FINAL REPORT

General Information

<table>
<thead>
<tr>
<th>Date of report</th>
<th>November 13, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization / Entity</td>
<td>County of San Bernardino</td>
</tr>
<tr>
<td>Responsible Person / Title</td>
<td>Danette Tealer</td>
</tr>
<tr>
<td>Contact Person / Title</td>
<td>Danette Tealer, Administrative Analyst III</td>
</tr>
<tr>
<td>Address</td>
<td>385 N. Arrowhead Avenue, 5th Floor, San Bernardino, CA 92415-0120</td>
</tr>
<tr>
<td>Email / Phone</td>
<td><a href="mailto:Danette.Tealer@cob.sbcounty.gov">Danette.Tealer@cob.sbcounty.gov</a>, (909) 387-3845</td>
</tr>
</tbody>
</table>

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?

Early on, the County began working with County partners to begin coordination of 2020 Census activities targeting HTC populations. In 2018, San Bernardino County met with the Center for Social Intervention, UCR, and Riverside County regarding a collaboration on an Inland Empire Complete Count Committee (IECCC) for the 2020 Census that would encompass and incorporate stakeholders from San Bernardino and Riverside Counties, the public, non-profit and for profit sectors in both counties. This collaboration resulted in an outreach plan that looked at the gaps as well as ensuring that there was no duplication of effort.

In order to increase the effectiveness of outreach ensuring a complete count, both counties contracted with IECF, the State contracted Administrative Community Based Organization or ACBO, on Census outreach to: blanket hard-to-count (HTC) communities through a pledge card drive; provide mobile Questionnaire Assistance Centers (QACs) in Spanish; provide Train the Trainers, in coordination with NALEO, to the cities, non-profits, for profits, community members; phone banking; and Get Out the Count. Both counties would provide local media services and contract with the cities to provide Pledge Card drives, QACs, or other services as approved. The IECF would also provide outreach services in a city that chose not to participate in outreach services. San Bernardino County would provide QACs at 33 County Libraries and the IECF would provide QACs based on the LACAP plan (Tagalog, Vietnamese, Chinese, Korean, Mandarin, and Arabic).

Due Date: November 16, 2020
Because of the collaboration between Riverside County, San Bernardino County, and the IECF (also referred to Region 7), the State recognized our efforts and recommended and approved a joint Implementation Plan. San Bernardino County participated in a joint Implementation plan with Riverside County and the IECF. Our goal was to ensure that HTC communities and populations were accurately counted in the 2020 Census, thereby achieving the highest self-response rate possible for Region 7. We would do this by building and strengthening capacity by collaboratively working with a network of community based organizations, local governments and others across sectors to ensure that everyone was counted.

Region 7’s objectives were to:
1. Develop a regional approach that encourages cross-sectoral collaboration between the ACBO, Counties, IECCC, and other stakeholders.
2. Utilize existing points of contacts with HTC populations including the education and non-profit sectors to conduct census outreach and gain commitments to participate.
3. Engage residents through door-to-door canvassing efforts in the hardest to count census tracts to gain pledges to participate in the census.
4. Provide Census messaging via local ethnic media to our HTC communities.
5. Conduct Get Out the Count outreach to re-engage and provide support to HTC communities through events, phone banks, texting, and Questionnaire Assistance Centers.

There were three outreach efforts that were impacted resulting in adjustments to outreach strategies by San Bernardino County, San Bernardino County Cities, and the IECF.

San Bernardino County
San Bernardino County collaborated with Riverside County, IECF, the State, NALEO, CensusIE, the U.S. Census and other contracted partners on its media outreach plan targeting the HTC population in San Bernardino in order to identify gaps and not have a duplication of effort. The commercials used in the media campaign in San Bernardino County were developed by San Bernardino County in English and Spanish. San Bernardino County used Region 7 branding and flyers were created in English and Spanish for Census outreach in both counties. The media campaign was a result of the collaboration in Region 7 targeting local advertising on OMNI Buses; Spectrum television; Asian television; theater ads, which were converted to streaming ads and personal device display due to COVID-19; and local newspapers resulting in an estimated 34 million impressions.

The media outreach planned prior to COVID-19 fell within the original self-response period as well as the NRFU.

<table>
<thead>
<tr>
<th>Media Outreach</th>
<th>Outreach Period</th>
<th>Targeted Impressions</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spectrum Television: Spanish Commercial played during Superbowl</td>
<td>02/02/20</td>
<td>10 Spanish airings</td>
<td>4,440</td>
</tr>
<tr>
<td>Spectrum Television: Commercials on 45 Networks; 15 zones throughout San Bernardino county</td>
<td>03/09/20-05/03/20</td>
<td>2,416 Spanish airings, 10,728 English airings</td>
<td>4,298,402</td>
</tr>
<tr>
<td>Spectrum Digital: Commercials on Ads Everywhere in 33 cities/unincorporated areas</td>
<td>03/09/20-05/03/20</td>
<td>67,287 Spanish, 112,284 English</td>
<td>179,571</td>
</tr>
</tbody>
</table>
## Media Outreach

<table>
<thead>
<tr>
<th>Media Outreach</th>
<th>Outreach Period</th>
<th>Targeted Impressions</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spectrum Digital: Online Display Ads linking to iecounts.org and 2020Census.gov</td>
<td>04/01/20-05/31/20</td>
<td>148,574 Spanish 345,655 English</td>
<td>494,229</td>
</tr>
<tr>
<td>Crossings Television: Commercials dubbed in 5 languages on Asian Television</td>
<td>04/13/20-05/31/20</td>
<td>3,969 Filipino 9,754 Tagalog 14,156 Mandarin 8,540 Vietnamese 306 South Asian</td>
<td>42,350</td>
</tr>
<tr>
<td>Census Kick-Off Event (attendance impacted by COVID-19)</td>
<td>03/11/20</td>
<td>English</td>
<td>77</td>
</tr>
<tr>
<td>OMNI Bus Ads in 9 cities and the unincorporated areas on 60 king buses and 84 bus shelters</td>
<td>03/15/20-5/06/20</td>
<td>10,680,000 King Buses 17,976,000 Shelter</td>
<td>28,600,000</td>
</tr>
<tr>
<td>NCM Digital: Commercials in theaters converted to video on personal devices and streaming ads due to COVID-19 in Apple Valley, Victorville, Rialto, and San Bernardino linking to iecounts.org and 2020Census.gov</td>
<td>03/07/20-05/06/20</td>
<td>113,122 Video Ads 242,384 Streaming Ads</td>
<td>355,506</td>
</tr>
<tr>
<td>Hi Desert Star &amp; Trail: Newspapers, Facebook and website in Needles, Twentynine Palms, Yucca Valley and unincorporated</td>
<td>04/08/20-05/31/20</td>
<td>68,400 Newspaper S&amp;E 86,896 Facebook/website</td>
<td>155,296</td>
</tr>
<tr>
<td>Big Bear Grizzly Newspaper: Newspaper, Facebook, and website targeting Big Bear and unincorporated</td>
<td>04/29/20-06/03/20</td>
<td>48,000 Newspaper S&amp;E 48,9978 Facebook/website</td>
<td>96,978</td>
</tr>
<tr>
<td>Lake Arrowhead Mountain Newspaper: newspaper, Facebook and website targeting Lake Arrowhead unincorporated</td>
<td>04/30/20-06/04/20</td>
<td>54,000 Newspaper S&amp;E 26,670 Facebook/website</td>
<td>80,670</td>
</tr>
<tr>
<td><strong>Total Estimated Impressions</strong></td>
<td></td>
<td></td>
<td><strong>34,307,519</strong></td>
</tr>
</tbody>
</table>

Commercials: Spanish and English videos created and developed by San Bernardino County
S&E: Spanish and English advertisement

On March 4, 2020, the State of California declared a state of emergency as a result of the COVID-19 outbreak due to the rising number of confirmed cases and anticipated complications for those infected, including potential deaths. On March 10, 2020, the County Public Health Officer declared a local health emergency to help ensure county government and the public were prepared for the possibility that COVID-19 would appear within the county. San Bernardino County was shut down with only essential services being provided when the Stay At Home orders were issued.
San Bernardino County could not participate in public events due to the Stay-at-Home orders, COVID-19 restrictions, and limited personnel. The County kept the State RPM advised of restrictions and limitations of staffing due to reassignments to participate in the COVID-19 response. At the beginning of July, San Bernardino County was able to begin looking at a revised media outreach plan. Staffing was limited in outreach due to COVID-19 response and County offices were still operating with minimal staff. The County had an opportunity to keep Census messaging moving forward during an unprecedented time of uncertainty. Most media buys had finished in July/early August for most State contracted agencies. The County was able to have a robust media campaign keeping Census messaging moving forward by advertising Census outreach in targeted HTC communities with advertising on OMNI bus, television, local newspapers, radio, utility inserts, outreach through meal plan deliveries, billboards throughout the county, gas stations, medical facilities, online display ads, texting, youth centers and events resulting in impressions estimated at 49 million. Of note, the County had 2,433,069 video completions and 372,643 click throughs to the U.S Census website for the online campaign period of April 1, 2020 through October 1, 2020.

The media outreach planned after COVID-19 fell within the extended self-response period as well as the NRFU.

<table>
<thead>
<tr>
<th>Media Outreach</th>
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<th>Targeted Impressions</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCM Digital: Commercials on personal devices and streaming ads in 74 targeted zip codes in San Bernardino county linking to 2020Census.gov</td>
<td>07/25/20-09/24/20</td>
<td>978,051 Spanish 439,560 English</td>
<td>1,417,611</td>
</tr>
<tr>
<td>Hi Desert Star &amp; Trail Newspapers: Newspaper, Facebook and website for Needles, Twentynine Palms, Yucca Valley and unincorporated</td>
<td>07/29/20-09/01/20</td>
<td>42,750 Newspaper S&amp;E 54,310 Facebook/website</td>
<td>97,060</td>
</tr>
<tr>
<td>Spectrum Digital: Commercials On Demand in San Bernardino county linking to 2020Census.gov</td>
<td>07/27/20-08/30/20</td>
<td>194,208 Spanish 122,027 English</td>
<td>316,235</td>
</tr>
<tr>
<td>Spectrum Digital: Online Display Ads on Streaming TV linking to 2020Census.gov</td>
<td>07/27/20-08/30/20</td>
<td>96,604 Spanish 74,578 English</td>
<td>171,182</td>
</tr>
<tr>
<td>Spectrum Television: Targeting zip codes on 40 networks in 11 zones (Spanish commercials not included due to limited stations; no sports so focused on on-line presence)</td>
<td>07/31/20-08/30/20</td>
<td>18,927 English airings</td>
<td>2,058,703</td>
</tr>
<tr>
<td>Preschool Services Department: Outreach with flyers &amp; incentives targeting families with 0-5 children</td>
<td>08/03/20-09/30/20</td>
<td>1,870 E&amp;S</td>
<td>1,870</td>
</tr>
<tr>
<td>Advance Disposal: Utility inserts to residents in the unincorporated in Hesperia</td>
<td>08/03/20 &amp; 09/03/20</td>
<td>2,100 Inserts Mailed</td>
<td>4,200</td>
</tr>
<tr>
<td><strong>Media Outreach</strong></td>
<td><strong>Outreach Period</strong></td>
<td><strong>Targeted Impressions</strong></td>
<td><strong>Impressions</strong></td>
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<tr>
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<tr>
<td>Precinct Reporter: Newspaper, most widely circulated paper for African Americans, in Rialto, Fontana, San Bernardino, Victorville and the Hi-Desert; online presence</td>
<td>08/06/20-09/24/20</td>
<td>128,000 English 32,000 Online Presence</td>
<td>160,000</td>
</tr>
<tr>
<td>Aging &amp; Adult Services: Outreach with flyers &amp; incentives targeting Senior citizens through meal delivery programs throughout San Bernardino county</td>
<td>08/16/20-09/11/20</td>
<td>3,000 E&amp;S</td>
<td>3,000</td>
</tr>
<tr>
<td>Restaurants: Posters displayed at restaurant sites in meal program throughout San Bernardino county</td>
<td>08/16/20-09/30/20</td>
<td>46,000 E&amp;S</td>
<td>46,000</td>
</tr>
<tr>
<td>Waste Management: Utility inserts to residents in the unincorporated in Trona and Chino</td>
<td>08/21/20 &amp; 09/11/20</td>
<td>176 E&amp;S in Trona 640 E&amp;S in Chino</td>
<td>816</td>
</tr>
<tr>
<td>iHeart: Radio streaming, adware, display, mobile, radio, podcasts with 30 zip code focus (online advertisement linking to 2020Census.gov)</td>
<td>08/24/20-09/30/20</td>
<td>4,253,160 English</td>
<td>4,253,160</td>
</tr>
<tr>
<td>Child Support Services: Event in collaboration with the City of Fontana handing out flyers &amp; incentive items; U.S. Census attended</td>
<td>08/29/20</td>
<td>500 E&amp;S</td>
<td>500</td>
</tr>
<tr>
<td>The Sun: Newspaper with an online presence linking to 2020Census.gov in San Bernardino county.</td>
<td>08/30/20-09/30/20</td>
<td>489,860 E&amp;S Paper 500,000 E&amp;S Online</td>
<td>989,860</td>
</tr>
<tr>
<td>Inland Valley Daily Facts: Newspaper in Fontana, Rancho Cucamonga, Ontario, Colton, Rialto, Upland, Montclair, Chino &amp; Chino Hills; online presence linking to 2020Census.gov</td>
<td>08/30/20-09/30/20</td>
<td>500,715 E&amp;S</td>
<td>500,715</td>
</tr>
<tr>
<td>Redlands Daily Facts: Newspaper in Redlands</td>
<td>08/30/20-09/30/20</td>
<td>85,340 E&amp;S</td>
<td>85,340</td>
</tr>
<tr>
<td>La Prensa: Newspaper, a Hispanic publication, in San Bernardino city</td>
<td>08/30/20-09/30/20</td>
<td>106,505 E&amp;S</td>
<td>106,506</td>
</tr>
<tr>
<td>Outfront Billboards: 77 billboards in San Bernardino County targeting main highways &amp; inter city</td>
<td>08/31/20-09/27/20</td>
<td>21,521,636 English</td>
<td>21,521,636</td>
</tr>
<tr>
<td>County: Postmaster sent to more than</td>
<td>08/31/20</td>
<td>21,000 English</td>
<td>21,000</td>
</tr>
<tr>
<td><strong>Media Outreach</strong></td>
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<td><strong>Targeted Impressions</strong></td>
<td><strong>Impressions</strong></td>
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<td>---------------------------------------------------------------------------------</td>
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<tr>
<td>21,000 County employees</td>
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<tr>
<td>Blue Line: Commercial played at 23 gas stations with 224 screens in Adelanto,</td>
<td>08/31/20-09/27/20</td>
<td>290,281 English</td>
<td>290,281</td>
</tr>
<tr>
<td>Apple Valley, Barstow (4), Crestline, Hesperia (5), Mentone, Searles Valley,</td>
<td></td>
<td></td>
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<tr>
<td>Twentynine Palms (2), Victorville (6), &amp; Yucca Valley</td>
<td></td>
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<tr>
<td>Patient Points: Commercials with captions played in loop at clinics in Montclair,</td>
<td>09/01/20-09/30/20</td>
<td>180,000 E&amp;S Clinics</td>
<td>249,000</td>
</tr>
<tr>
<td>Joshua Tree, Victorville, Barstow, and San Bernardino as well as at 116 doctor's</td>
<td></td>
<td>69,000 E&amp;S Doctor’s Office</td>
<td></td>
</tr>
<tr>
<td>offices</td>
<td></td>
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</tr>
<tr>
<td>Fontana Early Learning Center: Flyers &amp; incentive items available to public</td>
<td>09/01/20-09/30/20</td>
<td>200 E&amp;S</td>
<td>200</td>
</tr>
<tr>
<td>El Chicano: Newspaper in Colton, Redlands, Rialto, and San Bernardino; online</td>
<td>09/03/20-09/24/20</td>
<td>6,000 Spanish</td>
<td>6,000</td>
</tr>
<tr>
<td>presence linking to 2020Census.gov</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colton Courier: Newspaper in Colton; online presence linking to</td>
<td>09/03/20-09/24/20</td>
<td>4,000 E&amp;S</td>
<td>4,000</td>
</tr>
<tr>
<td>2020Census.gov</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rialto Record: Newspaper in Rialto; online presence linking to</td>
<td>09/03/20-09/24/20</td>
<td>4,000 E&amp;S</td>
<td>4,000</td>
</tr>
<tr>
<td>2020Census.gov</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Redlands Community News: Newspaper in Redlands</td>
<td>09/04/20-09/25/20</td>
<td>58,800 E&amp;S</td>
<td>58,800</td>
</tr>
<tr>
<td>Highland Community News newspaper in Highland</td>
<td>09/04/20-09/25/20</td>
<td>40,000 E&amp;S</td>
<td>40,000</td>
</tr>
<tr>
<td>Yucaipa-Calimesa News Mirror: Newspaper in Yucaipa and Calimesa</td>
<td>09/04/20-09/25/20</td>
<td>56,000 E&amp;S</td>
<td>56,000</td>
</tr>
<tr>
<td>Fontana Herald News: Newspaper in Fontana</td>
<td>09/04/20-09/24/20</td>
<td>20,000 E&amp;S</td>
<td>20,000</td>
</tr>
<tr>
<td>SCNG: Commercial on Adtaxi, Facebook, and display ads targeting specific zip</td>
<td>09/05/20-10/01/20</td>
<td>530,000 Facebook</td>
<td>9,730,000</td>
</tr>
<tr>
<td>codes in HTC tracts in San Bernardino county linking to 2020Census.gov</td>
<td></td>
<td>7,900,000 Display Ads</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>1,300,000 Video</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>*(941,000 videos viewed)</td>
<td></td>
</tr>
<tr>
<td>OMNI Bus: Ads in 9 cities and the unincorporated areas on 40 king buses and</td>
<td>09/06/20-10/04/20</td>
<td>3,560,000 King Buses</td>
<td>5,720,000</td>
</tr>
<tr>
<td>60 tail ads</td>
<td></td>
<td>2,160,000 Tail Ads</td>
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</tbody>
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### County of San Bernardino

#### Media Outreach

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<thead>
<tr>
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<tr>
<td>iHeart: Radio streaming, adware, display, mobile, radio, podcasts with 30 zip code focus with HTC tracts (online linking to 2020Census.gov)</td>
<td>09/07/20-09/30/20</td>
<td>713,333 Spanish</td>
<td>713,333</td>
</tr>
<tr>
<td>Big Bear: Unincorporated utility bill insert in Big Bear</td>
<td>09/09/20</td>
<td>200 E&amp;S</td>
<td>200</td>
</tr>
<tr>
<td>Transitional Age Youth Centers: Targeting parents of youths under 18 providing flyers &amp; incentives</td>
<td>09/14/20-09/30/20</td>
<td>150 E&amp;S</td>
<td>150</td>
</tr>
<tr>
<td>Public Results: Texting targeting 73 identified HTC tracts (88,000 residents); 3 texts sent linking to 2020Census.gov</td>
<td>09/18/20-09/27/20</td>
<td>210,663 English Texts</td>
<td>210,663</td>
</tr>
<tr>
<td>Burrtec: Utility bill inserts in the unincorporated area of San Bernardino county to 49,400 residents</td>
<td>09/21/20</td>
<td>49,400 E&amp;S</td>
<td>49,400</td>
</tr>
<tr>
<td>KBHR: Radio station playing 255 sixty second ads, 17 per day, in Big Bear, Lake Arrowhead, some desert areas and unincorporated</td>
<td>09/21/20-10/05/20</td>
<td>33,433 English</td>
<td>33,433</td>
</tr>
<tr>
<td>Z101.7: Radio station playing 140 thirty second ads, 10 per day, in Morongo Basin, Yucca Valley, Twentynine Palms, Joshua Tree.</td>
<td>09/22/20-10/05/20</td>
<td>77,777 English</td>
<td>77,777</td>
</tr>
<tr>
<td>LAX103.1: Radio station playing 124 thirty second ads in the Hi Desert</td>
<td>09/24/20-09/30/20</td>
<td>18,520 Spanish</td>
<td>18,520</td>
</tr>
</tbody>
</table>

#### Total Estimated Impressions

|                           | 49,037,151 |

Commercials: Spanish and English videos created and developed by San Bernardino County
S&E: Spanish and English advertisement
Newspapers: All newspapers, with the exception of The Sun and Precinct Reporter, are also available free to city residents.

