



State of California – Government Operations Agency  
California Complete Count-Census 2020  
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**GAVIN NEWSOM, Governor**  
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## FINAL REPORT

### General Information

Date of report	November 13, 2020
Organization / Entity	County of San Bernardino
Responsible Person / Title	Danette Tealer
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### Narrative Report

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

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

## County of San Bernardino

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.

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



## County of San Bernardino

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

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.

## County of San Bernardino

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.

<b>Media Outreach</b>	<b>Outreach Period</b>	<b>Targeted Impressions</b>	<b>Impressions</b>
NCM Digital: Commercials on personal devices and streaming ads in 74 targeted zip codes in San Bernardino county linking to 2020Census.gov	07/25/20-09/24/20	978,051 Spanish 439,560 English	1,417,611
Hi Desert Star & Trail Newspapers: Newspaper, Facebook and website for Needles, Twentynine Palms, Yucca Valley and unincorporated	07/29/20-09/01/20	42,750 Newspaper S&E 54,310 Facebook/website	97,060
Spectrum Digital: Commercials On Demand in San Bernardino county linking to 2020Census.gov	07/27/20-08/30/20	194,208 Spanish 122,027 English	316,235
Spectrum Digital: Online Display Ads on Streaming TV linking to 2020Census.gov	07/27/20-08/30/20	96,604 Spanish 74,578 English	171,182
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)	07/31/20-08/30/20	18,927 English airings	2,058,703
Preschool Services Department: Outreach with flyers & incentives targeting families with 0-5 children	08/03/20-09/30/20	1,870 E&S	1,870
Advance Disposal: Utility inserts to residents in the unincorporated in Hesperia	08/03/20 & 09/03/20	2,100 Inserts Mailed 2,100 Inserts Mailed	4,200

County of San Bernardino

<b>Media Outreach</b>	<b>Outreach Period</b>	<b>Targeted Impressions</b>	<b>Impressions</b>
Precinct Reporter: Newspaper, most widely circulated paper for African Americans, in Rialto, Fontana, San Bernardino, Victorville and the Hi-Desert; online presence	08/06/20-09/24/20	128,000 English 32,000 Online Presence	160,000
Aging & Adult Services: Outreach with flyers & incentives targeting Senior citizens through meal delivery programs throughout San Bernardino county	08/16/20-09/11/20	3,000 E&S	3,000
Restaurants: Posters displayed at restaurant sites in meal program throughout San Bernardino county	08/16/20-09/30/20	46,000 E&S	46,000
Waste Management: Utility inserts to residents in the unincorporated in Trona and Chino	08/21/20 & 09/11/20	176 E&S in Trona 640 E&S in Chino	816
iHeart: Radio streaming, adware, display, mobile, radio, podcasts with 30 zip code focus (online advertisement linking to 2020Census.gov)	08/24/20-09/30/20	4,253,160 English	4,253,160
Child Support Services: Event in collaboration with the City of Fontana handing out flyers & incentive items; U.S. Census attended	08/29/20	500 E&S	500
The Sun: Newspaper with an online presence linking to 2020Census.gov in San Bernardino county.	08/30/20-09/30/20	489,860 E&S Paper 500,000 E&S Online	989,860
Inland Valley Daily Facts: Newspaper in Fontana, Rancho Cucamonga, Ontario, Colton, Rialto, Upland, Montclair, Chino & Chino Hills; online presence linking to 2020Census.gov	08/30/20-09/30/20	500,715 E&S	500,715
Redlands Daily Facts: Newspaper in Redlands	08/30/20-09/30/20	85,340 E&S	85,340
La Prensa: Newspaper, a Hispanic publication, in San Bernardino city	08/30/20-09/30/20	106,505 E&S	106,506
Outfront Billboards: 77 billboards in San Bernardino County targeting main highways & inter city	08/31/20-09/27/20	21,521,636 English	21,521,636
County: Postmaster sent to more than	08/31/20	21,000 English	21,000

County of San Bernardino

<b>Media Outreach</b>	<b>Outreach Period</b>	<b>Targeted Impressions</b>	<b>Impressions</b>
21,000 County employees			
Blue Line: Commercial played at 23 gas stations with 224 screens in Adelanto, Apple Valley, Barstow (4), Crestline, Hesperia (5), Mentone, Searles Valley, Twentynine Palms (2), Victorville (6), & Yucca Valley	08/31/20-09/27/20	290,281 English	290,281
Patient Points: Commercials with captions played in loop at clinics in Montclair, Joshua Tree, Victorville, Barstow, and San Bernardino as well as at 116 doctor's offices	09/01/20-09/30/20	180,000 E&S Clinics 69,000 E&S Doctor's Office	249,000
Fontana Early Learning Center: Flyers & incentive items available to public	09/01/20-09/30/20	200 E&S	200
El Chicano: Newspaper in Colton, Redlands, Rialto, and San Bernardino; online presence linking to 2020Census.gov	09/03/20-09/24/20	6,000 Spanish	6,000
Colton Courier: Newspaper in Colton; online presence linking to 2020Census.gov	09/03/20-09/24/20	4,000 E&S	4,000
Rialto Record: Newspaper in Rialto; online presence linking to 2020Census.gov	09/03/20-09/24/20	4,000 E&S	4,000
Redlands Community News: Newspaper in Redlands	09/04/20-09/25/20	58,800 E&S	58,800
Highland Community News newspaper in Highland	09/04/20-09/25/20	40,000 E&S	40,000
Yucaipa-Calimesa News Mirror: Newspaper in Yucaipa and Calimesa	09/04/20-09/25/20	56,000 E&S	56,000
Fontana Herald News: Newspaper in Fontana	09/04/20-09/24/20	20,000 E&S	20,000
SCNG: Commercial on Adtaxi, Facebook, and display ads targeting specific zip codes in HTC tracts in San Bernardino county linking to 2020Census.gov	09/05/20-10/01/20	530,000 Facebook 7,900,000 Display Ads 1,300,000 Video *(941,000 videos viewed)	9,730,000
OMNI Bus: Ads in 9 cities and the unincorporated areas on 40 king buses and 60 tail ads	09/06/20-10/04/20	3,560,000 King Buses 2,160,000 Tail Ads	5,720,000

## County of San Bernardino

<b>Media Outreach</b>	<b>Outreach Period</b>	<b>Targeted Impressions</b>	<b>Impressions</b>
iHeart: Radio streaming, adware, display, mobile, radio, podcasts with 30 zip code focus with HTC tracts (online linking to 2020Census.gov)	09/07/20-09/30/20	713,333 Spanish	713,333
Big Bear: Unincorporated utility bill insert in Big Bear	09/09/20	200 E&S	200
Transitional Age Youth Centers: Targeting parents of youths under 18 providing flyers & incentives	09/14/20-09/30/20	150 E&S	150
Public Results: Texting targeting 73 identified HTC tracts (88,000 residents); 3 texts sent linking to 2020Census.gov	09/18/20-09/27/20	210,663 English Texts	210,663
Burrtec: Utility bill inserts in the unincorporated area of San Bernardino county to 49,400 residents	09/21/20	49,400 E&S	49,400
KBHR: Radio station playing 255 sixty second ads, 17 per day, in Big Bear, Lake Arrowhead, some desert areas and unincorporated	09/21/20-10/05/20	33,433 English	33,433
Z101.7: Radio station playing 140 thirty second ads, 10 per day, in Morongo Basin, Yucca Valley, Twentynine Palms, Joshua Tree.	09/22/20-10/05/20	77,777 English	77,777
LAX103.1: Radio station playing 124 thirty second ads in the Hi Desert	09/24/20-09/30/20	18,520 Spanish	18,520
<b>Total Estimated Impressions</b>			<b>49,037,151</b>

*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-Palooza. 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 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 2021. 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

<i><b>Agency</b></i>	<i><b>Pledge Cards</b></i>	<i><b>Events</b></i>	<i><b>Impressions</b></i>
ACBO Contracts & Grants	46,870	1,163	3,117,025
Riverside Contracts	684	169	573,205
San Bernardino Contracts	592	151	207,442

Region 7 Events per contract by Timeline

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

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

An additional component of 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.

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

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.

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

<i><b>HTC Group/Language</b></i>	<i><b>#Organizations Targeting w/ Outreach</b></i>	<i><b># Impressions reported by HTC group</b></i>	<i><b>#Census Champions</b></i>
Formerly Incarcerated	2	Not included in Amplify	
Veterans	4	6,314	5
Low Broadband	6	8,581	

**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 begun 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:**

<i><b>Area</b></i>	<i><b>IDs</b></i>	<i><b>Impressions</b></i>	<i><b>Non-Response</b></i>	<i><b>Total</b></i>
High Desert	17,714	20,092	96,928	114,892

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

*Note: At total of 2,753 IDs were achieved in Riverside County through San Bernardino County sub-contracts and 899 IDs in San Bernardino through Riverside County contacts. This was likely due to contractor error of entering data into the wrong Amplify campaign, or selecting census tracts outside of the county.*

**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.

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 partner's 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



## County of San Bernardino

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

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

- 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 through 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 tracts for phone banking and other activities. The following guidance was provided to aid organizations in selecting census tracts for phone banking activities. Criteria/Priorities to consider when choosing a census tract for phone banking: 1) Current Response Rate; 2) HTC/LRS Score We want to target tracts with an LRS score above 27 (Amplify) or an HTC score above 57 (State dashboard); 3) Current response rate vs. 2010 rate; 4) City-specific funding (if you have a county contract)); 5) Strategic significance and community connection to your organization.

- 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

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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

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County of San Bernardino

Please submit your final report and attachments no later than November 16, 2020 to: [outreach@census.ca.gov](mailto: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





## 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 viviendo 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 our region.  
La información del censo determina como \$700 billones serán gastados y la cantidad que será para nuestra región.



#### LOCAL PROGRAMS / PROGRAMAS LOCALES

Based on population, funds would be allocated to create or improve schools, healthcare, roads, housing, and crime prevention.  
Basado en la población los fondos serán usados para crear o mejorar escuelas, cuidado médico, calles y carreteras, vivienda y prevención del crimen.



#### 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 sirven para determinar el número de escaños por cada estado.



IE Counts



@census\_ie



IECounts.org



## COUNTY OF SAN BERNARDINO: MEDIA FILES

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

The rack card and utility insert for the Inland Empire Census 2020. It features a gold header bar, a map of California with a blue checkmark, and the text "Inland Empire Census 2020" and "IECounts.org". The main body is white with the text "TOGETHER, WE COUNT! The census is only every 10 years!" and "Here's how you can make your community stronger by participating." Below this are four icons: "Everyone Counts" (people), "It's about \$700 Billion" (money bag), "Local Programs" (truck), and "Fair Representation" (capitol building). A photo of a diverse group of people is shown, including a woman in a wheelchair. The bottom section is gold with the text "Participate and make yourself count" and three icons: Facebook, Twitter, and the IECounts.org website.

