What has inspired you? / What is giving you hope? • What strategies/messages are resonating with people? • What strategies/messages are falling flat? • What have you learned? • What additional support do you need? <p>Looking Ahead: Outreach gap Analysis/Coordination update Call up Amplify on a screen and do a visual check-in on progress in your region:</p> <ul style="list-style-type: none"> • Show map of locked down census tracts • Show map of events taking place/red flags • What upcoming events can/should be covered? (Discuss who can provide pledge card coverage) • Identify potential gaps. What areas are missing? (Cause they haven't been added, or no one's doing work there.) • You may highlight an area which is under-covered. Use census tract maps to brainstorm opportunities & assign organizations to pursue.
30 min	<p><u>Project Planning</u> <u>Purpose:</u> To open up a space to collectively discuss progress and action items on outreach activities</p> <ul style="list-style-type: none"> • Census first Fridays • Other Events
20-30 min	<p><u>Updates:</u> <u>to provide updated information regarding census</u></p> <ul style="list-style-type: none"> • Trainings / Train the Trainer • Update on USCB Outreach guidelines • Media TA available through Voice Media Ventures • New materials available • Amplify modules available • To report suspected fraud or confirm validity of a worker or form call: 818-267-1700, or 1-800-992-3530
20 min	<p><u>Census Center Map Analysis</u> <u>Purpose:</u> To identify gaps in the census center landscape and identify high priority locations/potential hosts to apply to be a census center. Outcomes: Regional coordinators have clear ideas of where and whom they should invite to apply to become a census center. Regional coordinators have a sense of priority for locations of Census Centers</p>



	<p>Background: As part of their strategic plans submitted to the state, the counties and schools have identified locations for census centers. UCR CSI has mapped out those locations for us to analyse. The counties are in the process of reaching out to cities who may opt in to host census centers. As those updates are communicated to UCR, they will update the map. This map represents the information that we have to date about locations of census centers.</p> <p>Link to view the map: Landscape Survey & Census Center Map</p> <p>(View the map.)</p> <p>What cities/neighborhoods need census centers?</p> <p>Are there any special languages/populations who will need a census center in our region?</p> <p>(Add layers of assets if helpful to see locations of potential sites)</p> <p>What institutions/non profit organizations would be ideal to apply to fill those gaps?</p>
20-40 min	<p><u>Guest Trainings/Presentations (As needed)</u></p> <p>Purpose: To provide time/space for experts in outreach to HTC to provide technical assistance, training, and coordination with SCBOs. To improve inclusion and ability of tables to outreach to all HTC populations.</p> <p>Outcomes: Participants leave with concrete tools and ideas of how to conduct outreach to HTC populations. Tables have clarity on plans and activities of SCBOs in their regions.</p> <p>Process: TBD based upon guest. Includes a discussion on coordination and next steps. Please contact Sky regarding identifying guests relevant/important for your region. Potential guests include Census Bureau presentation on group quarters, presentations on outreach/inclusion of disabled populations, presentations from SCBOs about outreach messages for specific HTC populations, etc.</p>
	<p><u>Next Steps - Regional Coordinator</u></p> <ul style="list-style-type: none">• Review Action items identified during meeting• Share dates for upcoming events, trainings, meetings.

Contracted Partner Name	Subcontractor Name	Region	Address	Expected Outcome	Amount	Final Report	Uploaded to SWORD	Reports downloaded and filed	Contact	E-mail
The Community Foundation / Inland Empire Community Foundation	Alianza Coachella Valley	Region 7	1515 6th Street, Coachella, CA 92236	Canvass 4,128 HH in the Coachella Valley Sub-Region in census tracts identified and prioritized by CensusIE; and Coordinate outreach work through Regional Table. 060650456041; 060650457062; 060650456044; 060650456043; 060650456053; 060650456052; 060650456042; 060650457032;	\$36,133.50	approved				
The Community Foundation / Inland Empire Community Foundation	Alianza Coachella Valley	Region 7	1515 6th Street, Coachella, CA 92236	"Regional coordinators will convene stakeholders and coordinate all activities in order to reduce overlap and ensure that all HTC communities are targeted.	\$42,662.63	submitted				
The Community Foundation / Inland Empire Community Foundation/ Riverside County	Alianza Coachella Valley	Region 7	1515 6th Street, Coachella, CA 92236	Engage and recruit cities to participate at the Regional Table; Provide regional coordination for cities (\$6,666)	\$6,666.66	approved				
The Community Foundation / Inland Empire Community Foundation/ Riverside County	Alianza Coachella Valley	Region 7	1515 6th Street, Coachella, CA 92236	Extend Regional Coordination role as outlined in previous contract until August 31st.	\$5,788.49	approved				
The Community Foundation / Inland Empire Community Foundation	Arts Connection	Region 7	536 W. 11th Street, San Bernardino, CA 92410	Coordinate a minimum of 2 events for your region, including a campaign kick-off event, and a "California Counts" event in March or April 2020; Collect 350 un-duplicated CensusIE Pledge Cards; Conduct quarterly reminder contact and 1 GOTC contact for each pledge card contact/household; and Coordinate outreach work through Regional Table. (\$9,846)	\$9,846.20	Approved				
The Community Foundation / Inland Empire Community Foundation	Arts Connection	Region 7	536 W. 11th Street, San Bernardino, CA 92410	Provide two 3-hour trainings with State QAC Master curriculum plus region 7 additions for staff of QACs & QAKs in the Morongo Basin. (\$6,000)	\$6,000.00	Approved				
The Community Foundation / Inland Empire Community Foundation	Arts Connection	Region 7	536 W. 11th Street, San Bernardino, CA 92410	ID 1,000 households through GOTC conversations via phonebank or texting in the Morongo Basin Sub-Region; Use USCB response rates data to prioritize areas for phone banking that have a response rate below the state average (\$7,000)	\$7,000.00	Approved				
The Community Foundation / Inland Empire Community Foundation	BLU Education Foundation	Region 7	701 S Mt Vernon Ave, San Bernardino, CA 92410	Collect unduplicated CensusIE Pledge Cards w/ name, address, & opt-in to future communication: 300 in the High Desert Region and 500 in the San Bernardino Metro Region; 060710044013; 060710091102; 060710022071; 060710023061; 060710100103; 060710100161; 060710099043; 060710099042; 060710099051; 060710042011; 060710042013; 060710042023; 060710055004; 060710038013; 060710037001; 060710035091; 060710035101; 060710037002; 060710047003; 060710047001; 060710047005; 060710028013; 060710036071; 060710036072; 060710021091 Canvass census tracts identified and prioritized by CensusIE: 5,000 households in the High Desert Region and 10,000 households in the San Bernardino Metro Region; and Coordinate outreach work through Regional Table. 060710044013; 060710091102; 060710022071; 060710023061; 060710100103; 060710100161; 060710099043; 060710099042; 060710099051; 060710042011; 060710042013; 060710042023; 060710055004; 060710038013; 060710037001; 060710035091; 060710035101; 060710037002; 060710047003; 060710047001;	\$79,564.00	3rd Request and phone call		Dina Walker	dinalwalker@gmail.com	
The Community Foundation / Inland Empire	BLU Education Foundation	Region 7	701 S Mt Vernon Ave, San Bernardino, CA 92410	4,500 ID'd households and 800 Pledge Cards	\$4,972.50	3rd Request & phone call				

The Community Foundation / Inland Empire Community Foundation	Bread of Life Church	Region 7	43613 Florida Ave STE C1, Hemet, CA 92544	Collect 500 unduplicated CensusIE Pledge Cards w/ name, address, & opt-in to future communication in the Central Riverside Region; 060650434011, 060650433091, 060650433092, 060650433082 060650433102, 06065043310, 060650434032, 060650433131, 060650433121, 060650435073 Canvass 5,000 HH in the Central Riverside Sub-Region in census tracts identified and prioritized by CensusIE; and Coordinate outreach work through Regional Table. 060650434011; 060650433091; 060650433092; 060650433082; 060650433102; 060650433101; 060650434032; 060650433131	\$34,882.00	approved					
The Community Foundation / Inland Empire Community Foundation/ Riverside County	Bread of Life Church	Region 7	43613 Florida Ave STE C1, Hemet, CA 92544	ID 3,500 households through GOTC conversations via phonebank or texting in San Jacinto, Murrieta, and Riverside County at Large; Use USCB response rates data to prioritize areas for phone banking that have a response rate below the state average and a HTC score above 57 or a LRS score above 27 (\$24,500)	\$24,500.00	approved					
The Community Foundation / Inland Empire Community Foundation/ Riverside County	Bread of Life Church	Region 7	43613 Florida Ave STE C1	Conduct community outreach with Church partners, community organizations and mobile home parks through fliers, signage and swag give-aways. Engage at least 4,000 individuals/households with census information, including 1,000 at mobile home parks; Conduct Social Media and CBSM (community bases social marketing) Campaigns. Working with community leaders and their networks to share information within a trusted network with high impact impressions. 12,000 Impressions; Information distribution at school lunch locations to engage families on the outskirts of area limits. Achieve 1,000 impressions; Engage 250 people in Virtual Assistance to fill out the census (\$24,400)	\$24,400.00	approved					
The Community Foundation / Inland Empire Community Foundation	California Partnership	Region 7	41-550 Eclectic Street Palm Desert, CA 92260	Canvass 4,800 HH in the Coachella Valley Sub-Region in census tracts identified and prioritized by CensusIE; and Coordinate outreach work through Regional Table. 060650445102; 060650445072; 060650452092; 060650452091; 060650455021; 060650455022; 060650449152; 060650449073;	\$23,978.50	approved					
The Community Foundation / Inland Empire Community Foundation/ Riverside County	Center for Community Action & Environmental Justice	Region 7	3840 Sunnyhill Dr, Jurupa Valley, CA 92509	Distribute approximately 250 Census tote bags at 3 different food distribution locations. Equating to engage approximately 750 people. Reaching an approximate total of 1,500 in-person and Social Media impressions combined; Drop-off Census "info bags" in bilingual households/ fence of all residents in two entire Census tracts to reach 400 households; Achieve 1,500 impressions through targeted social media campaign; Achieve 800 impressions via tabling at supermarkets and swap-meets; Achieve 100 engagements through Zoom and FB Live presentations; Follow all state and local guidelines for sanitation and	\$12,500.00	submitted - data entered into wrong campaign					
The Community Foundation / Inland Empire Community Foundation/ San Bernardino County	Center for Community Action and Environmental Justice	Region 7	3840 Sunnyhill Dr, Jurupa Valley, CA 92509	Distribute approximately 250 Census tote bags at 3 different food distribution locations. Equating to engage approximately 750 people. Reaching an approximate total of 1,500 in-person and Social Media impressions combined; Drop-off Census "info bags" in bilingual households/ fence of all residents in two entire Census tracts to reach 400 households; Achieve 1,500 impressions through targeted social media campaign; Achieve 800 impressions via tabling at supermarkets and swap-meets; Achieve 100 engagements through Zoom and FB Live presentations; Follow all state and local guidelines for sanitation and	\$12,500.00	submitted					

The Community Foundation / Inland Empire Community Foundation	Center for Community Action and Environmental Justice	Region 7	3840 Sunnyside Dr, Jurupa Valley, CA 92509	Collect 4,000 unduplicated CensusIE Pledge Cards in Riverside Metro w/ name, address, & opt-in to future communication; 060650410011; 060650405022; 060650406072; 060650403012; 060650414062; 060650413011; 060650310022; 060650308004; 060650310023; 060650413022; 060650402011; 060650412021; 060650411021; 060650411022; 060650403011; 060650301031; 060650423002; 060650423004; 060650403023 Canvass 7,900 HH in the Riverside Metro Region in census tracts identified and prioritized by CensusIE; and Coordinate outreach work through Regional Table. 060650410011; 060650405022; 060650406072; 060650403012; 060650414062; 060650413011; 060650310022; 060650308004; 060650310023; 060650413022; 060650402011; 060650412021; 060650411021; 060650411022; 060650403011; 060650301031	\$70,763.00						
The Community Foundation / Inland Empire Community Foundation	Center for Community Action and Environmental Justice			*Regional coordinators will convene stakeholders and coordinate all activities in order to reduce overlap and ensure that all HTC communities are targeted.	\$46,758.70	submitted					
The Community Foundation / Inland Empire Community Foundation/ Riverside County	Center for Community Action and Environmental Justice	Region 7	3840 Sunnyside Dr, Jurupa Valley, CA 92509	region 7 additions for staff of QACs & QAKs in Riverside Metro, Southwest, and Central Regions (\$9,000) Provide 5 modules of trainings with NALEO or other approved curriculum for a minimum of 25 people per module, including non-profit staff, volunteers, and city and county staff who will serve as trusted messengers to hard to count communities (\$7,500) Engage and recruit cities to participate at the Regional Table; Provide regional coordination for cities (\$3,333)	\$19,833.34	submitted, not in Amplify					
The Community Foundation / Inland Empire Community Foundation	Center for Community Action and Environmental Justice	Region 7	3840 Sunnyside Dr, Jurupa Valley, CA 92509	ID 2500 households through GOTC conversations via phonebank or texting in the cities of Eastvale, Temecula, and Riverside County; Use USCB response rates data to prioritize areas for phone banking that have a response rate below the state average	\$17,500.00	approved					
The Community Foundation / Inland Empire Community Foundation/ San Bernardino County	Center for Community Action and Environmental Justice	Region 7	3840 Sunnyside Dr, Jurupa Valley, CA 92509	ID 2500 households through GOTC conversations via phonebank or texting in the city of Redlands; Use USCB response rates data to prioritize areas for phone banking that have a response rate below the state average (\$18,040)	\$18,039.78	approved					
The Community Foundation / Inland Empire Community Foundation/ Riverside County	Centro del Inmigrante	Region 7	4055 Jurupa Ave, Riverside, CA 92506	Establish 2 Pop-Up Questionnaire Assistance Center with at least 8 locations in Riverside, Eastvale, Hemet, and San Jacinto serving 1,350 people; Collect at least 500 CensusIE Pledge Cards w/ name, address, & opt-in to future communication in Riverside Metro Region (\$30,000)	\$30,000.00	approved					
The Community Foundation / Inland Empire Community Foundation	Centro del Inmigrante	Region 7	4055 Jurupa Ave, Riverside, CA 92506	Provide an additional 300 service hours for pop-up QAC targeting HTC tracts in Riverside County, including Riverside Southwest, Central, and Coachella sub-regions reaching 1,340 people; Implement Geofencing strategy in HTC tracts to achieve 30,000 impressions to draw attendance to pop-up QAC sites; Follow all state and local guidelines for sanitation and prevention of the spread of COVID 19	\$25,000.00	approved					
The Community Foundation / Inland Empire Community Foundation	Community Health	Region 7	15000 7th St Suite 208 G, Riverside, CA 92506	Collect 2,500 unduplicated CensusIE Pledge Cards in the High Desert	\$79,711.50	approved					
The Community Foundation / Inland Empire Community Foundation	Community Health	Region 7	15000 7th St Suite 208 G, Riverside, CA 92506	Provide 6 module trainings with NALEO curriculum for a minimum of 25	\$9,000.00	approved					
The Community Foundation / Inland Empire Community Foundation	Community Health	Region 7	15000 7th St Suite 208 G, Riverside, CA 92506	Establish 1 Questionnaire Assistance Center at Burning Bush Church	\$48,500.00	Approved					
The Community Foundation / Inland Empire Community Foundation	Community Health	Region 7	15000 7th St Suite 208 G, Riverside, CA 92506	Phone bank 27,000 households through GOTC conversations via	\$28,000.00	approved					
The Community Foundation / Inland Empire Community Foundation	Community Health	Region 7	15000 7th St Suite 208 G, Riverside, CA 92506	Organize census car caravans through low-response rate	\$30,000.00	approved					
The Community Foundation / Inland Empire Community Foundation	Community Health	Region 7	15000 7th St Suite 208 G, Riverside, CA 92506	or texting in the San Bernardino Metro Sub-region; Use USCB response rates	\$20,000.00	approved					
The Community Foundation / Inland Empire Community Foundation	Congregations	Region 7	1505 W Highland Ave, Riverside, CA 92506	Collect 1,000 unduplicated CensusIE Pledge Cards w/ name, address, &	\$70,095.50	3rd request sent				Felicia Jones	fjones@copeseite.org
The Community Foundation / Inland Empire Community Foundation	Consortium for Early Childhood Development	Region 7	21250 Box Springs Rd # 100, Riverside, CA 92506	Provide 6 module trainings with NALEO curriculum for a minimum of 25	\$9,000.00	approved					
The Community Foundation / Inland Empire Community Foundation	Copper Mountain	Region 7	6162 Rotary Way, Joshua, CA 92582	Collect 500 unduplicated CensusIE Pledge Cards w/ name, address, &	\$5,500.00	approved					
The Community Foundation / Inland Empire Community Foundation	Council on American-Spanish Relations	Region 7	2180 W Crescent Ave, Riverside, CA 92506	Collect 4,000 unduplicated CensusIE Pledge Cards w/ name, address, &	\$40,928.50	approved					
The Community Foundation / Inland Empire Community Foundation	El Sol Neighborhood Education	Region 7	766 North Waterman Ave, Riverside, CA 92506	Provide 6 module trainings in the Coachella Valley Sub-Region with	\$15,000.00	submitted - pending budget adjustment, budget combined with SB contract					
The Community Foundation / Inland Empire Community Foundation	El Sol Neighborhood	Region 7	766 N. Waterman Ave, Riverside, CA 92506	Regional coordinators will convene stakeholders and coordinate all	44581.2	submitted - pending budget adjustment					
The Community Foundation / Inland Empire Community Foundation	El Sol Neighborhood	Region 7	766 North Waterman Ave, Riverside, CA 92506	Provide 12 module trainings in the city of Ontario with NALEO or other	\$24,000.00	submitted - pending budget adjustment					
The Community Foundation / Inland Empire Community Foundation	Empowering Success	Region 7	7940 Cherry Ave STE 201, Riverside, CA 92506	Establish 1 Questionnaire Assistance Center at 7940 Cherry Ave, suite 201	\$38,500.00	approved					