**San Bernardino Cities**

The cities were also impacted by COVID-19 resulting in closures, cancellation of all events, and reduction in staffing. The cities kept the County apprised of limitations to Census outreach. The County also provided outreach options to the cities so that they could review and revise their plans, if they were able to. The contracted cities listed provided revised outreach plans.

- **City of Barstow**: Due to COVID-19, all events being planned by the City were cancelled. The City was restricted on outreach activities and had limited staffing. The City did have a presence on social media, signs at Dana Park, advertisement on the City of Barstow website, radio and television advertisement. The City was able to plan an outreach event on September 26 at two sites providing
food trucks, and promotional items resulting in over 3,000 impressions. Radio ads heavily promoted the event in English and Spanish. The City’s total estimated outreach was 280,442 impressions.

- **City of Colton:** Due to COVID-19, most of the initial outreach plans had to be cancelled or postponed. SwORD was used to identify locations for the pop up census booths and marketing. Original census outreach plans included a kickoff summer event hosting a movie in the park and 20 pop-up mobile booths. The City’s outreach plan had 33 mobile booths in low response areas located at locations such as Community Centers, grocery stores, bike trails, CVS pharmacy, Fleming Park, parking lots in high traffic areas, shopping centers, Keep Colton Clean Event and PAWS in the Park Event. These mobile booths provided assistance in Spanish and English, computers to fill out questionnaires, giveaways and incentives, coloring books for kids in Spanish and English, and material in Spanish and English. Marketing by the City included a 2020 Census Awareness campaign through digital and tangible materials, street banners, bi-weekly e-blasts, giveaways to promote census and participation, large mounted posters in all city facilities, printed materials, and giveaways specifically targeting the homeless or almost homeless community. The city had three successful events. On April 11, 2020, the City was able to include US Census coloring sheets from First 5 in English and Spanish with 500 DIY Easter Egg Hunt Bags that were delivered throughout the city. On August 27, 2020, a movie trivia night was a virtual event where families could drive by and pick up a themed activity bag to use at home while watching a craft presentation and participating in a live trivia game. The activity bags included Census themed coloring books and information. On September 26, 2020, the City had a Pet Wellness event which provided a great opportunity to share information about Census. The City’s total estimated outreach was 376,315 impressions with 470 assisted or questionnaires completed.

- **City of Highland:** The closure of public places in response to COVID-19 were the biggest obstacles to the City’s outreach. The City was forced to cancel 7 events in HTC areas, as identified through SwORD, at Highland City Hall, Highland Senior Center, YMCA, and the Highland Branch Library and the annual Citrus Harvest Festival. The Highland Senior Center has a very large daily population of senior citizens, people with disabilities, and veterans. The YMCA provides many free and reduced-cost services to the HTC populations including physical fitness, wellness programs, childcare, and youth sports. The Highland library currently provides no-cost literacy programs, access to computers, youth and adult activities, and an environmental learning program. Homeless persons often seek refuge at the YMCA and the Library as they offer a safe day-time shelter from weather and have access to restrooms and water. The closure of the YMCA, Highland Senior Center and the Highland Library put a tremendous burden on reaching Highland’s hard to count. The City discussed COVID-19 impacts with the County and received approval of alternative outreach opportunities such as social media, print media and radio opportunities. The City’s marketing efforts included incentive items handed out at events, print advertisements in the Highland Community Newspaper in English and Spanish, print advertisement in El Chicano newspaper in Spanish, census flyers in English and Spanish mailed in utility bills, banners displayed in the city in English and Spanish, social media postings, flyers sent to 21 schools on parental portal “Peach Jar” in San Bernardino City and Redlands Unified school Districts, and posters/flyers distributed to residents at City Hall, the YMCA and the Library. The City held two successful outreach events on March 9, 2020 and March 11, 2020 at the Highland Senior Center in which free canvas bags and informational flyers were provided to 80 seniors. The City was able to provide information and help 80 seniors on responding to the Census as well as the various methods that could be used. The City’s total estimated outreach was 258,371 impressions.

- **City of Fontana:** The onset of the COVID-19 pandemic posed as a challenge in that the City’s initial event was cancelled and funds were redirected from the event to other outreach events. SwORD was
used to determine which areas in the City needed extra outreach efforts. The City also partnered with CityLink who is based and serves residents in the HTC area in Fontana. The City advertised 2020 Census through social media posts, city website, digital billboards, flyers at all city facilities, newsletters, ads in monthly Fontana coupons booklet, promotion in citywide weekly update videos, streetwide banners on Sierra Avenue and Baseline Avenue, radio advertising on Que Buena radio spots and Facebook posts, incentive items, and a localized animated video. The City also partnered with Fontana Unified School District’s Grab N’ Go Meals (presence on website and parent resource center) and CityLink Backpack Spectacular Resource Drive-Thru and weekly meal distributions. Events organized by the City included senior meal delivery, drive-in movie outreach, tabling at COVID-19 testing site, and Jazzfest. The successful outreach events formed as a result of COVID-19 was providing Census information to parents and seniors through the Grab N’ Go Meals, Senior Meal Delivery, and the Backpack Spectacular Drive through. The City’s total estimated outreach impressions was 91,240,147.

- **City of Needles:** Due to COVID-19, all events being planned by the City were cancelled. Original Census plans, in collaboration with USCB, included a bar-b-que event on January 27, 2020 with over 200 attendees, utility mailers, additional events being planned through the Census period, and door-to-door hanging Census hangars in HTC communities. The City cancelled events due to restrictions on outreach activities and limited staffing. The City was able to advertise the Census using banners, 2,500 flyers were sent in utility bills and flyers were distributed at schools. The City also planned two outreach events at Needles Unified School District in September and October providing food, flyers, promotional items and an opportunity to respond to the Census. The City’s total estimated outreach was 5,382 impressions.

- **City of Rancho Cucamonga:** Due to COVID-19, restrictions were implemented which prohibited most of the City’s outreach efforts from being executed. All tentative QACs and in person events were cancelled. The City had 10 QACs scheduled in the communities at schools, churches, Victoria Gardens and senior centers; disbursement of flyers at National Care and Lewis apartment complexes, Archibald Library, Victoria Gardens Library, Rancho Cucamonga Resource Center, and grocery stores. In addition, presentations scheduled for the community’s chamber of commerce, citizens advisory committee and senior advisory committees were cancelled. The City redirected efforts to focus on social media outreach as well as contacting the local school districts and stores for collaboration efforts. Five grocery and pharmacies agreed to house flyers. Cities outreach efforts also included social media with 67,519 followers, a selfie campaign promoting census with an opportunity for a drawing, billboard advertising, online QACs, summer reading programs, 30,000 newsletters distributed on various City publications, advertisement on the Daily Bulletin and flyer distributions. Successful events were a presentation to 50 local business owners, 340 flyers at local libraries, National CORE (Housing Organization) reached out and distributed 2500 flyers to their residents, and an award ceremony at a school in which census flyers were handed out to parents as well as pledge cards. The Healthy RC partnered with the Community Services Department with 150 community members provided resources. The City’s total estimated outreach impressions was 419,916.

- **City of Rialto:** The City of Rialto’s original outreach plan included two outreach events and plans to canvas three HTC communities with targeted demographics including low income housing, Latinos, seniors, and Spanish speaking areas. The City had partnered with St. Catherine of Sienna, Rialto Unified School District and USCB. The City had also planned to participate in the City of Rialto Passport Day, Easter Spring Eggstravaganza, Cinco De Mayo, MADD Walk/Run event, Independence Day Celebration, Bike Rodeo and a Pet-a-Paloosa. Due to COVID, the City cancelled all events and plans as they were restricted on outreach activities and had limited staffing. The City collaborated with the
U.S. Census Bureau (USCB) on providing virtual Questionnaire Assistance Webinars in September and October.

- **City of Twentynine Palms**: The City of Twentynine Palms’s closure of public places in response to COVID-19 were the biggest obstacles to the City’s outreach. The City was forced to cancel 9 events in HTC areas, as identified through SwORD. The City had mailed out mailers to residents from March 12-17 and the City was able to host one event for two days in which there were about 500 attendees. Due to restrictions in outreach and limited staffing, the City was not able to provide outreach on Census. There was a radio ad that the city was able to run at the beginning of October. The City’s estimated outreach was 155,228 impressions.

- **City of Upland**: The City of Upland’s original outreach plan efforts were not conducted and required new approaches. The original plan for door-to-door or face-to-face outreach opportunities like outdoor gatherings and community events were prohibited from occurring and limited the City’s outreach efforts. The updated plan focused on HTC populations located in the census tracts below Foothill Boulevard, identified primarily as Latinos. HTC populations were identified using SwORD which assisted the City on identifying poor response areas. Due to the restrictions, outreach was limited to visual marketing with banners, yard signs and magnetic signs on city vehicles, numerous social media postings, Mobile Questionnaire Assistance at two city-owned apartments and a virtual Questionnaire Assistance Webinar in collaboration with the U.S. Census Bureau (USCB). The most successful outreach effort was the self-response Questionnaire Assistance Webinar, in collaboration with the USCB, resulting in over 100 individuals completing their Census. The City’s total estimated outreach was 70,260 impressions.

- **City of Victorville**: The City of Victorville’s outreach plan included outreach activities that were cancelled due to COVID-19. Prior to cancellation, the City had a presence on social media, Interstate 15 auto mall sign, city website, flyers on customer service counters, posters, repeating Census videos at City Hall, radio advertisements, 50 banners in the city, 8,000 grocery store advertisements, utility bill inserts to 36,000 residents, 21 bus shelters, 50 buses and a QAC at City Hall. The City had to cancel outreach events at the Spring Festival & Egg Hunt, a community clean-up day, a Public Work’s day, and the QAC at City Hall. Due to restrictions, outreach was limited. The City revised their outreach plan and included additional radio advertisements in September, Banner and Article ads at VVNG.com and Facebook, and two Drive Thru Mask Giveaway events. The most successful outreach event after COVID-19 was the two drive-thru Mask Giveaway events for a free box of face masks along with Census incentive items and reminder to participate in the Census resulting in 4,000 impressions. The City’s total estimated outreach was 15,801,500 impressions.

**Inland Empire Community Foundation**

There were three strategies that were impacted by COVID-19.

**Strategy 1**: Blanket HTC communities with messages to educate, motivate, and activate and collect 50,000 pledge cards. Collection of pledge cards would 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 began in July 2020 with a concentrated push and continue until February 2020. The ACBO’s funding was supplemented by additional funding from Riverside and San Bernardino Counties to increase the scope, impact, and HTC coverage of 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 messages about Census, IECF contracted with 24 organizations to distribute and collect pledge cards throughout Region 7. Pledge card contracts were distributed according to need in each region based upon the percentage of census tracts with an LRS score above 21. 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. Event organizers frequently took advantage of relationships with US Census Bureau staff to promote job opportunities and integration of job fairs into events. In Mid-March, as the COVID-19 pandemic was declared and Governor Newsome 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.

Region 7 Total Pledge Cards and Events by Contract

<table>
<thead>
<tr>
<th>Agency</th>
<th>Pledge Cards</th>
<th>Events</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACBO Contracts &amp; Grants</td>
<td>46,870</td>
<td>1,163</td>
<td>3,117,025</td>
</tr>
<tr>
<td>Riverside Contracts</td>
<td>684</td>
<td>169</td>
<td>573,205</td>
</tr>
<tr>
<td>San Bernardino Contracts</td>
<td>592</td>
<td>151</td>
<td>207,442</td>
</tr>
</tbody>
</table>

Region 7 Events per contract by Timeline

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ACBO</td>
<td>638</td>
<td>124</td>
<td>71</td>
</tr>
<tr>
<td>Riverside Contract</td>
<td>7</td>
<td>21</td>
<td>87</td>
</tr>
<tr>
<td>San Bernardino Contract</td>
<td>7</td>
<td>69</td>
<td>47</td>
</tr>
</tbody>
</table>

(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 Objective #1 was the training of Trusted Messengers to communicate regarding the importance of census from the viewpoint of their peers or local trusted leaders. 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 additional training contractors included a cross section of organizations to ensure diversity in the body of trained trusted messengers. As an added incentive to highlight and motivate trusted messengers, the Census Champions program was
created. Census Champions gave 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. 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 and 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.

<table>
<thead>
<tr>
<th>Region</th>
<th># Trainings</th>
<th># People Trained</th>
<th># Census Champions</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>124</td>
<td>1,417</td>
<td>113</td>
</tr>
</tbody>
</table>

Overall, IECF was able to contract with partners to conduct outreach targeting each of the State of California’s HTC communities. 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 Purapecha and ASL.

<table>
<thead>
<tr>
<th>HTC Group/Language</th>
<th>#Organizations Targeting w/ Outreach</th>
<th># Impressions reported by HTC group</th>
<th>#Census Champions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latinx</td>
<td>27</td>
<td>142,531</td>
<td>45</td>
</tr>
<tr>
<td>Black</td>
<td>18</td>
<td>10,690</td>
<td>14</td>
</tr>
<tr>
<td>Native &amp; Tribal</td>
<td>5</td>
<td>263</td>
<td></td>
</tr>
<tr>
<td>Asian &amp; Pacific Islander</td>
<td>4</td>
<td>220,551</td>
<td>13</td>
</tr>
<tr>
<td>MENA</td>
<td>2</td>
<td>89</td>
<td>4</td>
</tr>
<tr>
<td>Immigrant &amp; Refugee</td>
<td>17</td>
<td>13,019</td>
<td>1</td>
</tr>
<tr>
<td>Farm workers</td>
<td>5</td>
<td>4,785</td>
<td></td>
</tr>
<tr>
<td>People w/ Disabilities</td>
<td>9</td>
<td>7,627</td>
<td>11</td>
</tr>
<tr>
<td>LGBTQ+</td>
<td>3</td>
<td>571</td>
<td>1</td>
</tr>
<tr>
<td>Seniors</td>
<td>13</td>
<td>46,725</td>
<td>13</td>
</tr>
<tr>
<td>Homeless</td>
<td>8</td>
<td>2,292</td>
<td>6</td>
</tr>
<tr>
<td>Children 0-5</td>
<td>4</td>
<td>3,648</td>
<td>17</td>
</tr>
<tr>
<td>Children 6-18</td>
<td>5</td>
<td>Not included in Amplify</td>
<td></td>
</tr>
<tr>
<td>Young Adults</td>
<td>8</td>
<td>Not included in Amplify</td>
<td></td>
</tr>
</tbody>
</table>
Strategy #2: Canvass/Phonebank 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 more. 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 the time when it would be allowed again.

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 phone banking 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.

Final Numbers for San Bernardino County Sub-Contracts:

<table>
<thead>
<tr>
<th>Area</th>
<th>IDs</th>
<th>Impressions</th>
<th>Non-Response</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Desert</td>
<td>17,714</td>
<td>20,092</td>
<td>96,928</td>
<td>114,892</td>
</tr>
</tbody>
</table>
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 and 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 used 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 three main strategies for GOTC contacts. Phone-banking, continued messaging from trusted messengers-blanketing HTC communities with census GOTV messaging, and the establishment of QACs. All three strategies were performed during the COVID-19 pandemic and were critical to ensure that 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 wellbeing of their community through promoting a complete count for the 2020 census.
Count of San Bernardino

Organizations who made initial contacts through the 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. Organizations were encouraged to adjust their scripts and share resources for referrals. As phone banking continued, contractors began to saturate the voter file. Consumer data was added to reach additional households not included in the voter file. 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 stay at home 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. At this time, the shortened timeframe was 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. 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, including 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 viewers. 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 through job loss. Many families became hard to count through the sudden loss of work and access to services. For many organizations, the only remaining contact with community members in need was through Food Banks. Partner organizations worked with or organized food and PPE distributions and included census materials, including 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.

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?

Contracted partners remained deeply committed to a complete count even when having to navigate through the impact and limitations of outreach as a result of COVID-19. Region 7’s collaboration throughout the Census campaign continued to be strong and supportive of all outreach activities. This regional approach ensured that all geographies received a fair share of resources, all HTC populations were covered and that resources were used in an efficient way leading to a complete count. This approach included continued participation, information sharing, combined resources, collaboration in planning, and a commitment by all of Region 7’s partners, both Counties, IECF, UCR, Census IE, the State, USCB, Schools, First Five, and many others with the goal to meet or exceed our 2010 self-response throughout all timeframes for Census outreach.

What hindered the operations?

During self-response and NRFU, the instability and hardship of COVID-19 hindered all operations as governmental agencies were restricted in their outreach. In addition, there was confusion and frustration created due to the multiple changes to the end date of the Census self-response period. When the USCB had originally extended Census operations through October 31, many cities, as well as the County, started planning operations that would target events in September and October in hopes that COVID-19 restrictions would be lifted. Unfortunately, the multiple changes to the date that Census operations would cease increased confusion with partners as well as the public.

Contracted partners’ outreach
What outreach tactics worked well?

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.

Partnership with churches and other faith-based institutions led to the greatest reach with LEP communities, including Korean, Tagalog, Chinese, Purapecha, Arabic, and Farsi. Early buy-in and trainings 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.