**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



## COUNTY OF SAN BERNARDINO: MEDIA FILES

### Census Poster

The poster is for the Inland Empire Census 2020. It features a gold map of California with a blue checkmark and the text "Inland Empire Census 2020" and "IECounts.org". Below this, it says "TOGETHER, WE COUNT! The census is only every 10 years!" and "¡JUNTOS, CONTAMOS! ¡El censo es solamente cada 10 años!". It then lists four benefits of participation: "Everyone Counts", "It's about \$740 Billion", "Local Programs", and "Fair Representation". A photo of a diverse group of people is shown. At the bottom, it says "Participate and make yourself count" and "Participa y haste contar". Social media icons for Facebook, Twitter, and the website are at the very bottom.

**Inland Empire Census 2020**  
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.  
*Esto es lo que significa y como usted puede fortalecer su comunidad al participar.*

- Everyone Counts**  
*Todos Contamos*
- It's about \$740 Billion**  
*Se trata de \$700 Billones*
- Local Programs**  
*Programa Local*
- Fair Representation**  
*Representación Justa*


**Participate and make yourself count**  
**Participa y haste contar**

IE Counts @census\_ie





## COUNTY OF SAN BERNARDINO: MEDIA FILES

Used in Voter Guides



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

<b>MAR 12-20</b>	Invitations to complete the 2020 Census questionnaire online will be mailed
<b>MAR 26-APR 3</b>	Reminder postcard will be mailed
<b>APR 1</b>	<b>Census Day</b>
<b>APR 8-16</b>	Second reminder and questionnaire will be mailed
<b>APR 20-27</b>	A final reminder postcard will be mailed before the Census Bureau follows up in person

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**





#CALIFORNIAFORALL

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

12–20 de marzo	Se enviarán por correo las invitaciones para completar el cuestionario del Censo 2020 por internet
26 de marzo–3 de abril	Un recordatorio se enviará por correo postal
1 de abril	Día del Censo
8–16 de abril	Recordatorios y cuestionarios serán enviados por correo por segunda vez
20–27 de abril	Se enviarán por correo las tarjetas postales finales, antes del seguimiento en persona

California esta 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 Alejandro**, Superintendent  
San Bernardino County Superintendent of Schools

### POST AGENDA

Networking • Census Photo Booth • #IECounts Cam



With your help, we can make a difference.

# THANK YOU

FOR JOINING US TODAY!



## COUNTY OF SAN BERNARDINO: MEDIA FILES

### Digital Display Banners





## 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](https://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.**

[CaliforniaCensus.org](https://CaliforniaCensus.org)

[@CACensus](https://twitter.com/CACensus)



Updated English: June 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.



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](https://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](https://CaliforniaCensus.org)

@CACensus



Updated Spanish: July 2020



## COUNTY OF SAN BERNARDINO: MEDIA FILES



# 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.

### Three Ways to Complete the Census



ONLINE AT  
[my2020census.gov](https://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.

[CaliforniaCensus.org](https://CaliforniaCensus.org)

@CACensus



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](https://my2020census.gov)



POR TELÉFONO  
844-330-2020



POR CORREO  
¡Completa y devuelve 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.

[CaliforniaCensus.org](https://CaliforniaCensus.org)

@CACensus



Completa el Censo antes del **30 de septiembre del 2020.**



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**  
**T**  **DAY!**

[my2020census.gov](https://my2020census.gov) | (844) 330-2020

**iPARTICIPA** en el  
**CENSO**  
**H**  **Y!**

[my2020census.gov](https://my2020census.gov) | (844) 468-2020



**PARTICIPATE** in the  
**CENSUS**  
**T**  **DAY!**

**Be counted and  
shape your future!**



[my2020census.gov](https://my2020census.gov) | (844) 330-2020



## COUNTY OF SAN BERNARDINO: MEDIA FILES



# Participate *in the* Census Today!

[my2020census.gov](https://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

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

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



# VETERANS FACT SHEET

CALIFORNIA COMPLETE COUNT – CENSUS 2020 OFFICE



## 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](https://CaliforniaCensus.org)



## COUNTY OF SAN BERNARDINO: MEDIA FILES

### 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 these 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.

**2020CENSUS.GOV**

D-HP-MV-EN-437

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census**  
**2020**



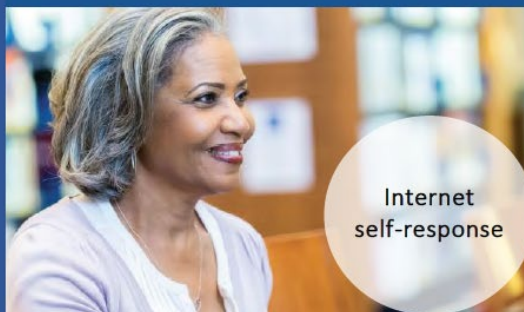


## COUNTY OF SAN BERNARDINO: MEDIA FILES

### Live - Wednesdays 3-4PM on WebEx

PRESENTER	HOST	DATE	Choose a Date and Click on the Link Below to Register
Andres Castillo	Omar Becerra	6/3/2020	<a href="#">Register</a>
Omar Becerra	Diana Rosas	6/10/2020	<a href="#">Register</a>
Diana Rosas	Renay Mehta	6/17/2020	<a href="#">Register</a>
Renay Mehta	Jerry Kong	6/24/2020	<a href="#">Register</a>
Jerry Kong	David Escobar	7/1/2020	<a href="#">Register</a>
David Escobar	Mario Mazzuca	7/8/2020	<a href="#">Register</a>
Mario Mazzuca	Julie St. Pierre	7/15/2020	<a href="#">Register</a>
Julie St. Pierre	Idell Stokes	7/22/2020	<a href="#">Register</a>
Idell Stokes	Dustin Strauch	7/29/2020	<a href="#">Register</a>
Dustin Strauch	Thom Tuckwood	8/5/2020	<a href="#">Register</a>
Thom Tuckwood	Anthony Plancarte	8/12/2020	<a href="#">Register</a>
Anthony Plancarte	Arturo Aviles	8/19/2020	<a href="#">Register</a>
Arturo Aviles	Melissa Padilla	8/26/2020	<a href="#">Register</a>
Melissa Padilla	Daniel Flores	9/2/2020	<a href="#">Register</a>
Daniel Flores	Alejandra Rodriguez-Bobadill	9/9/2020	<a href="#">Register</a>
Alejandra Rodriguez-Bobadill	Doug Hassett	9/16/2020	<a href="#">Register</a>
Doug Hassett	Jose Lopez	9/23/2020	<a href="#">Register</a>
Jose Lopez	Scott Colwell	9/30/2020	<a href="#">Register</a>

### Virtual Questionnaire Assistance Webinar for Self-Response



Internet  
self-response

Portal open  
from  
March 12  
until  
September  
30

RESPOND

- 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](mailto:guadalupe.n.camacho@2020census.gov)  
Mobile: (818)963-3778

Shape  
your future  
START HERE >

United States  
Census  
2020

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

Presentador	Fecha	Presentacion	Asistencia Virtual Cuestionario del Censo
Melissa Padilla	7/7/20	Presentacion	<a href="#">Dale click aqui!</a>
Melissa Padilla	7/14/20	Presentacion	<a href="#">Dale click aqui!</a>
Melissa Padilla	7/21/20	Presentacion	<a href="#">Dale click aqui!</a>
Melissa Padilla	7/28/20	Presentacion	<a href="#">Dale click aqui!</a>
Melissa Padilla	8/4/20	Presentacion	<a href="#">Dale click aqui!</a>
Melissa Padilla	8/11/20	Presentacion	<a href="#">Dale click aqui!</a>
Melissa Padilla	8/18/20	Presentacion	<a href="#">Dale click aqui!</a>
Melissa Padilla	8/25/20	Presentacion	<a href="#">Dale click aqui!</a>
Melissa Padilla	9/1/20	Presentacion	<a href="#">Dale click aqui!</a>
Melissa Padilla	9/8/20	Presentacion	<a href="#">Dale click aqui!</a>
Melissa Padilla	9/15/20	Presentacion	<a href="#">Dale click aqui!</a>
Melissa Padilla	9/22/20	Presentacion	<a href="#">Dale click aqui!</a>
Melissa Padilla	9/29/20	Presentacion	<a href="#">Dale click aqui!</a>

¡GRATIS!

### Recorrido virtual Paso a Paso del Cuestionario del Censo 2020



Responde  
por  
Internet

Portal abierto  
del  
12 de Marzo  
al  
30 de  
Septiembre

RESPONDE

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

Contact: Melissa C. Padilla  
Especialista en Colaboracion  
[Melissa.c.padilla@2020census.gov](mailto:Melissa.c.padilla@2020census.gov)  
Movil: (213)-309-9272

Shape  
your future  
START HERE >

United States  
Census  
2020



## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS

### 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







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## 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.







## 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

### Sample of Video/Website Pics

Sample of Video/Website Pics

Browser address bar: <https://www.precinctreporter.com/>

Browser tabs: County of San Bernardino..., Census 2020 Self-Respons..., CA Census 2020 Self-Resp..., 2020 Census United State..., CA Census - We all count!, California Census 2020 He...

Website content:

- LATEST PRGNEWS**  
REV. FRANK JACKSON: ALL ABOUT THE PEOPLE
- LATEST PRGNEWS**  
GET \$300 EXTRA A WEEK IN BENEFITS
- LATEST PRGNEWS**  
FORMER ASSEMBLYMEMBER GWEN MOORE PASSES AWAY

**Read Our Weekly E-Edition!**  
The Community's Newspaper

**Precinct Reporter Group**  
Precinct Reporter / Tri-County Bulletin / Long Beach Leader

**amazon** **Toy Savings Event**  
Join Amazon Mom, Save 20% on Select Toys >Learn more

**AROUND THE WEB:**

**Inland Empire Census 2020** **PARTICIPATE in the CENSUS TODAY!**  
Complete it before **September 30, 2020** and be counted.