The Community Foundation / Inland Empire Community Foundation	Empowering Success Now	Region 7	7940 Cherry Ave STE 201, Fontana, CA 92336	Collect 900 unduplicated CensusIE Pledge Cards in the San Bernardino Metro Region w/ name, address, & opt-in to future communication; 060710022043, 060710022041, 060710024011, 060710025011, 060710025021, 060710025022, 060710025014, 060710025013, 060710026011, 060710026062, 060710026023, 060710024021	\$40,223.50	approved					
The Community Foundation / Inland Empire Community Foundation	Empowering Success Now	Region 7	7940 Cherry Ave STE 201, Fontana, CA 92336	Conduct phone banking for Low response areas in San Bernardino County to engage 500 people; Organize a Veteran Pop-Up QAC at our mobile food distribution veterans' sites to engage 250 people; Organize bilingual Pop - Up Questionnaire Centers at Food Banks, Low income apartment complexes and, mobile home parks and Churches to engage 500 people; Design and implement targeted media campaigns for the Hispanic HTC Population and a Veteran targeted media campaign, Produce 6,300 impressions and 500 engagement; Integrate Census outreach into food bank distribution to engage 500 people a week for 9 weeks or 4,500 engagements; street team will post street signs in Spanish and English through our chosen HTC and LRR areas. They will	\$25,000.00	submitted - missing data in Amplify					
The Community Foundation / Inland Empire Community Foundation	Family Assistance	Region 7	15075 7th Street, Victorville, CA 92336	Establish 1 Questionnaire Assistance Center @7255 Joshua Lane, Yucca Valley, CA 92386	\$20,000.00	submitted - missing budget.					
The Community Foundation / Inland Empire Community Foundation	Family Assistance	Region 7	15075 7th Street, Victorville, CA 92336	Establish 1 Questionnaire Assistance Center @16857 C Street, Victorville, CA 92336	\$10,000.00	submitted - missing budget					
The Community Foundation / Inland Empire Community Foundation	Family Service Association	Region 7	21250 Box Springs Rd STE 215, Moreno Valley, CA 92557	Cabazon CA 92230 serving 500 people (\$12,335.34)	\$30,816.34	approved					
The Community Foundation / Inland Empire Community Foundation	Family Service Association	Region 7	21250 Box Springs Rd STE 215, Moreno Valley, CA 92557	Establish 1 Questionnaire Assistance Center at 459 Center St. Riverside, CA serving 500 people (\$13,512)	\$13,512.00	approved					
The Community Foundation / Inland Empire Community Foundation	Family Service Association	Region 7	21250 Box Springs Rd, Moreno Valley, CA 92557	Regional coordinators will convene stakeholders and coordinate all activities in order to reduce overlap and ensure that all HTC	82,867.41	approved					
The Community Foundation / Inland Empire Community Foundation	Feeding America	Region 7	2950 Jefferson St. Suite 13600 Pawnee Rd #7, Appleton, CA 95926	Collect unduplicated CensusIE Pledge Cards w/ name, address, & opt-ID 2,668 households through GOTC conversations via phonebank or texting in Ontario and San Bernardino County; Use USCB response rates data to prioritize areas for phone banking that have a response rate below the state average	\$7,000.00	3rd Request Sent			Caitlin Duncan	cduncan@feedingamerica.org	
The Community Foundation / Inland Empire Community Foundation	I Am Love	Region 7	13600 Pawnee Rd #7, Appleton, CA 95926	Collect 1,000 unduplicated CensusIE Pledge Cards w/ name, address, & opt-ID 1,000 households through GOTC conversations via phonebank or	\$18,676.00	approved					
The Community Foundation / Inland Empire Community Foundation	I Am Love	Region 7	13600 Pawnee Rd #7, Appleton, CA 95926	Conduct targeted Census outreach to motivate and activate HTC	\$34,882.00	approved					
The Community Foundation / Inland Empire Community Foundation	I Am Love	Region 7	13600 Pawnee Rd #7, Appleton, CA 95926	ID 1336 households through GOTC conversations via phonebank or	\$22,856.00	approved - pending entering info into Amplify					
The Community Foundation / Inland Empire Community Foundation	Inland Coalition for	Region 7	521 N Euclid Ave, Ontario, CA 91764	Collect unduplicated CensusIE Pledge Cards w/ name, address, & opt-ID 1336 households through GOTC conversations via phonebank or	\$9,352.00	submitted - missing budget					
The Community Foundation / Inland Empire Community Foundation	Inland Coalition for	Region 7	521 N Euclid Ave, Ontario, CA 91764	Collect unduplicated CensusIE Pledge Cards w/ name, address, & opt-ID 1336 households through GOTC conversations via phonebank or	\$85,087.50	submitted - missing budget					
The Community Foundation / Inland Empire Community Foundation	Inland Coalition for	Region 7	521 N Euclid Ave, Ontario, CA 91764	Conduct GOTC Phonebank to a minimum of 25,000 Households in San Bernardino County; Use USCB response rates data to	\$9,352.00	submitted - missing budget					
The Community Foundation / Inland Empire Community Foundation	Inland Coalition for	Region 7	521 N Euclid Ave, Ontario, CA 91764	Conduct GOTC Phonebank to a minimum of 25,000 Households in San Bernardino County; Use USCB response rates data to	\$27,587.49	submitted - missing budget					
The Community Foundation / Inland Empire Community Foundation	Inland Coalition for	Region 7	521 N Euclid Ave, Ontario, CA 91764	Collect unduplicated CensusIE Pledge Cards w/ name, address, & opt-ID 1336 households through GOTC conversations via phonebank or	\$3,970.46	submitted - missing budget					
The Community Foundation / Inland Empire Community Foundation	Inland Congregations	Region 7	1441 N D St #208, San Bernardino, CA 92410	Collect unduplicated CensusIE Pledge Cards w/ name, address, & opt-ID 1336 households through GOTC conversations via phonebank or	\$71,400.00	approved					
The Community Foundation / Inland Empire Community Foundation	Inland Congregations	Region 7	1441 N D St #208, San Bernardino, CA 92410	Phonebank to a minimum of 50,000 households in the Inland Empire; Ontario and San Bernardino County; Use USCB response rates data to	\$78,953.10	requested					
The Community Foundation / Inland Empire Community Foundation	Inland Empire Immigrant	Region 7	521 N Euclid Ave, Ontario, CA 91764	Establish 1 Questionnaire Assistance Center at 918 N. Mountain View	\$4,676.00	approved					
The Community Foundation / Inland Empire Community Foundation	Inland Empire Labor	Region 7	1074 E La Cadena Dr, San Bernardino, CA 92410	Collect 750 unduplicated CensusIE Pledge Cards w/ name, address, & opt-ID 121900	\$14,925.00	approved					
The Community Foundation / Inland Empire Community Foundation	Inland Empire Labor	Region 7	1074 E La Cadena Dr, San Bernardino, CA 92410	Provide a reporting interface and system of reporting for SWORD Provide training and technical assistance for canvassing, phone banking, and texting operations	\$47,792.50	submitted					
The Community Foundation / Inland Empire Community Foundation	Inland Korean	Region 7	9295 Magnolia Ave, San Bernardino, CA 92410	Collect at least 1,500 CensusIE Pledge Cards w/ name, address, & opt-in	\$19,100.00	submitted - missing budget. Request sent 9/29					
The Community Foundation / Inland Empire Community Foundation	Interfaith Movement for Human Integrity	Region 7	310 8th St #310, Oakland, CA 94607	Conduct targeted Census outreach to motivate and activate HTC communities the Riverside Southwest, Coachella and San Bernardino High Desert Sub-regions; Organize a targeted social media campaign to engage 1,000 community members through partnering with local leaders and promoters; Organize four Radio or Facebook live broadcasts through local stations, including 'Noticias del Alto del	\$10,000.00	approved					
The Community Foundation / Inland Empire Community Foundation	Leadership Counsel	Region 7	764 P Street, Suite 102, San Bernardino, CA 92410	Canvass 2,000 HH in the Coachella Valley Sub-Region in census tracts	\$17,790.00	approved					
The Community Foundation / Inland Empire Community Foundation	Life Church	Region 7	12199 Industrial Blvd, San Bernardino, CA 92410	Establish 1 Questionnaire Assistance Center at 12199 Industrial Blvd.	\$17,907.00	missing Budget					
The Community Foundation / Inland Empire Community Foundation	Mi Familia Vota	Region 7	2025 Chicago Ave a4, Riverside, CA 92507	ID 2,000 households through GOTC conversations via phonebank or texting in the city of Ontario and San Bernardino County; Use USCB response rates data to prioritize areas for phone banking that have a response rate below the state average (\$14,000)	\$14,000.00	submitted					
The Community Foundation / Inland Empire Community Foundation	Mi Familia Vota	Region 7	2025 Chicago Ave a4, Riverside, CA 92507	Conduct targeted Census outreach to motivate and activate HTC	\$20,547.08	submitted					
The Community Foundation / Inland Empire Community Foundation	Mi Familia Vota	Region 7	2025 Chicago Ave a4, Riverside, CA 92507	Conduct targeted Census outreach to motivate and activate HTC	\$17,034.00	submitted					
The Community Foundation / Inland Empire Community Foundation	Mi Familia Vota	Region 7	2025 Chicago Ave a4, Riverside, CA 92507	Canvass census tracts identified and prioritized by CensusIE: 5,000	\$65,195.00	submitted					
The Community Foundation / Inland Empire Community Foundation	National Ecumenical Forum for Filipino Concerns - Inland	Region 7	8035 Lakeside Dr, Riverside, CA 92509	Collect at least 1,465 CensusIE Pledge Cards w/ name, address, & opt-in to future communication throughout San Bernardino County (\$10,255)	\$13,255.00	submitted					

The Community Foundation / Inland Empire Community Foundation/ Riverside County	National Ecumenical Forum for Filipino Concerns - Inland Empire	Region 7	8035 Lakeside Dr, Riverside, CA 92509	Collect at least 1,535 CensusIE Pledge Cards w/ name, address, & opt-in to future communication throughout Riverside County (\$10,745) Provide 2 module trainings in the cities of Moreno Valley and Menifee with NALEO or other approved curriculum for a minimum of 25 people per module, including non-profit staff, volunteers, and city and county	\$13,745.00	submitted					
The Community Foundation / Inland Empire Community Foundation	National Ecumenical Forum for Filipino Concerns - Inland Empire	Region 7	8035 Lakeside Dr, Riverside, CA 92509	Collect at least 1,535 CensusIE Pledge Cards w/ name, address, & opt-in to future communication throughout Riverside County (\$10,745) Provide 2 module trainings in the cities of Moreno Valley and Menifee with NALEO or other approved curriculum for a minimum of 25 people per module, including non-profit staff, volunteers, and city and county	\$3,000.00	submitted					
The Community Foundation / Inland Empire Community Foundation/ San Bernardino County	Nehemiah Charitable Fund	Region 7	1255 W Colton Ave #572, Redlands, CA 92374	Provide 4 module trainings in the San Bernardino Metro region with NALEO or other approved curriculum for a minimum of 25 people per module, including non-profit staff, volunteers, and city and county staff who will serve as trusted messengers to hard to count communities; Coordinate Outreach work through Regional Table (\$6,000)	\$6,000.00	approved					
The Community Foundation / Inland Empire Community Foundation/ San Bernardino County	Nehemiah Charitable Fund	Region 7	1255 W Colton Ave #572, Redlands, CA 92374	Phone bank 15,000 households through GOTC conversations via phonebank or texting in the San Bernardino Metro Sub-region to identify 2,000 households; Use USCB response rates data to prioritize areas for phone banking that have a response rate below the state average and an HTC score equal or higher than 57; Organize a pop-up QAC in San Bernardino Metro targeting veterans, Latinx, and black communities to engage at least 400 people; Organize a social media campaign to achieve 2,800 impressions (\$25,000)	\$25,000.00	submitted - missing budget (may be in grants survey)					
The Community Foundation / Inland Empire Community Foundation	New Hope Village	Region 7	100 West Fredricks,	Collect 2,000 unduplicated CensusIE Pledge Cards w/ name, address, & opt-in to future communication throughout Riverside County (\$14,000.00)	\$14,000.00	Missing budget, 2nd request 9/29					
The Community Foundation / Inland Empire Community Foundation	Riverside Studios Creative Group	Region 7		To garner engagement and social media involvement for the Census Selfie Campaign utilizing hashtags, postings, creative frames, and other social media perks to invoke an organic viral stream of these specific postings	\$45,000.00	submitted - budget under correct amount					
The Community Foundation / Inland Empire Community Foundation/ San Bernardino County	Rolling Start	Region 7	1955 Hunts Lane #101, San Bernardino, CA 92408	Establish 1 Questionnaire Assistance Center in the @ 1955 South Hunts Lane #101, in San Bernardino. Languages Served: English, Spanish, & ASL with Appointment serving 500 people; Establish 1 Questionnaire Assistance Center @ 16519 Victor St. #406 in Victorville. Languages Served: English, Spanish, & ASL with Appointment serving 500 people; Develop and implement outreach & publicity plan, including work with hyper-local and ethnic media, use of social media, engagement of Regional Table partners, & Trusted Messenger/ Census Champions	\$33,978.00	submitted					
The Community Foundation / Inland Empire Community Foundation	Rolling Start	Region 7	1955 Hunts Lane #101, San Bernardino, CA 92408	Collect 250 unduplicated CensusIE Pledge Cards w/ name, address, & opt-in to future communication targeting people who are disabled; and Participate in and coordinate with Regional Coordinators and Tables.	\$1,750.00	submitted					
The Community Foundation / Inland Empire Community Foundation	Service Center for Independent Life	Region 7	107 S Spring St, Claremont, CA 91711	Collect 800 unduplicated CensusIE Pledge Cards w/ name, address, & opt-in to future communication in the San Bernardino Metro Region; Provide 9 module trainings with NALEO curriculum for a minimum of 25 people per module, including non-profit staff, volunteers, and city and county staff who will serve as trusted messengers to hard to count communities; and Participate in and coordinate with Regional Coordinators and Tables.	\$19,100.00	Approved					
The Community Foundation / Inland Empire Community Foundation	Sigma Beta Xi, Inc	Region 7	14340 Elsworth Street Suite B104, Moreno Valley, CA 92553	Canvass census tracts identified and prioritized by CensusIE: 5,000 households in the Riverside Metro Region and 7,000 households in the Southwest Riverside Region; and Coordinate outreach work through Regional Table.	\$93,041.00	Submitted - budget is over					
The Community Foundation / Inland Empire Community Foundation	Starting Over, Inc	Region 7	1390 W. 6th Street,	Engage 500 people through food distribution and homeless outreach;	\$25,000.00	Submitted, budget missing					
The Community Foundation / Inland Empire Community Foundation	State Council on the Way Resource Center	Region 7	2000 E 4th St #115, Santa Ana, CA 92701	Collect 500 unduplicated CensusIE Pledge Cards w/ name, address, & opt-in to future communication throughout Riverside County (\$19,100.00)	\$19,100.00	Submitted, budget missing					
The Community Foundation / Inland Empire Community Foundation/ San Bernardino County	The Way Resource Center	Region 7	20601 Hwy 18 Suite 165, Apple Valley, CA 92307	Establish 1 Questionnaire Assistance Center at 20601 US HWY 18, Apple Valley, CA 92307; ID 2700 households through GOTC conversations via phonebank or texting in Loma Linda City and San Bernardino County; Use USCB response rates data to prioritize areas for phone banking that have a response rate below the state average (\$18,900)	\$20,039.78	submitted					
					\$18,900.00	Approved					

The Community	The Way Resource	Region	20601 Hwy 18 Suite 165,	Establish 1 Questionnaire Assistance Center at 535 E. Florida Ave. Hemet,	\$24,955.00	submitted				
The Community	The Way Resource	Region	20601 Hwy 18 Suite 165,	Canvass 1,000 HH in the High Desert Sub-Region in census tracts	\$7,072.00	Approved	Uploaded			
The Community Foundation / Inland Empire Community Foundation	TODEC Legal Center	Region 7	234 South D Street, Perris, CA 92570	Collect 2,500 unduplicated CensusIE Pledge Cards in the High Desert Region w/ name, address, & opt-in to future communication; 060710100252; 060650428002; 060650428001; 060650429011; 060650427064; 060650429022; 060650457072; 060650457051; 060650428003; 060650429012; 060650457071; 060650457041; 060650457031; 060650457061; 060650429032; 060650455011; 060650427063; 060710100261; 060650426202; 060650426171; 060650427062; 060659404001; 060650452261; 060650457073 Canvass 10,000 HH in the High Desert Region in census tracts identified and prioritized by CensusIE; Coordinate outreach work through Regional Table.	\$128,262.50					
						3rd request sent			Ismael Cruz	ismael@todec.org
The Community Four	TODEC Legal Center	Region 7	234 South D Street, Perris,	Phonebank to a minimum of 25,000 households in the Inland Empire; Complete phone banking by August 31st	\$31,557.95					
						3rd REquest Sent				
The Community Foundation / Inland Empire Community Foundation/ Riverside County	TODEC Legal Center	Region 7	234 South D Street, Perris, CA 92570	Establish 1 Questionnaire Assistance Center @ 1486 6th Street Coachella 92236 serving Spanish, English, and Puraphecha speakers serving 1,000 people; Establish 1 Questionnaire Assistance Center @235 South D Street Perris 92570 serving Spanish, English, and Tagalog speakers serving 1,000 people (\$30,000) Collect at least 2,000 CensusIE Pledge Cards w/ name, address, & opt-in to future communication in the Riverside Eastern region (\$14,000) Provide 4 module trainings with NALEO or other approved curriculum for assistance of 25 people per module, including one staff staff	\$57,500.00					
						3rd Request				
The Community Foundation /	TODEC Legal Center	Region 7	234 South D Street, Perris,	Establish 1 Questionnaire Assistance Center in the @ 14335 Hesperia Road in Victorville serving 1,000 people (\$15,000)	\$23,750.00	3rd Request				
The Community	UCR Center for Social	Region		Support data analysis for HTC coverage.	121900	requested				
The Community Foundation / Inland Empire Community Foundation	Warehouse Worker Resource Center	Region 7	521 N Euclid Ave, Ontario, CA 91762	Collect 500 unduplicated CensusIE Pledge Cards in San Bernardino Metro w/ name, address, & opt-in to future communication; 060710049004; 060710047002; 060710062012; 060710074073; 060710078001; 060710035051; 060710035053; 060710014001; 060710011043; 060710010011; 060710008253; 060710008252; 060710002013; 060710003012; 060710003014; 060710003013; 060710056005; 060710035052; 060710035061; 060710038041; 060710049003; 060710048001; 060710048002; 060710043023; 060710049001; 060710038042; 060710042014; 060710062013; 060710062042; 060710020362; 060710014002; 060710015011; 060710015012; 060710013122; 060710013081; 060710013082; 060710015042; 060710021032; 060710021031; 060710058003; 060710013093; 060710022041; 060710058001; 060710015041; 060710015031; 060710011013; 060710038032; 060710035092; 060710035072; 060710039001; 060710018031; 060710017071; 060710017061; 060710017042; 060710017041; 060710044033; 060710066042; 060710044041; 060710044043 Canvass 20,000 HH in the San Bernardino Metro Region in census tracts identified and prioritized by CensusIE; and Coordinate outreach work through Regional table.	\$87,701.00					
				060710049004; 060710047002; 060710062012; 060710074073;		submitted, missing budget				

[illegible]

CensusIE BRANDING

WHY A BRAND?

Given the high risk nature of the 2020 Census, we have created the guidelines below to:

- ensure consistency
- guarantee accuracy
- build trust of community



Ensuring the Inland Empire Counts!

Logo

- Should be used on all merchandise and informational material
 - tagline optional
- No smaller than an inch, but as large as you desire!
- Can be used with Census Bureau, California Complete Count, State CBO, or The Community Foundation logo
 - any others require approval

Colors

White and dark blue are the primary colors of our brand.

Orange and **light blue** can be used as secondary colors/accents to add interest.

Black can be used for text if there is too much color.

Typography

Heading Option 1: Poppins

Text Option 2: Varela Round

recommended for web interfaces

Heading Option 2: Montserrat

Text Option 1: Lora

recommended for print

Questions? Contact Us!

CHAREE GILLINS: CGILLINS@THECOMMUNITYFOUNDATION.NET
951-241-7777

SKY ALLEN: SKY@CENSUSIE.ORG
909-407-1803



Canvasser Script Guidelines

1. Introduce yourself and establish communal relationship
 - a. Be genuine & relatable
2. Ask if they are aware of the 2020 Census
 - a. Most likely they do not, so highlight some important relatable consequences
 - i. State loses \$1000 annually for every person not counted
 - ii. Goes to schools & you're a student/parent
 - iii. Representation
3. Ask if they are planning on participating
 - a. If yes, ask them to pledge
 - i. Gather preferred form of notification
 - b. If undecided/no, gauge their reasons for not participating, 0 - 5 scale
 - i. Your personal reasons for participating
 - ii. Try to get a pledge for continued conversation
4. Ask if they have questions you can help answer/research
5. Inform them that your org will be following up to remind them and see if they have additional questions

CensusIE



Region 7 Census Community Toolkit



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Welcome to Census Week and Beyond!

Census week began during the week of March 30-April 3, 2020 and Wednesday, April 1, we commemorated National Census Day—an excellent reminder for everyone in the country to complete their 2020 Census form.

Given the current circumstances with COVID-19, we have adapted our plans for the remainder of the Census and beyond, to focus heavily on earned media and social media to get the word out and amplify our message. The Census IE and our partners will all have opportunities to engage in virtual events, and interviews with print & broadcast media in the state.

This toolkit is filled with information to help us have a successful Census campaign and continue our efforts for a complete count in California.

This toolkit contains:

- A snapshot of Census Office events to promote and participate
- Social Media assets, campaign creative assets and collateral for Census Week engagement
- Empowering our Partners: sharing a slate of virtual events for partners to host/ utilize locally within their regions and communities, as well as leveraging earned media and social media
- How-to explainers for social media events like Facebook Live or Instagram Live that partners can host
- The latest messages for the self-response period and COVID-19
- Top line messages for the “Activate” phase
- Anticipated Q&A – an outline of questions and suggested talking points

Have a question on anything in the toolkit?

Email Marla A. Matime at marla@voicemediaventures.com

HAPPENING THROUGHOUT THE CAMPAIGN

- Interviews with print, TV, radio outlets
- Op-ed placement of approved content in local papers in every region
- Social media content-posts & videos across Facebook, Instagram, Twitter on CA Census accounts (please share, re-post, and re-tweet!)



Regional Earned Media

For any regional earned media support, please contact your Census Office communications point person, Mercury Region Lead, or Mercury Statewide Regional Leads (Jen, jwach@mercuryll.com and Micah, mgrant@mercuryll.com). The Mercury Region Leads can help pitch interviews with local print, TV and radio outlets.

Messaging for the self-response period and COVID-19 are included in this toolkit, along with some anticipated Q&A to help guide you.

Key COVID-19 Messages:

- #StayHomeSaveLives California – and while you’re at it, take the 2020 Census online by visiting californiacensus.org.
- #StayHomeSaveLives California – and complete the 2020 Census form online or over the phone by answering 9 simple and confidential questions to help secure federal funds for important programs in your community.
- During these uncertain times, the health and safety of our communities is our priority. There is something you can do today for California’s future. Take the Census today: californiacensus.org. For COVID-19 updates and information, visit covid19.ca.gov.
- While Californians #StayHomeSavelives, complete the 2020 Census by answering 9 simple and confidential questions. Learn more at californiacensus.org.

Spanish:

- #QuédateEnCasaSalvaVidas California, y mientras te quedas en casa, llena el Censo 2020 por Internet visitando californiacensus.org.
- #QuédateEnCasaSalvaVidas California - y llena el formulario del Censo 2020 por Internet o por teléfono al contestar 9 preguntas sencillas y confidenciales para ayudar a asegurar fondos federales para programas importantes en tu

comunidad.

- Durante este tiempo de incertidumbre, la salud y la seguridad de nuestras comunidades es la prioridad. Algo que puedes hacer hoy para el futuro de California – llena el Censo hoy en californiacensus.org. Para obtener información sobre el virus COVID-19, visite covid19.ca.gov.
- Mientras que los californianos se quedan en casa #QuédateEnCasaSalvaVidas, deberían completar el Censo 2020! Son 9 preguntas sencillas y confidenciales. Obtén más información en californiacensus.org.

Messaging For The Self-Reporting Period and COVID-19

With California under a statewide stay-at-home mandate, residents will be socially distancing and mainly in their homes during Census Week. Fortunately, the Census can be completed online and by phone, all from the safety of one's home. Everyone can still participate in this important civic responsibility, helping their communities by taking a little time out of their day to answer 9 simple, confidential questions.

Please see the following COVID-19 messaging, shared March 26, 2020, and available on the Partner Portal. Additional information can be found at census.ca.gov/covid19. Information on U.S. Census Bureau operations and updates from the Bureau can be found at <https://2020census.gov/en/news-events/operational-adjustmentscovid-19.html>.

Key Information and Messages

As we all take precautions regarding COVID-19, we know that every partner is working to adjust Census outreach, and it's more important than ever we share how easy it is to self-respond. Below are a few tools to continue to support a full count of all our communities through the coming days and weeks.

How to Participate:

- **Internet:** The Census response website is live! Visit my2020census.gov or Californiacensus.org
- **Phone:** To respond via phone, all phone lines are listed here
- **Mail:** Limited addresses will receive paper forms

Video Guides for Online Response:

- English here
- Spanish here



California Census Ad:

- English here
- Spanish here
- This will also be in English, Spanish, Chinese, Korean, Hmong, Cambodian, Vietnamese, Russian, Persian, and Armenian.

For information on COVID-19, please visit:

- <https://covid19.ca.gov/>
- <https://www.cdph.ca.gov/covid19>
- Guidance and Information: A complete list of guidance is available.
- Centers for Disease Control and Prevention's website.
- For partners, please visit census.ca.gov/covid19

CBOs Contracted through IECF

Here is a comprehensive list of the Census Funded Partners within the Inland Empire Community Foundation:

BLU Educational Foundation	Community Health Action	Center for Community Action for
YLI	Network	Environmental Justice
Family Services Association	Sigma Beta Xi Youth and Family	Leadership Counsel
New Hope Village Inc	Services	Rolling Start
IEIYC	IE Labor	University of La Verne
IC4JJ	Starting Over	CVHC
SCIL-ILC	Consortium ELS	CMCCD
Alianza	Community Action Partnership	SCDD
COPE	Lideres Campesinas	Inland Congregation United
Tru Evolution	Find Foodbank	Warehouse Workers
IE Gives	I'm 4 Humanity Integrity	El Sol Nec
Feeding American IE	TODEC	COFEM
Centro in Immigrante		



Census Champions

Below is a list of Census Champions that have signed up to be a beacon for the Census outreach efforts of each organization. The organizations listed will be providing training and support to the individuals who are volunteering to ensure that we expand our resources by providing rapid responses to questions that the communities in which the organizations serve.