Region 7’s 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. San Bernardino County cities regularly invited and collaborated with USCB staff to attend QACs, events, meetings, and hosting Questionnaire Assistance virtual events. USCB staff was also passionate in a complete count and had scheduled to attend a multitude of events throughout San Bernardino county through October 31, which unfortunately had to be cancelled. Cities had begun hosting larger non-virtual events that were scheduled from October 15 through October 31. This was a lost opportunity for increasing response in the county’s HTC communities. The IECF Regional Coordinators regularly invited USCB staff to regional tables 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. 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 count in Region 7 was unprecedented for the non-profit community, cities, and the County. 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 unsurmountable. 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.

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.

San Bernardino County and contracted cities were heavily impacted by COVID-19 as these governmental agencies closed with only essential workers in office. This resulted in staff not being able to do any type of outreach service and cancelling all events. In addition, Census Outreach staff were redirected to the response and activities related to COVID-19. One of San Bernardino County’s main strategy was to have 33 County Libraries and 3 Job Centers as QAKs and had collaborated with the USCB to provide outreach services at these locations in English as well as other languages. Due to COVID-19, these locations were closed as non-essential services. The County Libraries were opened in limited capacity starting in July; however, due to State Library Guidelines in response to COVID-19, the County Libraries could not host the QAKs. San Bernardino County revised strategies to non-contact outreach services with a focus on media outreach. Most cities in San Bernardino also revised outreach services to non-contact; however, some cities continued to provide mobile QACs as well as events.

IECF had contracted with San Bernardino County to host QACS and CensusIE organized a network of 34 QACs, both stationery and pop-up, 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, QACs began to cautiously open with contracts extended to the end of August. Pop-up QACs 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

<table>
<thead>
<tr>
<th>Agency</th>
<th>Total Unique Locations</th>
<th>Virtual Events</th>
<th>Total # Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACBO</td>
<td>42</td>
<td>0</td>
<td>25,318</td>
</tr>
<tr>
<td>Riverside County</td>
<td>29</td>
<td>1</td>
<td>15,439</td>
</tr>
<tr>
<td>San Bernardino County</td>
<td>46</td>
<td>38</td>
<td>44,679</td>
</tr>
</tbody>
</table>

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.

San Bernardino County’s self-response rate for 2010 was 65.4% and the self-response rate for 2020 was 66.3%. The County’s self-response exceeded the 2010 rate by .9%. The San Bernardino County media saturation through August and September kept the Census messaging moving forward. This was important as most media Census messaging had ended by August. In addition, media presence continued the messaging of the importance of responding to the Census as well as letting people know that they could still respond and make a difference to their communities. This was important as COVID-19 restrictions were still in place limiting in-person events. In addition, the IECF adjusted to the restrictions and closures due to the COVID-19 pandemic and was able to target low responding communities ensuring that communities were receiving information and assistance on responding to the Census thereby increasing self-response. Both the media saturation and IECF outreach helped to increase the 2020 self-response.

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 benefitted 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 Counties, UCR CSI, Inland Empowerment, IECF, NALEO, the United States Census Bureau, and State RPG Quintilia Avila. Other partners included SCBOs, San Bernardino Superintendent of Schools, and 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 though the relationships built at regular meetings. This led to increased partnership and 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 IECF. 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.

The Regional Tables facilitated collaboration for events and strategies that engaged more 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.

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

One of San Bernardino’s key contracted partners was the ACBO-IECF. As the COVID-19 pandemic progressed and IECF contracted 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.

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?

Messaging was provided in languages throughout the County based on the LACAP plan for San Bernardino County (Tagalog, Spanish, Vietnamese, Chinese, Korean, Mandarin and Arabic). Flyers that were sent by the State to the County were distributed to all cities, which included flyers in Spanish, Tagalog, Vietnamese, Chinese, Korean, Mandarin, and Arabic. Materials in other languages was also accessible in a multitude of languages on the USCB website. San Bernardino County developed outreach material in Spanish including flyers, commercial for advertising on television and other media outlets, radio ads, and newspapers. The County had two Census videos in English and Spanish which included closed captioning on both. The County’s commercial was played on Asian networks and were dubbed in Tagalog, Vietnamese, Chinese, Korean, and Mandarin. Mobile Census centers were offered in English and Spanish and virtual QAC events were offered in ASL, English, Purapecha, and Spanish. The USCB also offered Questionnaire Assistance webinars in English and Spanish; however, if another language was requested the USCB representative would try to schedule a webinar in the requested language.

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.

Region 7 partners have remained committed to collaboration and coordination in service of a complete count in the Inland Empire for over two years. Region 7 partners came together to share information and updates to ensure coordination and troubleshoot issues among organizations. The partners remained deeply committed to partnership and transparency in planning and implementation of census outreach and fostered trust and comradery though the relationships built at regular meetings leading to increased partnership and collaboration. 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.

One such collaboration is Census Legacies, which is very exciting as it is a result of the partnership and collaboration of Region 7 partners. Census Legacies will be an opportunity to increase collaborations post
Census as well as possibly increasing Census Outreach and response in the 2030 Census. UCR is collaborating with organizations across the State to build on the foundations of census coalitions to create stronger and more equitable communities. Census Legacies will be a growing peer-learning network seeking to re-purpose Census outreach tables from around the country to ensure that historically undercounted communities have an equal voice in shaping the future of our regions. Census Legacies will provide an opportunity to share experiences with an expanding list of partners and supporters that include the Funders’ Committee for Civic Participation, Florida State Fund, Blue Shield of California Foundation, Community Foundations from across California, including Silicon Valley and Orange County, and many more. Census Legacies is also growing a number of community and government partners from across Southern California in counties such as Imperial, Orange, Riverside, San Bernardino, and San Diego. Census Legacies will not only support a transition to post-Census regional work, but also to help with learning, evaluation, and narrative in your Census achievements.

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

The 2020 Census was unprecedented from prior Census efforts due to the dollars that the State of California invested to achieve a complete count. In the future, if the State of California invests dollars for achieving a complete count, suggestions would be:

- Contracts in place for all counties, ACBO’s, media, and other contracts a year prior to the self enumeration start date.
- QAC/QAK guidelines included in the contracts. Guidelines came out too late impacting releases of RFPs in early 2020 and delaying outreach services. In addition, the guidelines were quite onerous resulting in planned QACs being changed to QAKs or cities opting out of outreach.
- Provide procurement guidelines and clarifications included with contract as they were delayed and impacted outreach planning.
- Encourage collaborations and partnerships with ACBOs and other State contracted agencies.

**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: Yes
- b) Updated list of subcontractors: Yes (Attachment A included in this document)
- c) Evaluations or analytical reports, if any: None attached.
- d) Sample products*: Yes (Attachments B through ?)

* 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**
County of San Bernardino

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.
List of updated contractors for the County of San Bernardino
1. Inland Empire Community Foundation
2. City of Barstow
3. City of Colton
4. City of Fontana
5. City of Highland
6. City of Needles
7. City of Rancho Cucamonga
8. City of Rialto
9. City of Twentynine Palms
10. City of Upland
11. City of Victorville
COUNTY OF SAN BERNARDINO: MEDIA FILES

Region 7 Logo

Inland Empire Census 2020
IECounts.org
COUNTY OF SAN BERNARDINO: MEDIA FILES

ORIGINAL OUTREACH MATERIAL

Flyer Utilized by Region 7; Also used same format for Newspaper buys

TOGETHER, WE COUNT!
The Census 2020 is closer than you think!

CENSUS 2020

¡JUNTOS, CONTAMOS!
¡El Censo 2020 está más cerca de lo que piensa!

Here's what it is and how you can make your community stronger.
Eh aquí lo que significa y como usted puede fortalecer su comunidad.

EVERYONE COUNTS / TODOS CUENTAN
The census counts every person living in the U.S. once, only once and in the right place.
El censo cuenta a cada persona una vez en los Estados Unidos solo una vez y en el lugar correcto.

IT'S ABOUT $700 BILLION / SE TRATA DE $700 BILLONES
Census data determine how $700 billion are spent and how much comes to your region.
La información del censo determina cómo se invierten $700 mil millones y la cantidad que sale para nuestra región.

LOCAL PROGRAMS / PROGRAMAS LOCALES
Based on population data, funds would be allocated to create or improve schools, healthcare, roads, housing, and public services.
Basado en la población, los fondos se asignarían para crear o mejorar escuelas, atención médica, carreteras, vivienda y servicios públicos.

FAIR REPRESENTATION / REPRESENTACIÓN JUSTA
Every 10 years, the results of the census determine how many representatives each state gets.
Cada 10 años, los resultados del censo determinan cuántos representantes recibe cada estado.
Pledge Card Utilized by Region 7

I'm interested in becoming a Census Champion!

Please indicate how your business can get involved (check all that apply):

Display Census posters/materials at your site that is:
- [ ] Public facing (for clients and customers to see)
- [ ] Available in employee break rooms and areas

Distribute a brief reminder (i.e. email or SMS) about Census participation to:
- [ ] Your customers or clients
- [ ] Your employees

- [ ] Invite a community-based organization to do a pledge card drive at your business (staff or clients)

- [ ] Have your site become a Census Questionnaire Assistance Kiosk or Center

Name of business: ____________________________
Full name: ____________________________
Address: ____________________________
Phone number: ____________________________
Email: ____________________________
COUNTY OF SAN BERNARDINO: MEDIA FILES

Rack Card and Utility Insert Used by Region 7

Inland Empire Census 2020
IECounts.org

TOGETHER, WE COUNT!
The census is only every 10 years!

Here's how you can make your community stronger by participating.

Everyone Counts
It's about $700 Billion
Local Programs
Fair Representation

Participate and make yourself count

IE Counts
@census_ie
IECounts.org
TOGETHER, WE COUNT!
The census is only every 10 years!

¡JUNTOS, CONTAMOS!
El censo es solamente cada 10 años!

Here's how you can make your community stronger by participating.
Esta es la que significa y cómo usted puede fortalecer su comunidad al participar.

Participate and make yourself count
Participa y hasta contar
COUNTY OF SAN BERNARDINO: MEDIA FILES

By completing the 2020 Census form, you will help your community get resources and funding to:

- Build better roads and schools
- Fund community programs for seniors, children, and families
- Improve housing

#CALIFORNIAFORALL

**KEY U.S. CENSUS BUREAU DATES IN 2020**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAR 12–20</td>
<td>Invitations to complete the 2020 Census questionnaire online will be mailed</td>
</tr>
<tr>
<td>MAR 26–APR 3</td>
<td>Reminder postcard will be mailed</td>
</tr>
<tr>
<td>APR 1</td>
<td>Census Day</td>
</tr>
<tr>
<td>APR 8–16</td>
<td>Second reminder and questionnaire will be mailed</td>
</tr>
<tr>
<td>APR 20–27</td>
<td>A final reminder postcard will be mailed before the Census Bureau follows up in person</td>
</tr>
</tbody>
</table>

Your 2020 Census data is safe, protected and confidential. California is committed to ensuring a complete and accurate count of all Californians on April 1, 2020.

CALIFORNIACENSUS.ORG
Al completar el formulario del Censo 2020, puede ayudar a garantizar que su comunidad obtenga recursos y fondos para:

- Construir mejores carreteras y escuelas
- Financiar programas comunitarios para personas mayores, niños y familias
- Mejorar viviendas

**FECHAS CLAVE DE LA OFICINA DEL CENSO DE LOS ESTADOS UNIDOS EN 2020**

<table>
<thead>
<tr>
<th>Fecha</th>
<th>Detalle</th>
</tr>
</thead>
<tbody>
<tr>
<td>12–20 de marzo</td>
<td>Se enviarán por correo las invitaciones para completar el cuestionario del Censo 2020 por internet</td>
</tr>
<tr>
<td>26 de marzo–3 de abril</td>
<td>Un recordatorio se enviará por correo postal</td>
</tr>
<tr>
<td>1 de abril</td>
<td><strong>Día del Censo</strong></td>
</tr>
<tr>
<td>8–16 de abril</td>
<td>Recordatorios y cuestionarios serán enviados por correo por segunda vez</td>
</tr>
<tr>
<td>20–27 de abril</td>
<td>Se enviarán por correo las tarjetas postales finales, antes del seguimiento en persona</td>
</tr>
</tbody>
</table>

California está comprometido a garantizar un recuento completo y preciso de todos los californianos.

CALIFORNIACENSUS.ORG
COUNTY OF SAN BERNARDINO: MEDIA FILES

Kick-Off Event

PROGRAM

PRE AGENDA
Networking in Rotunda

AGENDA
Welcome
Curt Hagman, Chairman
San Bernardino County Board of Supervisors

Janice Rutherford
San Bernardino County Board of Supervisors
Co-chair of the Inland Empire Complete Count Committee

Dawn Rowe
San Bernardino County Board of Supervisors

Ted Alejandre, Superintendent
San Bernardino County Superintendent of Schools

POST AGENDA
Networking • Census Photo Booth • #IECounts2020

With your help, we can make a difference.

THANK YOU FOR JOINING US TODAY!
COUNTY OF SAN BERNARDINO: MEDIA FILES

Digital Display Banners

![Image of Census 2020 banner: "Inland Empire Census 2020" and "Together, We Count!"]
COUNTY OF SAN BERNARDINO: MEDIA FILES

OUTREACH MATERIAL BEGINNING JULY THROUGH OCTOBER 15, 2020

Flyer Used by Region 7

Participate in the Census Now!

You can make a difference for your community! The simple, nine question survey help determine dollars that fund important programs for the next 10 years.

- BUILD BETTER ROADS AND SCHOOLS
- FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES
- CREATE JOBS
- IMPROVE HOUSING
- ENHANCE HEALTHCARE FACILITIES & EMERGENCY SERVICES

Three Ways to Complete the Census

- ONLINE AT my2020census.gov
- BY PHONE AT 844-330-2020
- BY MAIL
  Complete and return your Census form

All communities deserve the opportunity to thrive and provide for their families.

Complete the Census Before September 30, 2020.

Your 2020 Census data is safe, protected and confidential.
Participa en el Censo

¡Puedes mejorar tu comunidad! Esta encuesta de nueve preguntas ayuda determinar los fondos que reciben los programas importantes para los siguientes 10 años.

- CONSTRUIR MEJORES CARRETERAS Y ESCUELAS
- FINANCIAR PROGRAMAS COMUNITARIOS PARA PERSONAS MAYORES, NIÑOS Y FAMILIAS
- CREAR TRABAJOS
- MEJORAR VIVIENDAS
- MEJORAR LOS SERVICIOS DE CUIDADO DE SALUD Y EMERGENCIA

Maneras de Responder

- EN LÍNEA
  my2020census.gov
- POR TELÉFONO
  844-330-2020
- POR CORREO
  ¡Completa y devuelve tu formulario del Censo!

Todas las comunidades merecen la oportunidad de prosperar y mantener a sus familias.

Completa el Censo antes del 30 de septiembre del 2020.

Sus respuestas al Censo 2020 serán protegidas y confidenciales.

CaliforniaCensus.org | @CACensus | Updated Spanish: July 2020
Participate in the Census Now!
You can make a difference for your community! The simple, nine question survey helps determine dollars that fund important programs for the next 10 years.

Three Ways to Complete the Census
- ONLINE AT my2020census.gov
- BY PHONE AT 844-330-2020
- BY MAIL
  Complete & return your Census Form!

Better Roads & Schools
Improve Housing
Community Programs
Create Jobs
Enhance Healthcare

Your 2020 Census data is safe, protected and confidential.
Complete the Census Before September 30, 2020.

Participa en el Censo
Puedes mejorar tu comunidad! Esta encuesta de nueve preguntas ayuda determinar los fondos que reciben los programas importantes para los siguientes 10 años.

Maneras de Responder
- EN LÍNEA my2020census.gov
- POR TELÉFONO 844-330-2020
- POR CORREO
  Complete y devuélve tu formulario del Censo

Mejores Carreteras y Escuelas
Mejorar Viviendas
Programas Comunitarios
Crear Trabajos
Mejores Servicios de Salud

Sus respuestas al Censo 2020 serán protegidas y confidenciales.
Complete el Censo antes del 30 de septiembre del 2020.
COUNTY OF SAN BERNARDINO: MEDIA FILES

Digital Display Ads

Inland Empire Census 2020

¡PARTICIPA en el CENSO HOY!
Completa el Censo antes de Sept. 30, 2020
my2020census.gov
(844) 468-2020

Inland Empire Census 2020

PARTICIPATE in the CENSUS TODAY!
COMPLETE it before Sept. 30, 2020
my2020census.gov
(844) 468-2020
PARTICIPATE in the CENSUS TODAY!

my2020census.gov | (844) 330-2020

¡PARTICIPA en el CENSO HOY!

my2020census.gov | (844) 468-2020
Inland Empire Census 2020

PARTICIPATE in the CENSUS TODAY!

Be counted and shape your future!

my2020census.gov | (844) 330-2020
Participate in the Census Today!
my2020census.gov | (844) 330-2020

¡PARTICIPA en el CENSO Hoy!
Completa el Censo antes del 30 de Septiembre del 2020.

PARTICIPATE in the CENSUS TODAY!
Complete it before September 30, 2020 and be counted.
## California Complete Count

**U.S. Census Bureau**

**In-Language Phone Assistance**

<table>
<thead>
<tr>
<th>Language</th>
<th>English Phone</th>
<th>Spanish Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>844-330-2020</td>
<td>844-468-2020</td>
</tr>
<tr>
<td>Chinese (Mandarin)</td>
<td>844-391-2020</td>
<td>844-398-2020</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>844-461-2020</td>
<td>Korean</td>
</tr>
<tr>
<td>Russian</td>
<td>844-417-2020</td>
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</tr>
<tr>
<td>Tagalog</td>
<td>844-478-2020</td>
<td>Polish</td>
</tr>
<tr>
<td>French</td>
<td>844-494-2020</td>
<td>Haitian Creole</td>
</tr>
<tr>
<td>Portuguese</td>
<td>844-474-2020</td>
<td>Japanese</td>
</tr>
</tbody>
</table>

**Telephone Display Device (TDD)**

844-467-2020

Note: Individuals do not need a mailer/code to respond via phone or online.
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.

Take the 2020 Census
https://my2020census.gov | (844) 330-2020

Connect with us @CACensus
For more information visit: CaliforniaCensus.org
Census is Fast, Easy & Secure!
For the first time in history, the Census can be completed in three ways. By law (Title 13, U.S. Code), the U.S. Census Bureau cannot share an individual’s answers with anyone or allow it to be used to determine eligibility for government benefits.

Online https://my2020census.gov
Phone (844) 330-2020
Mail Limited households will receive the paper form

DID YOU KNOW?
The 2020 Census data will inform the health and wellness of our families and neighborhoods. By filling out the form, your data informs where new hospitals are built and the improvements to our health programs.

Census data is used by businesses to decide where to invest and create jobs. Filling out the Census makes sure that we and our loved ones, neighbors, and communities get a fair shot at those business resources.

Our children and grandchildren’s future depend on getting an accurate Census count. When they are counted, their schools get their fair share of funding and resources.