**COVID-19 UPDATES**

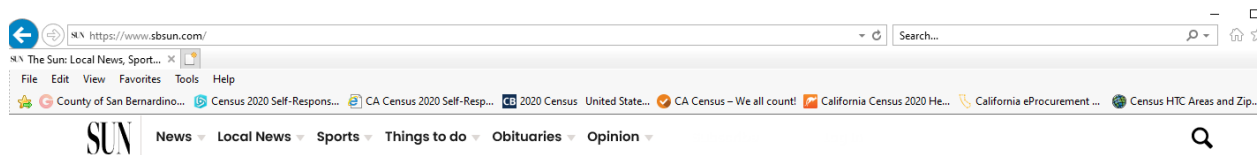
**COVID**

**GET COUNTED!**

**Have Questions**



## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS



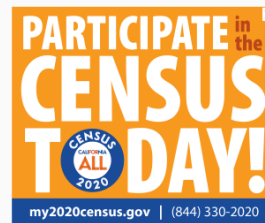
Today's Refinance Rate  
**2.42%**  
APR 15 Year Fixed

Select Loan Amount  
\$225,000

**lendingtree**  
Calculate Payment  
Terms & Conditions apply. NMLSR1136

### LOCAL HEADLINES

- 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

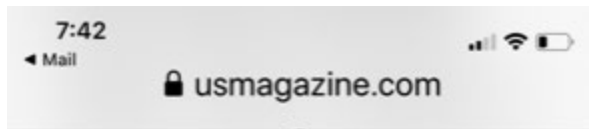


SPONSORED CONTENT





## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS



# Support After Her Death

By Johnni Macke September 29, 2020

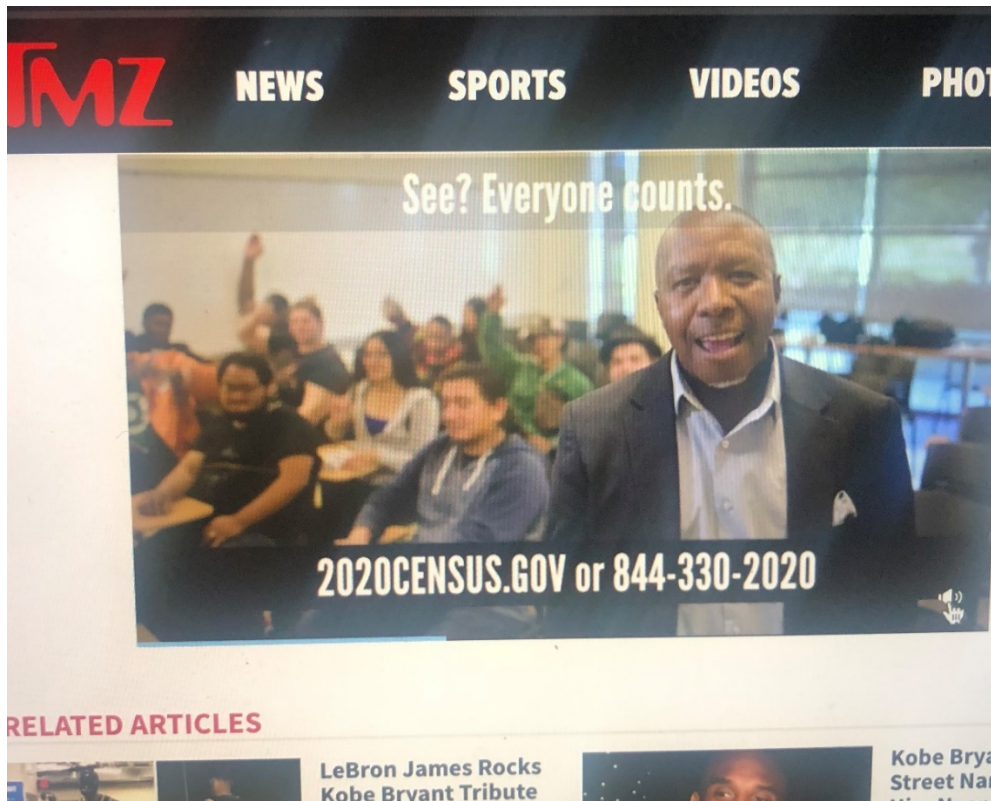


Muddling through. **Ryan Dorsey** opened up about how he and his son, Josey, are doing two months after his ex-wife, **Naya Rivera**, died in a **drowning accident**.





## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS



## CROSS PLATFORM VIDEO

Desktop

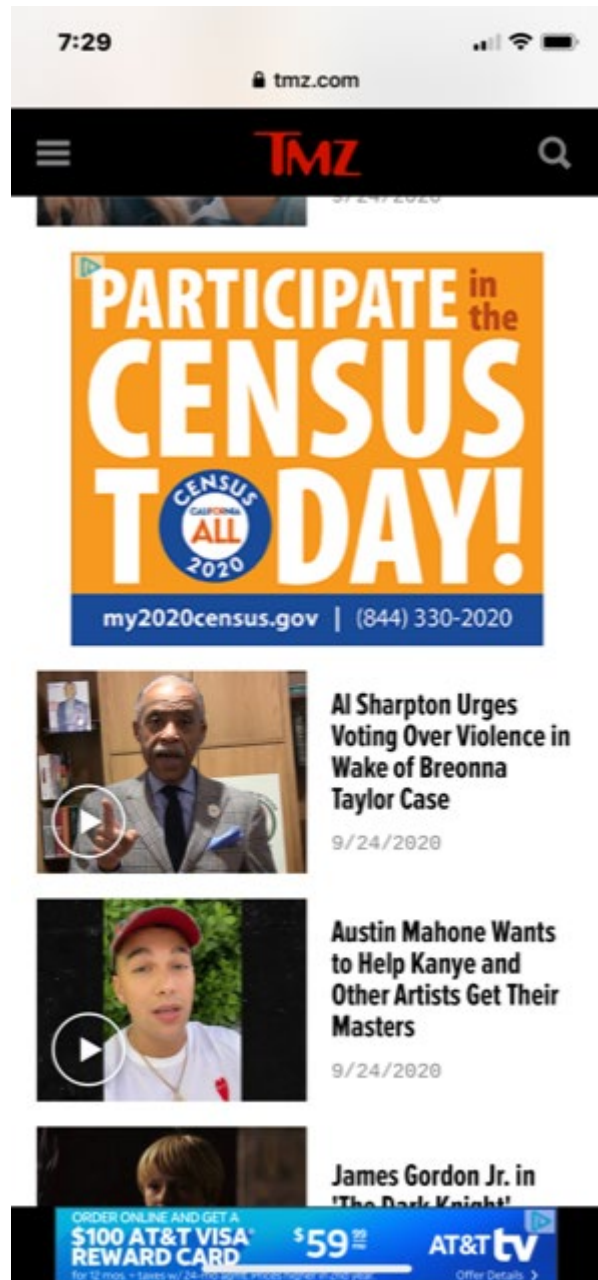
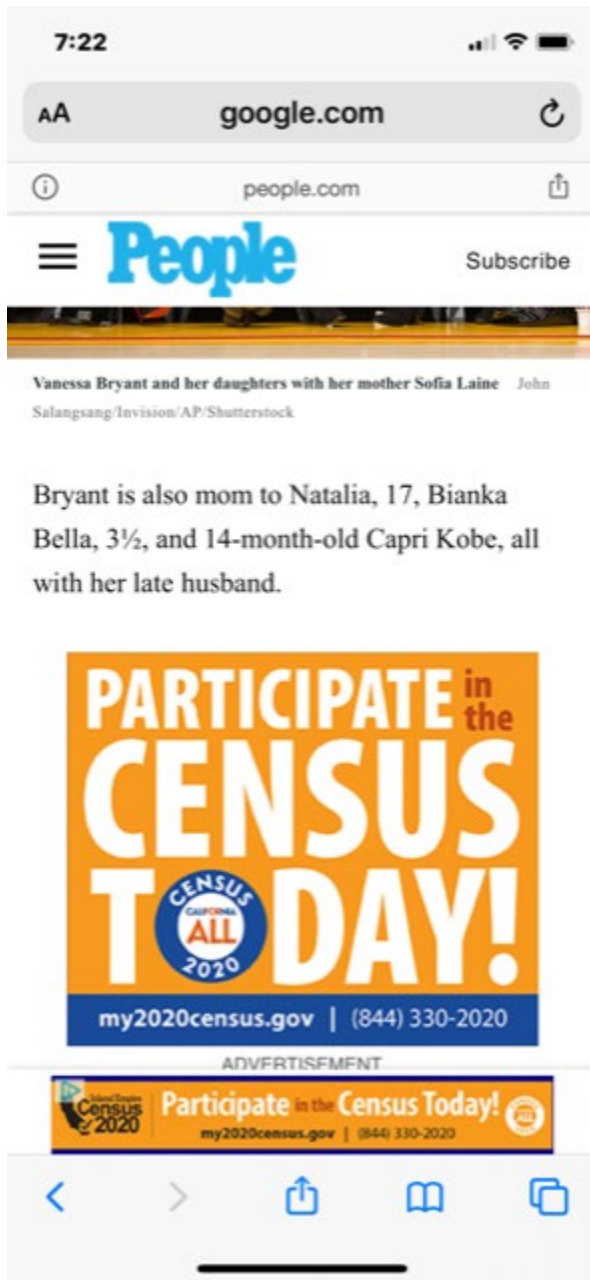


Mobile






## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS







## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS

7:29 tmz.com

 **Gigi Hadid and Zayn Malik Welcome Baby Girl**  
9/23/2020

 **Mike Tyson's Down To Fight Anthony Joshua For Charity**  
9/23/2020

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

 **Colin Kaepernick Speaks on Breonna Taylor Case, 'Abolish The Police'**  
9/23/2020

ORDER ONLINE AND GET A **\$100 AT&T VISA® REWARD CARD** \$59<sup>99</sup> AT&T tv  
for 12 mos. + taxes w/ 24-mo. agmt. Prices higher in other areas. Offer Details >