Community Health Action Network	Inland Empowerment	CFELS	CCAEJ	FSA
Erika Echevarria Isabel Palacios Maria Elizondo Raquel Rlos Mirna Perez Marilu Maya Hildeliza Alvarenga Daisy Gonzalez Irma Yaneth Escobar David Torres Melissa Lozano Paola Hernandez Rosa Marie Mendoza Isabel Ortega Leticia Castillo Brittany Lynn Broadnax Jason Bright Pedro O Garcia Sharon Cillier Steveonna Evans Christina Douglas	Sky Allen Michael Gomez- Daly Monica Daly	Marge Bitetti Louise Black-Robinson Benjamin Appiah Leslie Moore Anita Hawkins Vanessa Rangel-Mercado	Shannon Meehan Daniel Fouste Jose G Ebue Robert Clamor Leo Tomas De Leon Jonathan Delao Virginia Juloya-Balanga Naida Castro Bobby Halili Tamica Foots-Rachal Valerie Macias	Tom Donahue Jocelyn Ramirez-Parada Adreana Gonzalez Sendy Sanchez Carmen Garcia Alondra Rios Dominguez Rhonda Thomas Deana Mann Lacy Hughes Lizeth Ouellette Leila Santamaria Melissa Covarrubias Joanna Figueroa Lisette Perez Cynthia Lauchang Jessica Carrasco Keena Chandler Coleman Alfredo Aguero Jacqueline Hinojosa Graiel Castro

Virtual Events

Adapting to life as we know it now, it's time to take our in-person events and make them virtual! Here are a number of virtual events for partners to utilize during Census Week and beyond, in place of in-person events.

Facebook Live/Instagram Live are excellent options for a tech-savvy partner where they can generate a live, local audience. Here are helpful step-by-step guides to help you get set up:

- Facebook Live How-To: <https://blog.hubspot.com/marketing/facebooklive-guide>
- Instagram Live How-To: <https://help.instagram.com/292478487812558>

Host a "virtual block party": Using readily available technology like Google Hangouts or Zoom, partners can host small video chats with their neighbors and community to discuss the Census and support one another in completing their forms. Many of us are already accustomed to this technology and video calls due to shelter-in-place so we can connect with colleagues, friends and family members. Here is a helpful guide on how to use Google Hangouts and invite your friends & neighbors: <https://support.google.com/meet/answer/9302870>

IE Census Selfie Campaign

If you are on Facebook, Instagram, Twitter, or another social media platform, YOU are a trusted messenger among your friends, family, and other followers. Let's use our platforms to help encourage our peers to participate in the Census!

Visit <https://censusie.org/en/sm-posts/> and peruse the different graphics you can download and post, along with sample captions and selfie ideas. We encourage you all to pair a selfie or personal picture of your own with these graphics and talking points – and then tag a friend to keep it going! We encourage you all to be creative and have fun with these. You do not need to keep our captions, but feel free to copy and paste if it resonates with you!



General Census Messages:

All Californians can participate in the 2020 Census and make a difference today! Participation comes in three easy ways:

1. Online
2. By Phone
3. By Mail (limited households will initially receive the paper form) Learn more at californiacensus.org
 - Take a few minutes to fill out the #2020Census and make sure everyone gets counted! It's only 9 confidential questions that will make a huge difference! Learn more at californiacensus.org.
 - Every household in California can complete the Census now online or by phone. Check your mail for the Census form! Visit californiacensus.org for more information.





Activate Phase: Topline Messaging

WHAT?

The Census counts everyone living in the United States.

The Census has begun; participate online or by phone today!

The Census is a simple and confidential 9 question survey. Questions include your name, address, sex, race, and age.

The Census will never ask about your citizenship status or for your social security number, bank details, payment, or a donation. Census data is not used to determine eligibility for any public programs.

The Census Bureau uses the collected data to make sure every community gets its fair share of resources.

Census data informs funding for key programs such as, Head Start, childcare and development programs, community mental health programs, nutritional programs, educational and health care resources, and much more.

Census data informs how billions of dollars in state funding impacts the lives of every Californian.

WHEN?

Californians will receive mailed invitations to participate in the Census from the U.S. Census Bureau beginning in mid-March.

Starting March 12, 2020, everyone will receive an invitation to participate in the 2020 Census. That invitation will include a unique Census ID that links to a physical address. You can also respond online or by phone without a Census ID.

April 1 and after: By April 1, every household in California should have received either an invitation to participate in the Census or the actual form from the U.S. Census Bureau.

HOW?

Every household in California will be asked to complete a Census form online or by phone, while some households will receive a paper form. When you respond to the Census, you'll tell the Census Bureau where you live as of April 1, 2020.

Anyone can complete the Census either online at my2020census.gov/ or by phone at the numbers below. Participate today!





If you don't receive an invitation to participate in the Census, you can still complete the form! Just visit my2020census.gov/ or call the numbers below to take the Census.

For Californians who have a P.O. Box address, an invitation will not be provided in the mail. A Census worker will drop off paper forms to these households when it is safe to do so. In the meantime, consider completing your Census form today by phone or online at my2020census.gov/.

People looking for more information on the Census and how to participate can visit CaliforniaCensus.org, or the U.S. Census Bureau website, my2020Census.gov.

WHO?

The Census counts everyone living in the United States, regardless of their background or immigration status.

Make sure you count everyone in your home. This includes any friends or family members who are living and sleeping there most of the time as of April 1.

If someone is staying in your home on April 1, and has no usual home elsewhere, you should count them in your response to the 2020 Census.

Respondents need to count everyone living in your home including roommates, young children, newborns. Census data will not be shared with your landlords.

Not sure where to count yourself? You should be counted where you live and sleep most of the time, but if you do not have a regular place you stay, you should count yourself where you are on April 1, 2020.

It is important to remember to count any children who are living with you. This includes grandchildren, nieces and nephews, and newborn babies born by or on April 1, 2020.

WHY?

For every person left uncounted, California could lose \$1,000 per person each year for the next ten years. Completing your Census form helps ensure California receives the funding for more health care services, parks, roads that support your local community.

California needs fair representation in Congress to advocate for the interests of our communities at the federal level.

Census data is used by businesses to decide where to invest and create new jobs.





Non-profits, academics and policymakers also use Census data for crucial research and to make decisions.

Every Californian has a voice and deserves to be heard and to be counted.

SAFETY & SECURITY

Your responses to the Census are protected by law and cannot be shared with, or used by, any other government agencies. Answers cannot be used for law enforcement purposes or to determine eligibility for government benefits or immigration enforcement. Census data will not be shared with your landlords.

How to Complete the Form by Phone

Language Line Toll Free Numbers

English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020
Vietnamese	844-461-2020
Korean	844-392-2020
Russian	844-417-2020
Arabic	844-416-2020
Tagalog	844-478-2020
Polish	844-479-2020
French	844-494-2020
Haitian Creole	844-477-2020
Portuguese	844-474-2020
Japanese	844-460-2020
English (Puerto Rico residents)	844-418-2020
Spanish (Puerto Rico residents)	844-426-2020
Telephone Display Device (TDD)	844-467-2020

As of March 12, all lines will begin live customer service representative support providing information about the 2020 Census and assistance with the questionnaire.

- Callers to the English and Spanish language lines will be routed through the Interactive Voice Response system prior to being transferred to a customer service representative.
- Callers to all other language lines will be greeted in that language by a customer service representative.





Talking Points

Here are several talking points that are approved by the State of California for use and dissemination. Educating those who are not familiar about the process can help to achieve the goal of getting them counted.

Every ten years, the US constitution requires a count of all persons in the US, known as a Census. The next Census begins mid-March.

The Census is a questionnaire. Think of it like a survey. It only asks nine questions.

There are three ways to participate in the 2020 Census: online, by phone, or by mail. However, only a limited number of addresses will receive a paper form initially.

It is important that everyone completes their 2020 Census form starting midMarch.

Census workers will follow-up in person with households who haven't submitted their Census forms to the U.S. Census Bureau starting May 2020.

California has the hardest-to-count population in the country, which is why the state is investing a record amount of resources in the 2020 Census.

Every Californian has the opportunity to participate in the 2020 Census, regardless of background.

Every Californian has a voice to shape the future of our state.

The Census is about power and money – federal and financial representation.

The Census determines billions of the federal funding that California receives every year.

California's hospitals, roads, schools, and so much more depend on an accurate count.

Everyone living in the United States is required by law to be counted in the 2020 Census. www.CaliforniaCensus.org @CACensus @ooa

The Census is safe and confidential. Your Census answers are private and secure. Information collected during the 2020 Census by law cannot be used against you in any way or shared with anyone – even other government agencies.





When you participate in the Census, you are giving a voice to your community.

SAMPLE QUESTION & ANSWER (Q&A)

Here are some questions you can expect to hear from the press and the public. Suggested talking points follow each question. For COVID-19 and Census Messaging, please refer to pages 4 through 6.

Why is it important to get a complete and accurate count?

Census data informs how billions of dollars in federal funding impacts the lives of every Californian.

Census data informs funding for key programs such as Head Start, childcare and development programs, community mental health programs, nutritional programs, educational and health care resources, and much more.

For every person left uncounted, California could lose \$1,000 per person each year for the next ten years.

Completing your Census form helps ensure California receives the funding for more health care services, parks, roads that support your local community.

Participating in the 2020 Census ensures that you and your communities have fair representation.

The Census determines how many seats each state receives in the House of Representatives and the number of votes we have in the Electoral College.

State and local government officials redraw the boundaries of Congressional districts, state legislative districts, and other local districts to account for population shifts.

Census data is used by businesses to decide where to invest and create new jobs. Non-profits, academics and policymakers also use Census data for crucial research and to make decisions.

What is California's strategy to ensure a complete and accurate count?

California is implementing the largest mobilization of partners in the State's history by investing an unprecedented \$187.2 million to educate and activate the 11 million hardest-to-count Californians to participate in the 2020 Census.

We are leveraging trusted messengers – individuals, organizations and even





platforms – to help educate Californians about the Census, why it matters and how to participate.

The campaign includes more than 120 contractors including local governments, Tribal Governments, community-based organizations and media.

With these partners, we are running a multilingual, inclusive campaign that reminds people that every Californian has a voice and deserves to be heard and to be counted.

Why is California difficult to count?

California is the hardest-to-count state in the nation and has been undercounted in every Census since the very first count in 1790.

We estimate that California's hard-to-count population is approximately 11 million people – larger than the entire state of Georgia.

California faces a number of unique challenges, which include, but are not limited to:

1. The diversity of the population
2. Population and geographic size of the state
3. First digital census
4. Distrust in federal government

These challenges require intentional approaches and enormous resources to reach, educate, and motivate the hardest-to-count Californians to participate.

What should people know when they fill out the Census form?

The Census is composed of 9 simple and confidential questions.

- a. Questions include your name, address, age, gender, race and ethnicity.
- b. Californians should self-identify regarding race, ethnicity and gender.
- c. The Census counts everyone living in the United States, regardless of their background or immigration status.
- d. The Census won't ask about anybody's citizenship status.

Your responses to the Census are protected by law and cannot be shared with, or used by, any other government agencies.

Answers cannot be used for law enforcement purposes or to determine eligibility for government benefits or immigration enforcement.

Make sure you count everyone in your home. This includes any friends or family





members who are living and sleeping there most of the time as of April 1.

Why is California making such a large investment to get a complete count?

California faces unprecedented challenges to getting a complete and accurate count:

- a. The largest and most diverse population spread over a large state
- b. The first mainly digital census
- c. Distrust in the federal government

We are meeting these unprecedented challenges with an unprecedented investment to reach, educate, and motivate the hardest-to-count Californians to participate.

By making this investment, California is taking its future into its own hands.

- d. Census determines billions of dollars of federal funding that California receives every year.
- e. It funds programs and resources that support healthcare, education, housing, infrastructure, and so much more.
- f. It's critically important that we have a complete and accurate count.

For more information regarding frequently asked questions in our region, visit censusie.org's FAQ Page.

Radio Scripts

Census Day :30 second Radio Script English

Hey this is [INSERT TALENT NAME]

The Census is underway and you can participate safely from your home online or over the phone. Be sure to count everyone in your home, even if they're staying with you temporarily. The form is made up of 9 simple questions, all confidential, and participating helps ensure your community gets the funding it needs for the next decade. For more information visit CaliforniaCensus.org or call 844-330-2020.

Census Day :30 Second Radio Script Spanish

Amigos, soy [NOMBRE DE TALENTO]

Ya llegó el Censo 2020 y TODOS podemos participar de manera segura y confidencial – por internet o por teléfono. Cuenta a todas las personas que viven en tu domicilio, aun si solo se están quedando contigo temporalmente. El formulario contiene nueve (9) preguntas básicas. Ahora más que nunca es importante dejarnos contar para el beneficio de nuestras familias y comunidades. Si no participamos, California podría perder hasta \$1,000 por persona cada año durante los próximos diez años. ¡Participa ya! Y llena el formulario: my2020census.gov o llama al 1-844-468-2020.



Additional Resources

For more information and additional resources, visit any of the following websites:

Census IE - <https://censusie.org/en/>

IE Counts (Inland Empire Complete Count Committee) - <http://iecounts.org>

County of Riverside - <https://www.countyofriverside.us/>

San Bernardino County - <http://www.sbcounty.gov/main/default.aspx>

UCR School of Public Policy Center for Social Innovation - <https://socialinnovation.ucr.edu/>

California for All - <https://californiacensus.org/>

CA Census 2020 - <https://census.ca.gov/resources/>

United States Census Bureau - <https://2020census.gov/en.html>





Follow-Up Phone Banking Script

Hello [NAME]! This is [NAME] from [ORGANIZATION], a partner of Census IE. We met a few weeks ago and you filled out a pledge card committing to complete the 2020 Census. Thank you for your commitment in ensuring we have resources coming back to our community. Do you still plan to fill out the Census for your household?

If no: For what reason? [talk through any questions or misconceptions they may have]

Great, do you have some time to fill the Census out now? You can pull up my2020census.gov and fill it out on your device, or I can share the phone number with you!

If no: That's no issue, when do you plan on filling it out?

Are you going to need any help filling out the Census?

If yes: Would you rather go to a nearby Questionnaire Assistance Center or have someone go to your house to help you?

Okay I've marked that down! We'll reach back out to you in a week or so with more information about how to get help.

Do you have any Census questions for me?

Thank you so much for your time.

CensusIE Census 2020

Outreach Strategies

CensusIE has identified four strategies that will allow community-based organizations to tap into their strengths and existing networks of relationships to inform, motivate and activate HTC communities to participate in Census 2020. From event outreach to door-to-door canvassing and phone banking to information sharing, there is room for any and every organization to promote the Census.

Strategy #1: Integration of Census into Existing Points of Contact

- Collect Pledge Cards through existing methods of outreach such as:
 - Events & Forums
 - Churches
 - Classes
 - Community gatherings
- September through February

Strategy #2: Canvass

- Canvass communities where undercount is the highest
- Metric: Tracked ID's at the door
- September through February

Strategy #3: Deploy Trusted Messengers

- Train and deploy three types of messengers
 - Volunteers
 - High Profile Messengers
 - Media Spokespeople
- Ongoing through Census enumeration

Strategy #4: "Get Out The Count" Campaign

- GOTC contact by phone or by text during the self-response period
- March through April 2020



CensusIE

Census 2020

Who is CensusIE?

Census IE is a project of the Inland Empire Community Foundation, formerly The Community Foundation, which has been selected by the State to serve as the Administrative Community Based Organization to lead Census 2020 outreach efforts in Riverside and San Bernardino Counties. Building on the growing collaborative capacity of the Inland Empire, Census IE has formed a broad coalition of community-based organizations with deep roots in under-served areas to coordinate Census awareness and outreach. Each individual organization has a unique mission and expertise, and through working together and sharing resources, we as a collective can best ensure our community is counted fully and accurately in the 2020 Census.

What strategies do CensusIE partners use?

Census IE has identified five strategies that will allow community-based organizations to tap into their strengths and existing networks of relationships to inform, motivate and activate HTC communities to participate in Census 2020.

- Community engagement through pledge card drives
- Door-to-door canvassing, phone-banking, and texting
- Deployment of trusted messengers, or "Census Champions"
- Establishment of Census Centers across two-county region
- "Get Out the Count" Campaign once the Census is live

How do I identify a CensusIE Partner?

All outreach workers and canvassers associated with the CensusIE coalition can be identified through the CensusIE logo as well as a branded badge and lanyard. They can also be identified as carriers of our community pledge card. Examples of these items are below.



CensusIE Count Me In For Census 2020!

Name: _____

Phone: _____

E-mail: _____

Address: _____

City, State, Zip: _____

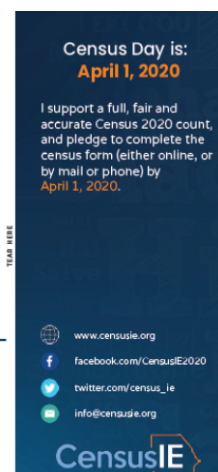
I pledge to:

☐ Tell friends and family about census 2020 ☐ Complete the census form

By checking this box, I agree to get Census IE updates. My preferred form of contact is:

☐ Phone ☐ Text ☐ Email

Ensuring the Inland Empire Counts!



What is a Regional Coordinator?

Given the vast geography and diversity of Region 7, CensusIE faces a significant challenge in effectively coordinating outreach work. In response we have created a structure of 7 sub-regional tables that will create an opportunity for local collaboration, targeted strategies, and manageable goals, six of which are currently active. Regional Coordinators have been selected to support each of the Regional Tables. They will fulfill three main roles within their region:

- 1) Convene stakeholders and coordinate activities in order to reduce overlap and ensure that all hard-to-count (HTC) communities are targeted;
- 2) Serve as a pipeline to local organizations for trainings, resources, and information; and
- 3) Facilitate group learning and a feedback loop for the overall campaign.

Who is my Regional Coordinator?

High Desert: El Sol Neighborhood Educational Center

Natanael Chavez

natanaelchavez@elsolnec.org

San Bernardino Metro: Warehouse Worker Resource Center

Veronica Alvarado

valvarado@warehouseworkers.org

Riverside Metro: Center for Community Action and Environmental Justice

Mariana Lopez

mariana.l@ccaej.org

Riverside Southwest and/or Riverside Central: Family Service Association

Ahlan Jadallah

ahlan.jadallah@fsaca.org

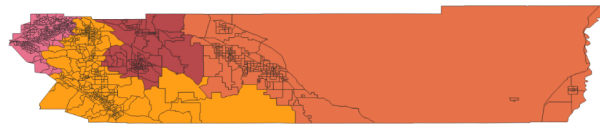
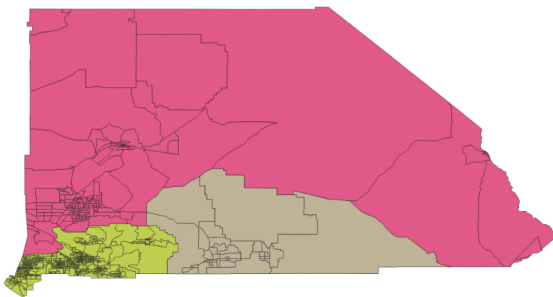
Coachella Valley: Alianza Coachella Valley

Barrett Newkirk

barrett@alianzacv.org

For more information about the sub-regions or to find out which region your city is in, please visit

<https://censusie.org/en/sub-regions/>



Pop Up QAC

Prep/ planning for Pop-up = 1 FTE for 4 weeks @ 17/hr	2720
FT hours March & April= 1 FTE for 9 weeks	6120
PT hours May & June = .5 FTE for 9 weeks	3060
Total Labor	11900
Overhead/add'l costs @ 40%	4760
Total	16660

LACAP Population Pop-up QAC

Prep/ planning for Pop-up = 1 FTE for 4 weeks @ 20/hr	3200
FT hours March & April= 1 FTE for 9 weeks @ 20/hr	7200
PT hours May & June = .5 FTE for 9 weeks @ 20/hr	3600
Total Labor	14000
Overhead/add'l costs @ 40%	5600
Total	19600

Stationary QAC

FT hours March & April= 1 FTE for 9 weeks @ 17/hr	6120
PT hours May & June = .5 FTE for 9 weeks @ 17/hr	3060
Total Labor	9180
Overhead/add'l costs @ 40%	3672
Total	12852

LACAP Population Stationary QAC

FT hours March & April= 1 FTE for 9 weeks @20/hr	7200
PT hours May & June = .5 FTE for 9 weeks @20/hr	3600
Total Labor	10800
Overhead/add'l costs @ 40%	4320
Total	15120



Strengthening Inland Southern California through philanthropy.

**Census 2020 Inland Empire (Census IE)
Administrative Community Based Organization (ACBO) Fund**

REQUEST FOR PROPOSALS

Census IE is a project of The Community Foundation, which has been selected by the State to serve as the Administrative Community Based Organization to lead Census 2020 outreach efforts in Riverside and San Bernardino Counties. Building on the growing collaborative capacity of the Inland Empire, Census IE has formed a broad coalition of community-based organizations with deep roots in under-served areas to coordinate Census awareness and outreach. Each individual organization has a unique mission and expertise, and through working together and sharing resources, we as a collective can best ensure our community at large and on the regional level is counted fully and accurately in the 2020 Census.

PURPOSE OF SUB-CONTRACT FUNDING

This invitation-only request for proposals is an opportunity for organizations participating in the Inland Empire Census Outreach Table to seek support for their Census 2020 activities. Subcontracts for field outreach will be allocated to regions proportional to their share of HTC households. These sub-contracts will go to base building organizations who have a proven track record of building leadership and engagement of HTC populations. Sub-Contracts will also go to established service delivery organizations to integrate outreach and pledge cards into service contacts and programs.

The activities eligible for funding are those being coordinated through the Census Outreach Table per below. See attached Scope of Work (SOW) for specific information.

Tier 1: Pledge Card Drive

- Use your own model for outreach to gather unduplicated pledge cards
- Include one reminder and "Get Out the Count" contact
- Train one volunteer trusted messenger for every 250 pledge cards collected

Tier 2: Canvassing

- Train and organize volunteer and paid canvassers to gather pledges at the door
- Organize one follow-up reminder and "Get Out the Count" contact
- Coordinate targeting, training, and reporting through Regional Table

ELIGIBILITY

Applicants must be active participants in the Census Outreach Table and/or at the sub-regional tables, having attended most meetings and completed the organizational capacity survey. 501(c)3 applicants or fiscally sponsored organizations are priority organizations. Other entities that have experience in the above activities are welcome to apply. Exceptions can be made on a case-by-case basis.

SUB-CONTRACT SIZE

SUB-CONTRACTS will be awarded based on the experience and capacity of the organization to fulfill the Scope of Work. It is recommended that requests not exceed 30% of your organization's total budget. Exceptions will be made on a case by case basis.