Participating in the Census fulfills your civic duty and helps our families and communities in California for the next 10 years.

No matter when or where you served, your response to the Census 2020 counts towards important benefits for our loved ones, neighbors, and communities across California! Everyone counts. Take the Census.
Veterans shaped our past, and they shape our future.

Veterans are the backbone of communities across America. No matter when you served, your response to the 2020 Census will play a part in shaping our future.

Responses to the 2020 Census will determine how more than $675 billion in federal funds is distributed annually for the next 10 years. That money is used for education and public services like parks, public transportation, health care, emergency services, and more.
COUNTY OF SAN BERNARDINO: MEDIA FILES

Virtual Questionnaire Assistance Webinar for Self-Response

Portal open from March 12 until September 30

- A step by step walkthrough of the online 2020 Census questionnaire.
- Conducted live by U.S. Census Bureau Partnership Specialists.
- Webinar concludes with Q&A segment to address all questions.
- Open to all community members and stakeholders.

Contact: Guadalupe Camacho
Partnership Coordinator
guadalupe.n.camacho@2020census.gov
Mobile: (818)963-3778

¡En Vivo! Todos los Martes 3-4PM por WebEx

¡GRATIS! Recorrido virtual Paso a Paso del Cuestionario del Censo 2020

Contact: Melissa C. Padilla
Especialista en Colaboracion
Melissa.c.padilla@2020census.gov
Movil: (213)-309-9272
Omni Bus Advertisements
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS
Billboard Advertisements

On the 215 heading towards San Diego about a couple of miles prior to the 60 exchange. Same billboard on opposite side of freeway.
PARTICIPATE in the CENSUS TODAY!
Be counted and shape your future!

my2020census.gov | (844) 330-2020
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS

Evacuations for El Dorado fire spread into Riverside County: coming Santa Ana winds prompt warnings

7 fatally shot at illegal marijuana grow in Riverside County

5 Gender reveal disasters: wildfires, fatal explosion, plane crash

El Pollo Loco launches new line of L.A. Mex Burritos

San Bernardino County pares proposed list of polling places for Nov. 3 election

Fire knocks out Edison power plant in Redlands

El Dorado fire containment grows to 16% as firefighters work to establish lines

Suspect in Redlands double killing arrested in Las Vegas

Victorville driver crashes into patrol vehicles, injures San Bernardino County Sheriff’s deputy

Coronavirus: California has cut three key metrics by half or more

This ‘New American’ crosses the U.S. border to reclaim his life and family

Our endorsements for the 12 state ballot measures

PARTICIPATE in the CENSUS TODAY!
Support After Her Death

By Johnni Macke  September 29, 2020

Muddling through. Ryan Dorsey opened up about how he and his son, Josey, are doing two months after his ex-wife, Naya Rivera, died in a drowning accident.
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS

CROSS PLATFORM VIDEO

Desktop

Mobile
Bryant is also mom to Natalia, 17, Bianka Bella, 3½, and 14-month-old Capri Kobe, all with her late husband.
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS
Who's a "people of all ages" here?

2020CENSUS.GOV or 844-330-2020

RELATED ARTICLES

LeBron James Rocks Kobe Bryant Tribute Jersey To Lakers Playoff Game

Kobe Bryant to Have Street Named After Him Near Staples Center, Official Says

KOBE BRYANT  RIP  CELEBRITY DEATH  TMZ SPORTS  FAIRLY LEGAL
LOCAL NEWS

Truck plows through Hollywood crowd protesting Breonna Taylor’s killing; at least 1 injured

San Bernardino teacher charged after admitting to posing as a minor online to solicit ‘sexually explicit behavior’ from kids

Man sought in Glendale road-rage shooting
CRAZY COURTHOUSE ESCAPE COP GOES SUPERMAN ON FLEEING MAN... Fails, Suspect at Large
09/24/2020 1:21 PM PT

PARTICIPATE in the CENSUS TODAY!
my2020census.gov | (844) 330-2020

BREAKING NEWS
DAK PRESCOTT RIPS BREONNA TAYLOR INDICTMENT 'Disgusting, Unacceptable'
09/24/2020 2:28 PM PT
"It was the craziest, craziest story," says Richards – revealing this Instagram photo led her to hire a private investigator and even go undercover herself.

PARTICIPATE in the CENSUS TODAY!

my2020census.gov | (844) 330-2020

BREAKING NEWS
Ken Doughton: you DA MAN! Just saw your commercial on the census. Well done!!!
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS

AROUND THE WEB:

PARTICIPATE IN THE CENSUS TODAY!
Complete it before September 30, 2020 and be counted.

COVID-19 UPDATES

Stay home. Save lives.
Learn how we can all keep CA healthy.

Inland Empire Census 2020
Together, We Count!

Call Now

Like Comment Share
Wear a mask. Stay safe at home. Fill out your Census. Three easy steps for helping you and all of California get back... See More
The US Census Bureau is currently hiring Field Representatives at $17.08/hr, plus.

Now Hiring – Part Time
Field Representatives
San Bernardino County, CA
$17.08 per hour
Plus 50 cents per mile driven to and from an assignment
Flexible Hours!
Interesting Work!
Help your community & the nation!

If you enjoy helping people, the U.S. Census Bureau has openings for Part-Time Field Representatives. The Census Bureau conducts a variety of censuses and surveys. Every month, quarter, and year we conduct surveys with households and businesses. Field Representatives are selected based on openings in the county or city in which they live. Bilingual applicants are encouraged to apply. Jobs may not be available in all areas.

Minimum qualifications include:
Be at least 18 years of age and a citizen of the United States. Must present proof of identity and employment eligibility.
Valid driver license and reliable vehicle to use in completing assignments.

www.census.gov/fieldjobs
Sign up today!
Call
1-800-992-3529
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS

By participating in the 2020 Census, you can make a difference. Census...
10 weeks ago · 2.2K Views

 Participar en Censo 2020
10 weeks ago · 1.6K Views

#IECounts Commercial
35 weeks ago · 1K Views

2020 Census Commercial (Español)
40 weeks ago · 1K Views
San Bernardino County Human Services

Published by C.L. Lopez - September 3

It's a sign... that you should participate in the 2020 Census! We have a number of billboards throughout the community reminding residents to complete the Census!

Take a few minutes to complete the questionnaire online at www.my2020census.gov and shape the future of our community!

Census results help decision makers determine how to spend billions of dollars to improve education, healthcare, highways, public safety and other services in our community. For more information, please visit www.2020census.gov or call 1-800-923-8282. #IECounts #2020Census #Census

5,736 People Reached 118 Engagements

Thank you to all who have already participated in the 2020 Census. Today is the final day to be counted. Visit 2020Census.gov to respond.

3,989 People Reached 53 Engagements

COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS
Advertisements at Gas Stations

<table>
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<tr>
<th>DATE</th>
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<tbody>
<tr>
<td>CLIENT</td>
<td>US Census Bureau San Bernardino County</td>
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Promotional Items/Staff Activity/Event Pictures
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS
COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS

Kick-Off Event
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<th>No.</th>
<th>Library Location</th>
<th>Address</th>
<th>City</th>
<th>Phone 1</th>
<th>Phone 2</th>
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<tr>
<td>1</td>
<td>Library Administration</td>
<td>777 East Rialto Ave. San Bernardino, CA 92415-0035</td>
<td>San Bernardino</td>
<td>(909) 387-2220</td>
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<tr>
<td>2</td>
<td>Adelanto Branch</td>
<td>11497 Bartlett Ave. Adelanto, CA 92301-1901</td>
<td>Adelanto</td>
<td>(760) 245-5661</td>
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<td>3</td>
<td>Apple Valley Newton T. Bass Branch</td>
<td>14901 Dale Evans Parkway Apple Valley, CA 92307</td>
<td>Apple Valley</td>
<td>(760) 247-2022</td>
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<tr>
<td>4</td>
<td>Barstow Branch</td>
<td>304 E. Buena Vista St. Barstow, CA 92311-2805</td>
<td>Barstow</td>
<td>(760) 255-4850</td>
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<td>5</td>
<td>Big Bear Lake Branch</td>
<td>41930 Garstin Dr. Big Bear Lake, CA 92315-1809</td>
<td>Big Bear Lake</td>
<td>(909) 866-5571</td>
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<td>6</td>
<td>Bloomington Branch</td>
<td>18028 Valley Blvd Bloomington, CA 92316</td>
<td>Bloomington</td>
<td>(909) 820-0533</td>
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<tr>
<td>7</td>
<td>Cal Aero Preserve Academy Branch</td>
<td>15850 Main Street Chino, CA 91708</td>
<td>Chino</td>
<td>(909) 606-2173</td>
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<td>8</td>
<td>Carter Branch</td>
<td>2630 N. Linden Ave. Rialto, CA 92377</td>
<td>Rialto</td>
<td>(909) 854-4100 x28148</td>
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<td>9</td>
<td>Chino Branch</td>
<td>13180 Central Ave. Chino, CA 91710-4125</td>
<td>Chino</td>
<td>(909) 465-5280</td>
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<td>10</td>
<td>Chino Hills James S. Thalman Branch</td>
<td>14020 City Center Dr. Chino Hills, CA 91709-5442</td>
<td>Chino Hills</td>
<td>(909) 590-5380</td>
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<td>11</td>
<td>Crestline Branch</td>
<td>24105 Lake Gregory Dr. Crestline, CA 92325-1087</td>
<td>Crestline</td>
<td>(909) 338-3294</td>
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<tr>
<td>12</td>
<td>Fontana Lewis Library &amp; Technology Center</td>
<td>9437 Sierra Avenue Fontana, CA 92335-3892</td>
<td>Fontana</td>
<td>(909) 574-4500</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Highland Sam J. Racadio Library &amp; Environmental Learning Center</td>
<td>7863 Central Ave. Highland, CA 92346-4107</td>
<td>Highland</td>
<td>(909) 425-4700</td>
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<tr>
<td>14</td>
<td>Hesperia Branch</td>
<td>9550 7th Ave. Hesperia, CA 92345-3242</td>
<td>Hesperia</td>
<td>(760) 244-4898</td>
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<tr>
<td>15</td>
<td>Joshua Tree Branch</td>
<td>6455 Park Blvd. Joshua Tree, CA 92252-2371</td>
<td>Joshua Tree</td>
<td>(760) 355-8615</td>
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<tr>
<td>16</td>
<td>Kaiser Branch</td>
<td>11155 Almond Ave. Fontana, CA 92337</td>
<td>Fontana</td>
<td>(909) 357-5900 x14174</td>
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<tr>
<td>17</td>
<td>Mentone Senior Center and Library</td>
<td>1331 Opal Ave. Mentone, CA 92359</td>
<td>Mentone</td>
<td>(909) 794-0327</td>
<td></td>
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<tr>
<td>18</td>
<td>Lake Arrowhead Branch</td>
<td>27235 Highway 180 Bluejay, CA 92317-766</td>
<td>Blue Jay</td>
<td>(909) 337-3118</td>
<td></td>
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<tr>
<td>19</td>
<td>Loma Linda Branch</td>
<td>25581 Barton Rd. Loma Linda, CA 92354-3125</td>
<td>Loma Linda</td>
<td>(909) 796-8621</td>
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<td>20</td>
<td>Lucerne Valley Janice Horst Branch</td>
<td>33103 Old Woman Springs Rd. Lucerne Valley, CA 92356-408</td>
<td>Lucerne Valley</td>
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<td>21</td>
<td>Montclair Branch</td>
<td>9555 Fremont Ave. Montclair, CA 91763</td>
<td>Montclair</td>
<td>(909) 624-4671</td>
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<tr>
<td>22</td>
<td>Rialto Branch</td>
<td>251 West 1st St. Rialto, CA 92376</td>
<td>Rialto</td>
<td>(909) 875-0144</td>
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<tr>
<td>23</td>
<td>Muscoy Baker Family Learning Center</td>
<td>2818 Macy Street Muscoy, CA 92407</td>
<td>Muscoy</td>
<td>(909) 887-5167</td>
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<tr>
<td>24</td>
<td>Needles Branch</td>
<td>1111 Bailey Ave. Needles, CA 92363</td>
<td>Needles</td>
<td>(760) 326-9255</td>
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<tr>
<td>25</td>
<td>Phelan Memorial Library</td>
<td>9800 Clovis Rd. Phelan, CA 92371</td>
<td>Phelan</td>
<td>(760) 868-3053</td>
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<td>26</td>
<td>Running Springs Branch</td>
<td>2677 Whispering Pines Dr. Running Springs, CA 92382-248</td>
<td>Running Springs</td>
<td>(909) 867-3604</td>
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<tr>
<td>27</td>
<td>Summit Branch</td>
<td>15551 Summit Ave. Fontana, CA 92336</td>
<td>Fontana</td>
<td>(909) 357-5950 x15113</td>
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<tr>
<td>28</td>
<td>Wrightwood Branch</td>
<td>5011 Pine St. Wrightwood, CA 92397-1962</td>
<td>Wrightwood</td>
<td>(760) 249-4577</td>
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<td>29</td>
<td>Trona Branch</td>
<td>82805 Mountain View Trona, CA 93562</td>
<td>Trona</td>
<td>(760) 372-5847</td>
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<tr>
<td>30</td>
<td>Twentynine Palms Branch</td>
<td>6078 Adobe Rd. Twentynine Palms, CA 92277-2354</td>
<td>Twentynine Palms</td>
<td>(760) 367-9519</td>
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<tr>
<td>31</td>
<td>Yucaipa Branch</td>
<td>12040 5th St. Yucaipa, CA 92399</td>
<td>Yucaipa</td>
<td>(909) 790-3146</td>
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</tr>
</tbody>
</table>
Yucca Valley Branch
57098 29 Palms Highway
Yucca Valley, CA 92284
(760) 228-5455
KBHR developed the scripts based on information that the County provided playing 255 spots for an estimated 33,433 impressions. KBHR DJs also did live, unrecorded announcements about the Census and the importance of responding. Please note the date to respond was updated to reflect 10/5/20 with the U.S. Census’ extension through 10/5/20. Sample video recordings included.

Script One

It’s time to complete the 2020 Census. Your participation is key to securing federal and state dollars for much needed services in the Big Bear community. It’s estimated that each person who does NOT complete the census is a loss of $2000 annually to the state. That’s $20,000 per person over a 10 year period. Those dollars help to pay for roads, schools, housing and social programs. Only one person per household needs to complete the survey and completing the questionnaire only takes minutes. Visit my2020census dot gov or call 1-844-330-2020 and be represented! If you are a Big Bear resident or you spend the majority of the year in Big Bear, won’t you take the time today to be counted and help shape the future of our community? Remember, your answers are strictly confidential, no matter who you are or where you are from. Visit my2020census dot gov or call 1-844-330-2020. My2020census dot gov or 1-844-330-2020. Please respond by September 30th! And, thank you!

Script Two

Time is running out! Big Bear, now is the time to complete the 2020 census! Our community’s reporting numbers are well below the state and national averages. So, why is it important to complete the census? Because we want to make sure our community receives our fair share of state and federal funding for roads, schools, housing and social programs for the next 10 years. The census also determines how many representatives we will have in government. Please do your part and complete the 2020 census today either on-line or by telephone. Visit my2020census dot gov. That’s my-2020-census dot gov. Or call 1-844-330-2020. Through a series of 9 simple questions, you and those living in your household will be counted. And, by law, the data collected by the Census Bureau is kept strictly confidential. Complete the questionnaire at my2020census dot gov or call 1-844-330-2020, that’s 1-844-330-2020. Please respond by September 30th. Thank you!

Script Three

2020 is the year of the census which aims to count the entire population of the country and the location where each person usually lives. The data will determine funding and government representation for our community for the next 10 years. If you haven’t yet completed the 2020 Census, please, do so today! Visit my2020census dot gov. That’s my-2020-census dot gov. Or call 1-844-330-2020. Your responses are safe, secure and protected by federal law. An accurate census count of our community makes a huge difference in the amount of State and Federal funding distributed to California, San Bernardino County and Big Bear. If you or your household member has already completed the 2020 Census, thank you! If not, please do your part to help shape the future of Big Bear. Only one person per household needs to complete the questionnaire for everyone living at the residence. And, it only takes a few minutes. Log on to my2020census dot gov or call 1-844-330-2020. Please respond by September 30th. Thank you!
Z107.7 CAMPAIGN (JOSHUA TREE/MORONGO BASIN AREA): 9/22/20 THOROUGH 10/5/20

Z107.7 Ads were live reads through the end of the campaign of 10/5/20 for 140 spots for an estimated 77,777 impressions. Please note that the deadline date mentioned below was adjusted when the campaign was extended to 10/5/20.

Script 1

If you’re concerned about responding to the Census because of your immigration status, don’t be. The 2020 Census is making sure that your information is safe and not shared. The Census affects every state, on down do the smallest of communities like ours here in the Desert. Census data determines how billions of dollars will flow into each community. Your response truly does help shape our community, not just for today, but for the next 10 years...so you can help leave a legacy. Here’s your homework, for the few days, ask all of your friends and neighbors if they’ve answered the Census yet. It’s not too late, but September 30th is the deadline. Anyone can get more info and respond by visiting 2020Census.gov online.

Script 2

If you’re thinking “The Census doesn’t affect me, so why should I respond”... you couldn’t be further from the truth! The Census affects every state, on down to the smallest of communities like ours here in the desert. Census data determines how billions of dollars will flow into each community. From school lunches, head start programs, highway and road improvement, support for firefighters and their families. Even healthcare agencies like Medicaid help for insurance for small children. You’re response truly does help Shape Our Community. And there’s no worry about your information being shared. Ask your friends and neighbors if they’ve answered the Census today! It’s not too late, but September 30th is the deadline. Anyone can get more info and respond, by visiting 2020Census.gov online.

LAX 103.1 SPANISH CAMPAIGN (HI-DESERT): 9/24/20-9/30/20

Ads were recorded in Spanish and 184 spots played for an estimated 18,520 impressions.

It’s not too late. There's still time to participate in the 2020 Census. We're counting on you to take a few minutes to complete the questionnaire online and shape the future of our community. Census results help decision makers determine how to spend billions of dollars to improve education, healthcare, highways, public safety and other services in our community. For more information, please visit www.2020census.gov or call 1-800-923-8282.
Postmaster

County employees encouraged to complete the U.S. Census by Sept. 30

San Bernardino County employees are encouraged to participate in the 2020 Census.

By participating in the Census and taking a few minutes to complete the questionnaire online at www.2020census.gov, you can shape the future of our community.

Census results help decision makers determine how to spend billions of dollars to improve education, healthcare, highways, public safety and other services in our community. Results also impact political representation at all levels of government.

The Census will end September 30.

For more information, please visit www.2020census.gov or call 1-800-923-6262.