7:29 tmz.com

 **Taylor Did Not Get Justice, Slams AG for Politics**  
9/23/2020

 **New Year's Eve Ball Drop in Times Square Going Virtual This Year**  
9/23/2020

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

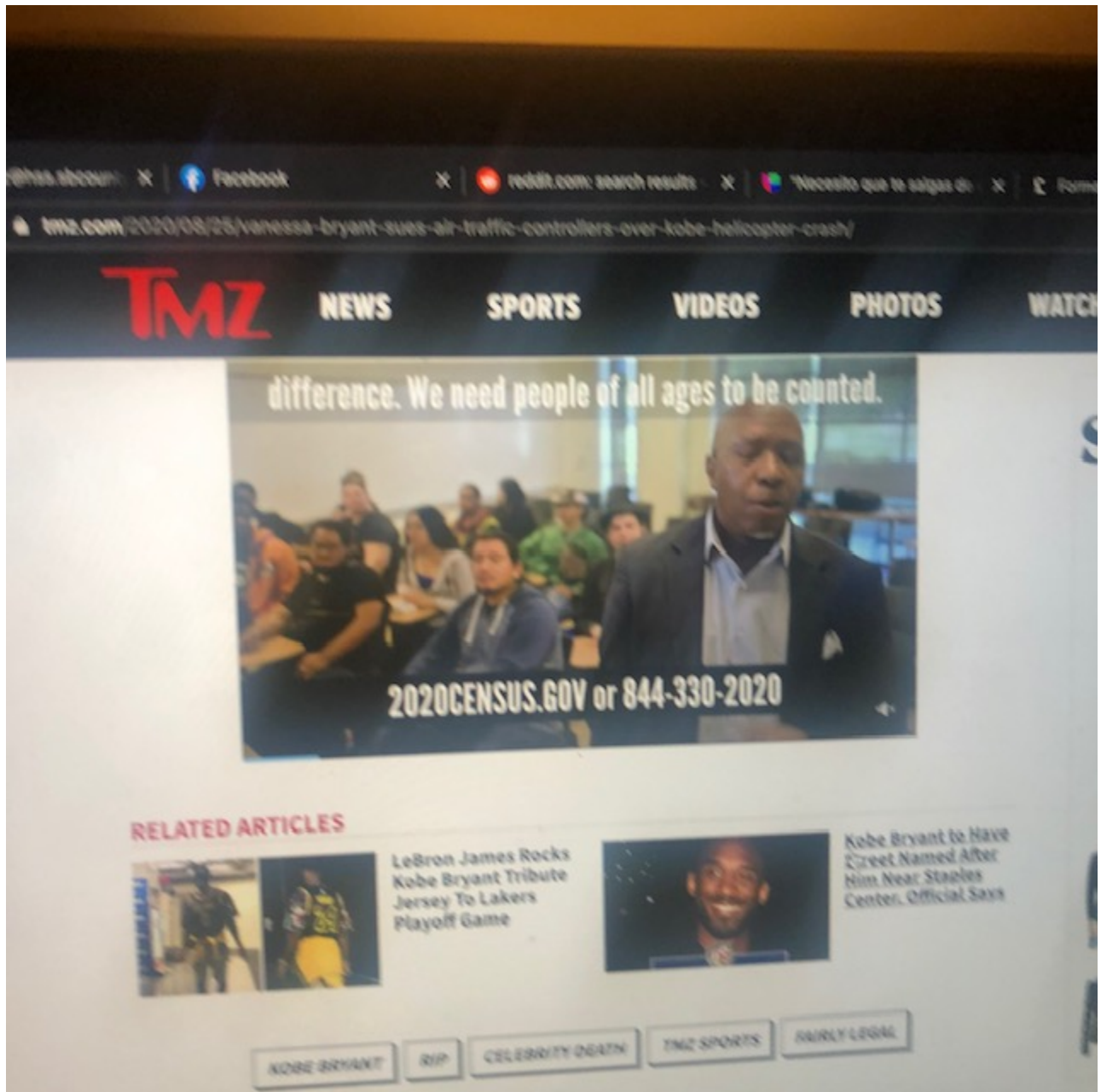
 **UFC's Khamzat Chimaev Ready To Go To Fight island, Fight Israel Adesanya Or**  
9/23/2020

**LOAD MORE STORIES**



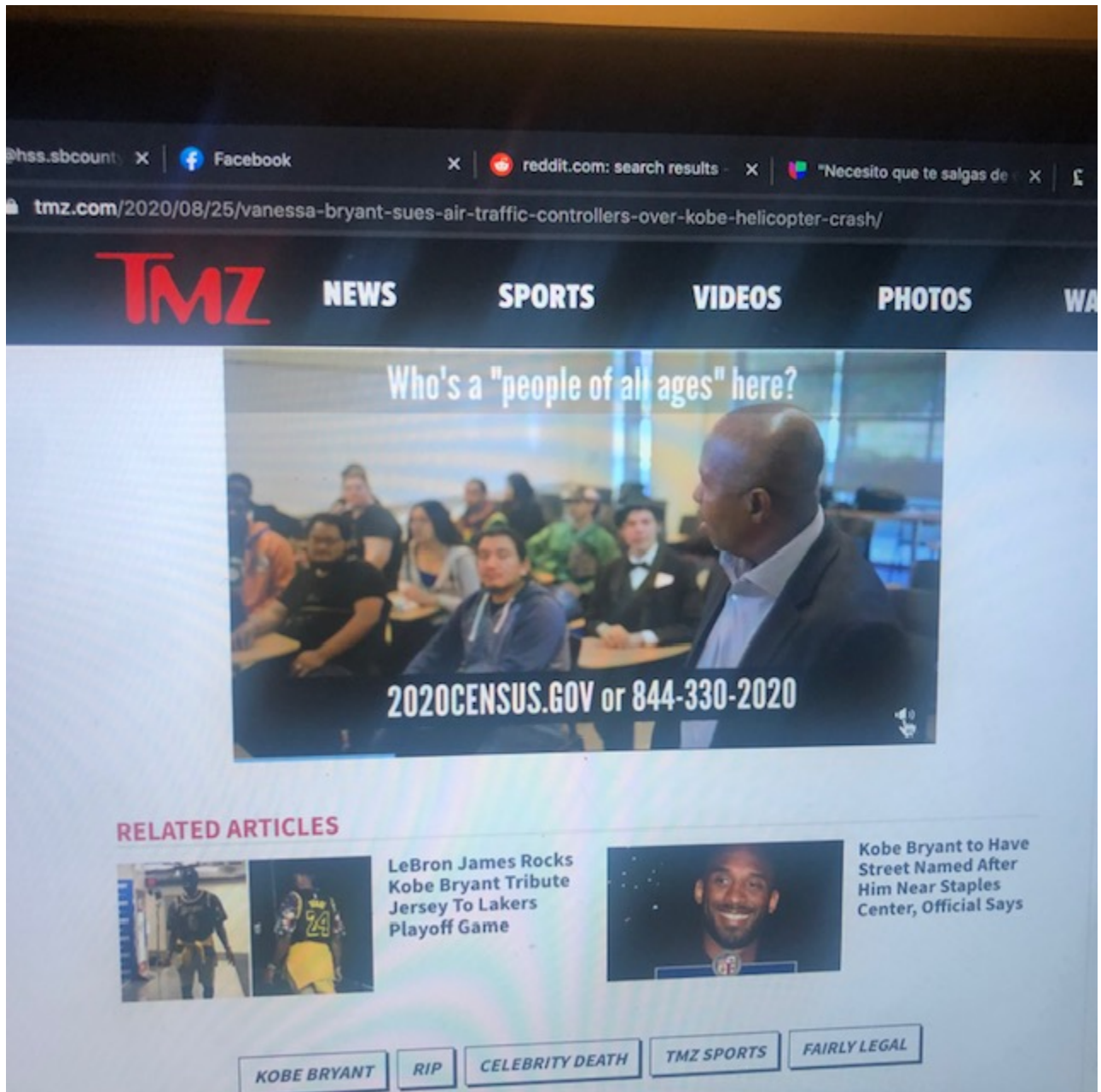


## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS





## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS





## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS

sbcount x | Facebook x | reddit.com: search results - x | "Necesito que te sa



mz.com/2020/08/25/vanessa-bryant-sues-air-traffic-controllers-over-kobe-helicopter-crash/

**TMZ** NEWS SPORTS VIDEOS PHOTOS


See? Everyone counts.