EVALUATION OF PROPOSALS

The Review Committee is composed of representatives from each of the Regional Tables (Alianza, CCAEJ, El Sol, FSA, WWRC) and Technical Assistance partners (Naleo, Inland Empowerment & UCR CSI), TCF staff. Members of the IECFT will evaluate requests based on the following criteria:

- Does the request target high-need HTC populations and/or geographies?
- Do the request goals and activities align with the outreach plan guiding the Census Outreach Table?
- Is the request developed in coordination with Census efforts of other organizations involved in reaching the identified HTC population and/or geography?
- Does the workplan adequately address the need as stated?
- Does the organization have sufficient capacity to achieve the goals and outcomes?
- Does the organization have experience in Canvassing and/or Pledge Card Drive?
- What other funding sources does the organization have for Census activities?
- Will the work on Census 2020 also result in greater civic engagement and participation by residents in the Inland Empire?

TIMELINE

Outreach RFP released: August 8

Grant applications due: September 2, 5pm

Grant review: September 3-September 16

Grant decision-making: Week of September 16

Grant awards announced: End of September

NOTIFICATION OF RESULTS

All applicants will be notified of the results, in writing, by September 30, 2019.

HOW TO APPLY

1) Complete the application form (application cover sheet, narrative and budget form)

2) Please submit the following supplemental documents in **PDF** format or word document:

- Your current 501(c) (3) final determination letter from the IRS
- Project Budget Page & Budget Narrative (Pledge Card Drive)
- Canvassing budget Spreadsheet (per formula on "Calculator")
- List of your Board members and their affiliations
- Your 2019 operating budget (Current calendar or fiscal year)

3) Email the completed application form and the supplemental documents as attachments (pdf or word documents) to: Census@thecommunityfoundation.net.

Deadline:

Applications per above must be submitted via email by 5:00PM .

Incomplete applications may BE DISQUALIFIED.

For more information, email Celia Cudiamat, Senior Vice President at The Community Foundation at ccudiamat@thecommunityfoundation.net

PART I: COVER SHEET



2019 Census 2020 ACBO Fund Application

Internal Use Only: Grant: _____

Organization / Agency Information

<i>Organization/Agency Name:</i>		
<i>Physical Address:</i>		<i>City/State/Zip</i>
<i>Mailing Address:</i>		<i>City/State/Zip</i>
<i>CEO or Director:</i>		<i>Title:</i>
<i>Phone:</i>	<i>Fax:</i>	<i>Email:</i>
<i>Contact Person:</i>		<i>Title:</i>
<i>Phone:</i>	<i>Fax:</i>	<i>Email:</i>
<i>Web Site Address:</i>		<i>Tax ID:</i>

Program Information

<i>Program/Project Name:</i>	<i>Amount Requested:</i>
<i>Describe in 3-5 sentences your strategy and activities to increase Census 2020 participation:</i>	

Signature

<i>Executive Director/President: (Print Name and Title)</i>	
<i>Executive Director/President Signature:</i>	<i>Date</i>

PART II: PROPOSAL NARRATIVE

Indicate the specific activities for which you are requesting funding (circle all that apply):

Tier 1: Pledge Card Drive

- Use your own model for outreach to gather unduplicated pledge cards
- Include one reminder and "Get Out the Count" contact
- Train one volunteer trusted messenger for every 250 pledge cards collected

Tier 2: Canvassing

- Train and organize volunteer and paid canvassers to gather pledges at the door
- Organize one follow-up reminder and "Get Out the Count" contact
- Coordinate targeting, training, and reporting through Regional Table

Describe the specific HTC populations and geographies you are proposing to work with. (100 words max)

What history does your organization have with this HTC community or geography and how will it help you in your Census activities? (250 words max)

What are your outcomes and indicators of progress for Census 2020 outreach? (250 words max)

(Please follow the SMART model – Specific, Measurable, Attainable, Relevant & Timely)

EX: By April 2020, the Latinx communities of Adelanto, Victorville and Hesperia will have increased knowledge and commitment to complete the Census as evidenced by door-to-door canvassing efforts that produce 500 signed Census pledge cards.

Describe your strategy and planned activities to achieve the outcomes and indicators of progress (300 words max):

What is your organizational capacity to implement Census activities, including staff assigned to this project and their level of experience in community outreach? (250 words max)

What challenges do you foresee in this project and what additional supports would allow you to overcome those challenges? (250 words max)

Have you received other funding for Census activities? If yes, detail using this format:

Funder	Amount of Support	Timeframe for Grant

Provide a workplan and timeline using the format below:

Specific Activity	Timeframe (specific to month)	Related to which outcome?

How will your work on Census 2020 increase your organization's ability to outreach to, and increase civic participation by, your constituents, clients, or members in the future? (250 words max)

PART III: BUDGET

Project Budget and Narrative

- A) **Budget Table:** Provide a detailed line-item budget for your **entire** project by completing the table below. Requested line items should be limited to Ten (10) line items.

A breakdown of specific line item requests and attendant costs should include:

- 1) Line item requests for materials, supplies, equipment and others:
 - a. Identify and list the type of materials, supplies, equipment, etc.
 - b. Specify the unit cost, number of units, and total cost**
 - c. Use a formula/equation as applicable. (i.e. 40 books @ \$100 each = \$4000)
- 2) Line item requests for staff compensation.
 - a. Identify the position; for each position request, **specify the hourly rate and the number of hours** (i.e. \$20/hr x 20 hours/week x 20 weeks = \$8,000)
 - b. For benefits, provide the formula and calculation (i.e. \$8,000 x 25% = \$2,000)
- 3) Line item request for Canvassing – See attached “Planning your Campaign”

Use this Calculator - please download [here](#)

Line Item Request	Line Item Explanation	Support From Your Agency (if any)	Requested Amount from FA Fund/TCF	Line Item Total of Project
TOTAL				

- B) **Narrative:** The budget narrative is the justification of “how” and/or “why” a line item helps to meet the project deliverables. Provide a description for each line item request as necessary. Explain how the line item relates to the project. If you are requesting funds to pay for staff, list the specific duties of each position.



DRAFT – Scope of Work for Mobile Census Center Contracts

Responsibilities for Mobile Census Center Contractors:

- Organize and Implement a Mobile Census Center for one or more the following:
 - Persons who speak one of the following non-English Languages: Chinese, Arabic, Vietnamese, Tagalog, Korean
 - Disabled populations, including blind, deaf, and persons with varied modalities.
 - Native Populations & reservations
- Provide culturally and linguistically competent staff to help residents to receive information and fill out a census form in their language/preferred modality.
- Provide accessible and culturally and linguistically competent materials to target population.
- Organize accessible locations at county-funded Census Centers, using the available technology & infrastructure, or organize/negotiate to set up Census Centers at a variety of locations, bringing technology and infrastructure along.
- Use HTC data & language proficiency data to inform locations of Mobile Census Center.
- Publicize Locations of Mobile Census Center for your target population.

Measurables for QAC Contracts:

Resource Development:

- Plan, negotiate location agreements, and implement a Mobile Census Center in at least 8 sites best suited to engage and provide accessible service to your target population. (1 location a week)
- Provide hands on, in-person support to **X** persons from your targeted population to fill out census forms online or via paper copy.
- Provide at least **X** FTE to support **X** hours of operation per week during March & April during the self-response period.
- Develop and implement outreach & publicity plan, including work with hyper-local and ethnic media, use of social media, engagement of Regional Table partners, & Trusted Messenger/ Census Champions.

Coordination:

- Participate at Regional Tables or Diffuse Population Table
- Use Asset Map tool to track locations for Mobile Census Centers
- Coordinate with organizations who have conducted pledge card drives and door to door canvassing to direct GOTC contacts to relevant Mobile Census Center locations.
- Participate in Trusted Messenger & Census Form assistance trainings
- Coordinate Social Media outreach with CensusIE. *TCF will cover the cost of targeted and boosted Facebook ads to publicize locations of QACs from the ACBO contract.*
- Coordinate hyper local and ethnic media outreach with Census IE Comms Committee



DRAFT – Scope of Work for Mobile Census Center Contracts

- Use approved materials & support translation when needed. (The State will be providing QAC kits for each of the languages identified in SOW)

Reporting:

- Contractors must use the reporting portal/protocol developed by Inland Empowerment to upload reports. *Individual household data collected will be confidential and will only be returned to the contracted organization for the purpose conducting of follow-up and GOTC. Aggregated (block level) data will be shared with UCR for evaluation of the effectiveness of the campaign. All contractors, including The Community Foundation, will be subject to confidentiality agreements.*
- Participate in development of Implementation Plan for the State, due September 30th.

Payment: Contract size will range from 10-25K depending on the size of the target population, agreed upon hours of operation, and cost of technology and accommodation for target population. Payment for contract will be made upon execution of the contract.

Timeline:

February: Preparation & Planning

March-April: Census Centers Open

Other:

- Contractor & all employees must sign approved confidentiality agreements
- Contractor & all employees must sign agreements not to engage in partisan activities
- Contractor must agree to use approved background check policy
- Staff for translation or interpretation services must be certified to provide service in relevant language (if certification is available.) *A line item will be provided in the budget to support certification process if needed.*

SOW may be subject to changes before the release of the RFP, pending approval of strategic plan by the State.

Regional Coordinator

Overview of Regional Coordinator Responsibilities:

Inland Region CBOs who are the most deeply embedded in the community as trusted messengers have historically been overlooked and underfunded. Large contracts and grants often go to outside agencies who helicopter in to do the work and leave little behind in terms of infrastructure or capacity. In response to this history, organizations have banded together to create a platform to increase collaborative and technical capacity. The Census Outreach Table will ensure equitable and efficient coverage of all HTC populations and extend the impact of State dollars by creating a collaborative structure that coordinates public and private dollars and integrates in-kind donations of time and effort.

Given the vast geography and diversity of Region 7, CensusIE faces a significant challenge in effectively coordinating outreach work. In response we have created a structure of 7 sub-regional tables that we believe will create an opportunity for local collaboration, targeted strategies, and manageable goals. Regions were formed according to clusters of census tracts with High LRS scores, natural geographic boundaries (Valleys, Mountains, Deserts), regional identity, and transportation access to ensure that all regions have a major highway linking them together. (See Attachment: *Regions & HTC Populations*) In addition to the 7 regional tables, we will form one table for diffuse populations to support smaller HTC communities who are spread throughout the region.

Regional Coordinators have been selected to support each of the Regional Tables and will serve on the Outreach Strategy Committee. They will fulfill three main roles within their region. First, Regional coordinators will convene stakeholders and coordinate all activities in order to reduce overlap and ensure that all HTC communities are targeted. In this role they will facilitate conversations among stakeholders to identify which organizations will canvass which census tracts, which organizations will conduct outreach within which institutions, such as churches and schools, and ensure that there are organizations and outreach activities targeting each of the HTC populations in their region. Second, Regional coordinators will serve as a pipeline for trainings, resources, and information. They will also provide printed and digital communications materials available through the State, Census Bureau, and state ACBOs in order to ensure consistent messaging and materials. Regional coordinators will be the hub for the data analysis and technology tools provided through the ACBO for coordination and data analysis. Finally, Regional Coordinators will facilitate group learning and a feedback loop for the overall campaign. Regional coordinators will work with each stakeholder to track and communicate progress on regional goals. They will use this information to facilitate learning conversations to identify best practices as they are emerging in the field and support organizations who fall behind on their goals. On the ground information will be brought back to the Strategy Outreach Committee to influence ongoing strategy and to identify resources and strategy to respond to issues or misinformation in the field.

Throughout the Non-Response Follow Up period, Regional Tables will become a platform for efficient and data-driven deployment of resources and strategy. Once data is released regarding which census tracts have the lowest response rates, Regional Tables will use asset maps to

Regional Coordinator

identify outreach opportunities. Regional Coordinators will review when, and where outreach activities have already taken place and who has established relationships in the low response census tracts. Regional tables will also review where and what types of outreach activities have led to the census tracts with the greatest improvement in response rates to identify best practices. They will identify CBOs, Trusted Messengers, and High-Profile Trusted Messengers connected with the low-response census tracts. Armed with this information and analysis, Regional Tables will organize a gathering of stakeholders to strategize and identify opportunities for additional outreach. These gatherings will be an opportunity for Census staff, enumerators, etc. to partner with local trusted messengers. The Community Foundation will set aside funding to increase activities in the low-response census tracts, including additional GOTC phone banking, micro-events, local media events, etc.

Regional Tables will also serve as a platform for Coordination with Federal, State & County entities. The regional tables will have an overlap in members who sit on various CCC committees, including Media & Coms, Interagency Coordination, and Outreach. Regional tables and Regional Coordinators will provide a place where Federal Staff can come to tap into local knowledge of the landscape and share updates and important information about the roll out of the census. Regional Tables will also serve as a pipeline for resources, including materials and trainings, created by SCBOs and identified in partnership with the ACBO and IECCC.

County Sub-Contract 7 Role

The county of San Bernardino has partnered with CensusIE to create a cohesive and coordinated census outreach campaign across region 7. Cities who have county sub-contracts to participate in census outreach are required by their county to participate in Regional Tables and coordinate their work to reduce overlap. As a result, the counties have provided additional funds through their subcontract to the Inland Empire Community Foundation to support additional capacity for regional coordination where needed.

Deliverables:

Contractor will engage with cities who have contracted with San Bernardino County to support their participation in the Regional Table

- Engage and recruit cities to participate at the Regional Table
 - Engage city participation in monthly meetings
 - Engage city participation at NRFU stakeholder convenings
- Provide regional coordination for cities:
 - Ensure little to no overlap in locations for canvassing and pledge card outreach
 - Consistent and accurate messaging regarding Census 2020
 - Targeting of all HTC populations in pledge card outreach and training of trusted messengers reflective of the region's diversity and HTC population
- Serve as a pipeline for trainings, resources, and information for census outreach.
 - Ensure that city staff and volunteers have the opportunity to participate in trusted messenger trainings.
 - Connect city partners to resources and materials identified by ACBO & CCC.
- Collect and track progress of city goals to add to regional analysis

Regional Coordinator

- Follow-up and provide support to cities who are falling behind on goals.

Reporting:

- Submit a quarterly report.
- Submit a final report at the end of the NRFU period.

Regional Coordinator

Overview of Regional Coordinator Responsibilities:

Inland Region CBOs who are the most deeply embedded in the community as trusted messengers have historically been overlooked and underfunded. Large contracts and grants often go to outside agencies who helicopter in to do the work and leave little behind in terms of infrastructure or capacity. In response to this history, organizations have banded together to create a platform to increase collaborative and technical capacity. The Census Outreach Table will ensure equitable and efficient coverage of all HTC populations and extend the impact of State dollars by creating a collaborative structure that coordinates public and private dollars and integrates in-kind donations of time and effort.

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Regional Coordinator

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Regional Tables will also serve as a platform for Coordination with Federal, State & County entities. The regional tables will have an overlap in members who sit on various CCC committees, including Media & Coms, Interagency Coordination, and Outreach. Regional tables and Regional Coordinators will provide a place where Federal Staff can come to tap into local knowledge of the landscape and share updates and important information about the roll out of the census. Regional Tables will also serve as a pipeline for resources, including materials and trainings, created by SCBOs and identified in partnership with the ACBO and IECCC.

Regional Coordinators will serve on the Outreach Strategy Committee. The purpose of the Outreach Strategy Committee is to set the strategy for the regional outreach, track progress, and prioritize regions/neighborhoods based on need. The OSC will be facilitated by The Community Foundation. The OSC will coordinate with the CCC, state, and federal offices.

Deliverables:

Regional coordinators will convene stakeholders and coordinate all activities in order to reduce overlap and ensure that all HTC communities are targeted.

- Regional Coordination:
 - Little to no overlap in locations for canvassing and pledge card outreach
 - Consistent and accurate messaging regarding Census 2020
 - Targeting of all HTC populations in pledge card outreach and training of trusted messengers reflective of the region's diversity and HTC population
- Recruit partners and convene monthly table meetings from August 2019 to May 2020 and at least 2 Stakeholder Convenings during the Non-Response Follow-Up period (June 2020-July 2020)
- Ensure use of coordination tools by sub-contractors and other interested partners, including UCR's landscape survey and Inland Empowerment's Amplify, a web application that has tools such as asset mapping, reporting tools, and targeting.
- Coordinate a minimum of 3 events for your region, including a campaign kick-off event, a "California Counts" event in March or April 2020, and targeted event or events during the NRFU period.

Serve as a pipeline for trainings, resources, and information for census outreach.

Regional Coordinator

- Host at least 3 Train the Trainer Trainings for contractors and partners for your region. (With NALEO as Trainer)
- Host additional trainings as needed for Trusted Messengers.
- Host/facilitate quarterly trainings with Inland Empowerment for ACBO sub-contractors and other partners to use technical assistance tools and reporting portal.
- Recruit organizations and trusted messengers to participate in monthly communications webinars.
- Connect local partners to resources and materials identified by ACBO & CCC.

Regional Coordinators will track progress and facilitate group learning and a feedback loop for the overall campaign.

- Track and communicate progress on regional goals to the table participants
 - Number of un-duplicated pledge cards with address
 - Number of positive canvas IDs at the door
 - Location of canvassing activities
 - Number of Follow up & GOTC contacts
 - Number of Trusted Messenger trained and which organizations/institutions/HTC populations they represent
- Facilitate learning conversations with partners at table meetings and check-in calls to surface promising and best practices.
- Bring information, trainings, and resources as needed to the table to support learning of best practices and inclusion of all groups.
- Follow up and provide support to organizations who are falling behind on goals in partnership with The Community Foundation.

Serve on the Strategy Outreach Committee

- Assign at least one staff member to participate in monthly Outreach Strategy Committee Meetings.
 - Staff member must have authority to make decisions regarding campaign strategy and allocation of resources
 - A staff member must be present at all meetings. The same staff member must be present for at least 75% of the meetings.
- Participate in capacity building trainings, Train the Trainer, and technical assistance trainings.

Reporting:

- Submit monthly minutes and attendance of Table meetings.
- Submit a quarterly report of the Regional Table Meeting.
- Create an implementation plan modeled after the State Plan requirements.
- Participate in Stakeholder Survey to measure success of collaborative effort.
- Submit a final report at the end of the NRFU period.

Champion Gear

T-Shirt



T-Shirt
(Back)



T-Shirt
(Spanish)



T-Shirt
(Back-Spanish)




Tote Bag
(English or Spanish)





Lanyard
(English or Spanish)





CensusIE Count Me In For Census 2020!

 Name:

 Phone:

 E-mail:

 Address:

 City, State, Zip:

I promise to:

☐ Tell friends and family
about census 2020

☐ Complete the
census form

By checking this box, I agree to
get Census IE updates.

My preferred form of contact is:



☐  Phone

☐  Text

☐  Email

Ensuring the Inland Empire Counts!

Census Day is:
April 1, 2020

I support a full, fair and
accurate Census 2020 count,
and pledge to complete the
census form (either online, or
by mail or phone) by
April 1, 2020.

Go to censusie.org and click
on "Count Me In" to fill out
this pledge card online.



www.censusie.org



facebook.com/CensusIE2020



twitter.com/census_ie



info@censusie.org

CensusIE

TEAR HERE

El 1o de abril de 2020 es el día del censo:

Yo apoyo un conteo completo y preciso y me comprometo a completar el formulario del Censo (en línea, por teléfono o correo) antes del 1o de **abril de 2020**.

Visita **censusie.org** y presiona "Cuenta Conmigo" para completar esta tarjeta de compromiso en línea.



www.censusie.org



facebook.com/CensusIE2020



twitter.com/census_ie



info@censusie.org



CensusIE ¡Cuenta conmigo para el Censo 2020!



Nombre:



Teléfono:



Correo Electrónico:



Domicilio:



Ciudad, Estado,
Codigo Postal:

RECORTAR AQUI

Me prometo a:



Decirle a mis amigos
y familiares sobre el
Censo 2020



Completar el
formulario del Censo

Al marcar esta casilla, acepto recibir actualizaciones de parte de Census IE. Mi método preferido de contacto es:



Teléfono



Texto



Correo Electrónico

¡Asegurándonos que el "Inland Empire" cuente!

Census 2020

El censo 2020

Information Session and Campaign Launch

Hear why the Census is important to communities like North Shore.

Learn about the work happening to make sure every person in the Coachella Valley is counted in 2020.

Sesión de comunicación y lanzamiento de campana

Informate por que el censo es importante para comunidades como North Shore.

Informate sobre el trabajo que se esta haciendo para asegurar que toda persona en el valle de Coachella sea contada en el 2020.

**Friday, Oct. 11, 2019
3 p.m.**

**North Shore
Community Park
99480 70th Ave
North Shore**

**Viernes, 11 de Octubre, 2019
3 p.m.**

**North Shore
Community Park
99480 70th Ave
North Shore**



The CVUSD

Pledge To Be Counted Contest!

Help your child's school win up to \$1,500!

The 2020 Census is an important count of everyone who lives in the United States and its territories.

When it comes to schools, the 2020 Census will determine funding for special education, teacher training, technology, school lunch assistance, Head Start and after-school programs.

CVUSD needs all of our parents to participate in the Census in March or April, which is why we are partnering with the nonprofit Alianza Coachella Valley on a contest to see which elementary school can have the most parents commit to fill out the census form.

Prizes

\$600 to the elementary school that collects the most pledges

\$500 to the grade level at a single school that collects the most pledges

\$250 to the grade level at a single school that collects the second most pledges

\$150 to the grade level at a single school that collects the third most pledges

Parents, please complete the attached pledge card and return it to your child's teacher by February 28!



¡Concurso de CVUSD!

Compromiso de ser contado/a

**¡Ayude a la escuela de su hijo/a
ganar hasta \$1,500!**

El censo 2020 es una cuenta importante de todos los que viven en los Estados Unidos y sus territorios.

Cuando se trata de escuelas, el Censo 2020 determinará los fondos para educación especial, entrenamientos para maestros/as, tecnología, asistencia escolar para el almuerzo, Head Start y programas extracurriculares.

CVUSD necesita que todos nuestros padres participen en el censo en marzo o abril. Por eso, nos estamos asociando con la organización, sin fines de lucro, Alianza Coachella Valley, en un concurso para ver qué escuela primaria puede obtener la mayoría de los padres que se comprometan a llenar el formulario del censo.

Premios

\$600 a la escuela primaria que colecciona la mayoría de compromisos

\$500 al nivel de grado en un escuela individual que colecciona la mayoría de compromisos

\$250 al nivel de grado en un escuela individual que colecciona lo segundo mayoría de compromisos

\$150 al nivel de grado en un escuela individual que colecciona la tercera mayoría de compromisos

**¡Padres, por favor completen la tarjeta de
compromiso adjunta y devuélvalo al/a
maestro/a de su hijo/a antes de febrero 28!**



BE COUNTED!