To learn more, watch these videos:

English Video: https://youtu.be/ScGeqHqfiFg

Spanish Video: https://youtu.be/OEWY_j_iqik
Questionnaire Assistance Centers (QACs) – Outreach Location

Marketing Efforts
Channel 3 - This image was posted on the local City TV Station which residents can access and is shown in City Hall.

Quarterly Brochure Back Page – mailed to 10,000 households and over 4,000 handed out at city facilities, programs and events.
CENSUS 2020

AGENCY: City of Colton

MONTH/YEAR: May 2020

Questionnaire Assistance Centers (QACs) – Outreach Location

Marketing Efforts
Banners
Social Media

The 2020 Census is your opportunity to show your community's future. Do your part. Complete the 2020 Census online at www.2020census.gov.

Shape your future. It's not too late. Complete the 2020 Census online today!

I Count. You Count. We all count for Colton. Participate in the 2020 Census to ensure resources are put to good use in Colton.

www.2020census.gov
Channel 3 - This image was posted on the local City TV Station which residents can access and is shown in City Hall.

Quarterly Brochure Back Page – mailed to 10,000 households and over 4,000 handed out at city facilities, programs and events.
Questionnaire Assistance Centers (QACs)

Marketing Efforts
Banners:
Social Media:
Almost 1 million young children were not counted in the 2010 Census. Respond to the #2020Census today, making sure to include every child in your household—even if they are not related to you. For more information about counting young children, visit 2020CENSUS.GOV.
At a time when we're all keeping a little distance, we can still come together. Respond to the #2020Census online today. Learn more at 2020CENSUS.GOV.
**Other:**
Channel 3 - This image was posted on the local City TV Station which residents can access and is shown in City Hall.
Quarterly Brochure Back Page – mailed to 10,000 households and over 4,000 handed out at city facilities, programs and events.
Questionnaire Assistance Centers (QACs):
Marketing Efforts

Banners
Social Media

United States Census 2020

I Count. You Count. We All Count for Colton!
www.2020Census.gov

California Complete Count
U.S. Census Bureau
In-Language Phone Assistance

<table>
<thead>
<tr>
<th>Language</th>
<th>English</th>
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<td>844-414-1231</td>
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<td>Vietnamese</td>
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<tr>
<td>Tagalog</td>
<td>844-414-1230</td>
<td>844-414-1231</td>
</tr>
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</table>

Note: Individuals cannot reach a multilingual phone service.

City of Colton - Community Services

The 2020 Census is coming! Your answers can shape our future. The response to the 2020 Census that matters to your community.

City of Colton - Community Services

I Count. You Count. We All Count for Colton!
Do you have questions about completing the 2020 Census? The Community Services Staff is on the North West corner of Rancho Avenue and "C" Street, until 1:00 p.m. today, to answer your questions. We also have some super cool giveaways!

Please be sure to wear a face covering and follow social distancing guidelines.

The #2020Census impacts funding for the things that matter most. Your response impacts your parks, schools, and so much more. Learn more at 2020CENSUS.GOV
On Thursday, July 23 from 11:00 a.m. to 1:00 p.m., the Community Services Staff will be on the North East corner of Pepper Avenue and San Bernardino Avenue, in the CVS parking lot, to answer your 2020 Census questions. We also have some super cool giveaways!

Please be sure to wear a face covering and follow social distancing guidelines. #ColtonCSD #2020Census #CSDConnect #StayConnected #CommunityFirst
United States Census 2020

I Count. You Count. We All Count for Colton.
Complete the 2020 Census to ensure that you are counted.
Make a difference in your your community today.

909.370.6153 @ColtonCSD Facebook.com/ColtonCSD

coltoncsd

I Count. You Count. We All Count for Colton. Complete the 2020 Census online today at www.2020Census.gov #2020Census #WeAllCountForColton #ColtonCSD #CSDConnect

20h

Liked by jhms_library and 6 others
20 HOURS AGO

Add a comment...
Channel 3 - This image was posted on the local City TV Station which residents can access and is shown in City Hall.
Quarterly Brochure Back Page – mailed to 10,000 households and over 4,000 handed out at city facilities, programs and events.
Questionnaire Assistance Centers (QACs) – Outreach Location
Marketing Efforts

Banners

Social Media
Instagram

Shape your future
START HERE

WWW.CENSUS2020.GOV

I COUNT. YOU COUNT. WE ALL COUNT FOR COLTON.

Largest 2020 Census Operation to Begin Nationwide

For information about ED43, visit ed43.gov

Ice Cream Social

FRI, SEPTEMBER 4 - 10:00 A.M. TO 12:00 P.M.
HUTTON CENTER - 660 COLTON AVE

For registered 50+ Club members, call for information member is FREE.
Reserve a drive through time to accommodate for long wait.

Ice Cream Social

ICE CREAM SOCIAL

FRI - SEPTEMBER 4 - 10:00 A.M. TO 12:00 P.M.
HUTTON CENTER - 660 COLTON AVE

For registered 50+ Club members, call for information member is FREE.
Reserve a drive through time to accommodate for long wait.

Colton Public Library

Colton Public Library

Colton Public Library

Colton Public Library

Colton Public Library

Colton Public Library

Colton Public Library

Colton Public Library

Colton Public Library
Channel 3 - This image was posted on the local City TV Station which residents can access and is shown in City Hall.
Questionnaire Assistance Centers (QACs) – Outreach Location
Marketing Efforts

Banners

Social Media
Channel 3 - This image was posted on the local City TV Station which residents can access and is shown in City Hall.
Outreach Images

Senior Meal Delivery:
Items distributed: totes, flyers, magnets
CityLink Meal Distributions
Items distributed: Flyers, t-shirts, totes, and magnets
FUSD Grab N’ Go Meal Distributions
Items distributed: totes, t-shirts
Retractable Banner in City Hall
COVID-19 Testing Site Tabling
Items distributed: hand sanitizer, totes, flyers, magnets, stickers
Backpack Spectacular Drive-Thru Resource Distribution
Items distributed: totes, flyers, magnets, stickers, shirts
RED NUMBERS ARE
2010 CENSUS FINAL
RETURN PERCENTAGE

BLUE NUMBERS ARE
2020 CENSUS CURRENT RETURN
PERCENTAGE AS OF
4-30-2020

CITY OF UPLAND 2020 CENSUS RETURN MAP

2020 CITY OF UPLAND COMPLETE COUNT COMMITTEE
RED NUMBERS ARE 2010 CENSUS FINAL RETURN PERCENTAGE
BLUE NUMBERS ARE 2020 CENSUS CURRENT RETURN PERCENTAGE

CENSUS TRACT
NUMBER

8.13
83.1%
83.1%

8.14
83.8%
82.4%

8.20
82.6%
82.2%

8.15
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8.19
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8.17
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8.23
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8.24
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9.03
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59.8%

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53.8%
55.8%

8.26
67.3%
69.5%

9.04
62%
65.1%

CITY OF UPLAND 2020 CENSUS RETURN MAP
2020 CITY OF UPLAND COMPLETE COUNT COMMITTEE
5-27-2020
Yellow Star indicates that particular Census Tract has exceeded the 2010 response rate.

CITY OF UPLAND 2020 CENSUS RETURN MAP
2020 CITY OF UPLAND COMPLETE COUNT COMMITTEE

6-4-2020
CITY OF UPLAND 2020 CENSUS RETURN MAP
2020 CITY OF UPLAND COMPLETE COUNT COMMITTEE
Submitted by James Breitling, Committee Chair
OVERALL UPLAND IS 73.9% Response Rate
State of California 66.4% Response Rate
Nationwide 64.4% Response Rate

As of 8/23/20
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RED NUMBERS ARE 2010 CENSUS FINAL RETURN PERCENTAGE
BLUE NUMBERS ARE 2020 CENSUS CURRENT RETURN PERCENTAGE

CENSUS TRACT NUMBER

Yellow Stars indicates that particular Census Tract has exceeded the 2010 response rate.

CITY OF UPLAND 2020 CENSUS RETURN MAP
2020 CITY OF UPLAND COMPLETE COUNT COMMITTEE
Submitted by James Breitling, Committee Chair
OVERALL UPLAND IS 76.8% Response Rate
State of California 68.8% Response Rate
Nationwide 66.4% Response Rate
As of 9/27/20

Upland Ranks 129 out of 482 Cities and Town in the State of California
Make Upland Count!

Help make the quality of life in Upland by participating in the 2020 Census. Hundreds of billions of dollars are at stake every year for the next 10 years. Responding to the 2020 Census affects the allocation of funding for Upland’s public resources, including funding for roads, school programs, children’s health insurance, foster care, and emergency services. For every person that is not counted in Upland approximately $2,000 of federal funding is lost. Please make sure you and your family get counted. Last day to complete and submit your survey is October 31, 2020.

Three Ways to Complete the Census quick 9 Question Survey in 13 Different Languages:
Phone: Call (844) 330-2020
Online: 2020Census.gov
Mail: Limited addresses will receive paper forms or call to request a paper survey in the mail.

For more information, visit 2020CENSUS.GOV
Make Upland Count!

Help make the quality of life in Upland by participating in the 2020 Census. Hundreds of billions of dollars are at stake every year for the next 10 years. Responding to the 2020 Census affects the allocation of funding for Upland’s public resources, including funding for roads, school programs, children’s health insurance, foster care, and emergency services. For every person that is not counted in Upland approximately $2,000 of federal funding is lost. Please make sure you and your family get counted. Last day to complete and submit your survey is October 31, 2020.

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For more information, visit 2020CENSUS.GOV
2020 Census

Virtual Questionnaire Assistance Webinar (English)

Sign up for the webinar and complete your 2020 Census to receive a $20 gift card to Sister Bros.

Register to participate in the

Virtual Questionnaire Assistance Webinar

Live – Every Wednesday in September from 3:00 p.m. – 4:00 p.m.

To participate in a webinar, please choose one of the states below to participate and click the link to register for the webinar.

DATE REGISTRATION

09/30/2020 Click Here

Seminario Web de Asistencia Con el Cuestionario Virtual (Espanol)

Regístrese en el seminario web de Upland y complete su Censo 2020 para recibir una tarjeta de regalo de $20 para Sister Bros.

Regístrese para participar en el

Seminario Web de Asistencia con el Cuestionario Virtual

En vivo – Todos los Miércoles en Septiembre de 3:00 p.m. a 4:00 p.m.

Para participar en un seminario web, siga el enlace de las siguientes fechas para participar y luego dé clic en enlace para registrarse en el seminario web.

FECHA REGISTRO

09/30/2020 Click “Aqui”

2020 Census, Be Counted in Upland!

For more information regarding the 2020 Census, please review the flyer, available in English and Spanish, below.

• 2020 Census Flyer – English
• 2020 Census Flyer – Spanish

For more information, please visit https://2020census.gov/

Additional Resources

English and Spanish Language Hours of Operation: Customer Service Representatives are available every day from 7am to 2am Eastern Time on the following phone lines:

- English (for 50 states and Washington, D.C.) 844-330-2020
- Spanish (for 50 states and Washington, D.C.) 844-888-2020
- TDD (Telephone Display Device) 844-967-2020

Non-English and Non-Spanish Language Hours of Operation: Customer Service Representatives are available Monday through Friday from 8am to 10 pm Eastern Time on the following phone lines:

- Chinese (Mandarin) 844-991-2020
- Chinese (Cantonese) 844-986-2020
- Vietnamese 844-981-2020
- Korean 844-392-2020
- Russian 844-417-2020
- Arabic 844-416-2020
- Tagalog 844-678-2020
- Polish 844-475-2020
- French 844-414-2020
- Haitian Creole 844-477-2020
- Portuguese 844-474-2020
- Japanese 544-950-2020

To help you respond, the Census Bureau also offers web pages and guides in 59 non-English languages, including American Sign Language, as well as guides in Braille and large print.
¡En Vivo! Todos los Martes 6-7PM por WebEx

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¡GRATIS! Recorrido virtual Paso a Paso del Cuestionario del Censo 2020

¡Mi país cuenta!
El Censo del 2020 ya llegó y los resultados le darán forma al futuro de los Estados Unidos durante los próximos años.

Presentado en vivo por un representante oficial de la Oficina del Censo.
Concluye con un segmento para contestar preguntas del público.
Abierto a toda la comunidad.

Contact: Omar Becerra
Lead Partnership Specialist
Omar.Becerra@2020census.gov
Mobile: (213) 300-6163

Te propongo que respondas al censo hoy.
#Censo2020

Portal abierto del 1-29 de Septiembre 2020

Dale forma a tu futuro
United States Census 2020

Tú eres responsable de tu futuro
Virtual Questionnaire Assistance Webinar for Self-Response

Register to participate in the Virtual Questionnaire Assistance Webinar

Live- Wednesday’s 3pm-4pm on Webex

To participate in a webinar please choose from one of the dates below you wish to participate and click the link to register for the webinar.

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Gift Cards will be issued to residents after completing both the Virtual Questionnaire Assistance Webinar and the 2020 Census. A Census Response Representative will assist you in filling out your 2020 Census at the conclusion of the VQA webinar. Gift Cards can be picked up at City Hall on Mondays and Thursdays from 8am to 10am. There will be an Upland Complete Count Census Committee member on site to issue you the $20 Stater Bros gift card. Any questions please contact James Breitling, Upland Complete Count Committee Chair (909) 342-2523 or jpbreitling@gmail.com

Virtual Questionnaire Assistance Webinar

Sign up and take the webinar and complete your 2020 Census and receive a $20 Gift Card to Stater Bros.

- A step by step walkthrough of the online 2020 Census questionnaire.
- Conducted live by U.S. Census Bureau Partnership Specialists.
- Webinar concludes with Q&A segment to address all questions.
- Open to all community members and stakeholders.

Shape your future START HERE >

United States Census 2020
IT'S NOT TOO LATE
Need Help Completing Your
2020 CENSUS?
Register to participate in a FREE
Virtual Questionnaire Assistance Webinar
Live Assistance!
Wednesday's in September, 3:00 pm
September 2, 9, 16, 23, 30
Click the link to register for the webinar.
https://www.uplandca.gov/2020-census

Free Webinar Includes:
☐ A step by step walkthrough of the online 2020 Census questionnaire.
☐ Conducted live by U.S. Census Bureau Partnership Specialists.
☐ Webinar concludes with Q&A segment to address all questions.
☐ Open to all community members and stakeholders.

VIRTUAL QUESTIONNAIRE ASSISTANCE WEBINAR FOR SELF-RESPONSE

Sign up for the webinar and complete your 2020 Census to receive a $20 Gift Card to Stater Bros.

Gift Cards will be issued to residents after completing both the Virtual Questionnaire Assistance Webinar (VQA) and the 2020 Census. A Census Response Representative will assist you in filling out your 2020 Census at the conclusion of the VQA webinar. There will be an Upland Complete Count Census Committee member onsite at City Hall on Mondays and Thursdays from 8am to 10am to issue you the $20 Stater Bros. gift card. Please contact James Breitling, Upland Complete Count Census Committee Chair at (909) 342-2523 or jbreitling@gmail.com for more information on the webinar registration or gift card promotion.

Shape your future
START HERE >
United States Census 2020
City of Upland California
NO ES TARDE...

Necesita ayuda para completar su
2020 CENSO?
Regístrese para participar en el
WEBINAR DE ASISTENCIA CON EL CUESTIONARIO VIRTUAL
¡En Vivo! Todos los Martes de Septiembre, 6:00 pm
Septiembre 1, 8, 15, 22, 29
Clic en el enlace para registrarse en el seminario web:
https://www.uplandca.gov/2020-census

El seminario web gratuito incluye:
☐ Un recorrido paso a paso del cuestionario del censo de 2020 en línea.
☐ Realizado en vivo por especialistas en asociaciones de la Oficina del Censo de EE. UU.
☐ El seminario web concluye con un segmento de preguntas y respuestas para abordar todas las preguntas.
☐ Abierto a todos los miembros de la comunidad y partes interesadas.

VIRTUAL QUESTIONNAIRE ASSISTANCE WEBINAR FOR SELF-RESPONSE

Regístrese para tomar el seminario web y completar su Censo 2020 y recibe un Tarjeta de regalo de $20 para Stater Bros.

Las tarjetas de regalo se emitirán a los residentes después de completar el seminario virtual de asistencia con el cuestionario virtual (VQA) y el censo de 2020. Un Representante de Respuesta al Censo lo ayudará a completar su Censo 2020 al final del seminario web VQA. Habrá un miembro del Comité del Censo del Conteo Completo de Upland en el lugar en el Ayuntamiento los lunes y jueves de 8 am a 10 am para emitir la tarjeta de regalo de Stater Bros. de $20. Comuníquese con James Breitling, presidente del comité de recuento completo de Upland al (909) 342-2523 o jpbreitling@gmail.com para obtener más información sobre el registro del seminario web o la promoción de tarjetas de regalo.

Dale forma a tu futuro
EMPIEZA AQUI

United States Census 2020

CITY OF UPLAND CALIFORNIA
UPLAND RESIDENTS

IT'S NOT TOO LATE!

3 WAYS TO COMPLETE YOUR CENSUS

ONLINE
BY PHONE 844-330-2020
BY MAIL

MAKE UPLAND COUNT!

COMPLETE YOUR 2020 CENSUS BEFORE SEPTEMBER 30, 2020

United States Census 2020
A COMPLETE CENSUS COUNT OF ALL UPLAND RESIDENTS WILL HELP OUR COMMUNITY GET FEDERAL FUNDING FOR PUBLIC SAFETY, EMERGENCY PREPAREDNESS AND RECOVERY, AND OTHER VITAL PROGRAMS AND SERVICES. IF YOU HAVEN'T COMPLETED YOUR CENSUS QUESTIONNAIRE, PLEASE RESPOND AT WWW.MY2020CENSUS.GOV IT'S CONFIDENTIAL, QUICK, AND EASY! #UPLANDCOUNTS!
Due to the COVID-19 outbreak, filling out your census is more important than ever! Now you have three ways to complete your census.

- Online by visiting https://my2020census.gov/
- By calling 844-330-2020
- Filling out your paper Census form and mailing it back to the U.S. Census Bureau

Be counted, it matters!

As of 4/16/20, the City of Upland ranks #149 out of 482 cities in California for completed Census responses.

Great job, Upland residents. Keep turning in your Census!
DUE TO THE COVID-19 OUTBREAK, FILLING OUT YOUR CENSUS IS MORE IMPORTANT THAN EVER! NOW YOU HAVE THREE WAYS TO COMPLETE YOUR CENSUS.

- Online by visiting https://my2020census.gov/
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- Filling out your paper Census form and mailing it back to the U.S. Census Bureau

BE COUNTED, IT MATTERS!