**2020CENSUS.GOV or 844-330-2020**

**RELATED ARTICLES**



LeBron James Rocks Kobe Bryant Tribute Jersey To Lakers Playoff Game



Kobe Bryant Street Named Him Near Staples Center, Officially



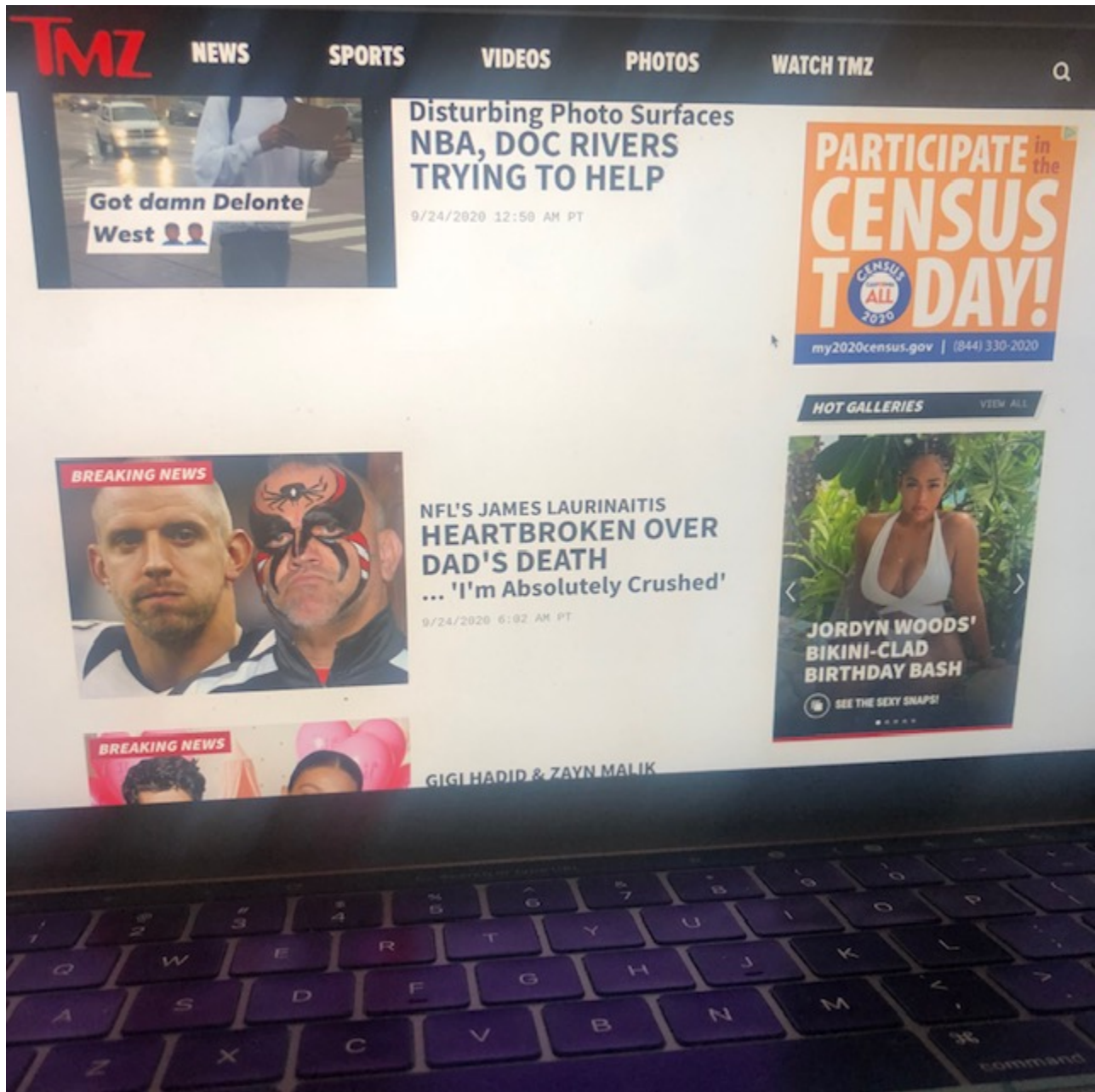


COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT /  
PROMOTIONAL ITEMS



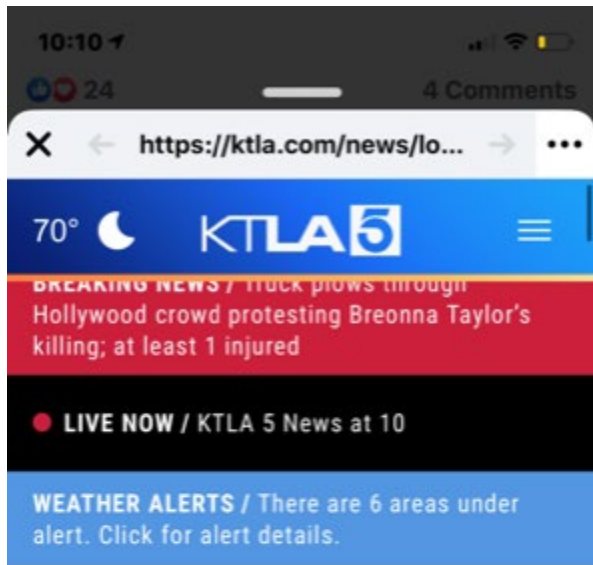


## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS





## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS



### LOCAL NEWS

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

~ S...d



**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**



~ S...d





## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS



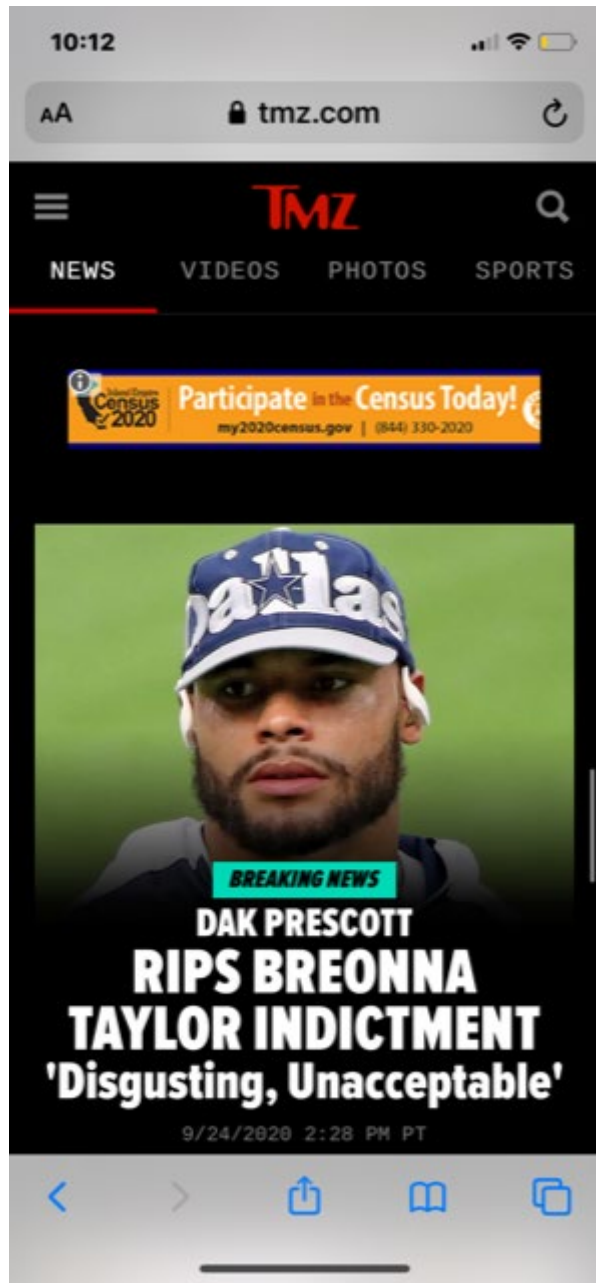


## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS



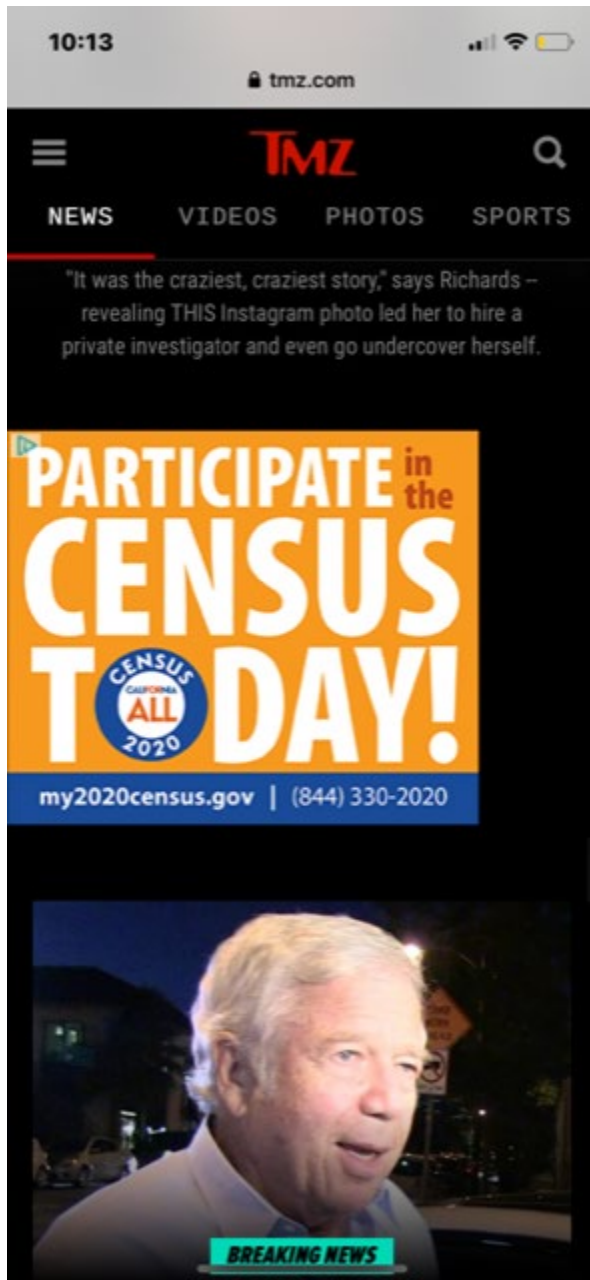


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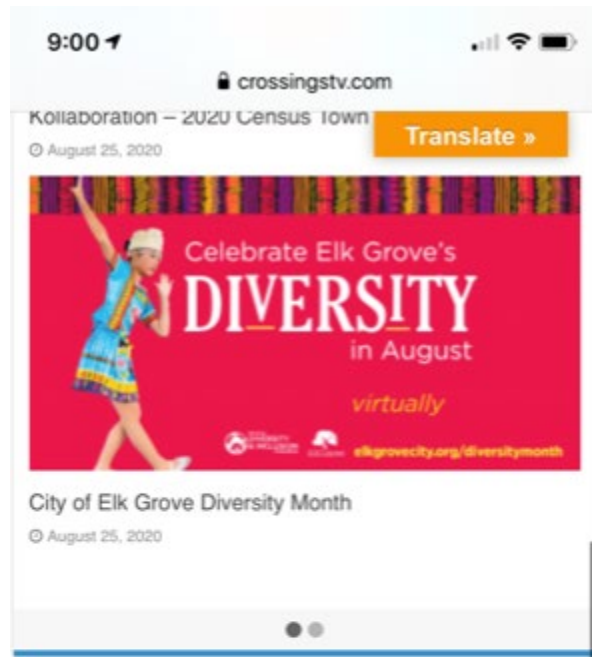


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## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS







## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS

4:37

Like Comment Share

**East Valley America's Job Center of California**  
8h · 🌐

The US Census Bureau is currently hiring Field Representatives at \$17.08/hr, plus ... See More

---



**Now Hiring – Part Time  
Field Representatives**  
**San Bernardino County, CA**  
**\$17.08 per hour**  
Plus .58 cents per mile driven to and from an assignment

**Flexible Hours!  
Interesting Work!**  
**Help your community & the nation!**

If you enjoy meeting 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.

Field Representative GG-0803-04 Duties and Qualifications Recruiting Bulletin 20-3200-001 available at:

**www.census.gov/fieldjobs**

**Sign up today!**  
Call  
**1-800-992-3529**

U.S. CENSUS BUREAU IS AN EQUAL OPPORTUNITY EMPLOYER  
THE CENSUS BUREAU DOES NOT DISCRIMINATE IN EMPLOYMENT ON THE BASIS OF COLOR, RELIGION, SEX, NATIONAL ORIGIN, POLITICAL AFFILIATION, SEXUAL ORIENTATION, MARITAL STATUS, DISABILITY, AGE, MEMBERSHIP IN ANY EMPLOYEE ORGANIZATION, OR OTHER NONMERCAT FACTOR



Home Video Store Documents Notifications Menu

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

# CENSUS 2020

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



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

**EVERYONE COUNTS / TODOS CUENTAN**  
Everyone counts every day. By the 2020 Census, we will count every person.  
Todos cuentan cada día. Para el censo 2020, contaremos a cada persona.

**IT'S ABOUT \$700 BILLION / SE TRATA DE \$700 BILLOONES**  
Every dollar counts. Every person counts. Every voice counts. Every vote counts.  
Cada dólar cuenta. Cada persona cuenta. Cada voz cuenta. Cada voto cuenta.

**LOCAL PROBLEMS / PROBLEMAS LOCALES**  
Local problems are solved by local people. Local problems are solved by local people.  
Los problemas locales se resuelven con gente local. Los problemas locales se resuelven con gente local.

**FAIR REPRESENTATION / REPRESENTACIÓN JUSTA**  
Every voice counts. Every person counts. Every vote counts. Every dollar counts.  
Cada voz cuenta. Cada persona cuenta. Cada voto cuenta. Cada dólar cuenta.

**Island Empire Census 2020**  
#Census2020

1 Counts 2 Counts 3 Counts





## 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



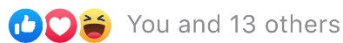
Participar en Censo 2020

10 weeks ago · 1.6K Views



; #IECounts Commercial

35 weeks ago · 1K Views



2020 Census Commercial  
(Español)


40 weeks ago · 1K Views





## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS

**County of San Bernardino**  
Published by C.L. Lopez · September 3 ·



**San Bernardino County Human Services**  
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](http://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](http://www.2020census.gov) or call 1-800-923-8282. #IECounts #2020Census #Census

5,736 People Reached      118 Engagements      Boost Unavailable

24      5 Comments 5 Shares

**County of San Bernardino**  
Published by C.L. Lopez · October 15 at 5:32 PM ·

Thank you to all who have already participated in the 2020 Census. Today is the final day to be counted. Visit [2020Census.gov](http://2020Census.gov) to respond.