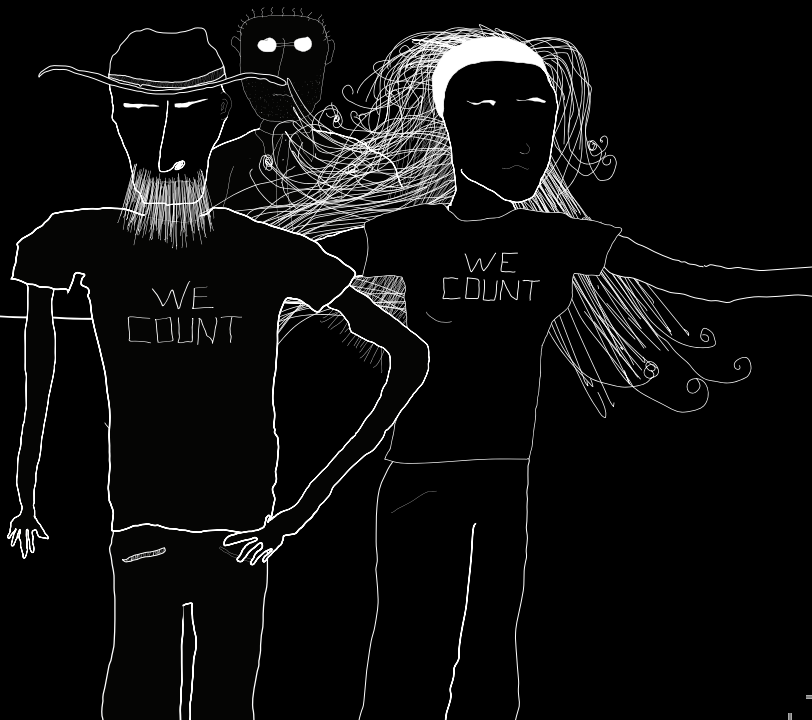
THIS! → BECAUSE YOU ARE IMPORTANT!!!

WHEN YOU TAKE
PART IN THE

CENSUS

THE COMMUNITY
GETS \$\$\$

↓
IT'S TRUE!



THE CENSUS IS HAPPENING IN 2020

Let's ensure all Morongo Basin residents are counted so we can put those resources to good use here at home!

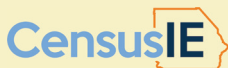
- ✓ **BUILD BETTER ROADS & SCHOOLS**
- ✓ **FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN & FAMILIES**
- ✓ **IMPROVE HOUSING**

WHEN DOES IT BEGIN?

Starting in mid-March, each household will receive a letter in the mail explaining the different ways you can fill out the Census. The self-response period will begin online on **March 12, 2020** and stay open through **April 30, 2020**.

3 WAYS TO COMPLETE THE CENSUS IN 10 MINUTES OR LESS

- MAIL:** Request a paper Census form in English or Spanish.
- PHONE:** The Census can be completed by phone in 13 languages.
- ONLINE:** For the first time, the Census form can be completed online.



FOR MORE INFORMATION VISIT:

CENSUSIE.ORG and CENSUS.GOV • #IECounts #CountMeIn #HagaseContar



Arts connection, the Arts Council of San Bernardino County is an official partner of Census IE, a coalition of nonprofit and community based organizations within San Bernardino and Riverside counties. Led by the Inland Empire Community Foundation, Census IE partners are committed to securing a complete and accurate count of our region, inclusive of our immigrant populations. **Your 2020 Census data is safe, protected and confidential.**

¡HAGASE CONTAR!

¡ESTO! → ¡¡¡PORQUE SOMOS IMPORTANTES!!!

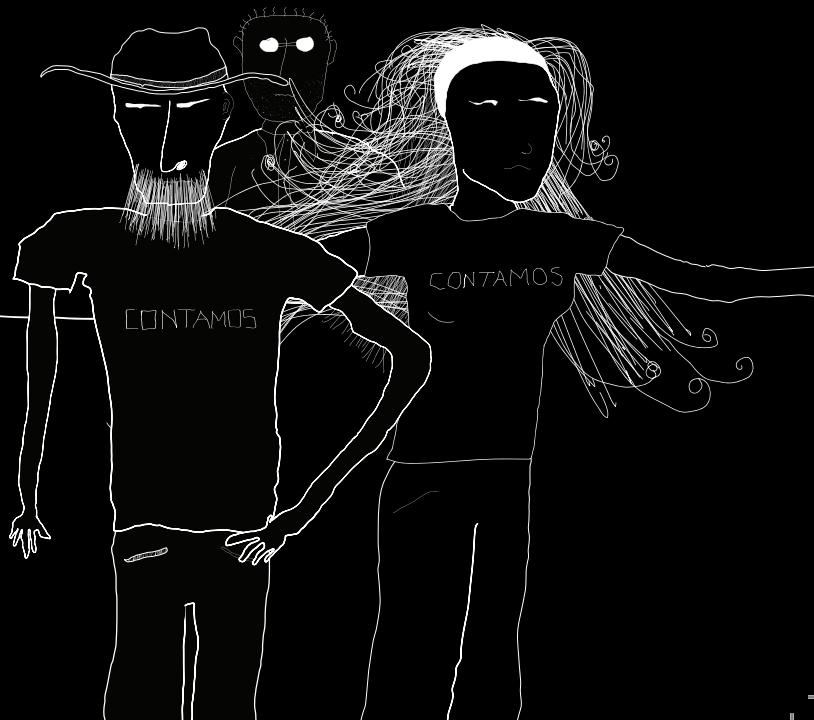
CUANDO PARTICIPA
EN EL

CENSO

LA COMUNIDAD
GANA \$\$\$



¡ES VERDAD!



EL CENSO ESTÁ PASANDO EN 2020

Aseguremos nos que todos los residentes de Morongo se hagan contados para poder aprovechar y tener más recursos aquí en casa!

- ✓ **CONSTRUCCIÓN DE MEJORES ESCUELAS Y CARRETERAS**
- ✓ **FONDOS PARA PROGRAMAS PARA NIÑOS, FAMILIAS Y GENTE MAYOR**
- ✓ **EL MEJORAMIENTO DE VIVIENDAS**

CUANDO COMIENZA?

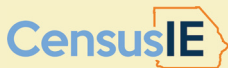
A partir de mediados de marzo, cada hogar recibirá correo explicando las diferentes formas que uno puede completar el Censo. Usted va poder independientemente llenar el Censo por internet comenzado el **12 de marzo de 2020**. La forma será disponible por internet hasta el **30 de abril de 2020**.

3 FORMAS DE COMPLETAR EL CENSO EN MENOS DE 10 MINUTOS

CORREO: Solicite un formulario de papel en inglés o español.

TELÉFONO: El Censo se puede completar por teléfono en 13 idiomas.

INTERNET: Por primera vez, el Censo se puede completar por internet.



PARA MAS INFORMACION VISITE:

CENSUSIE.ORG and CENSUS.GOV • #IECounts #CountMeIn #HagaseContar



Arts Connection, el Consejo de las Artes de San Bernardino es un socio oficial de Census IE, una coalición de organizaciones sin fines de lucro y comunitarias dentro de los condados de San Bernardino y Riverside. Dirigido por la fundación Inland Empire Community Foundation, los socios de Census IE están comprometidos a asegurar un censo completo y preciso de nuestra región, que incluye a nuestra gente inmigrante. Sus datos para el Censo 2020 son seguros, protegidos y confidenciales.

BE COUNTED!

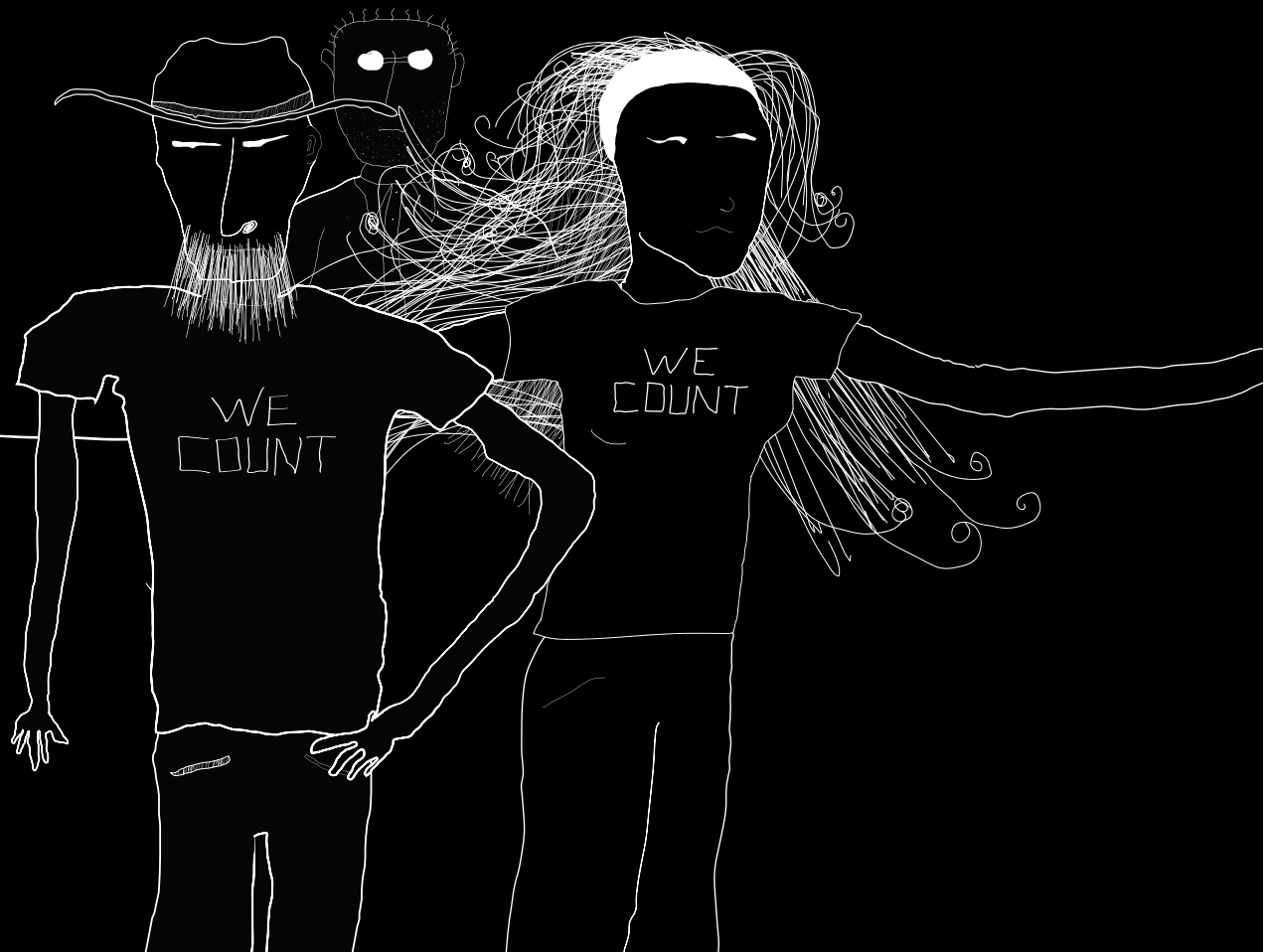
THIS! → BECAUSE YOU ARE IMPORTANT!!!

WHEN YOU TAKE
PART IN THE

CENSUS

THE COMMUNITY
GETS \$\$\$

IT'S TRUE!



THE CENSUS IS HAPPENING IN 2020

Let's ensure all Morongo Basin residents are counted so we can put those resources to good use here at home!

- ✓ BUILD BETTER ROADS & SCHOOLS
- ✓ FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN & FAMILIES
- ✓ IMPROVE HOUSING

WHEN DOES IT BEGIN?

Starting in mid-March, each household will receive a letter in the mail explaining the different ways you can fill out the Census. The self-response period will begin online on March 12, 2020 and stay open through April 30, 2020.

3 WAYS TO COMPLETE THE CENSUS IN 10 MINUTES OR LESS

- MAIL:** Request a paper Census form in English or Spanish.
- PHONE:** The Census can be completed by phone in 13 languages.
- ONLINE:** For the first time, the Census form can be completed online.



FOR MORE INFORMATION VISIT:

CENSUSIE.ORG and CENSUS.GOV • #IECounts #CountMeIn #HagaseContar

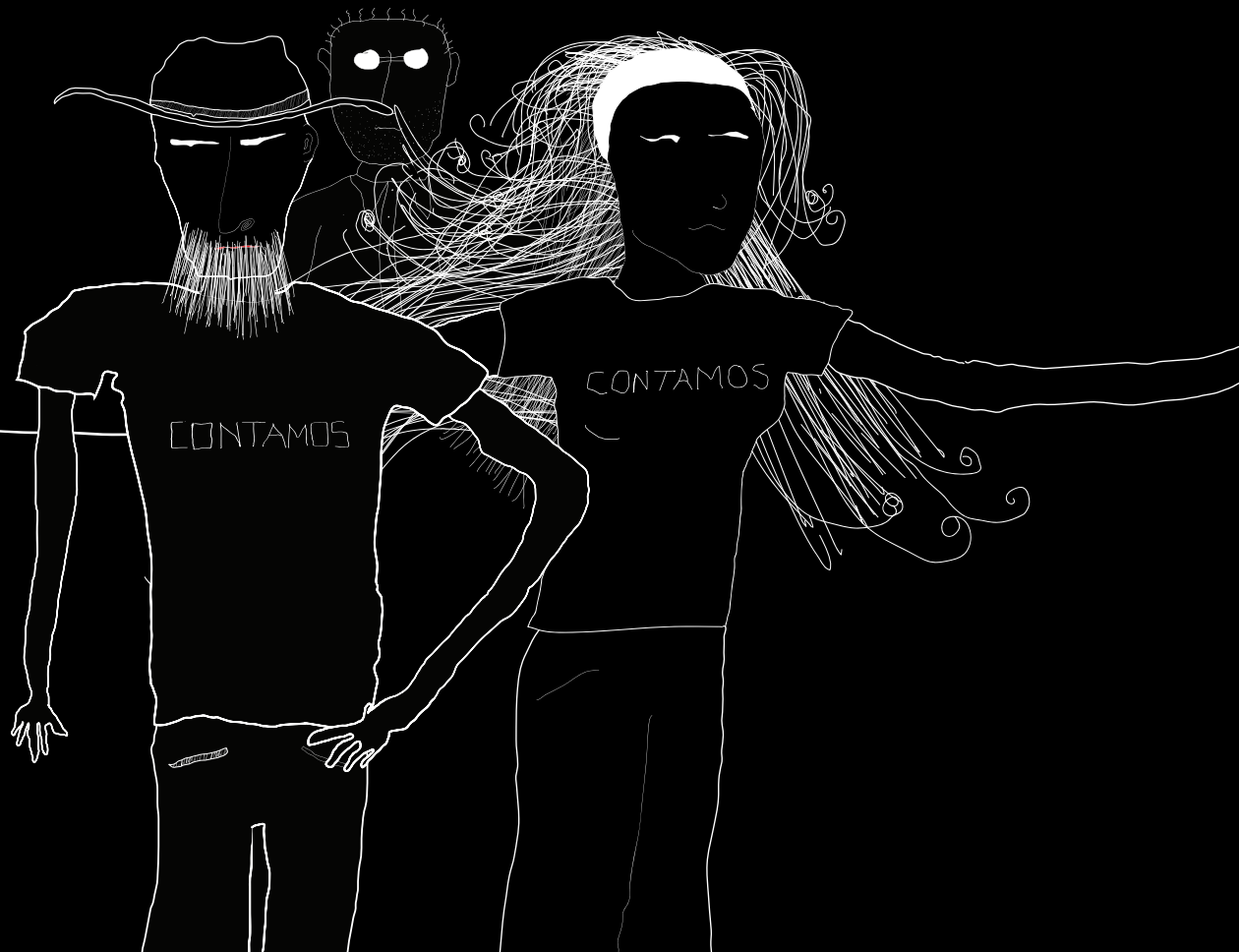
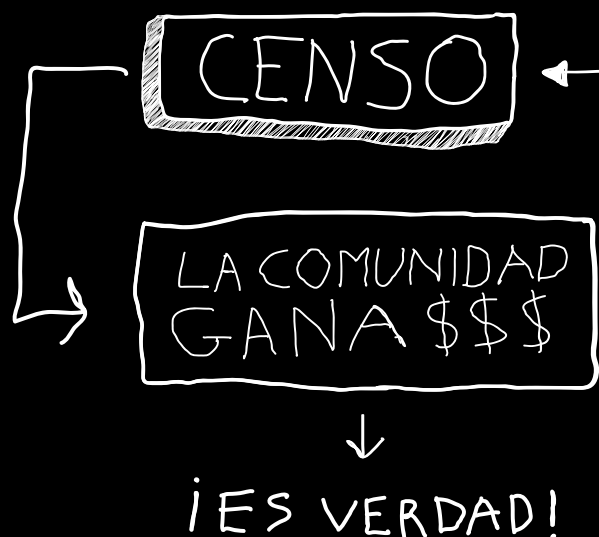


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CUANDO PARTICIPA
EN EL



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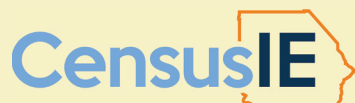
- ✓ CONSTRUCCIÓN DE MEJORES ESCUELAS Y CARRETERAS
- ✓ FONDOS PARA PROGRAMAS PARA NIÑOS, FAMILIAS Y GENTE MAYOR
- ✓ EL MEJORAMIENTO DE VIVIENDAS

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CENSUSIE.ORG and CENSUS.GOV • #IECounts #CountMeIn #HagaseContar



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CENSUS 2020 QUESTION ANSWERING CENTER

**Shape
your future
START HERE ✓**

United States®
**Census
2020**

**GET HELP
HERE!**

**10 MINUTES
DETERMINES
THE NEXT 10
YEARS!**

**WE
ARE
READY,
SET, &
GO!**

CensusIE



Ensuring the Inland Empire Counts

Hágase Contar En El Censo 2020

censusie.org

Ayuda a su Comunidad

Help Your Community | (844) 468-2020

APRENDE MÁS



United States®
Census
2020



2020

CENSUS

Car Parade



Coming to a City Near You!

BE COUNTED. HELP US GET THE RESOURCES WE NEED FOR THE HIGH DESERT.

FRI., JULY 31 @ 6PM - ADELANTO/VICTORVILLE

SAT., AUG. 1 @ 1PM - BARSTOW

TUES., AUG. 4 @ 6PM - APPLE VALLEY

Wanna join in on the fun? Call us @ (760) 241-9900



Fill out your 2020 Census today!

my2020census.gov

844-330-2020





DRIVE THRU BACKPACK GIVEAWAY

SATURDAY AUGUST 15TH 4PM - 6PM

FREE GROCERIES & BACKPACKS WHILE SUPPLIES LAST



CENSUS REGISTRATION AVAILABLE ON SITE

16534 VICTOR ST. VICTORVILLE, CA | 760.241.9010



CHAN SPONSORS A
"FREE \$50 GROCERY
GIFT CARD"

- ~ ID REQUIRED
- ~ PROOF OF INCOME REQUIRED (EBT CARD, SSI, DISABILITY, OR UNEMPLOYMENT AWARD LETTER)

WE KNOW THESE ARE CHALLENGING TIMES & WE ARE HERE TO HELP!

HEALTHY FAMILIES, HEALTHY
COMMUNITIES IS OUR MISSION!

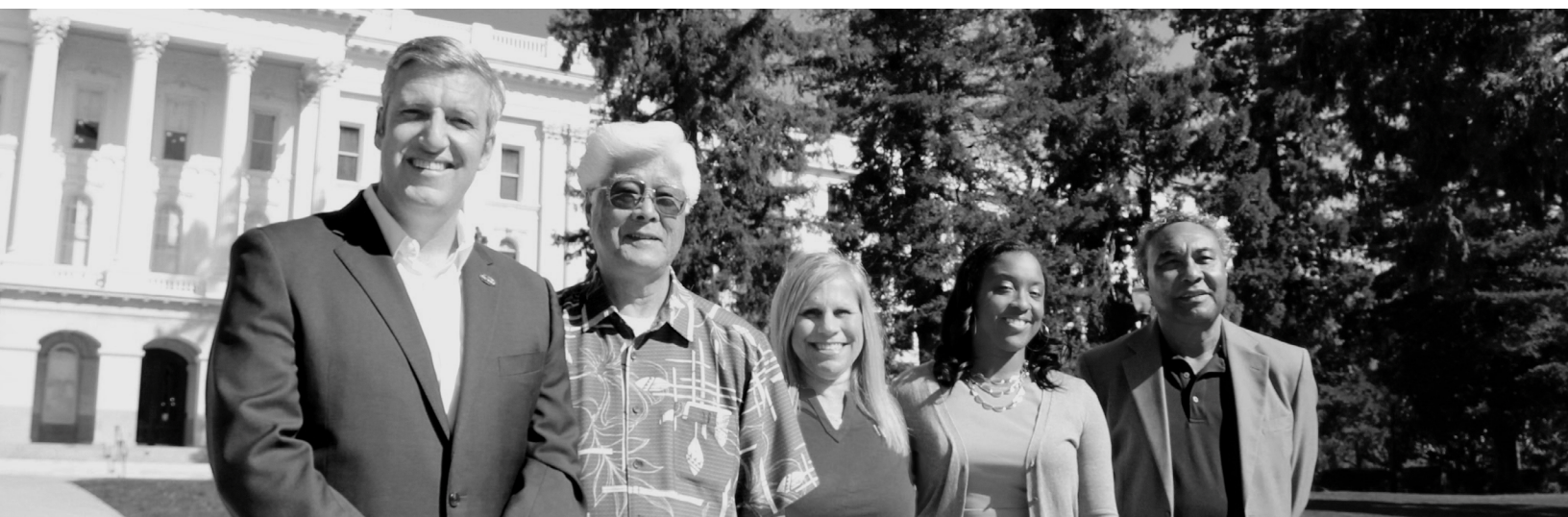
*CALL (760) 241-9900 FOR MORE DETAILS.





VETERANS FACT SHEET

COMMUNITY HEALTH ACTION NETWORK, CHAN



What You Need to Know About the Census

Every 10 years, people in California and across the country fill out the Census in order to have an accurate count of every person living in the United States. The Census influences California's federal funding for important community services that support our families and determines congressional representation for the next decade.

Why is the 2020 Census Important for Veterans?

Census data helps veterans, their families and their communities by shaping the equitability of many government and community programs.

The 2020 Census will help decide how billions of dollars of funding for programs reach our families. Your answers will help determine funding for dozens of programs that provide essential resources to Californians.

Census data determines funding allocations for schools, childcare programs, road maintenance projects, and social assistance programs.

An accurate count is especially crucial for veterans in rural communities, those with disabilities, and those at risk of homelessness.