AS OF 4/16/20
THE CITY OF UPLAND RANKS #149 OUT OF 482 CITIES IN CALIFORNIA FOR COMPLETED CENSUS RESPONSES

GREAT JOB UPLAND RESIDENTS. KEEP TURNING IN YOUR CENSUS!
UPLAND RESIDENTS  TIME IS RUNNING OUT FOR YOU TO RESPOND TO YOUR 2020 CENSUS

VIRTUAL QUESTIONNAIRE ASSISTANCE WEBINAR

1. Go to [https://www.uplandca.gov/2020-census](https://www.uplandca.gov/2020-census) and sign up for either a Tuesday or Wednesday webinar.
2. Complete the webinar and complete your 2020 Census.
3. Receive a $20 gift card to Stater Brothers.
UPLAND RESIDENTS
COMPLETE YOUR CENSUS
MAKE UPLAND COUNT!

ONLINE
MY2020CENSUS.GOV

BY PHONE
844-330-2020

COMPLETE YOUR CENSUS BETWEEN
OCTOBER 1ST-31ST 2020 AND RECEIVE $20 GIFT CARD TO STATER BROTHERS.
PRINT OUT YOUR CENSUS CONFIRMATION NUMBER AND BRING IT TO CITY HALL ON
MONDAYS & THURSDAY FROM 8AM-10AM TO CLAIM YOUR GIFT CARD.

ONLY CENSUS CONFIRMATION CODES COMPLETED BETWEEN
OCT 1ST-31ST 2020 ARE VALID FOR THIS PROGRAM.
QUESTIONS CALL 909-342-2523

United States Census 2020
UPLAND RESIDENTS

IT'S NOT TOO LATE!

COMPLETE YOUR CENSUS

ONLINE
MY2020CENSUS.GOV

BY PHONE
844-330-2020

MAKE UPLAND COUNT!

COMPLETE YOUR 2020 CENSUS BEFORE
OCTOBER 31ST, 2020

United States Census 2020
Please remember to fill out your Census before September 30 to be counted. Visit the City of Upland's website at www.uplandca.gov to learn how to receive a $20 Stater Brothers Card.
Yo cuento.  
I count.

Tú cuentas.  
You count.

Todos contamos.  
We all count.

Hágase contar.  
Be counted.

2020census.gov
Yo cuento. 
I count.

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2020census.gov
Hágase contar. Be counted.

Victorville United States Census 2020

2020census.gov
Yo cuento.
I count.

Tú cuentas.
You count.

Todos contamos.
We all count.

Hágase contar.
Be counted.

United States®
Census
2020
2020census.gov
Join us for our second face mask giveaway this Saturday, Sept. 19 from 7:30 a.m. to noon in front of City Hall. #cityoffv residents will receive one box of 48 face masks for FREE until supplies run out. Census workers will be onsite with additional giveaways and to help you respond to the #2020Census. Thank you Everrank Inc for the masks!
Today is Census Day! When you complete your census, you should count everyone living in your household as of April 1. Let’s take this opportunity to help shape the future of our Victorville community for the next 10 years! You can respond to the 2020Census at 2020Census.gov. Help our center be counted.

City of Victorville
April 1

We hope you will join us for our drive-thru face mask giveaway this morning! We will be giving away 100 face masks to each vehicle for FREE! Our Census workers are onsite with additional giveaways and to help you respond to the 2020Census. Please come by Civic Drive and Seneca Road.

City of Victorville
September 10

Michael Ray
My wife and I thank you for the free masks give away this morning, we were in line about 9:30am.

Amber Okras
Wish the city would put this much effort into cleaning the homeless encampments in the field.

Dianne Azarian
Thank you.

Sabina Kanes
Thank you City of Victorville!

Arjeny Morales
Let me know when you do a drive.
CITY OF VICTORVILLE

City of Victorville
September 16

Join us in front of #Victorville City Hall before noon to get your FREE face masks and Census t-shirts. There is little to no wait time in our drive thru. If you plan to join us, please cue into line at Civic Drive and Seneca Road.

City of Victorville
April 6

Now more than ever, it's important for us to respond to the #2020Census. It's our opportunity to shape the future of our #Victorville community for the next 10 years. To complete the census online visit 2020Census.gov. Hágase center. Se cuenta.
City of Victorville

April 24

OurDeclared Census self-response rate is currently at 51%, close to the state average of 53.2%. Let's take this opportunity to shape our community for the next 10 years. Take the 2020 Census today at 2020Census.gov or call (844) 300-2020. Hágase contar. Se cuenta.

City of Victorville

March 27

Amid the chaos, we hope you will take time to respond to the 2020 Census. Information collected during the Census will determine funding for our local hospitals, schools, public transportation and more. As we’re learning from this experience funding for our critical infrastructure is imperative. Let’s take this opportunity to shape our community for the next 10 years. Hágase contar. Se cuenta.

City of Victorville

May 20

Among the chaos, we share your concern. Yes, the City placed canvass stations at various locations throughout the city for use by homeless individuals. We did this on March 19. We are in the process of equipping two more. For a map of the locations, see more at 2020census.gov.

City of Victorville

Coronavirus (COVID-19)

Updated | Victorville, CA

Ira Hopkins

I already did online but keep
Hágase contar.  
Be counted.

United States Census 2020

City of Victorville
CITY OF VICTORVILLE

City of Victorville: Our drive thru mask giveaway has started! We will be in front of City Hall passing out FREE masks till noon today. This event is open for all residents. If you plan to join us, please bring proof of residency like your water bill and cue in line at Seneca Road and Civic Drive and follow the directional signs southward.

9w

@2pink: Stopped by around 7:45am and got the masks... Thanks for all people who work on this project!

9w 6 likes Reply

Liked by onthejogjonesca and others

August 29

Add a comment...

City of Victorville: By responding to the #2020Census, you help secure critical funding to improve education, public health, housing, infrastructure, and more for our community over the next decade. The deadline to respond to the Census is Sept. 30. Be counted at 2020census.gov. Hagaset conta. Be counted.

9w

Liked by lesyenia and others

September 1

Add a comment...
DRIVE-THRU
FACE MASK GIVEAWAY
Sept. 19

We hope you’ll join us in front of City Hall on Sept. 19 from 7:30 a.m. to noon to receive 48 FREE face masks during our 2nd drive thru giveaway. Victorville residents can come into place on Civic Drive and Seneca Road. Attendees are urged to exercise caution and obey all posted signs and devices. Mask Up and slow the spread of COVID-19!

Here’s our #2020Census Complete Count Committee. This committee works together to spread the value of achieving an accurate count for our community that will impact funding for public assistance programs, schools, infrastructure and so much more. Let’s ensure we’re all counted so we receive our share of federal funds. Hágame contar. Be counted. #CityofVV
City of Victorville

Yo cuento. I count.
Tú cuentas. You count.
Todos contamos. We all count.
Hágase contar. Be counted.

2020census.gov

Cityofvv

We're getting ready to launch our #2020Census campaign! Let's ensure we're all counted so we receive our share of federal funds to help our cityofvv community! Hágase contar. Be counted.

MARCH 5

Add a comment...

Cityofvv

Today is Census Day! When you complete your census, you should count everyone living in your household as of April 1. Let's take this opportunity to help shape the future of our cityofvv community for the next 10 years! You can respond to the #2020Census at 2020census.gov. Hágase contar. Be counted.

30w

saldanapablo

Completed 🙌

30w 1 like Reply

Add a comment...

Liked by jenil222 and others

APRIL 1
Yo cuento.
I count.

Tú cuentas.
You count.

Todos contamos.
We all count.

Hágase contar.
Be counted.

United States Census
Victorville
2020
2020census.gov

cityofvv Please take a few moments to respond to the #2020Census. Information collected will determine funding for our local hospitals, schools, public transportation and more. Let's take this opportunity to shape our #cityofvv community for the next 10 years. Hágase contar. Be counted.

12w

Restricted Account
12w See Comment Delete

Add a comment... Post

cityofvv It's more than ever, it's important for us to respond to the #2020Census. It's our opportunity to shape the future of our #cityofvv community for the next 10 years. To complete the census online visit 2020Census.gov. Hágase contar. Be counted.

30w

Liked by jeni222 and others

Add a comment... Post
CITY OF VICTORVILLE

DRIVE-THRU MASK GIVEAWAY

SATURDAY, AUG. 29
7:30 A.M. TO NOON
CIVIC DRIVE IN FRONT OF VICTORVILLE CITY HALL
PROOF OF VICTORVILLE RESIDENCY REQUIRED
EACH CAR WILL RECEIVE ONE BOX OF 48 FACE MASKS

Masks donated by:

cityofvv Thanks to a generous donation from @everrankplastics, we will host a FREE drive-thru face mask giveaway this Saturday, Aug. 29 from 7:30 a.m. to noon on Civic Drive in front of City Hall. Each car will receive a box of 48 masks. Proof of Victorville residency is required. Attendees will cue into place on Civic Drive and Seneca Road to proceed South toward Amargosa Road. To learn more about this event please visit victorvilledoaw.gov. Use #COVID-19.

Add a comment...
Post
IE COUNTS: SOCIAL MEDIA FOR REGION 7

EVERYONE COUNTS
TODOS CUENTAN
The census counts every person living in the U.S. once, only once and in the right place.
El censo cuenta a cada persona viviendo en los Estados Unidos solo una vez y en el lugar correcto.

IT’S ABOUT $700 BILLION
SE TRATA DE $700 MIL MILLONES
Census data determine how $700 billion are spent and how much comes to our region.
La información obtenida en el censo determina como 700 mil millones de dólares serán gastados y que cantidad será destinada a nuestra región.

THE I.E./EL INLAND EMPIRE
4.5 MILLION RESIDENTS 5.4 MILLIONS OF RESIDENTS

Do you know that census data determine how $700 billion would be spent nationwide.
Sabe usted que los resultados del censo determinan como $700 mil millones de dólares serán gastados en toda la nación.

Thanks to census data, funds are allocated to create or improve schools, hospitals, and roads.
Gracias a los resultados del censo, los fondos son distribuidos para crear o mejorar escuelas, hospitales y carreteras.
IE COUNTS: SOCIAL MEDIA FOR REGION 7

Many school programs that impact children 3-5 years old count on you to be counted. Census 2020, the IE Counts.

IE Counts
October 30, 2019

The census determines how many representatives in Congress advocate for each state.
El censo determina cuántos representantes en el Congreso abogar por cada estado.

IE Counts
October 25, 2019

Students k-12 need to be counted in order to get a better idea of how many schools are needed in an area.
Los estudiantes desde el primer grado hasta el grado 12 deben ser contados para tener una mejor idea de cuántas escuelas se necesitan en una zona.

IE Counts
November 5, 2019

We are only 29 days away from 2020, a year for census.
Is one of your resolutions to participate in Census 2020?
A solo 29 días del 2020, año del censo. ¿Ha pensado que una de sus resoluciones podría ser participar en el Censo 2020?
IE COUNTS: SOCIAL MEDIA FOR REGION 7

IE Counts
December 19, 2019 ·

Nothing is better than coming together to enjoy a delicious "Pozoleada" and celebrate all that has been accomplished for Census this year! A big thanks for being part of this special occasion to: The Community Foundation Inland Empowerment NALCEO Educational Fund County of San Bernardino California Census 2020 San Bernardino Community College District Cheers to more hard work in 2020! #Census2020 #IECounts #CensusIE

IE Counts
December 11, 2019 ·

As the population increases in the Inland Empire so does the need for services including police officers . Don’t forget to participate in Census 2020 to make your community stronger. #IECounts

A medida que aumenta la población en el Inland Empire también aumenta la necesidad de servicios públicos incluyendo policías. Asegúrese de participar en el Censo 2020 para fortalecer su comunidad.

IE Counts
January 2 ·

Happy New Year, make yourself count this 2020 on Census Day April 1. Feliz Año Nuevo, hágase contar este 2020 el día del Censo Abril 1

1 Comment

Like Comment Share

Most Relevant

Michelle Castillo: Please call me I’ve applied and ready to work
IE COUNTS: SOCIAL MEDIA FOR REGION 7

IE Counts
January 23

Kicking off a marathon sprint on Census 2020 in our region! Grateful for our partners in the Center for Social Innovation, UCR, The Community Foundation, Riverside County, San Bernardino County, and more!

IE Counts
February 1

See our 2020 Census commercial on Fox Deportes tomorrow during the #SuperBowl between 3:30 and 6 p.m. If you miss it, we will be posting it on Facebook for all to see!

A special thank you to San Bernardino Valley College and San Bernardino County Museum for their participation in the commercial.

Remember, by participating in the 2020 Census, you can make a difference. Census results help decision makers determine how to spend billions to improve education, healthcare, highways, public safety and other programs in your community. For more information, visit census.gov and accounts.org.

IE Counts
January 10

A behind the scenes of a commercial shoot highlighting our Riverside County efforts with the 2020 Census. Watch it before and during the 54th Super Bowl on Fox Palm Springs in the Coachella Valley on Feb. 2, 2020.

Remember, an accurate & complete count depends on us all. Be counted on April 1. Together, we count!

IE Counts
January 23

2020 Census Outreach in the Inland Empire: Get Informed and Get Involved! Join us on January 23rd at an important regional briefing to kick off 2020 Census outreach efforts. We will hear updates from the Counties of Riverside, San Bernardino, Inland Empire Community Foundation, Inland Empowerment, Census IE, Center for Social Innovation, UCR, as well as state and national partners.

RSVP at https://www.eventbrite.com/e/census-2020-in-the-ie-get-info...
IE COUNTS: SOCIAL MEDIA FOR REGION 7

IE Counts
February 3

Happy #SuperBowel Sunday! You will see two commercials debut today during the Super Bowl as part of Riverside and San Bernardino County’s collaborative outreach efforts to inform our residents about Census2020.

You can see this commercial on Fox Deportes in some areas of the county (see translation below) during the Super Bowl between 3:30 and 6 p.m.

A special thank you to San Bernardino Valley College and San Bernardino County Museum for their participation in this commercial. See More

5
This premiere video has ended.

FEBRUARY 2 AT 4:15 PM
2020 Census Commercial [Español]

This video is now available to watch

IE Counts
February 1

#2020Census is coming!

Don’t miss our commercial airing before and during the 54th SuperBowl on FOX Palm Springs in the Coachella Valley.

This premiere, which is o...

See More

IE Counts
February 2

Just like same time, get ready for the 2020 census. This is our

5,434 Views

Riverside County Now
February 2

If you missed our #2020Census commercial that aired before and during the 54th SuperBowl on FOX Palm Springs, or you want to watch it again, here you go!

JUST...

See More

Riverside County Department of Waste Resources is at Riverside County Fair & National Date Festival.
February 14

After you visit the exhibit house, stop by the census booth for your free gift and find out why it is so important to be counted! Together We Count! IE Counts
IE COUNTS: SOCIAL MEDIA FOR REGION 7

Riverside County is sharing #2020Census information with our community at the Riverside County Fair & National Date Festival.
#RivCoNow # Counts Together, We Count! The Census 2020 is closer than you think!

Riverside County Department of Waste Resources is feeling fantastic at Riverside County Fair & National Date Festival.
February 14
After you visit us in this junior exhibit, come check out the Census booth and claim your free gift “Together, We Count”!
IE Counts #Jefefex2020 Rivco Riverside County Now

It’s the last day to get some 2020 Census goodies at the Riverside County Fair & National Date Festival!
VisitCounts.org to learn how every person counts adds money and representation to our communities.
#RivCoNow #Counts #EverybodyCounts

As you can see, we are excited about the #2020Census!
If you are at the Riverside County Fair & National Date Festival this weekend, stop by our booth located at...

See More
Join us March 12 at the 2020 Census Outreach in the Inland Empire: Get Informed and Get Involved regional briefing to kick off 2020, with updates from the Counties of Riverside and San Bernardino, Inland Empire Community Foundation, Inland Empowerment, The Center for Social Innovation, as well as state and national partners.


By participating in the 2020 Census, you can make a difference. Census results help decision makers determine how to spend billions to improve education, healthcare, highways, public safety and other programs in your community. For more information, visit www.census.gov and www.acs tiếngs.org. 

Thank you to San Bernardino Valley College and San Bernardino County Museum for your participation in this commercial.
IE COUNTS: SOCIAL MEDIA FOR REGION 7

IE Counts
March 13

Great news! Invitations have gone out to households and will continue to do so up until March 20, 2020. These invitations will include detailed information on how to respond. Make sure you look out for your invitation!

If you don't want to wait and wish to respond now, you can do so by filling out your census questionnaire via the online option at https://2020census.gov

#IECounts #Census2020 #BeCounted

IE Counts
March 20

Worried about COVID-19 and how to turn in your Census form? It has never been easier to respond on your own, whether online, over the phone or by mail—all without having to meet a census taker. Complete your questionnaire now in the comfort of your own home:
https://2020census.gov/en.html #2020Census #Census #BeCounted #CountMeIn #IECounts

California Census 2020
March 24

The IE2020Census is now open online and invitations to participate are being mailed out.

As a reminder, the Census is 100% private and will NOT ask about 10.

Be NICE.
We are excited to share the first ever Census Video Challenge is now open! Submissions are open until April 18th at 2:59pm EST. For more information visit https://www.challenge.gov/.../2020-census-get-out-the-count-.../
#ShapeOurFuture #standupbecounted #2020Census #countmein #count #census2020

THE CHALLENGE:
Explain why the census matters in a short (30 seconds to 3 minutes) video, designed for a platform such as YouTube, that uses entertainment, emotion, creativity, and/or humor to motivate people to respond.

WHAT CAN I WIN?
Three prizes will be awarded: a $30,000 grand prize, $10,000 runner up, and $10,000 student prize.

Happy Census Day! Make sure you, your family, and friends get counted! Only 9 questions that will help determine the funding of our communities for the next 10 years! Completely confidential and there is NO citizenship question. You can fill out the form online and through the phone.
https://my2020census.gov

Shape your future START HERE >
Census 2020
United States
Complete the Census online or by phone in 13 different languages!
Census resources are available in 60 languages, including guides in braille, large print and ASL.
CaliforniaCensus.org #Census

The 2020 Census is happening now!
It has never been easier to respond on your own, whether online, over the phone or by mail!
Complete your questionnaire now in the comfort of your own home:
https://2020census.gov/en.html... See More

Riverside County Now
April 1 -
The 2020 Census is happening now!
It has never been easier to respond on your own, whether online, over the phone or by mail!
Complete your questionnaire now in...
See More
IE COUNTS: SOCIAL MEDIA FOR REGION 7

Having trouble understanding how you fill out the census if your situation is a little different? Here is more information to help answer those more specific questions! To find out more visit: https://census.gov/my cuenta

#IECounts #2020Census #Census #HashtagCensus #CountMeIn #IECounts

Scan the QR Code and fill the Census out TODAY!

Please call or visit https://2020census.gov/ to fill it out.

Don't forget as a Self-Quarantine activity you can enter the Census Video Challenge! Submissions are open until April 11th at 2:59pm EST. For more information visit: http://ow.ly/Wm5530mJZL

#IECounts #2020Census #Census #HashtagCensus #CountMeIn #IECounts

CENSUS 2020 - GET OUT THE COUNTR VIDEO CHALLENGE!