3,989 People Reached      53 Engagements      Boost Post

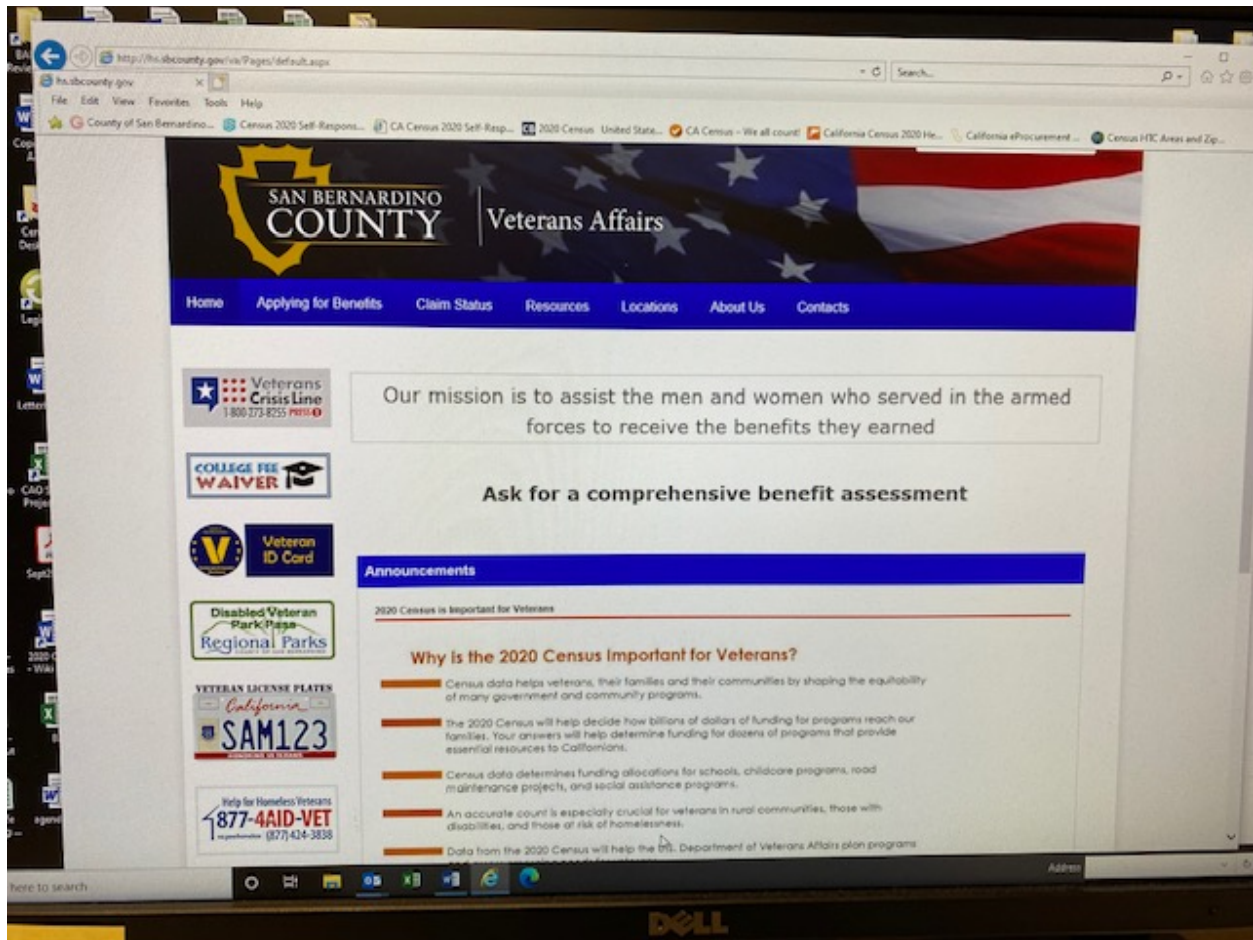
10      6 Shares

Like      Comment      Share

Comment as County of San Bernardino



## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS





## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS

### Advertisements at Gas Stations



DATE	9/9/20
CLIENT	US Census Bureau San Bernardino County







## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS

Promotional Items/Staff Activity/Event Pictures







## COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS





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# COUNTY OF SAN BERNARDINO: PICTURES FROM ADVERTISEMENT / PROMOTIONAL ITEMS





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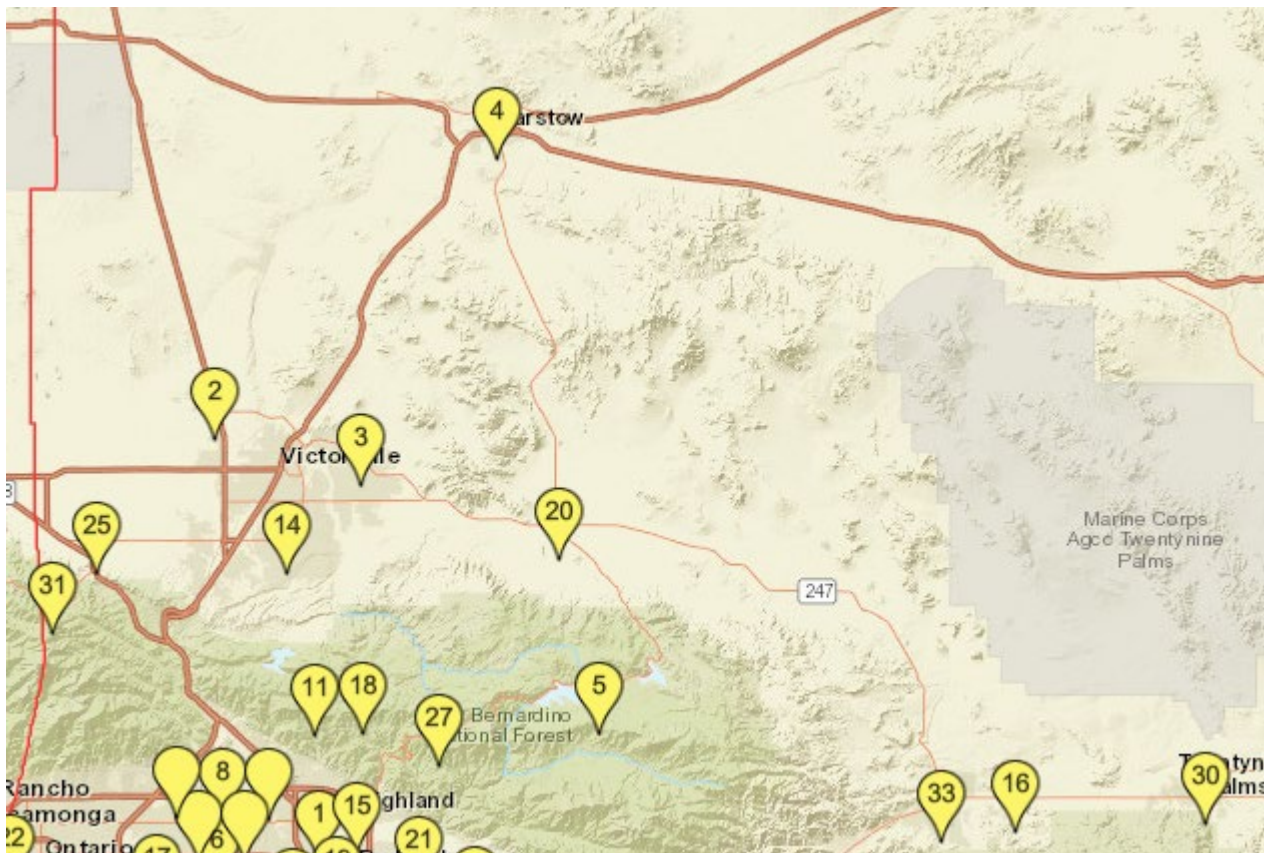
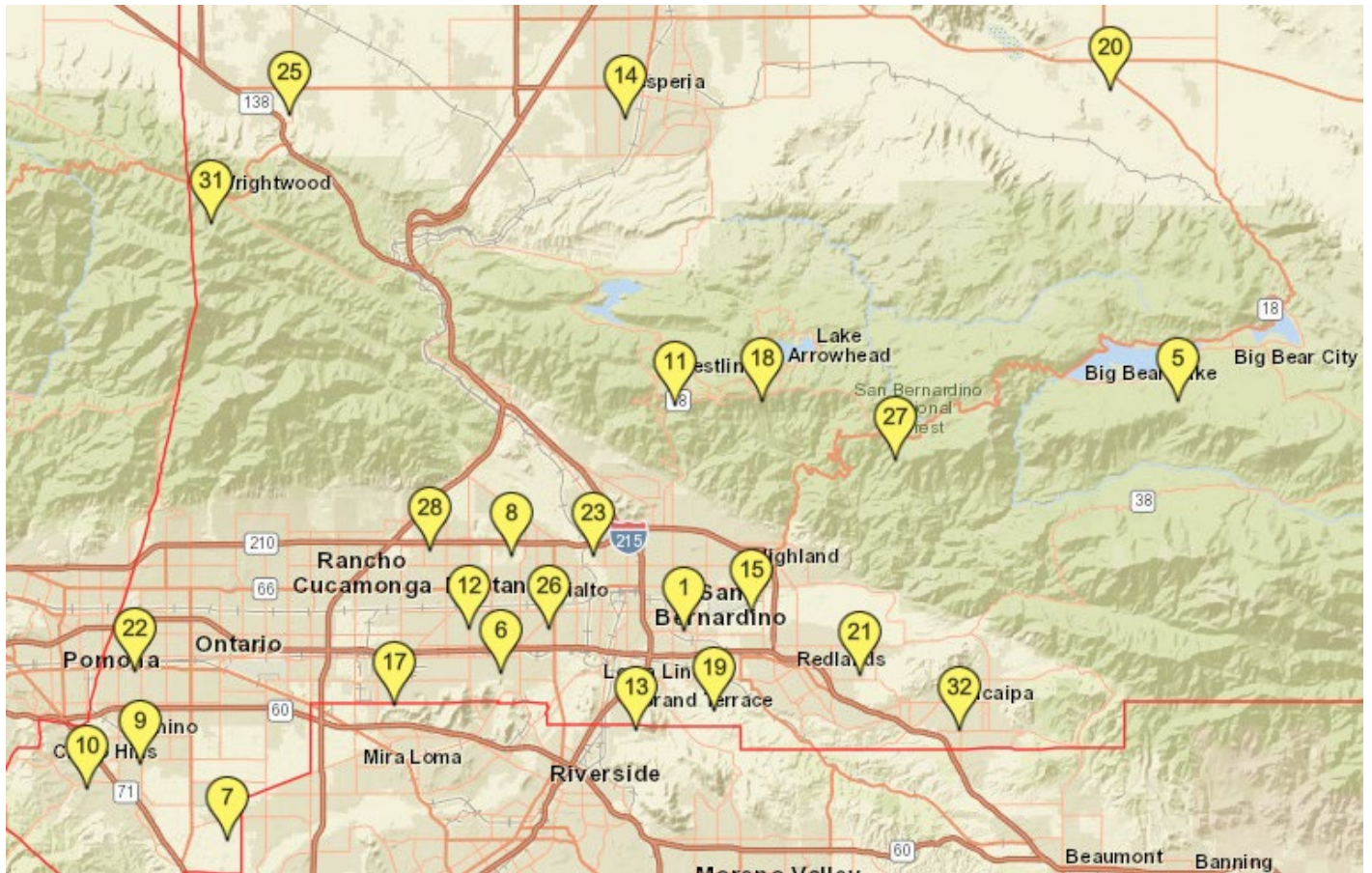
Kick-Off Event