Data from the 2020 Census will help the U.S. Department of Veterans Affairs plan programs and assess emerging needs for veterans.

**Complete your 2020 Census form
starting March 2020!**

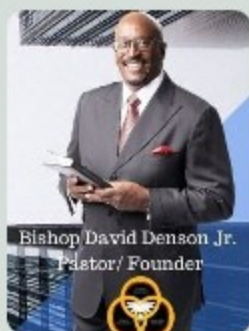


Connect with us @CHAN2007

For more information [MY2020CENSUS.GOV](https://www.my2020census.gov)

CHAN Presents

"Census Champions Go LIVE"



Bishop David Denson Jr.
Pastor/ Founder

Bishop David Denson
Burning Bush Church



Dr. Lydia Usry
Azusa Pacific University

Thursday, May 28 @ 4:30 PM
Facebook Live @chan2007

Counting everyone in the High Desert requires everyone's help - and it starts with YOU! Hear from our community leaders and Census Champions: Bishop David Denson and Dr. Lydia Usry.





**BE COUNTED,
INLAND EMPIRE**

**Join us and ensure that
everyone in The Inland Empire
counts in 2020!**

Become a Census Champion!

**Help your community gain the funding and representation
it deserves for the next 10 years!**

Register for FSA's Upcoming Training
<https://www.eventbrite.com/o/28900727803>

Be Informed. Be Involved. Be Counted.



CONTACT:
Ahlam.Jadallah@fsaca.org





FREE FOOD

Shape
your future
START HERE >

United States[®]
Census
2020

www.2020census.gov



my NEIGHBOR

[iamloveorg](https://www.facebook.com/iamloveorg)[iamloveusa](https://twitter.com/iamloveusa)[iamloveorg](https://www.instagram.com/iamloveorg)[iamloveusa](https://www.snapchat.com/add/iamloveusa)

www.iamloves.org | contact@iamloves.org | (800) 522-3390

The world is a **Dangerous** place,
not because of those who do **Evil**.

But because of those who
sit back and **DO NOTHING!**

Name

Phone

Name

Phone

Name

Phone

Name

Phone

Name

Phone

Name

Phone



Shape
your future
START HERE >

United States®
Census
2020

Sponsored By

Complete your Census today!
<https://my2020census.gov>

*You are a recipient of
a **Random Act of Kindness***

**Now it's your chance to do the same.
Do something kind for someone
else and pass along this card.**

PAY IT **FORWARD**





Follow Us      /iamloveorg

www.iamloves.org

I AM LOVE

The World is a Dangerous place,
not because of those who do Evil,
But because those who sit back
AND DO NOTHING!



Sponsored by

Support our Sponsors
for they fund the Love Movement



Commencing April 1, 2020

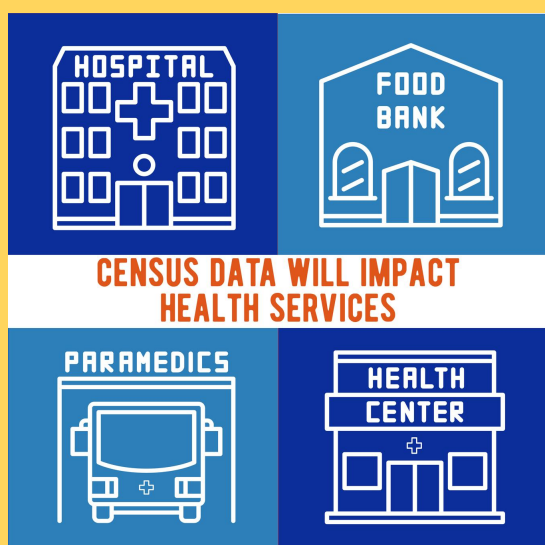
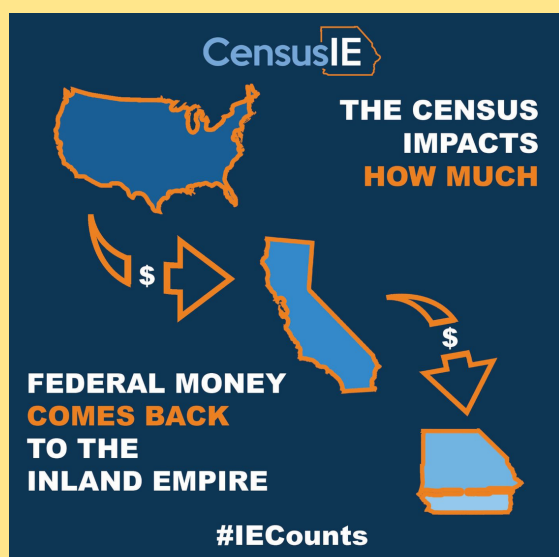
www.censusie.org

CENSUS 2020

The census is a constitutionally mandated count of all the people in the country that occurs every ten years.

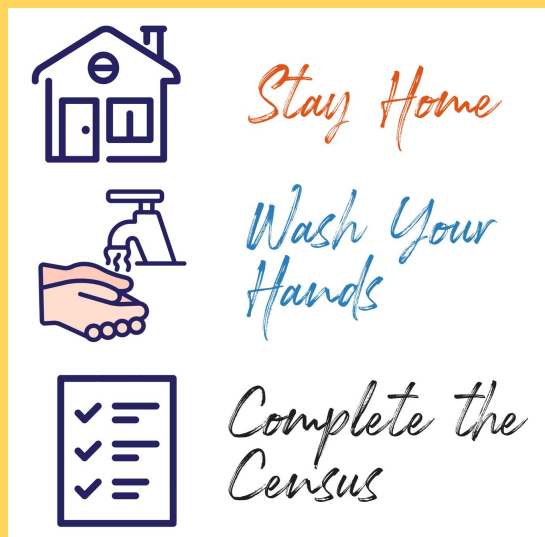
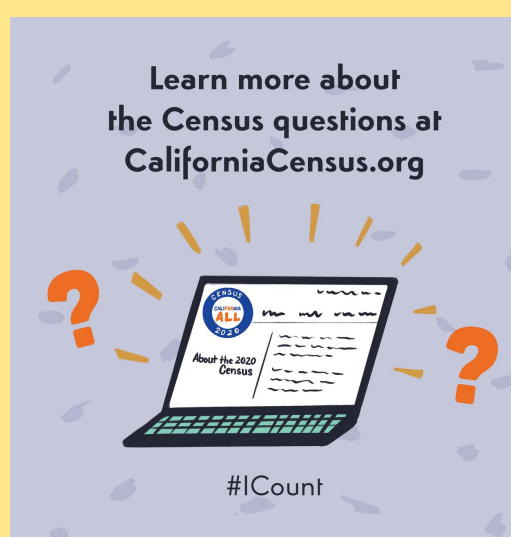
WHY IS IT IMPORTANT?

There's a lot at stake in the 2020 Census and our communities can't afford an undercount. Essential neighborhood resources throughout California rely on federal funding that is based on the information collected during the Census.



The 2020 Census will ensure the health and wellness of our families and neighborhoods. Census data informs where new hospitals are built, improves our health programs, and increase jobs and business opportunities for our communities.

Information collected during the 2020 Census can't be shared or used against you in any way. Your information is only used to generate statistics, it can't be shared with immigration or law enforcement agencies, and it can't be used to determine your eligibility for government benefits. .



Remember, the Census will never ask about your citizenship status or for your social security number, bank details, payment, or a donation. Remind your friends and family to participate for our future. Complete your Census today at my2020census.gov

PARTICIPATE IN THE 2020 CENSUS TODAY!



INLAND EMPIRE
LABOR COUNCIL
WE ARE ONE MOVEMENT

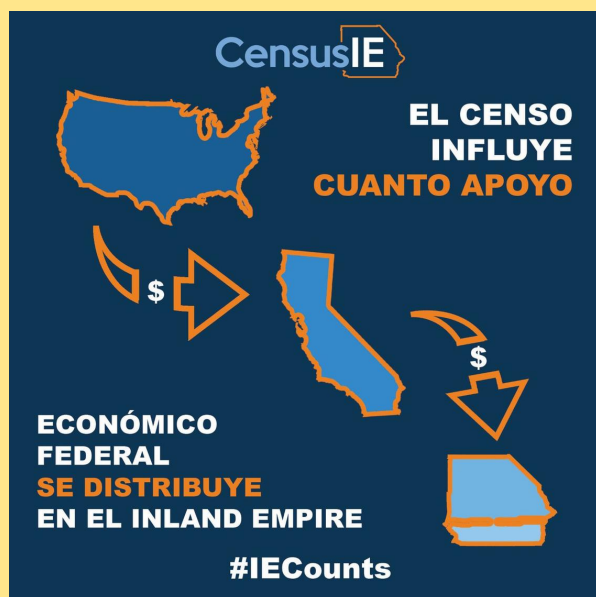
#IECounts #CensusIE #ICount
#CALaborCounts

EL CENSO 2020

El censo es un recuento constitucional de todas las personas en el país que ocurre cada diez años.

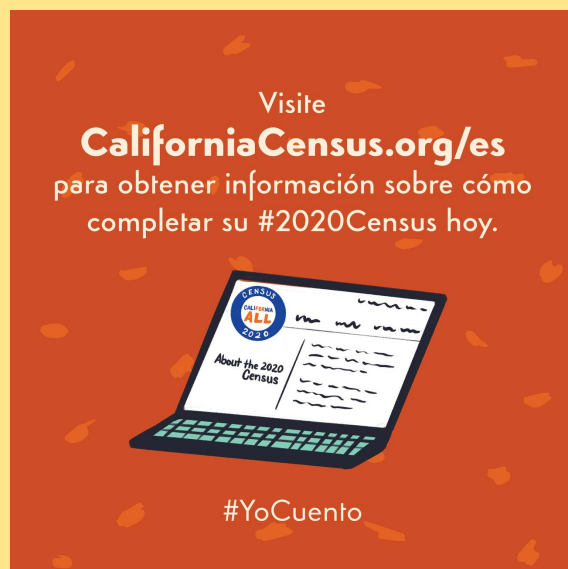
¿POR QUÉ ES IMPORTANTE?

Hay mucho en juego en el Censo 2020 y nuestras comunidades no pueden permitir un conteo insuficiente. Los recursos esenciales del vecindario en todo California dependen de fondos federales que se basan en la información recopilada durante el Censo.



El Censo 2020 garantizará la salud y el bienestar de nuestras familias y vecindarios. Los datos del censo informan dónde se construyen nuevos hospitales, mejoran nuestros programas de salud y aumentan los empleos y las oportunidades comerciales para nuestras comunidades.

La información colectada durante el Censo 2020 no se puede compartir ni utilizar en su contra de ninguna manera. Su información solo se usa para generar estadísticas, no se puede compartir con las agencias de inmigración o la policía, y no se puede usar para determinar su elegibilidad para los beneficios del gobierno.



**2020 CENSUS**

**CORREO**

**TELÉFONO**

**INTERNET**

MAIL
Mail it today! ¡Envíalo hoy!

PHONE
English: 844-330-2020
Español: 844-468-2020

ONLINE
www.census.ca.gov

www.cuentaconmigo2020.org

Recuerde, el Censo nunca le preguntará acerca de su estado de ciudadanía o su número de seguro social, detalles bancarios, pagos o donaciones. Recuerde a sus amigos y familiares que participen para nuestro futuro. Complete su censo hoy en my2020census.gov

¡PARTICIPE HOY EN EL CENSO 2020!



#IECounts #YoCuento
#CALaborCounts #CensusIE

IT JUST TAKES 10 MINUTES



MY2020CENSUS.GOV

Or Call

844-330-2020

#IECounts

CensusIE

SOLO TOMA **10** MINUTOS para completar el formulario



MY2020CENSUS.GOV

O llame al

844-468-2020

#IECounts

Census**IE**

**It's never been easier
to fill the Census out at
home!**

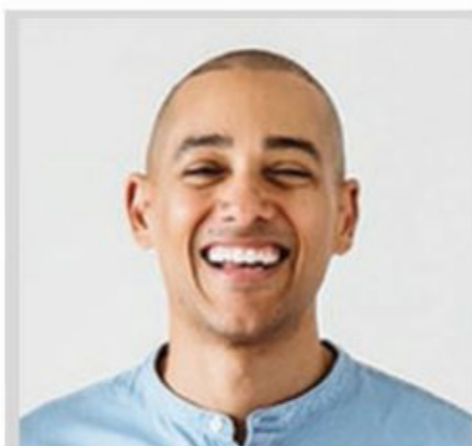


CensusIE



There will **NOT** be a
Citizenship Question
on the Census

The Census
Is for
Everyone!



#HAGASECONTAR

CensusIE

CENSUS HELPS FUND



WIC

**CHILDREN'S
HEALTHCARE**

MEDI-CAL

#CountMeIn

Census**IE**



El Censo del 2020

ayuda a **FINANCIAR** infraestructura
para nuestras carreteras y transporte publico

#IECounts

Census**IE**

THE 2020 CENSUS WILL INFORM
FUNDING FOR



LGBTQ SERVICES

#IECounts

CensusIE

**EL CENSO 2020 ayuda a
FINANCIAR SERVICIOS PARA**



LA COMUNIDAD LGBTQ

#IECounts

Census **IE**

#IECounts

THE INLAND EMPIRE
IS COMMITTED TO
COUNTING
EVERYONE
in
Riverside and San Bernardino
Counties

Census**IE**

#IECounts

**LOS CONDADOS DE
RIVERSIDE Y SAN BERNARDINO**

ESTÁN

COMPROMETIDOS

a contar

A CADA Uno De

Sus Residentes

CensusIE

EL CENSO AYUDA A FINANCIAR



WIC

**PROGRAMAS
DE SALUD
PARA NIÑOS**

MEDI-CAL

#YoCuento

CensusIE



**THE CENSUS
IMPACTS
HOW MUCH**



**FEDERAL MONEY
COMES BACK
TO THE
INLAND EMPIRE**

#IECounts

El censo ayuda a financiar:

Recursos para
Educación Especial

El programa gratuito
Head Start

El Programa Nacional
de Almuerzo Escolar



#HazmeContar

Census**E**

Let's All Be Counted!



#CensusSelfie

Census**E**



FILL OUT THE

2020 CENSUS

BASED ON WHERE YOU ARE LIVING
OR SLEEPING MOST OF THE TIME

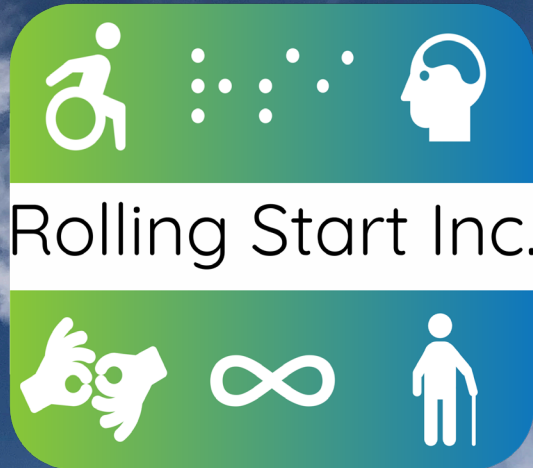




LENE EL FORMULARIO DEL **CENSO 2020**

DONDE USTED VIVE Y DUERME
LA MAYOR PARTE DEL TIEMPO





JULY NEWSLETTER

Issue #21

The background features a stylized American flag with red, white, and blue stripes. A large, multi-pointed starburst in shades of blue and purple radiates from the center. Several large red stars are placed around the perimeter. The text 'ADA 30' is prominently displayed in the upper center, with 'ADA' in red and '30' in blue. To the right of the '30', a semi-circle of small red stars encloses the text '1990 - 2020'.

ADA 30

1990 - 2020

Americans with Disabilities Act

Celebrate the ADA! July 26, 2020

**We've come a long way,
but we've got a lot more to do.
Let us know how the ADA
has affected you!**

AMERICANS WITH DISABILITIES ACT



JULY 26TH MARKS THE 30TH ANNIVERSARY OF THE AMERICANS WITH DISABILITIES ACT OF 1990

The Americans with Disabilities Act (ADA) became law in 1990. The ADA is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private places that are open to the general public. The purpose of the law is to make sure that people with disabilities have the same rights and opportunities as everyone else. The ADA gives civil rights protections to individuals with disabilities similar to those provided to individuals on the basis of race, color, sex, national origin, age, and religion. It guarantees equal opportunity for individuals with disabilities in public accommodations, employment, transportation, state and local government services, and telecommunications.

ROLLING START FOOD DRIVE



CONTACT YOUR IL SPECIALIST
FOR MORE INFORMATION.
WE'RE HERE TO HELP.





Have you applied? SSI/SSP recipients are eligible to receive Cal Fresh. We know getting healthy food during Covid-19 may be difficult, don't miss out getting your application in. Call your Cal Fresh enrollment specialist today to see how the program is helping people affected by the pandemic.

Contact us at (909) 890-9516 or (760) 949-7626

Disability Counts!



IT ISN'T TOO LATE TO COMPLETE THE CENSUS. WE'RE ALL REQUIRED TO PARTICIPATE. CONTACT JIZELLE AT OUR SAN BERNARDINO OFFICE
(909)890-9516

Covid-19 Needs?

We know everyone is struggling to manage social distancing with your care-giver needs, personal care, groceries, bills and more during this pandemic. You don't have to do it alone.

- Join a virtual or telephonic class, peer support or advocacy group
- Get the Assistive Technology you need to keep you independent
- Get food assistance with CalFresh
- Get help with completing your Census
- You set the goal... we'll help you get there!

Connect with your Independent Living Specialist

How Can We Help YOU?

Essential Protective Gear

We have EPG items available for older adults, people with disabilities, caregivers, and their families in San Bernardino County. Please call our office to ask how to receive essential protective gear to help protect yourself from Covid-19.



Protect yourself and your family!



Fire Season is upon us, Rolling Start is partnering with Southern California Edison, PG&E & other community organizations to help older adults and people with disabilities get prepared:

1. Medical Baseline Program: If you require the use of assistive technology that requires power or life support devices, we can assist you in completing the application.
2. Creating a Disaster Plan
3. Disaster preparedness training & getting a FREE 3 day “go-bag”

Be ready! We can help!

The Voice Options Program is Back!

What is Voice Options?

Voice Options connects Californians with speech language disabilities to iPads with speech apps. Using a speech app may make being understood easier and allow you to speak independently.

Voice Options is a pilot program of the California Public Utilities Commission.

What is a speech app?

A speech app is software used on an iPad that lets you control an alternative voice. You enter what you want to say on the iPad and it is voiced through speakers. Speech apps work in different ways and they all give you independence and control over what you want to say.

Voice Options can help you:

- Communicate better with family and community
- Expand language development
- Discover new ways to talk on the telephone
- Learn what apps might work for you

Who qualifies?

- You are a resident of California
- You have difficulty speaking or you are not able to speak
- You find that people have a hard time understanding you

How do I apply?

Make a demonstration appointment today!

Serving the Inland Empire



Rolling Start Inc.

(909) 890-9516

(760) 949-7626





Fake ADA "Face Mask Exempt Cards" Advisory

WARNING:

Don't be fooled by "Face Mask Exempt" cards.

These are not government issued documents/cards and are not supported by the Americans with Disabilities Act.. At best, these are being purchased by People with Disabilities uncertain of their rights. At worst, these are being purchased by individuals pretending to have a disability in order to get out of wearing a face covering.

The Americans with Disabilities Act was signed into law thirty years ago to prevent discrimination against, extend opportunity and promote inclusion of People with Disabilities. Particularly relevant to this situation is Title III of this landmark legislation. In it, People with Disabilities have the right to receive, from nearly all businesses, Reasonable Accommodations in policies and procedures, in order to participate on a similar level as non-disabled customers. Asking a business to expose its staff and customers to a greater risk of contracting Covid-19, however, is not an example of a Reasonable Accommodation.

Your local Independent Living Center is available to help anyone with a disability during this pandemic, including those needing assistance as a result of not being able to wear a face covering. There are many ways to obtain the goods and services one needs without exposing oneself or others to a potentially deadly virus. To find the Independent Living Center in your area, go to CFILC.org

FACE MASK EXEMPT CARD

I AM EXEMPT FROM ANY ORDINANCE REQUIRING FACE MASK USAGE IN PUBLIC.

Wearing a face mask poses a mental and/or physical risk to me. Under the Americans with Disability Act (ADA), I am not required to disclose my condition to you.

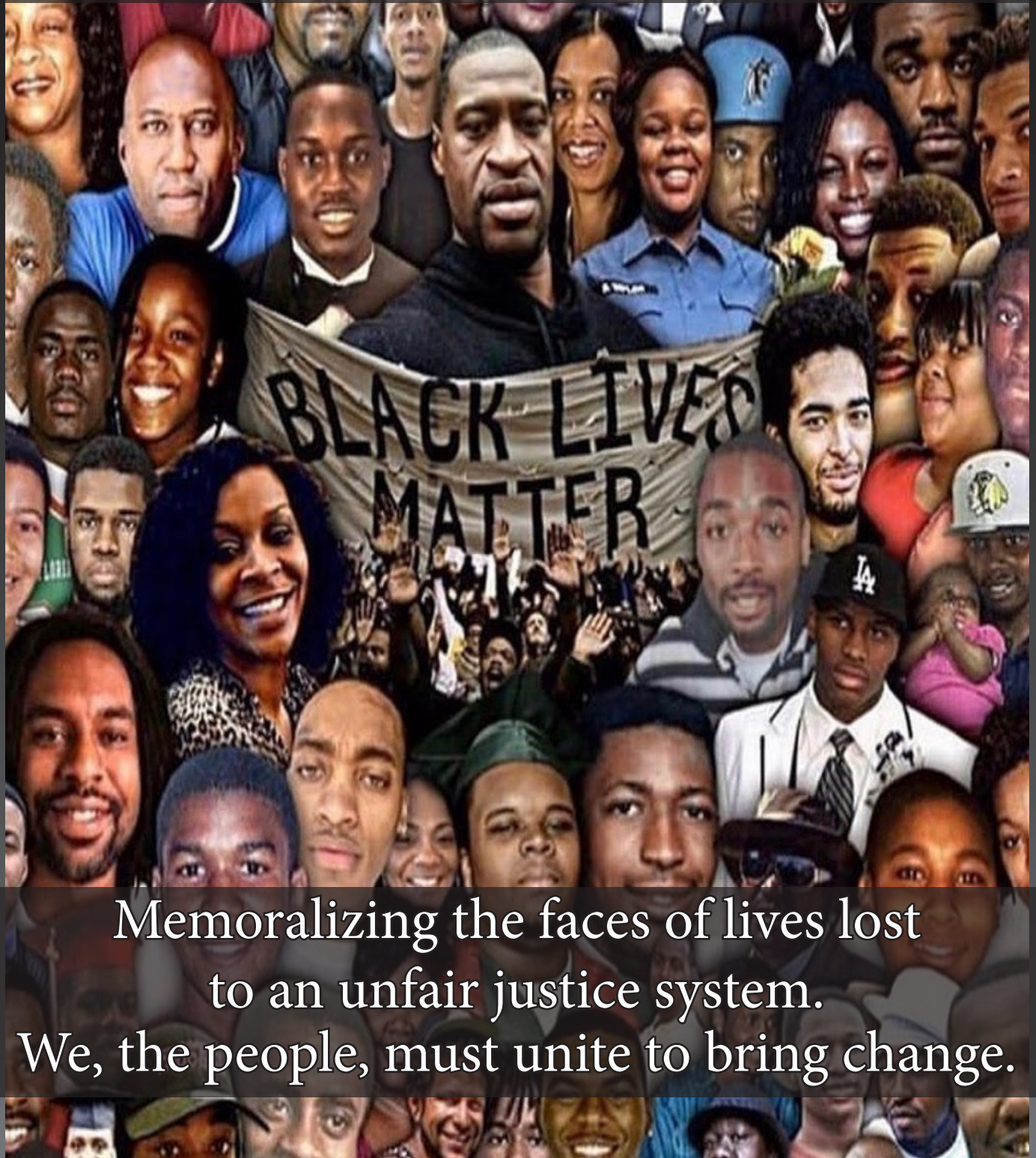
**Department of Justice ADA Violation
reporting number: (800) 514-0301**



If found in violation of the ADA you could face steep penalties. Organizations and businesses can be fined up to **\$75,000** for your first violation and **\$150,000** for any subsequent violations.