THE CHALLENGE:

Explain why the census matters in a short (60 seconds to 3 minutes) video, designed for a platform such as YouTube, that uses entertaining, emotional, creativity, and humor to motivate people to respond.

Rules and Guidelines can be found at: https://2020census.gov/ to fill it out.

WHAT CAN I WIN?

Three prizes will be awarded:
- a $30,000 grand prize
- $10,000 runner up
- $5,000 student prize.

Interested In Filling Out The Census by Phone?

Just call one of these numbers based on your language preference!

English: 844-338-2020
Spanish: 844-468-2020
Chinese (Mandarin): 844-391-2020
Chinese (Cantonese): 844-398-2020
Vietnamese: 844-491-2020
Korean: 844-392-2020
Russian: 844-417-2020

Please call or visit https://2020census.gov/ to fill it out.
The History of the Census

The framers of the Constitution of the United States chose population to be the basis for sharing political power, not wealth or kind. A census aims to count the entire population of a country, and at the location where each person usually lives. Federal funds, grants, and support to states, counties, and communities are based on population totals and breakdowns by sex, age, race, and other factors. Your community benefits the most when the census counts everyone.

Fighting 2020 Census Rumors

YES. Everyone counts. The 2020 Census counts everyone living in the country, including non-citizens.
NO. The 2020 Census does not ask whether you or anyone in your home is a U.S. citizen.
NO. The law prevents the Census Bureau from sharing your information with law enforcement.

The Census is Important for Business Growth! The information collected by the census every 10 years provides businesses with the most comprehensive free source of data about residents in the country available. #IECounts #2020Census #Census #HashtagContest #CountItRight #IECounts

It just takes 10 minutes.

MY2020CENSUS.GOV
Or Call
844-330-2020

#IECounts

The Census Is Important for Business Growth! How Can Your Business Help?

Please visit the Census Toolkit for Business Owners in California to see how your business can help!
The 2020 Census Speaks More Languages. Over 99% of all U.S. households will be able to respond to the census in their language.

IECounts #2020Census #Census #HagaseContar #CountMeIn #IECounts
Credit: CA Complete Count Office

IE Counts
April 10

Are you up for the challenge? The 2020 Census is a massive undertaking. It requires counting a diverse and growing population in the U.S. and the five U.S. territories. But it is not impossible and you can do your part by completing this challenge to make sure you're counted!

Visit https://2020census.gov/ to complete the census online.

IECounts #2020Census #Census #HagaseContar #CountMeIn #IECounts

Worried about how to fill out the census during COVID. The U.S. Census Bureau is monitoring coronavirus carefully, and the health, safety and well-being of the public and our staff is our top priority. Visit:
http://bit.ly/3k8fM44 for more! IECounts #2020Census #HagaseContar

IE Counts
April 17

Be sure to:

Stay Home
Sanitize
Self-Respond

#HagaseContar

I'm challenging you to complete the 2020 Census today.

#shapeyourfuture
IE COUNTS: SOCIAL MEDIA FOR REGION 7

**IE Counts**
April 21

Make a difference for schools, students, and educators. Help them better shape the future by getting yourself counted. Visit https://2020census.gov/ to complete the census online. #IECounts #2020Census #HashtagContar #CountMeIn #IECounts

**IE Counts**
April 22

April 22, 2020, marks the 51st observance of Earth Day! Take a walk outside, practice social distancing, and fill out the census online! Visit https://2020census.gov/ to complete the census online. #IECounts #2020Census #HashtagContar #CountMeIn #IECounts

**IE Counts**
April 24

The Census Bureau says students should be counted where they live & sleep most of the time, even if coronavirus has temporarily sent them to stay with their parents or elsewhere. Visit https://2020census.gov/ to complete the census. #IECounts #2020Census #HashtagContar #CountMeIn

**College Towns Depend on Accurate Count of Students Living in Area**

The History of the Census

Please call or visit https://2020census.gov/ to fill it out.
Babies born on or before April 1, 2020, should be counted at the home where they will live or sleep most of the time, even if they were still in the hospital on Census Day. #IECounts #2020Census #Census #HasmeCount #CountMeIn

Census data informs federal funding for more than 100 programs, including school lunches, highway construction, and education. Be a hero and be counted! Visit https://my2020census.gov to fill it out today! #IECounts #2020Census #Census #HasmeCount #CountMeIn

Happy National Superhero Day!

Be a Superhero & Fill out the Census!

MOVING ON CENSUS DAY?

Please call or visit https://2020census.gov to fill it out.

In light of the COVID-19 outbreak, the U.S. Census Bureau is adjusting 2020 Census operations.
IE COUNTS: SOCIAL MEDIA FOR REGION 7

The Census produces statistics on the prevalence of disability and fertility, the percentages of people with and without health insurance. The Census collects even more data on health care, be counted and make a difference. #IECounts #2020Census #Census #SanBernardinoCounty #CountMeIn

Health statistics are important in measuring the nation's overall well-being.

Please call or visit https://2020census.gov/ to fill it out.

You can inspire others. Tell everyone that you will complete the census and that they should respond too! Visit https://2020census.gov/en to fill it out today! #2020Census #Census #SanBernardinoCounty #CountMeIn #IECounts
Photo Credit: U.S. Census Bureau

I challenge you — TO COMPLETE — the census to shape the future of disaster response.

Responses to the 2020 Census will shape how hundreds of billions of dollars in federal funding are distributed to local communities annually.

#shapeyourfuture

Think of your morning commute. Census results influence highway planning and construction, as well as grants for buses, subways, and other public transit systems. Shape your future on the road today! #2020Census #SanBernardinoCounty #CountMeIn #IECounts
Photo Credit: U.S. Census Bureau

If you live outside the country, and are not employed by the U.S. government or as a member of the U.S. military, you are not counted in this census. You should still encourage family and friends who live in the U.S. to get themselves counted. #SanBernardinoCounty #IECounts

HOW DO I RESPOND IF I AM LIVING OUTSIDE THE UNITED STATES?

Please call or visit https://2020census.gov/ to fill it out.
IE COUNTS: SOCIAL MEDIA FOR REGION 7

Libraries are more than just stacks of books. They provide essential programs and services for every segment of the population. By filling out the Census, you are helping allocate funds that will assist libraries in the future.

#HasmeContar #IECounts Cred: U.S. Census Bureau

The census questionnaire is designed to capture residents where they live at most of the year. Even if your housing situation is temporary, you should still fill out the census. #2020Census #Census #HasmeContar #CountMeIn #IECounts

Please call or visit https://2020census.gov/ to fill it out.

Inland Empire Census 2020

Keep tabs on local response rates, and encourage others in your community to respond to the 2020 Census. Visit https://2020census.gov/en.html to fill it out today!

#2020Census #Census #HasmeContar #CountMeIn #IECounts

Photo Cred: U.S. Census Bureau

The U.S. Census Bureau’s Trust & Safety Team

The U.S. Census Bureau’s Trust & Safety Team is dedicated to protecting the 2020 Census from misinformation and disinformation. Fill out the census today and know that your information is safe! #2020Census #Census #HasmeContar #CountMeIn #IECounts

Please call or visit https://2020census.gov/ to fill it out.

VIEW THE MAP >

Shape your future START HERE >

2020CENSUS.GOV/RESPONSE-RATES
IE COUNTS: SOCIAL MEDIA FOR REGION 7

Help us get a complete count of the Inland Empire, California and the United States! Visit https://2020census.gov/ in English or by phone in 13 different languages.

The census impacts state power during presidential elections. Make sure to think towards the future and be counted. #2020Census #Census #HashtagContar #CountMeIn #IECounts

Census data is used to redraw voting districts #CaliforniaForAll #IECounts

During the 2020 Census, the Census Bureau will never ask you for: Your Social Security number, money or donations, or anything on behalf of a political party. Additionally, there is NO citizenship question on the 2020 Census. #2020Census #Census #HashtagContar #CountMeIn #IECounts

You can complete the census online or by phone in 13 different languages

Please call or visit https://2020census.gov/ to fill it out.
Why is the Census so critical for Riverside businesses? Read this article to find out more: https://riversidela.gov/why-census-so-critical-norton-
#2020Census #Census #HasmeCenter #CountMeIn #IECounts

The experimental Small Business Pulse Survey measures the changes in business conditions on our nation’s small businesses during the coronavirus pandemic. Visit http://ow.ly/Ru4E50dN1Kg to learn more! #2020Census
#Census #HasmeCenter #CountMeIn #IECounts

Graduations may look a little different this year, but whether you’re finishing college or wrapping up high school, you have still reached a major milestone. Visit https://2020census.gov/.../2020-to-2020
census/#2020census for more information about census and 2020 graduates.

We hope everyone who can is safely working from home! While at home, scan the barcode and fill out the census today! #2020Census #Census
#HasmeCenter #CountMeIn #IECounts
May 26th-May 28th is the Inland Empire’s Census Days of Action! You should fill out your census form if you want to help your community thrive, get help in times of need, make government work for you, and help improve the quality of life for you and your family. If you haven’t already, fill out your Census Questionnaire at: https://2020census.gov/

On these 3 special days we ask for you to promote everything Census! Help us get the word out by sharing this post with your networks. We hope you can join us as we re-engage the community to understand the importance of Census and increase our Self-Response Rate!

#IECensusDaysOfAction #CountMeIn #HagaseContar #CensusIE #IECounts

Many communities in California have been underrepresented or undercounted in past Censuses. Let’s ensure we will ALL be counted in the #2020Census so TAKE ACTION TODAY! #CensusDaysOfAction #CountMeIn #HagaseContar #CensusIE #IECounts Photo cred: CA Complete Count Office

Responding to the #2020Census is our civic duty. It affects funding for our communities, how we plan for the future, and our voice in government. Learn more from @CA Census, #CensusDaysOfAction #CountMeIn #HagaseContar #CensusIE #IECounts Photo cred: CA Complete Count Office

2020 CENSUS IT’S OUR CIVIC DUTY!
May 26th - May 28th is the Inland Empire’s Census Days of Action! We hope you can join us as we re-engage the community to understand the importance of Census and increase our Self-Response Rate!

IE Counts
May 29

You can inspire others. Tell everyone—your friends and family, neighbors and co-workers—that you will complete the census, and that they should respond now, too!

IE Counts
May 29

If you have questions regarding the Census Bureau, data products, or would like general information call the Census Bureau Customer Service Center at 1-800-923-8232. If you have other questions visit https://2020census.gov/en/contacts.html to get help.

IE Counts
June 1

The results of the 2020 Census will inform decisions about allocating hundreds of billions of dollars in federal funding to communities across the country. Visit https://my2020census.gov/ and shape your future today!

IE Counts
June 1
IE COUNTS: SOCIAL MEDIA FOR REGION 7

The Household Pulse Survey is designed to collect real-time data on how people’s lives have been impacted by the COVID-19 pandemic to inform federal and state response and recovery planning. Visit https://www.census.gov/hhes/hstpulse/2020/household-pulse-results.html to learn more #2020Census #HaasmeContar #CountMeIn #IECounts

**THE CENSUS BUREAU RELEASED THE FIRST RESULTS FROM THE EXPERIMENTAL HOUSEHOLD PULSE SURVEY.**

Please call or visit https://2020census.gov/ to fill it out.

**Have you filled out the census yet? Be counted & shape your future!**

Please call or visit https://2020census.gov/ to fill it out.

Looking for resources regarding COVID-19 and census, visit https://covid19.census.gov/ to find more information. #2020Census #Census #HaasmeContar #CountMeIn #IECounts


**COVID-19 Demographic and Economic Resources**

Please call or visit https://2020census.gov/ to fill the census out.

**PUTTING TOOLS INTO PRACTICE: VIRTUAL ORGANIZING FOR THE 2020 CENSUS**
Responses from the LGBTQ+ community, a historically underserved community, will provide reliable data to inform advocates, policymakers, and researchers working on LGBTQ+ issues. Visit https://my2020census.gov to be counted! #IECounts #2020Census #Census #HashtagIECount #CountMeIn

What happens when Black voices are suppressed in and outside of the Census? When these communities are underserved, political boundaries may not accurately represent reality. Visit https://my2020census.gov to be counted! #IECounts #2020Census #Census #HashtagIECount #CountMeIn

Census Organizations that Target African American Communities

My Black Counts
Website: https://myblackcounts.org/
#BlackHistory
Website: https://blackhistory.org/take-a-black-count
#BlackHistory
Website: https://blackhistory.org/take-a-black-count

Census Organizations that Target Asian American Communities

Asians Counting Towards Inclusion
Website: https://asianscounting.org/
#AsianCount
Website: https://asiancommunity.org/count
#AsianCount
Website: https://asiancommunity.org/count

Congratulations to the Class of 2020! From finding a job to continuing your education, here’s how the 2020 Census can shape your next decade. Visit https://my2020census.gov to be counted! #IECounts #2020Census #Census #HashtagIECount #CountMeIn

5 Ways the Census Can Shape the Future for 2020 Grads

Source: Census Bureau

1. Continuing Your Education
   Every year, Pell Grants make it possible for millions of students to continue their education beyond high school.

   The federal government uses census data to help plan billions in funding for the Federal Pell Grant Program. These need-based grants help students pursue undergraduate degrees, teaching certifications, and certificates in fields such as nursing.

2. Finding a Job
   Are you seeking a job? Starting your own business?

   Businesses rely on census data to make crucial decisions throughout the year. That data is more important than ever, especially when workers are asked to stay at home and when your income matters more than ever. How do you plan for your future? Do you have the skills needed to succeed?

3. Getting to That Job
   The data from the 2020 Census will help communities make transportation plans, including roads, bus routes, and bicycle lanes. It can help communities plan to allocate billions of dollars for highway planning and construction, public transportation, and other projects.

   The Census will gather data on households, businesses, and workplaces to help communities plan for the future.
IE COUNTS: SOCIAL MEDIA FOR REGION 7

The report, Those Who Served America’s Veterans From World War II to the War on Terror, looks at the characteristics of the 16.5 million who were veterans of the U.S. armed forces in 2018. Visit https://www.census.gov/newsroom/press-releases/2020-veterans-report.html to learn more. 

THE CENSUS BUREAU RELEASED NEW REPORT ON VETERANS
Please call or visit https://2020census.gov/ to fill it out.

In addition to statewide outreach, each Census region has more localized activities occurring to support a complete count in California. Visit https://census.ca.gov/regions/ to learn more. 

The U.S. Census Bureau’s Small Area Income and Poverty Estimates (SAIPE) program produces single-year estimates of income and poverty for all U.S. states and counties. Learn how this data affects you. Visit https://my2020census.gov/ to learn more.

Small Area Income and Poverty Estimates Program

Please call or visit https://2020census.gov/ to fill it out.
IE COUNTS: SOCIAL MEDIA FOR REGION 7

A key way to identify scam websites is to look at the website address. All valid Census Bureau websites will always have “gov” at the end. Visit https://2020census.gov/en/avoiding-fraud to learn more. #IECounts #2020Census #Census #HashtagConfer #CountMeIn

WHAT QUESTIONS WILL NOT BE ASKED ON THE 2020 CENSUS?

The Census Bureau will never ask you for:
- Your Social Security number
- Money or donation
- Anything on behalf of a political party
- Your bank or credit card account numbers

April 1 was a reference date, not a deadline to respond to the Census. When you respond online, by phone, or by mail, count everyone living in your home as of April 1. Be counted and learn more at http://2020census.gov. #IECounts #2020Census #Census #HashtagConfer #CountMeIn

The goal of the 2020 Census is a complete and accurate count of everyone living in the United States and its five territories.

Please call or visit https://2020census.gov/ to fill it out.

IE Counts
June 24

Tomorrow, June 25th at 10:00am the IE Census Technical Assistance & Q&A workshops will continue. Bring your questions & ideas regarding digital, media and communications regarding the Census.

#IECounts

IE Counts
June 24

The Census will help officials plan for federal nutrition programs for the next 10 years. Federal nutrition programs are among the reasons it is so important to respond to the 2020 Census. Visit http://2020census.gov to fill out the census. #IECounts #2020Census #HashtagConfer
If your area hasn’t received census materials yet, they will deliver them soon. Census materials will soon be delivered to areas that receive mail at PO Boxes or have high concentrations of seasonally vacant housing. Learn more here: https://www.census.gov/…/factsh…/2020/dec/update-leav.html

The Census Bureau is adopting or delaying some operations to protect the health and safety of the public and make sure there is a complete count. Keep yourself updated at: https://2020census.gov/…/news-even…/press-kits/combined-19.html

The U.S. Census Bureau continues to monitor the impacts COVID-19 has on 2020 census operations and follow guidance of federal, state and local health authorities to ensure the safety of our staff and the public.

On the census, you’ll have the option to identify a relationship as same-sex on your response. Your responses benefit the LGBTQ+ community. Shape your future at: http://2020Census.gov

The 2020 Census data will be used to make critical decisions. The results will show where communities need new schools, new clinics, new roads, and more services. Shape the future and visit http://2020Census.gov to fill out the census. #IECounts #SanBernardoCounty #CountMeIn

1. Recognize the sex question isn’t ideal
2. Resist erasure, and fill it out at my2020census.gov
3. Let your kids pick M or F
4. Join us in the fight for representation at Pflag.org

The 2020 Census will mark the 24th time that the country has counted its population since 1790.
The Census Bureau announced today that it will send additional reminder postcards to households that have not yet responded to the 2020 Census. The postcard is scheduled to arrive between July 22 and July 28. #IECounts #2020Census #Census #HashtagContar #CountMeIn

Community Resilience is the capacity of a community to absorb and recover from the impacts of a disaster. A complete count will help shape the future of these areas. Learn more here: https://www.census.gov/…/community-resilience-estimates.html #IECounts #HashtagContar #CountMeIn

The Census Bureau has historically estimated voting and registration rates using the Voting-Age Population. Learn more about how The Census Bureau contributes to voting statistics at https://www.census.gov/…/voting-aboutifps.html #IECounts #2020Census #Census #HashtagContar #CountMeIn

The Census takes just a few moments to complete. It’s not too late; you can still complete the census today. It’s safe and secure. The U.S. Census Bureau keeps your answers safe and confidential. Visit http://2020Census.gov and be counted! #IECounts #2020Census #HashtagContar

The Census Bureau provides Voting and Registration estimates.

THE 2020 CENSUS IS HAPPENING NOW. YOU CAN RESPOND ONLINE, BY PHONE, OR BY MAIL.
IE COUNTS: SOCIAL MEDIA FOR REGION 7

The Census Bureau began making follow-up calls to some households that have already completed the 2020 Census. The goal is to make sure everyone is counted. Learn more at https://www.census.gov/2020census/operations/field/call-center.