## COUNTY OF SAN BERNARDINO: LOCATION OF COUNTY LIBRARIES





## COUNTY OF SAN BERNARDINO: LOCATION OF COUNTY LIBRARIES

- |  |   |   |   |
|--|---|---|---|
| <b>1 Library Administration</b><br>777 East Rialto Ave.<br>San Bernardino, CA<br>92415-0035<br>(909) 387-2220          | <b>5 Big Bear Lake Branch</b><br>41930 Garstin Dr.<br>Big Bear Lake, CA<br>92315-1809<br>(909) 866-5571 | <b>9 Chino Branch</b><br>13180 Central Ave.<br>Chino, CA 91710-4125<br>(909) 465-5280                                     | <b>Branch</b><br>22795 Barton Rd.<br>Grand Terrace, CA<br>92313-5271<br>(909) 783-0147  |
| <b>2 Adelanto Branch</b><br>11497 Bartlett Ave.<br>Adelanto, CA 92301-1901<br>(760) 246-5661                           | <b>6 Bloomington Branch</b><br>18028 Valley Blvd<br>Bloomington, CA<br>92316<br>(909) 820-0533          | <b>10 Chino Hills James S. Thalman Branch</b><br>14020 City Center Dr.<br>Chino Hills, CA 91709-5442<br>(909) 590-5380    | <b>14 Hesperia Branch</b><br>9650 7th Ave.<br>Hesperia, CA 92345-3242<br>(760) 244-4898   |
| <b>3 Apple Valley Newton T. Bass Branch</b><br>14901 Dale Evans Parkway<br>Apple Valley, CA<br>92307<br>(760) 247-2022 | <b>7 Cal Aero Preserve Academy Branch</b><br>15850 Main Street<br>Chino, CA 91708<br>(909) 606-2173     | <b>11 Crestline Branch</b><br>24105 Lake Gregory Dr.<br>Crestline, CA 92325-1087<br>(909) 338-3294                        | <b>15 Highland Sam J. Racadio Library &amp; Environmental Learning Center</b><br>7863 Central Ave.<br>Highland, CA 92346-4107<br>(909) 425-4700 |
| <b>4 Barstow Branch</b><br>304 E. Buena Vista St.<br>Barstow, CA 92311-2806<br>(760) 256-4850                          | <b>8 Carter Branch</b><br>2630 N. Linden Ave.<br>Rialto, CA 92377<br>(909) 854-4100<br>x28148           | <b>12 Fontana Lewis Library &amp; Technology Center</b><br>8437 Sierra Avenue<br>Fontana, CA 92335-3892<br>(909) 574-4500 | <b>16 Joshua Tree Branch</b><br>6465 Park Blvd.<br>Joshua Tree, CA<br>92252-2371<br>(760) 366-8615  |
| <b>17 Kaiser Branch</b><br>11155 Almond Ave.<br>Fontana, CA 92337<br>(909) 357-5900<br>x14174                          | <b>21 Mentone Senior Center and Library</b><br>1331 Opal Ave.<br>Mentone, CA 92359<br>(909) 794-0327    | <b>25 Phelan Memorial Library</b><br>9800 Clovis Rd.<br>Phelan, CA 92371<br>(760) 868-3053                                | <b>29 Trona Branch</b><br>82805 Mountain View<br>Trona, CA 93562<br>(760) 372-5847  |
| <b>18 Lake Arrowhead Branch</b><br>27235 Highway 189<br>Bluejay, CA 92317-766<br>(909) 337-3118                        | <b>22 Montclair Branch</b><br>9955 Fremont Ave.<br>Montclair, CA 91763<br>(909) 624-4671                | <b>26 Rialto Branch</b><br>251 West 1st St.<br>Rialto, CA 92376<br>(909) 875-0144   | <b>30 Twentynine Palms Branch</b><br>6078 Adobe Rd.<br>Twentynine Palms, CA<br>92277-2354<br>(760) 367-9519                                     |
| <b>19 Loma Linda Branch</b><br>25581 Barton Rd.<br>Loma Linda, CA<br>92354-3125<br>(909) 796-8621                      | <b>23 Muscoy Baker Family Learning Center</b><br>2818 Macy Street<br>Muscoy, CA 92407<br>(909) 887-5167 | <b>27 Running Springs Branch</b><br>2677 Whispering Pines Dr.<br>Running Springs, CA<br>92382-248<br>(909) 867-3604       | <b>31 Wrightwood Branch</b><br>6011 Pine St.<br>Wrightwood, CA<br>92397-1962<br>(760) 249-4577  |
| <b>20 Lucerne Valley Janice Horst Branch</b><br>33103 Old Woman Springs Rd.<br>Lucerne Valley, CA<br>92356-408         | <b>24 Needles Branch</b><br>1111 Bailey Ave.<br>Needles, CA 92363<br>(760) 326-9255                     | <b>28 Summit Branch</b><br>15551 Summit Ave.<br>Fontana, CA 92336<br>(909) 357-5950<br>x15113                             | <b>32 Yucaipa Branch</b><br>12040 5th St.<br>Yucaipa, CA 92399<br>(909) 790-3146  |



## COUNTY OF SAN BERNARDINO: LOCATION OF COUNTY LIBRARIES



### **Yucca Valley Branch**

57098 29 Palms  
Highway  
Yucca Valley, CA  
92284  
(760) 228-5455





## COUNTY OF SAN BERNARDINO: RADIO SCRIPTS

### **KBHR RADIO CAMPAIGN (BIG BEAR/LAKE ARROWHEAD/MOUNTAIN AREA/SOME DESERT): 9/21/20 THROUGH 10/5/20**

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](http://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](http://my2020census dot gov) or call 1-844-330-2020. [My2020census dot gov](http://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](http://my2020census dot gov). That's [my-2020-census dot gov](http://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](http://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](http://my2020census dot gov). That's [my-2020-census dot gov](http://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 [my2020cenus dot gov](http://my2020cenus dot gov) or call 1-844-330-2020. Please respond by September 30th. Thank you!





## COUNTY OF SAN BERNARDINO: RADIO SCRIPTS

### **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 to 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 30<sup>th</sup> 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 30<sup>th</sup> 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](http://www.2020census.gov) or call 1-800-923-8282.



## COUNTY OF SAN BERNARDINO: MESSAGE TO EMPLOYEES




Mon 8/31/2020 8:41 AM

Postmaster, County of San Bernardino

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


To



**SAN BERNARDINO  
COUNTY**

[www.sbcounty.gov](http://www.sbcounty.gov)

**Postmaster**



**Inland Empire  
Census  
2020**  
IECounts.org

**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](http://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](http://www.2020census.gov) or call 1-800-923-8282.

To learn more, watch these videos:

English Video: <https://youtu.be/ScGegHqfjFg>

Spanish Video: [https://youtu.be/OEWY\\_j\\_iqik](https://youtu.be/OEWY_j_iqik)

Past Postmaster Messages

Countywide Vision



## CENSUS 2020

AGENCY: City of Colton

MONTH/YEAR: April 2020

### Questionnaire Assistance Centers (QACs) – Outreach Location



### Marketing Efforts

**City of Colton~Community Services Department**  
Published by Heidi Strutz [?] · April 17 · 🌐

Count for COLTON by filling out the 2020 Census!



Respond now at  
**2020CENSUS.GOV**

U.S. Census Bureau  
April 17 · 🌐

It is National Community Development Week! Fill out your 2020 Census and include everyone who lived in your home on April 1st. Remember, this count helps inform...  
See More

489 People Reached    9 Engagements    Boost Unavailable

👍❤️👎 4    1 Share

**City of Colton~Community Services Department**  
Published by Heidi Strutz [?] · April 1 · 🌐

Count for Colton Today!



Update your profile picture with this frame from U.S. Census Bureau.    Try it

U.S. Census Bureau  
March 11 · 🌐

Show your support for the #2020Census! Try our Facebook frame to show you count!

413 People Reached    5 Engagements    Boost Unavailable



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



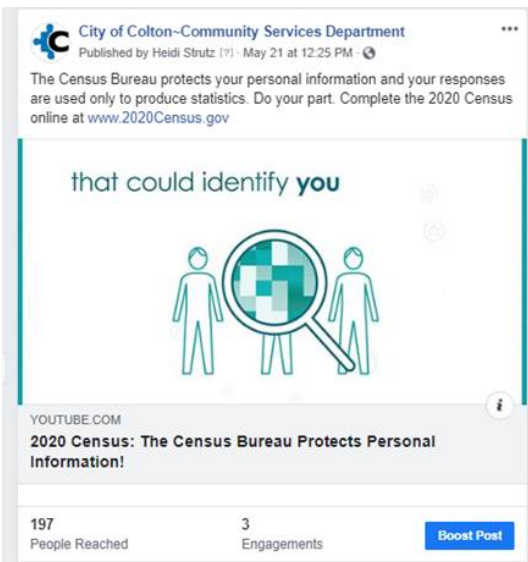
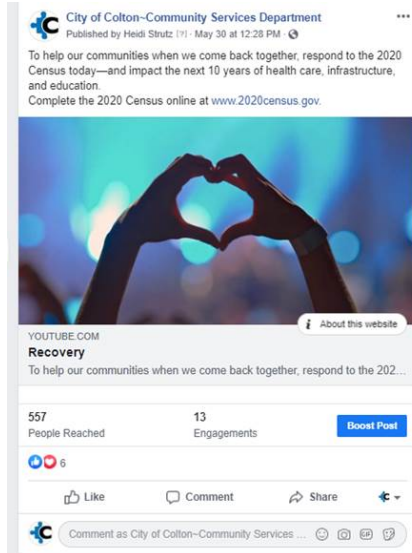
### Marketing Efforts

#### Banners





## Social Media





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 MONTHLY REPORT

**AGENCY:** City of Colton

**REPORT MONTH/YEAR:** JUNE 2020

**Questionnaire Assistance Centers (QACs)**



## Marketing Efforts

**Banners:**









## Social Media:


**City of Colton~Community Services Department**  
 Published by Heidi Strutz [?] · June 3 ·

Make a difference for our community by completing the 2020 Census from home at [www.2020census.gov](http://www.2020census.gov).