**DENYING ACCESS TO YOUR
BUSINESS/ORGANIZATION WILL BE ALSO
REPORTED TO FTBA FOR FURTHER ACTIONS**

Rolling Start stands in solidarity with the Black Lives Matter movement, advocating for peace, justice, and equity for all!



Memorializing the faces of lives lost to an unfair justice system.
We, the people, must unite to bring change.

W A S H Y O U R H A N D S
W E A R A M A S K
S T A Y H O M E

San Bernardino
(909)890-9516

Victorville
(760)949-7626

FOLLOW US ON SOCIAL MEDIA FOR UPDATES
AND LINKS TO VIRTUAL EVENTS



@ROLLINGSTARTINC



@ROLLINGSTARTINC



@ROLLINGSTARTINC

WHAT IS THE CENSUS? WHY IS THE CENSUS IMPORTANT?

FOR MORE INFORMATION,
PLEASE CALL (909) 621-6722

10 AM - 12:30 PM
*BECOME A 2020 CENSUS
TRUSTED MESSENGER!*

TRAINING MODULES

- **FEBRUARY 12**
- **FEBRUARY 26**
- **MARCH 11**
- **MARCH 25**
- **APRIL 8**
- **APRIL 22**
- **MAY 6**
- **MAY 27**
- **JUNE 3**

Service Center for Independent Life

107 S. Spring St.

Claremont, CA 91711

**IF YOU NEED ANY REASONABLE
ACCOMMODATIONS, PLEASE CONTACT
US AT LEAST 7 DAYS PRIOR TO THE EVENT.**

WHAT IS THE CENSUS? WHY IS THE CENSUS IMPORTANT?

FOR MORE INFORMATION,
PLEASE CALL (909) 621-6722

10 AM - 11 AM

Get the answer to
these questions
and more at our
Census 2020

Workshops!

Upcoming Workshops:

- January 24
- February 21 & 28
- March 6 & 20
- April 24
- May 22

Service Center for Independent Life

107 S. Spring St.

Claremont, CA 91711

**IF YOU NEED ANY REASONABLE
ACCOMMODATIONS, PLEASE CONTACT
US AT LEAST 7 DAYS PRIOR TO THE EVENT.**

Inland Empire Counts!

www.2020census

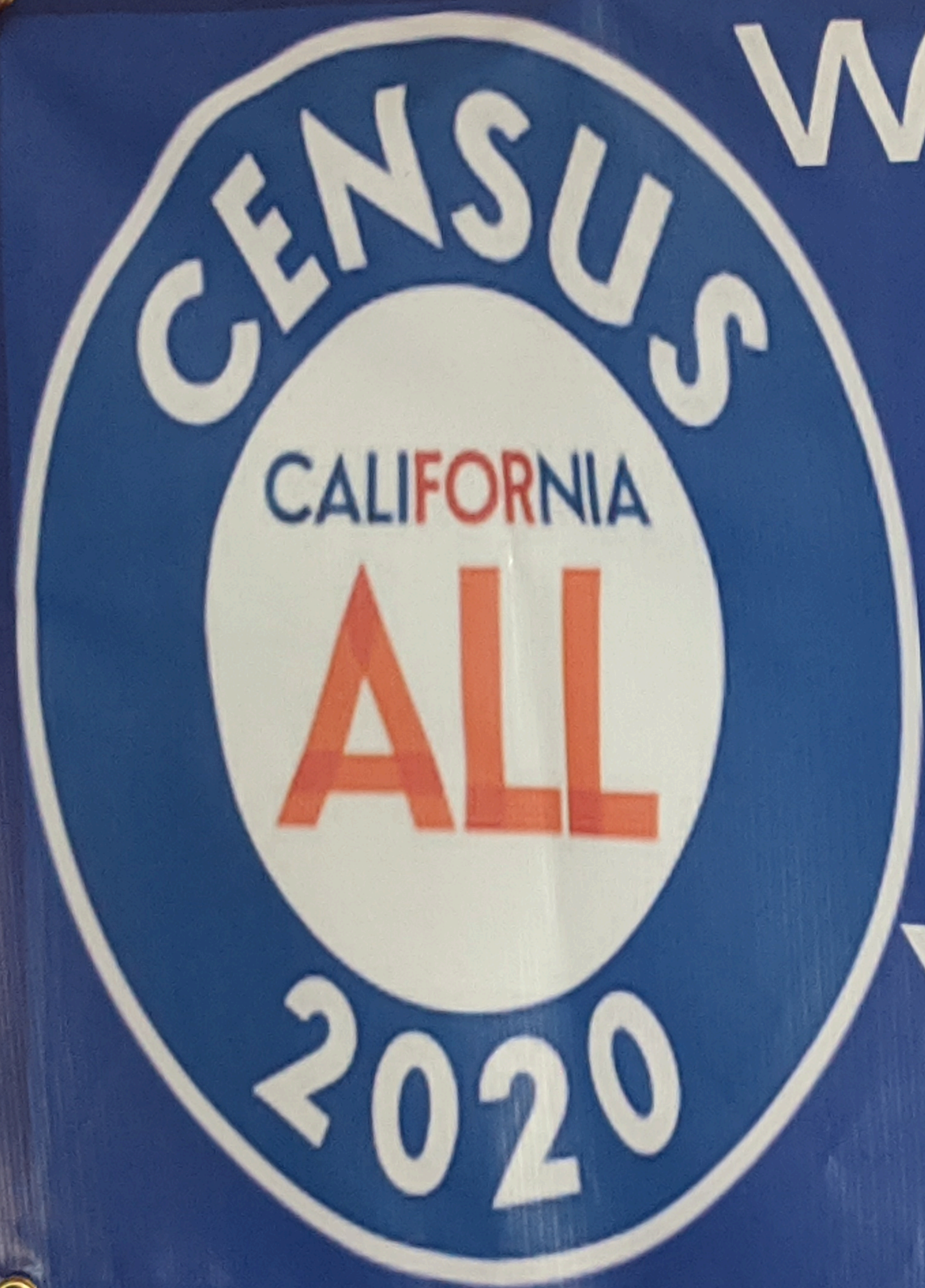
It is not too late

or visit

Your Local Questionnaire
Ensuring

STOP

-HAVE A FEVER
SHOT

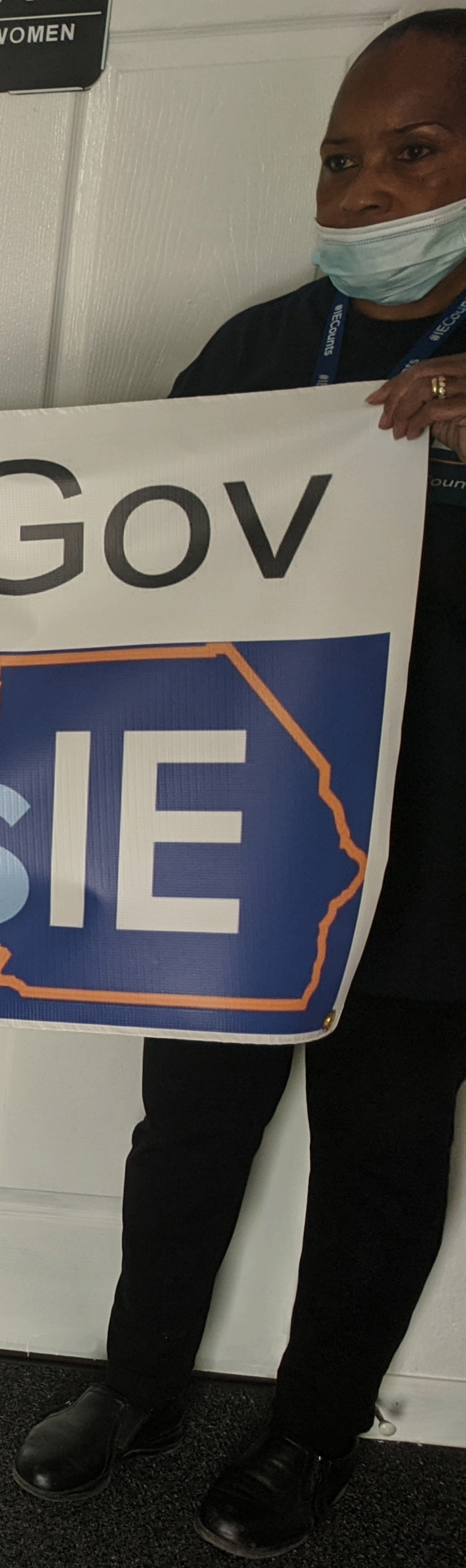
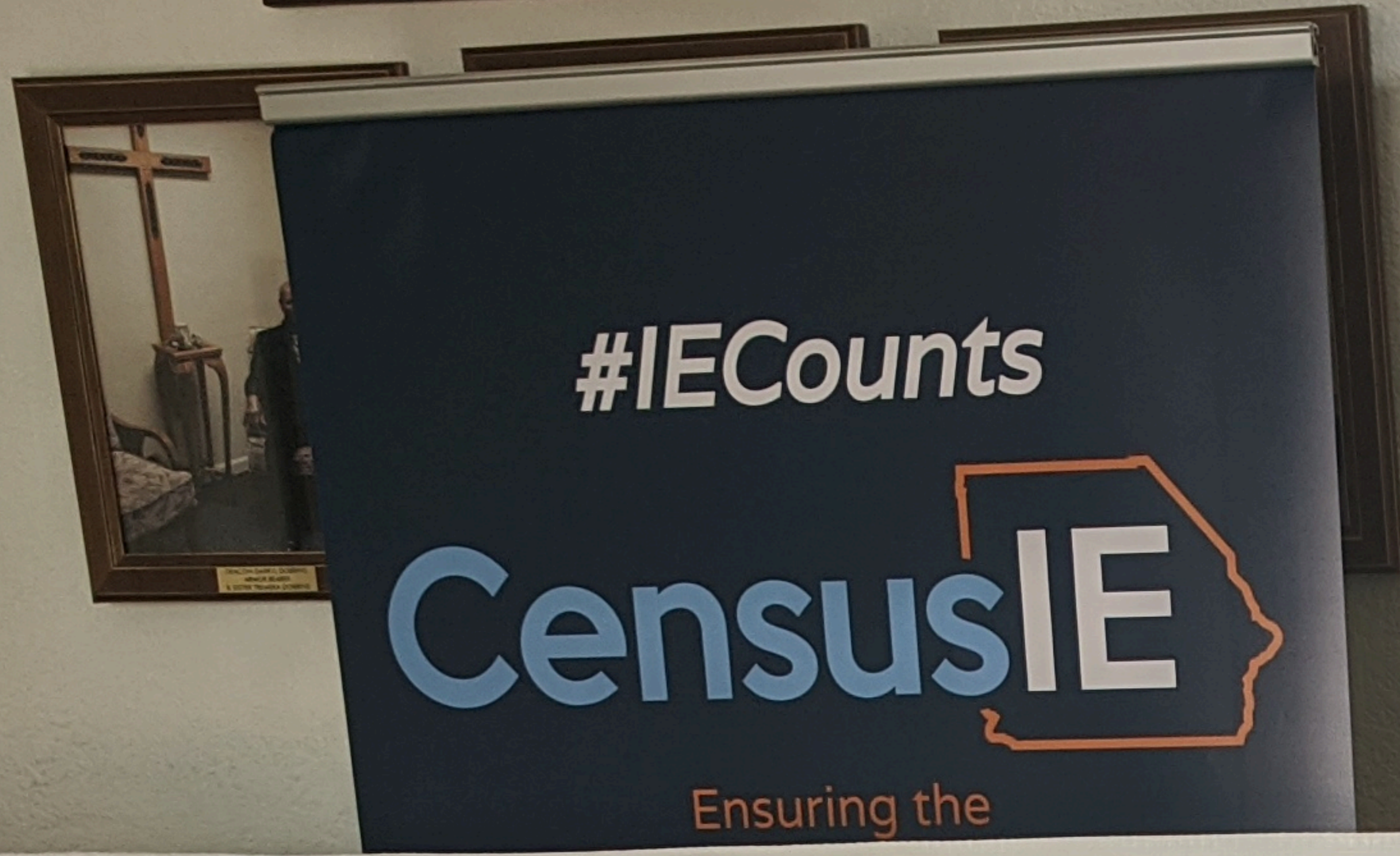


www.2020

It is not to

or visit

Your Local C



CA
CENSUS
2020



www.2020Census.Gov

**Online
Phone In
or Mail**

Everyones Counts

CensusIE



- HAVE A FEVER, COUGH, OR SHORTNESS OF BREATH
- HAVE KNOWN EXPOSURE TO SOMEONE WITH COVID-19
- HAVE TRAVELED INTERNATIONALLY IN THE LAST 14 DAYS

Your safety, including our members and personnel is very important to us.

CensusIE

Ensuring the

CA
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2020



www.2020

Online
Phone
or Mail

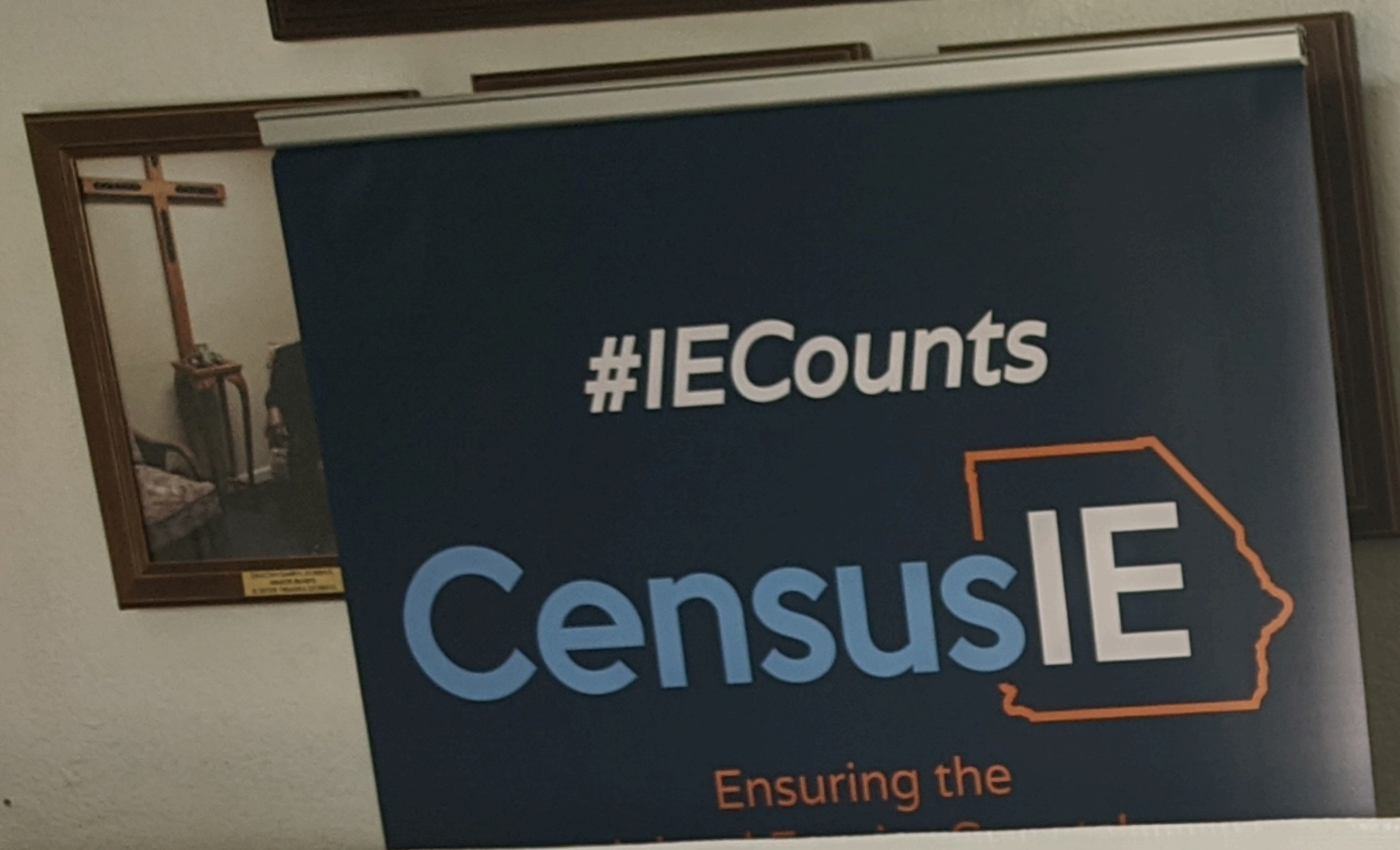
Everyones Counts



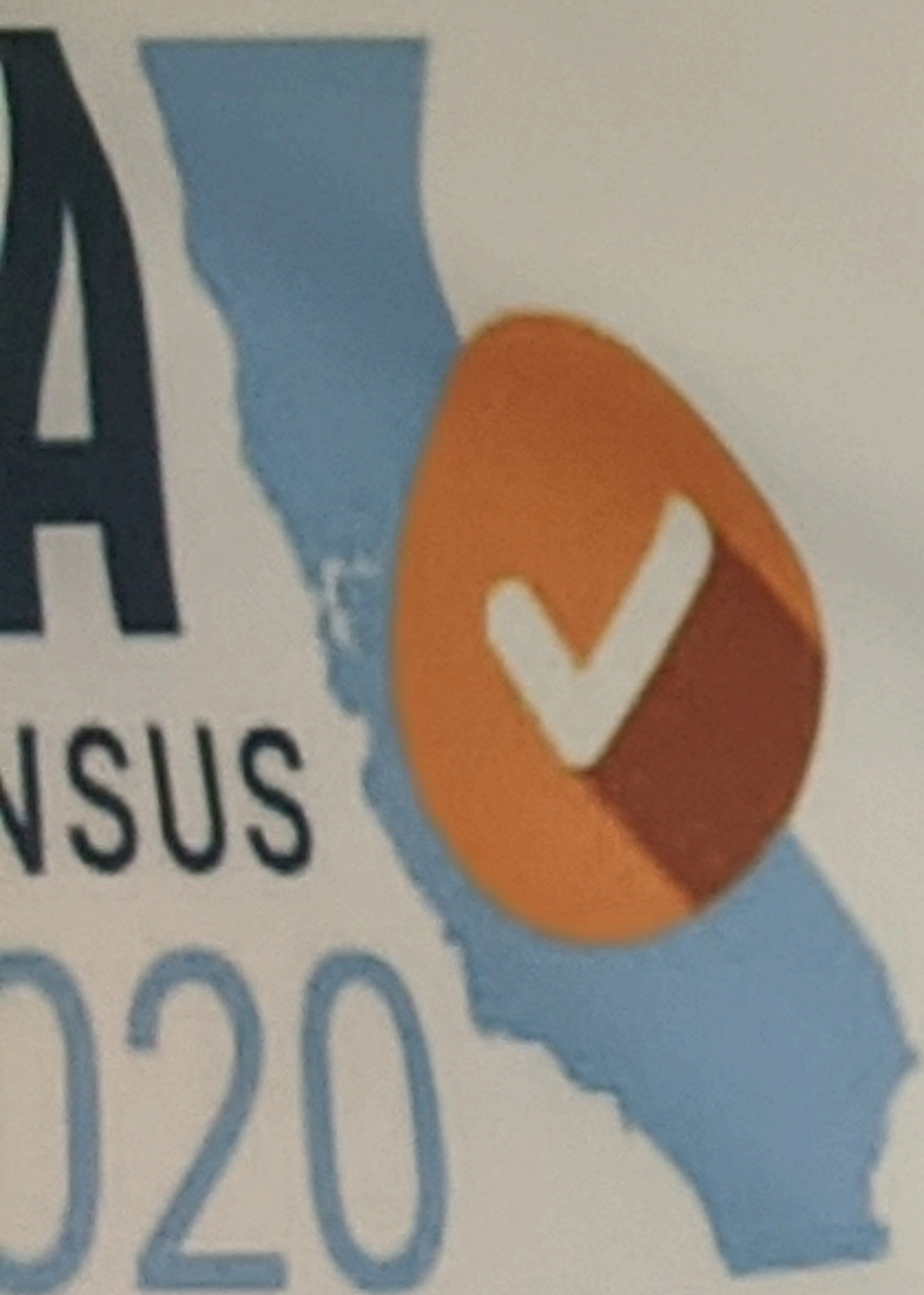
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00 Census.Gov