GROUP QUARTERS Enumeration is the set of operations for counting people who live in group quarters facilities. In 2010, census takers counted more than 8 million people at group quarters locations across the country. It is important everyone be counted! #2020Census #IECounts

Business data collected from various sectors of the economy along with data collected from state and local governments provide the most up-to-date economic view of the country. Learn more at https://www.census.gov/2020census/operations/business-surveys.html #2020Census #IECounts #IECounts #BusinessSurveys #2020Census
IE COUNTS: SOCIAL MEDIA FOR REGION 7

Data from the United States Census Bureau's Household Pulse Surveys reveals which workers are hit hardest by COVID-19, breaking it down by age, employment status and more. To learn more visit https://www.census.gov/householdpulse/data/#IECounts #2020Census #Census #HashtagContar #CountMeIn

U.S. CENSUS BUREAU RELEASES HOUSEHOLD PULSE SURVEY WEEKLY DATA

Responding to the Census is one of ways you can make a difference! Filling out your census online, by phone, or mail means you can avoid an in-person visit from a Census taker. Take it now at http://2020Census.gov and be counted! #IECounts #HashtagContar #CountMeIn

CENSUS 2020: WHY IS IT IMPORTANT FOR EVERYONE?

Completing your Census now means no in-person visit! Take it online, by phone or mail! #ICount
IE COUNTS: SOCIAL MEDIA FOR REGION 7

The Census Bureau’s #DataRelease shows the nation’s 65-and-older population has grown rapidly since 2010. It is important to get a complete count of every age group. To learn more visit https://www.census.gov/2020census/65-and-older-population-grows.html Credit: U.S. Census Bureau #IECounts #HsanoContar #CountMeIn

Join the U.S. Census Bureau for their Virtual Questionnaire Assistance Webinar for Self-Response. It’s a step by step walkthrough of the online 2020 Census questionnaire open to all community members and stakeholders. Register Here: https://bit.ly/d098nN6. #IECounts #HsanoContar

Learn more about how the Census can assist our current reality. Read the article by CSI team member Pablo Avendano: http://eon.com/how-the-census-can-assist-our-current-reality/ #IECounts #2020Census #Census #HsanoContar #CountMeIn

2020 CENSUS UPDATE
WEDNESDAY, JULY 22, 2020
1:00 PM - 2:00 PM | WEBINAR

Attend the webinar and learn how local chambers of commerce, community-based organizations, and small businesses can drive the response rate. Your response matters.

CLICK HERE TO REGISTER: https://bit.ly/2CKluw

IN PARTNERSHIP WITH

CHCC
HAINA
READY NATION
LATINO COMMUNITY FOUNDATION
IE COUNTS: SOCIAL MEDIA FOR REGION 7

90 million households have responded to the #2020Census. Explore response rates across the United States and even in your own community at 2020census.gov/en/response-rates. Cred: U.S. Census Bureau #IECounts #2020Census #Census #HashtagSunday #CountMeIn

We can help future generations by making sure ALL of our communities are better represented in Congress. Visit http://2020Census.gov and be counted! #IECounts #CountMeIn

Cred: California Complete Census Count Office

Will the 2020 Census affect elections and voting?

There are countless applications of Census data in both academic and commercial research, but here are four key functions of the Census that affect public policy and voting in the United States:

1. Redistricting
2. Reapportionment
3. Redistricting… See More

WWW.MY2020CENSUS.GOV

OUR TIME IS NOW!
(YA ES NUESTRA HORA!

Resuming 2020 Census Field Operations FAQs

1. WHY ARE THEY RESUMING IN SOME AREAS NOW?

The U.S. Census Bureau has suspended field operations and is considering resuming field operations in areas where they believe the Census is at risk of not being completed. The bureau is seeking to ensure that all states and territories are counted.

2. HOW ARE THEY PROTECTING EMPLOYEES AND THE PUBLIC?

All 2020 Census operations are taking steps to ensure the safety of workers and the public. The bureau is providing personal protective equipment, and has implemented new guidelines. For instance, employees are wearing masks and gloves, and are taking other precautions.

3. HOW ARE THEY DETERMINING WHERE TO RESUME?

Census Bureau is working with local officials to determine where to resume operations based on public health guidance, local conditions, and input from local leaders. Census Bureau is prioritizing areas where the Census is most at risk of not being completed.

Steps have already been taken to reactivate field offices in preparation for the resumption of field data collection operations get ahead of the count at https://2020census.gov #IECounts #HashtagSunday #CountMeIn
In 2018, 12% of the 79 million families in the US received benefits from SNAP at some point in the previous 12 months. Getting a complete count can help confirm programs like SNAP be counted today at http://2020Census.gov #IECounts #2020Census #Census #HablaContamos #CountMeIn

IE Counts
July 10

From easy to follow worksheets to interactive videos, #Stats4Schools has resources available for parents to teach kids why the #2020Census is important to their community. Visit census.gov/schools to learn more! #IECounts #2020Census #Census #HablaContamos #CountMeIn

IE Counts
July 10

Wear a mask. Stay safe at home. Fill out your Census. Three easy steps for helping you and all of California get back on its feet! It’s not too late to respond visit http://2020Census.gov and be counted today! #IECounts #2020Census #HablaContamos #CountMeIn Credit: CA Census

By participating in the 2020 Census, you can make a difference. We need people of all ages to be counted. Who is “‘people of all ages” here? Do you see? Everyone counts. You can participate in the 2020 Census anytime, anywhere by mail, phone or online from any device. Even from his phone! Census results help decision makers determine how to exhaust billions to improve education, health care, roads, public safety and other programs in their community. For more information: www.census.gov and www.iecounts.org #IECounts

Translated

census.gov or 800-923-8282
Let's plant seeds for future generations. Fill out the #2020Census to help our communities bloom. Visit http://2020Census.gov and be counted today! #IECounts #2020Census #Census #HispanicCount #CountMeIn Credit: CA Census

The Census will ensure the health of our families and neighborhoods. Your data informs where new hospitals are built, improve health programs, and increase jobs and business opportunities. Fill out your invitation today at http://2020Census.gov #IECounts

The 2020 Census Town Hall hosted by Rep. Pete Aguilar, CSU's Director, Dr. Karthick Ramakrishnan, will be part of this expert panel. As you may have already heard about the recent news regarding the cut of Census efforts short by a month, this conversation could not be more important especially when the region is still experiencing the repercussions of COVID-19.

Join Rep. Pete Aguilar’s 2020 Census Town Hall
Tuesday, August 4 | 6:00 PM
Featuring
Secretary Alex Padilla
California Secretary of State
Dr. Karthick Ramakrishnan
Director of the IE Complete Count Committee
Patricia Nichols-Butler
CEO of Community Action Partnership
Celia Cudiamat
Vice President of the Inland Empire Community Foundation

On Tuesday, I’m hosting a virtual town hall to discuss the importance of the 2020 Census to our region. Join us on Facebook Live to be part of the discussion!
Getting counted in the #2020Census is the first step toward making sure our communities receive the support and resources they need to thrive. Join CA Complete Count Office on their Virtual Day of Action! #IECounts #2020Census #CaliforniaCensus

CENSUS VIRTUAL DAY OF ACTION
AUGUST 3

TWEET CHAT - 11AM
Census + Non Response Follow Up Q&A
@CA Census

FACEBOOK LIVE - 1PM
BIPOC Diversity Counts
@CaliforniaCensus

IG LIVE DJ PARTY - 5PM
Dance the Census every move counts!
@CA Census

The Census Bureau is ending all counting efforts for the census on September 30th. The Bureau’s director confirmed Monday in a statement. So don’t wait to fill out the census now at https://2020census.gov. #IECounts #IE CountAll

Photo Credit: NPR

Census Cuts All Counting Efforts Short By A Month
IE COUNTS: SOCIAL MEDIA FOR REGION 7

Black Business Month starts this week. Census results help business owners make important decisions. Learn more about how the Census can help shape the future of Black communities and fill out the census now at https://2020census.gov/ #IECounts #IsmeeContar #CountMeIn

Fun Fact: As a result of population changes between 2000 and 2010, eight states gained seats in the House of Representatives and 10 states had fewer seats. Contribute to the change at https://2020census.gov/ #IECounts #IsmeeContar #CountMeIn

August is Black Business Month

Hey! You! We're talking to you! Stop scrolling and visit my2020census.gov to fill out your #2020Census today! Credit: Go Census #IECounts #2020Census #Census #IsmeeContar #CountMeIn

Stop scrolling. We're talking to YOU!
The 9 question survey helps provide funding for your neighborhood.
Visit my2020census.gov OR Call 844-330-2020
Do it TODAY!

HELP FIGHT THE UNDERCOUNT!
INLAND EMPIRE CENSUS REGIONAL UPDATE
WEDNESDAY, AUGUST 19, 3-5PM
RSVP: socialinnovation.ucr.edu/events
Join us for critical updates from the U.S. Census Bureau, other government & community partners, and learn how you can help!
Do you know how your community is responding to the census? Explore the Response Rate Map with your kids today! Challenge everyone to complete the census for their household too. Visit https://www.census.gov/programs-surveys/schools.html to learn more. #IECounts #HashtagContar #CountMeIn

We may have to socially distance but we can come together virtually and fill out the census via phone, online! Be counted today at https://2020census.gov/ #IECounts #2020Census #Census #HashtagContar #CountMeIn

Find your community’s 2020 Census response rate.

Distance makes us stronger.

#BeCounted

Reducing a city’s environmental impact is one way #2020Census responses can shape the future of critical public services in communities. Make a difference in your community today and be counted today at https://2020census.gov/ #IECounts #2020Census #Census #HashtagContar #CountMeIn

HELP FIGHT THE UNDERCOUNT!

INLAND EMPIRE CENSUS REGIONAL UPDATE

WEDNESDAY, AUGUST 19, 3-5PM

RSVP: socialinnovation.ucr.edu/events

Join us for critical updates from the U.S. Census Bureau, other government & community partners, and LEARN HOW YOU CAN HELP

Inland Empire
IE COUNTS: SOCIAL MEDIA FOR REGION 7

New Household Pulse Survey shows concern over food security and loss of income. The Census can help with programs to support families, but an accurate count is needed. Be counted today at https://2020census.gov/
@IECounts #2020Census #Census #HashtagCount #CountMeIn

Challenge your friends to be counted by filling out the 10 minute questionnaire! #2020Census

Did you know that getting a complete count of children in the #2020Census is important for school funding? #StatsInSchools created activities to educate students about the census. Visit census.gov/schools to learn more.
Credit: U.S. Census Bureau #IECounts #2020Census

The Census Bureau estimates about 1 million children aged 0-4 were not counted in the 2010 Census.

The Census’ Most Undercounted Racial Group

The Native populations have been deprived of their voice in government due to past censuses. Find more information at https://census.gov/american-indian-people/. Photographed here is the Marango Band of Mission Indians, a federally recognized tribe within our region. (DechelleRaley.com) #IECounts
IE COUNTS: SOCIAL MEDIA FOR REGION 7

On August 11th, Census Bureau workers began knocking door-to-door to follow up with households that have yet to respond to the Census. If you haven’t filled out the form and are worried about staying safe at home, go to https://my2020census.gov. #IECounts #CountMeIn. Credit: cacensus

Don’t want a knock at your door?
No problem! Complete your Census today!
Call 844-330-2020, visit my2020census.gov or by mail.

FIGHT 2020 CENSUS RUMORS

Help the Census Bureau by reporting inaccurate or fraudulent information. Let the Census Bureau know by contacting rumors@census.gov. Then, be sure to spread the word to make sure everyone has the right information about the 2020 Census. #IECounts #CountMeIn

The Census is about our communities and the health and well-being of the people who live in them. Help our communities in improving and maintaining their health by filling out the census at https://my2020census.gov #IECounts #CountMeIn. Credit: California Primary Care Association

CENSUS 2020

Everyone’s Health Counts

Hey! Did you complete your 2020 Census?
IE COUNTS: SOCIAL MEDIA FOR REGION 7

Over 73% of housing units have been accounted for, per the 2020 Census housing unit completion rates. The 2020 Census as of today, with 9.7% counted by census takers and other field data collection operations, and 64.2% of housing units responding online, by phone or by mail. Encourage everyone to be counted to increase these percentages. Visit my2020census.gov

#IECounts #2020Census #Census #HaasmeContar #Cuentame

El Censo determinará los recursos en cada comunidad para la próxima década. Aprenda más en nuestro sitio web: my2020census.gov
#IECounts #2020Census #Census #HaasmeContar #Cuentame

Cred: Censo
Translation: See More

The Small Business Pulse Survey measures the effect of changing business conditions during the pandemic on our nation’s small businesses. The Census Bureau today released new data from the second phase of the experimental survey. Visit here: https://portal.census.gov/pulse/data/

#IECounts

Small Business Pulse Survey Phase 2

Teach young kids how everyone is special!
The Native People Count California campaign, Empowering Pacific Islander Communities, and the Mixteco/Indígena Community Organizing Project will kick off an Indigenous Week of Action in California. Visit here to learn more: http://www.nativepeoplecount.org

The Census Bureau recognizes a range of socio-demographic and other groups as hard-to-count. Some of these groups include: young children, LGBTQ+ community and more. Learn more about the hard-to-count population at http://iecounts.org/hard-to-count/

It's time to respond to the 2020 Census. Your community needs your help. It's essential that everyone gets counted, including young children. Your responses are safe and confidential. Respond today at 2020census.gov
IE COUNTS: SOCIAL MEDIA FOR REGION 7

IE Counts
September 14

The #2020Census has the power to impact our communities for decades to come. For the first time, couples can identify same-sex relationships on the Census. Stand up and be counted! Credit: Ca Census #IECounts #2020Census #Census #HashtagContar #CountMeIn

IE Counts
September 14

We have 10 days left to invest in our future & complete the #2020Census for community funding! Don't delay! Fill out your form today at my2020census.gov, by calling 844-330-2020 or by mail. #IECounts #2020Census #Census #HashtagContar #CountMeIn

IE Counts
September 10

There's power in your existence! So, speak up! Ensure you are seen and heard by filling out your #2020Census today. Visit my2020census.gov today to do your part. Credit: Ca Census #IECounts #2020Census #Census #HashtagContar #CountMeIn

IE Counts
September 10

Over 93% of housing units have been accounted for as of today in California, per the 2020 Census housing unit completion rates. Encourage everyone to be counted to increase these percentages! Visit my2020census.gov #IECounts #2020Census #Census #HashtagContar #CountMeIn

IE Counts
September 10

Over 93% of housing units counted so far in 2020 Census

There's power in your existence.
The Census benefits our communities for years to come.

Complete your Census NOW!
Visit my2020census.gov
Call 1-844-330-2020
Mail your form
Local entrepreneurs use data from the Census to help drive small businesses. A complete count in the Census can help bring additional services and more jobs to local economies across California. Visit my2020census.gov today to do your part. #IECounts #2020Census

Time is running out but it is not too late! Respond now online my2020census.gov, by calling 844-330-2020 or by sending your census questionnaire by mail. #IECounts #2020Census #Census #HaamaContar #CountMcln

Credit: US Census Bureau

We have 13 days left to invest in our future & complete the #2020Census for community funding! Don’t delay! Fill out your form today at my2020census.gov, by calling 844-330-2020 or by mail. #IECounts #2020Census #Census #HaamaContar #CountMcln

Credit: Ca Census

You share more personal information on social media apps than you would completing the #2020Census. Don't delay! Fill out your form today at my2020census.gov #IECounts #2020Census #Census #HaamaContar #CountMcln

Credit: Ca Census
IE COUNTS: SOCIAL MEDIA FOR REGION 7

Spread the word! The time to act is now. The 2020 Census takes just a few moments to complete. Respond now at my2020census.gov, by calling 844-330-2020 or by sending your questionnaire by mail. #IECounts #2020Census #Census #EveryoneCounts #CountMeIn Credit: US Census Bureau

Help High School Students Understand the Impact of the Census

We have 6 days left to invest in our future & complete the #2020Census for community funding! Don’t delay! Fill out your form today at my2020census.gov. #IECounts #2020Census #Census #EveryoneCounts #CountMeIn Credit: CA Census

6 Days Left to fill out the Census

Make a Difference in Your Community! Take the 2020 Census

From school funding to resources for emergency services, the #2020Census affects your community in more ways than you may know. #StateSchools has a worksheet to help high school students understand the impact of the census. Visit https://www.census.gov/programs-surveys/sis.html to learn more.
95 percent of households across the country have been counted in the #2020Census. Time is running out; spread the word and encourage everyone to take the Census. Fill out your form now at my2020census.gov.
#IECounts #2020Census #CountMeIn Credit: US Census Bureau

The Census Bureau is now scheduled to complete their work by October 5, 2020. But don’t delay! Fill out your form today at my2020census.gov, by calling 844-330-2020 or by mail. #IECounts #2020Census #Census #HashtagContest #CountMeIn

As a result of court orders, the October 5, 2020 target date is not operative, and data collection operations will continue through October 31, 2020. You still have time! Fill out your form today at my2020census.gov #IECounts #2020Census #CountMeIn

ATTENTION: SELF-RESPONSE PHASE EXTENSION

SPREAD THE WORD CHALLENGE YOUR FRIENDS TELL OTHERS TO RESPOND SET THE RECORD STRAIGHT
Today is your last chance to respond to the Census. Don't miss this opportunity to shape your community's future for the next 10 years. You can fill out the Census by calling 844-336-2020 via phone, by going online at my2020census.gov or by mail if you received a form.
Census Selfie Campaign
Background

We want to take advantage of all of our resources and mobilize folks who are spending more time at home!

Our region is about a quarter of the way to a complete count, so we want to spend the month of April encouraging as many folks as possible to go online or call to get their house counted.
Instructions

- Go to censusie.org/en/sm-posts and download a graphic of your choice
- Post the graphic and a corresponding selfie on your social media platform of choice
- Challenge someone you know to post their own #CensusSelfie
- Use the following hashtags
  
  #CensusSelfie #ICount #IECounts

And hashtag your organization!
Examples
Examples
Examples

CensusIE

THE CENSUS IMPACTS HOW MUCH

FEDERAL MONEY COMES BACK TO THE INLAND EMPIRE

#IECounts
Examples
Examples

It’s never been easier to fill the Census out at home!
Tracking our Success!

- We will partner with the Riverside Studios Creative Group to track the success of this campaign
  - Provide us with your URL
  - Make sure that every post includes #CensusSelfie
  - Make sure that all of your followers include a hashtag with your organization’s name #yourorg
  - We will be able to track how many posts your organization generates
Census Guide: By participating in the 2020 Census, you can make a difference.

We need people of all ages to be counted.

Who's a "people of all ages" here?

See? Everyone counts.

You can participate in the 2020 Census beginning March 12 by mail, by phone, or online with any device.

Mother: Even from my phone?

Census Guide: Even from your phone!

Census results help decision makers determine how to spend billions to improve education, healthcare, and other programs in your community.

You Tube Links: English: https://youtu.be/ScGeqHqfjFg
Spanish: https://youtu.be/OEWY_j_iqik