CensusIE



www.2020Census.gov



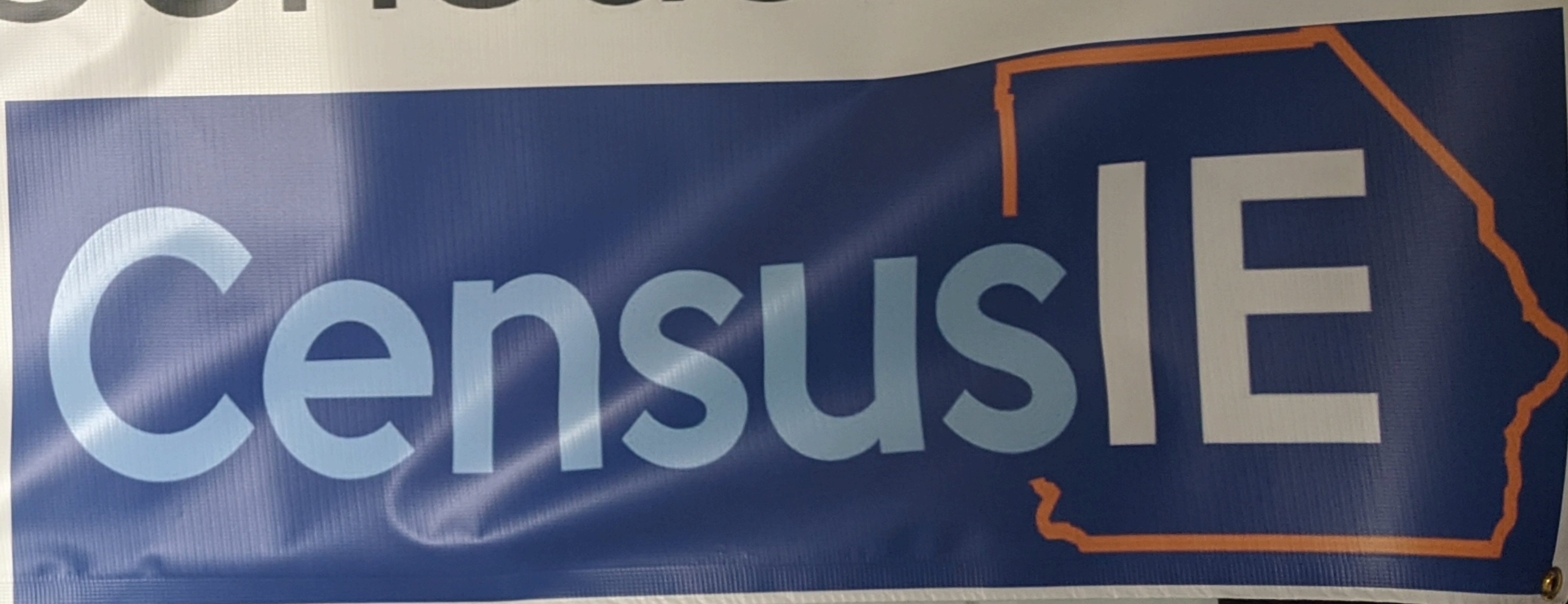
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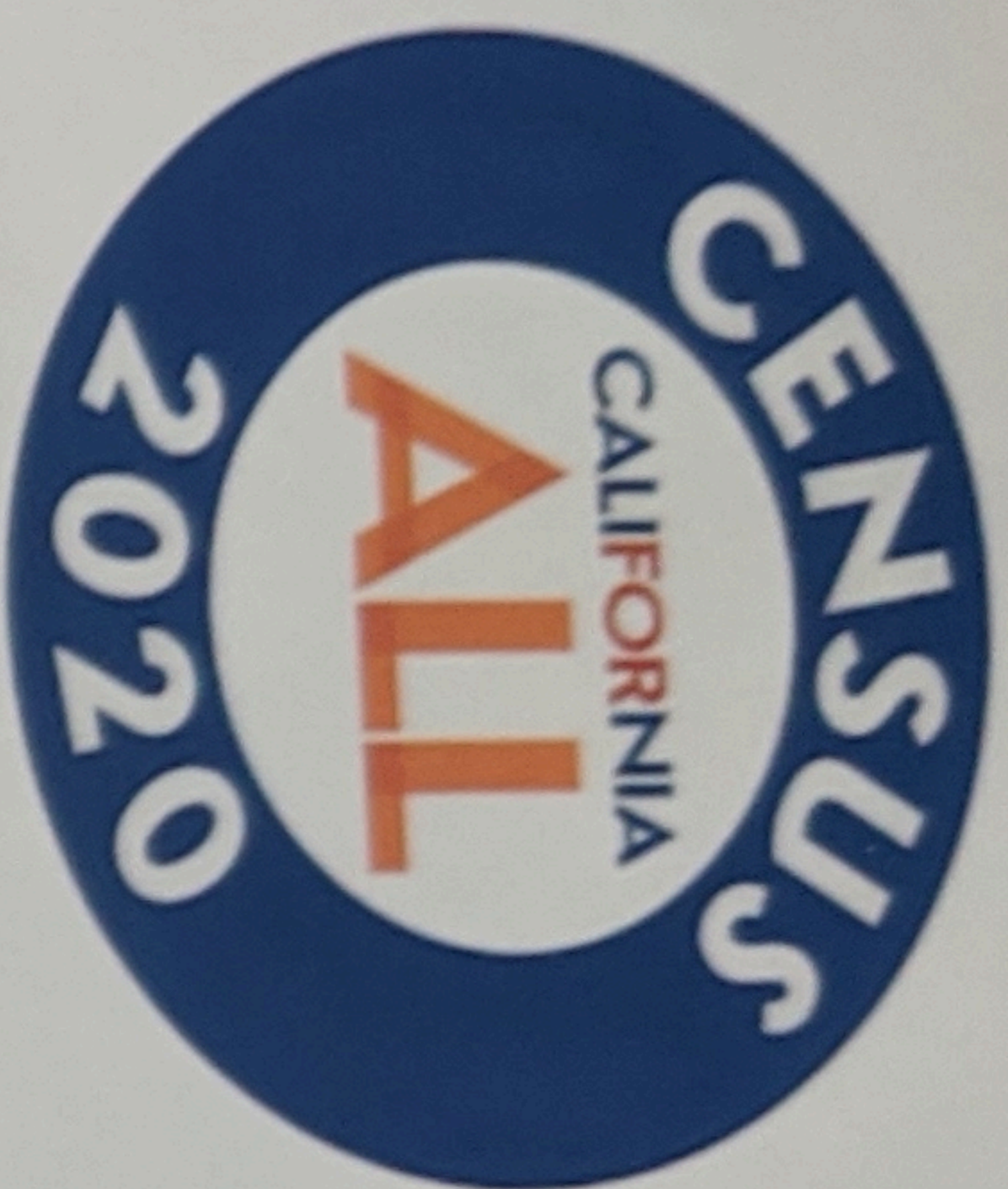
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California Complete Count www.2020census.gov

California as well as the nation is committed to getting a complete and accurate count.

There are local Questionnaire Assistance Centers established in your communities that are serviced by Census Outreach Partners and Community Based Organizations.

Any resident can go to one of the centers and receive assistance in completing their Census questionnaire, via online, or phone.

The closest agency in your area is:

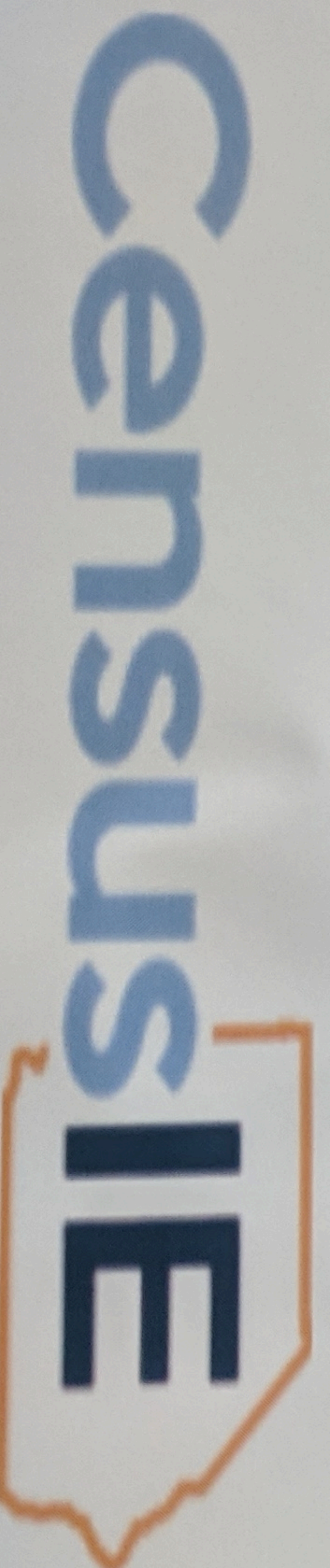
The Way Resource Center
20601 US Hwy 18, Bldg. 165
Apple Valley, CA 92307
Inside Apple Valley Inn complex
Phone # 760-946-9238

Contact agency to find hours of operation and operational procedures.

If site is not staffed, please call the

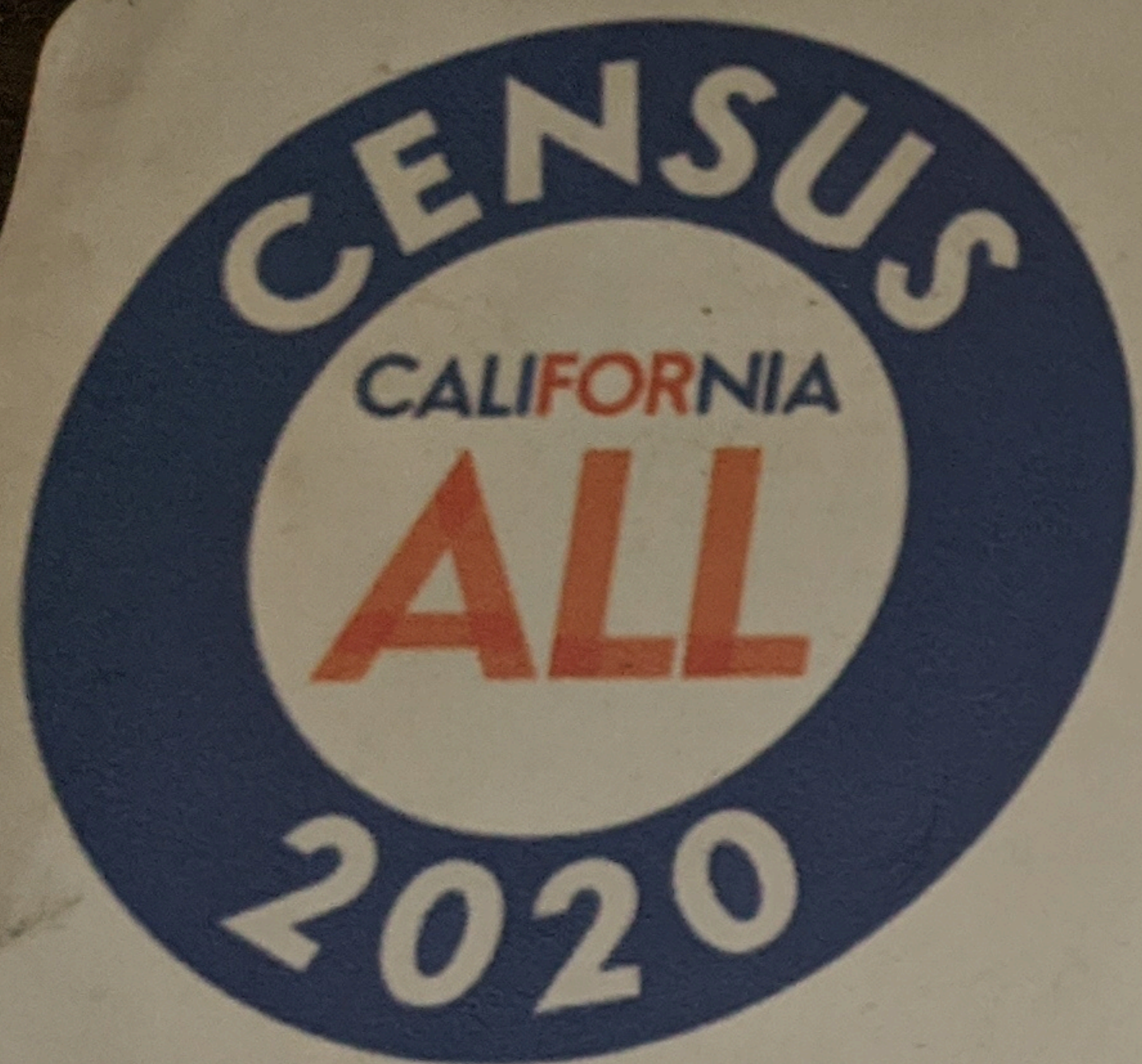
U.S. Census Bureau at:

844-330-2020





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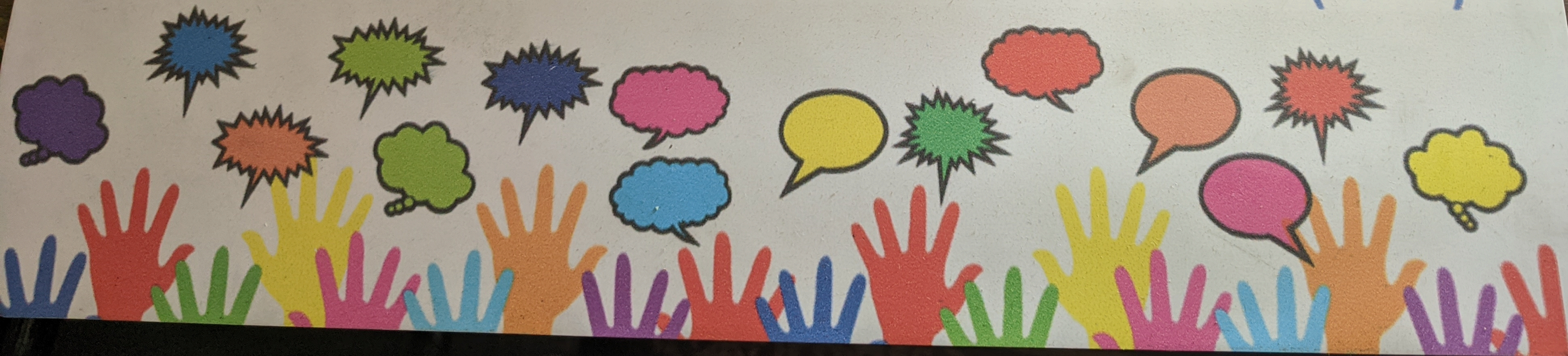
CensusIE

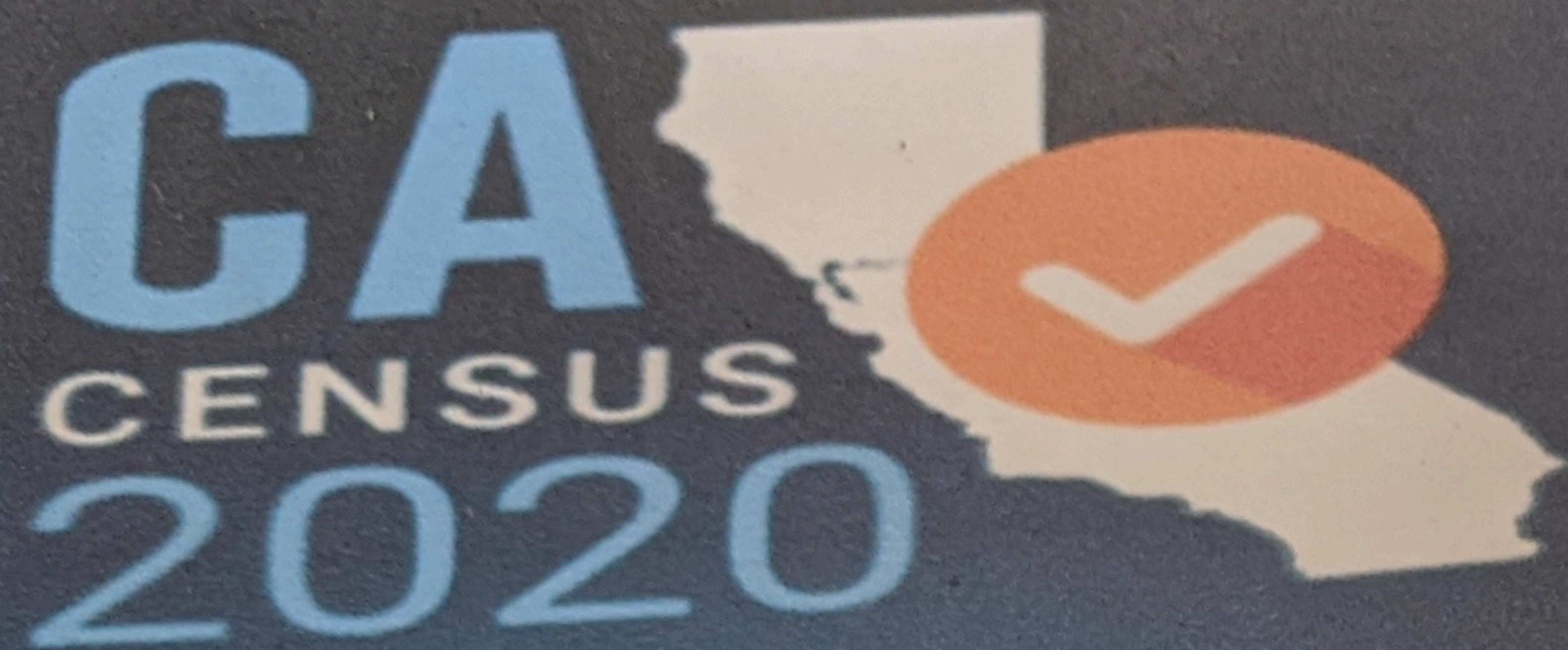
Ensuring the Inland Empire Counts!

It's Not to Late

WWW.2020census.gov
or

Visit your local Questionnaire Assistance Center (QAC)





BE COUNTED,
CALIFORNIA

YOU
COUNT!
TAKE PART!
CENSUS 2020

www.2020Census.gov
or

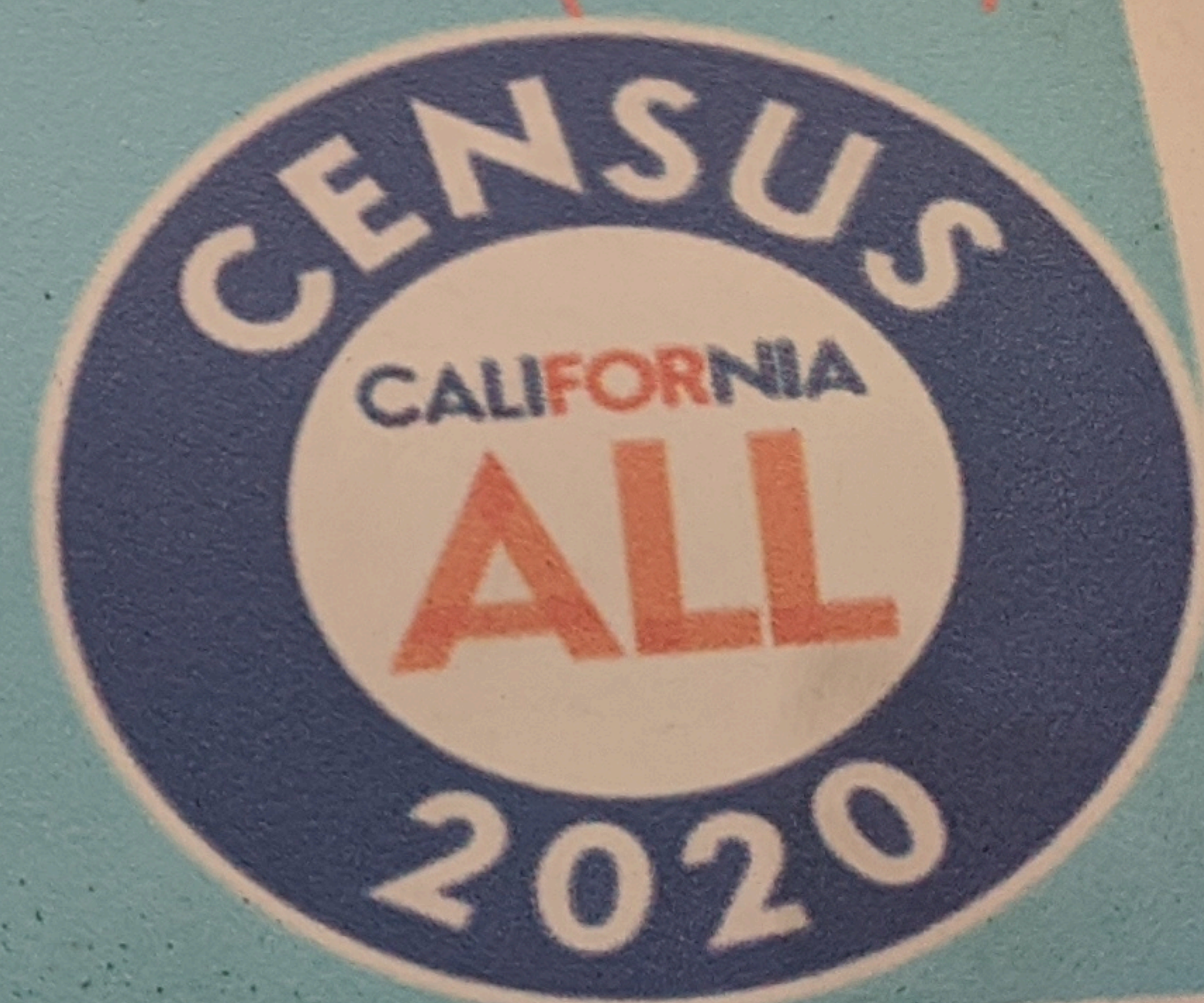
You Can Get Assistance At Your Local

Questionnaire Assistance Centers. (QAC)

Everyone Counts



CensusIE



Ensuring the Inland Empire Counts!



¿Sabe por qué es importante el censo?

Do you know why the Census is important?

CENSO 2020 LLAMADA DE ACCIÓN PARA LOS JOVENES

Martes, 9 de abril del 2019
6:00 p.m. – 8:00 p.m.

Centro de Acción Comunitaria y Justicia Ambiental
3840 Sunnyhill Drive
Jurupa Valley, CA 92509

Los condados de Riverside y San Bernardino tienen muchos residentes que son “difícil de contar”, incluyendo a los jóvenes. Únase con nosotros para preparar a los jóvenes para un conteo completo y preciso del Inland Empire – ¡un año antes del Censo 2020!

¡Habrá pizza y rifas!
Para más información:
Adan Chavez
achavez@naleo.org

CENSUS 2020 YOUTH CALL TO ACTION

Tuesday, April 9, 2019
6:00 p.m. – 8:00 p.m.

Center for Community Action and Environmental Justice
3840 Sunnyhill Drive
Jurupa Valley, CA 92509

Riverside and San Bernardino Counties are home to many “hard-to-count” residents, including youth. Join us as we prepare youth for a complete and accurate count of the Inland Empire – one year out from Census 2020!

There will be pizza and raffles!
For more information:
Adan Chavez
achavez@naleo.org



877-EL-CENSO
(877-352-3676)

HagaseContar.org

#HagaseContar

#Make2020Count