#ICount

**Businesses use Census data. Help them by completing your Census!**

**California Census**  
 May 28 ·

 Like Page

Did You Know: Businesses use Census information to decide where to invest their resources! Getting an accurate count could mean new jobs in your community, so m...  
[See More](#)

**321**  
 People Reached

**4**  
 Engagements

Boost Unavailable

 Like
  Comment
  Share
 


**City of Colton~Community Services Department**  
 Published by Heidi Strutz [?] · June 8 ·

Shape your future here ----> [www.2020Census.gov](http://www.2020Census.gov)  
[#2020Census](#) [#WeAllCountforColton](#) [#ColtonCSD](#) [#ShapeYourFuture](#) [#CSDConnect](#)



**I Count.  
You Count.  
We All Count  
for Colton!**

[www.2020Census.gov](http://www.2020Census.gov)

Shape your future  
START HERE >

United States®  
**Census 2020**

**City of Colton~Community Services Department**  
 Government Organization

 Send Message

**269**  
 People Reached

**15**  
 Engagements

Boost Post

 7

 Like
  Comment
  Share
 


City of Colton-Community Services Department

Published by Heidi Strutz · June 17 ·

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](http://2020CENSUS.GOV).



12,178 Views


U.S. Census Bureau

June 14 ·

Like Page


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](http://2020CENSUS.GOV).

213
People Reached

2
Engagements

Boost Unavailable

1


Colton Community Services Department

Published by Heidi Strutz · June 17 ·

Completing the 2020 Census is quick, easy, safe and secure. It's not too late! [www.2020Census.gov](http://www.2020Census.gov)

Tag Photo
Add Location
Post

434
People Reached

15
Engagements

Boost Post

Like
Comment
Share

Comment as City of Colton



United States®
Census
2020

[WWW.2020CENSUS.GOV](http://WWW.2020CENSUS.GOV)

909.370.6153
@ColtonCSD
Facebook.com/ColtonCSD



## City of Colton-Community Services Department

Published by Heidi Strutz · June 24 ·

...

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](https://2020CENSUS.GOV).



19,794 Views

U.S. Census Bureau

June 18 ·

Like Page

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](https://2020CENSUS.GOV).

243

People Reached

8

Engagements

Boost Unavailable

1

United States<sup>®</sup>

Census

2020

I COUNT.

YOU COUNT.

WE ALL COUNT FOR COLTON.

Participate in the 2020 Census to ensure resources are put to good use in Colton.

COUNT EVERYONE

SPREAD THE WORD

SHAPE YOUR FUTURE

COLTON

COMMUNITY SERVICES

LIBRARY • ECE • RECREATION

Connecting the Community

[WWW.2020CENSUS.GOV](https://www.2020CENSUS.GOV)

City of Colton-Community Services Department

Published by Heidi Strutz · June 18 ·

Complete the 2020 Census here →  
<https://my.2020census.gov/>

Tag Photo

Add Location

Edit

251

4

People Reached

Engagements

Boost Post

Like

Comment

Share

More

Comment as City of Colton

🗨

📷

📧

🔗



90  
MILLION

households  
have responded  
to the 2020  
Census

2020CENSUS.GOV

Shape  
your future  
START HERE >

United States  
Census  
2020

uscensusbureau

 coltoncsd



coltoncsd 90 Million households have responded to the #2020Census make sure you take the #2020Census #IcountYOUcountweALLcountforColton

4w

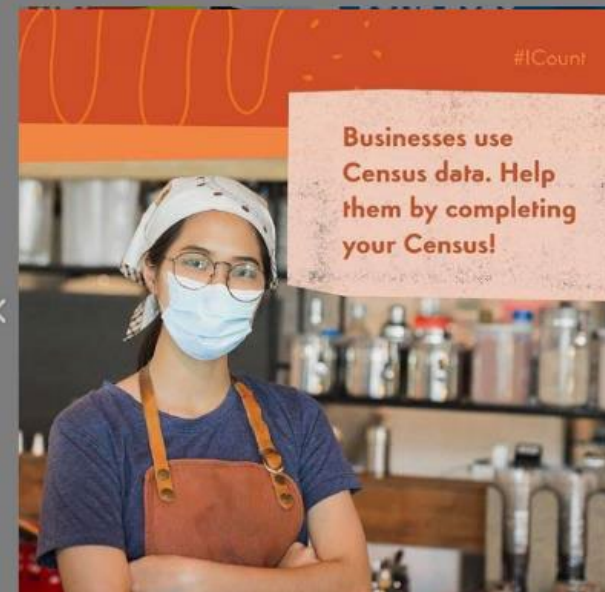


5 likes

JUNE 17

Add a comment...


Post




#ICount

Businesses use  
Census data. Help  
them by completing  
your Census!




www.2020census.gov, #census2020  
#Icount #youcount #weallcount  
#coltonCSD #connectCSD

 coltoncsd



coltoncsd I count. You count. We all count for Colton! Make a difference for our community by completing the 2020 Census from home at [www.2020census.gov](http://www.2020census.gov), #census2020 #Icount #youcount #weallcount #coltonCSD #connectCSD

6w



11 likes

JUNE 2

Add a comment...

Post



**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.





## CENSUS 2020 MONTHLY REPORT

AGENCY: City of Colton

REPORT MONTH/YEAR: July 2020

### Questionnaire Assistance Centers (QACs):











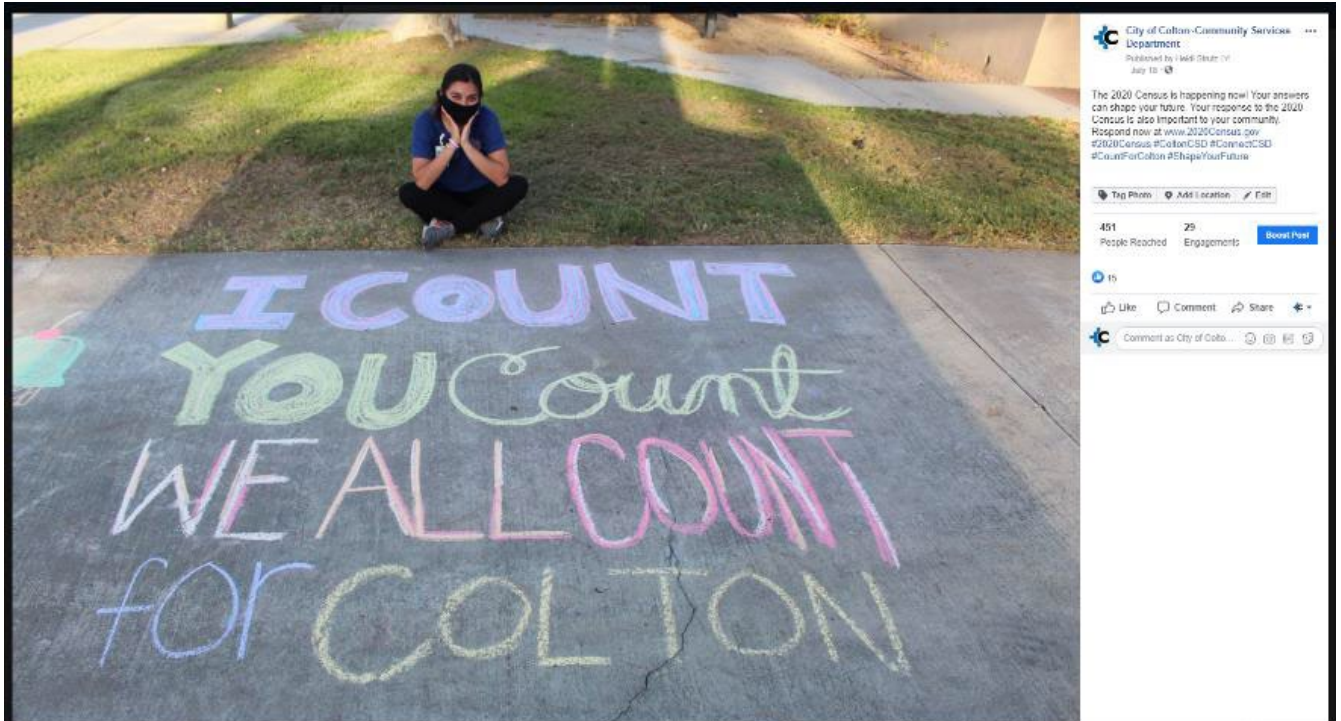
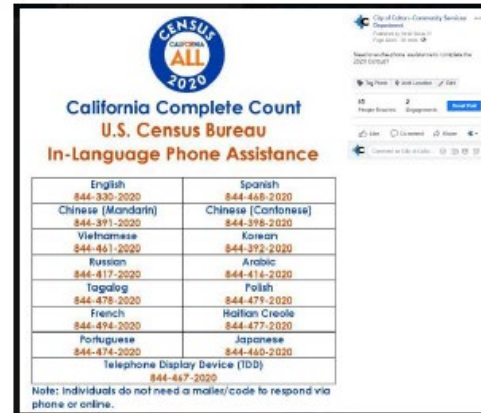


## Marketing Efforts

### Banners



## Social Media






**City of Colton~Community Services Department**
Published by Heidi Strutz · 7 · 23h ·

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.



**City of Colton~Community Services Department**  
 Government Organization

Send Message

**1,657**  
 People Reached

**53**  
 Engagements

Boost Post

11
5 Shares


**City of Colton~Community Services Department**
Published by Heidi Strutz · 7 · 1m ·

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.



**Complete the 2020 Census today.**

6,923 Views

**U.S. Census Bureau**  
 5d ·

Like Page

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.



## City of Colton~Community Services Department

Published by Heidi Strutz · 7 · 4d ·

\*\*\*

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



### City of Colton~Community Services Department

Government Organization

Send Message

1,533

People Reached

49

Engagements

Boost Post

9

5 Shares

Like

Comment

Share



Comment as City of Colton~Community Services ...





**United States<sup>®</sup> 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

**City of Colton-Community Services Department**  
 Published by Heidi Skutz · 19 hrs

I Count. You Count. We All Count for Colton. Complete the 2020 Census online today at [www.2020Census.gov](http://www.2020Census.gov) #2020Census #WeAllCountforColton #ColtonCSD #CSDConnect

Tag Photo Add Location Edit

215 People Reached 2 Engagements [Boost Post](#)

2

Like Comment Share

Comment as City of Colton...

**United States<sup>®</sup> 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**

**coltoncsd** I Count. You Count. We All Count for Colton. Complete the 2020 Census online today at [www.2020Census.gov](http://www.2020Census.gov) #2020Census #WeAllCountforColton #ColtonCSD #CSDConnect

20h

Liked by [jbms\\_library](#) and 6 others

20 HOURS AGO

Add a comment... [Post](#)



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: August 2020

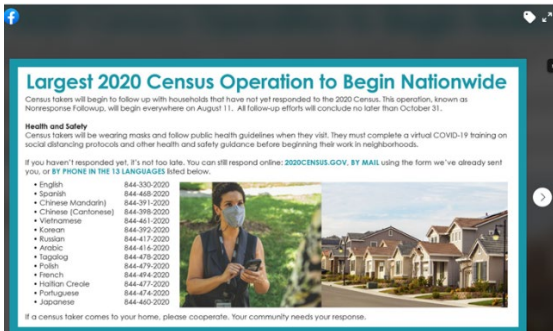
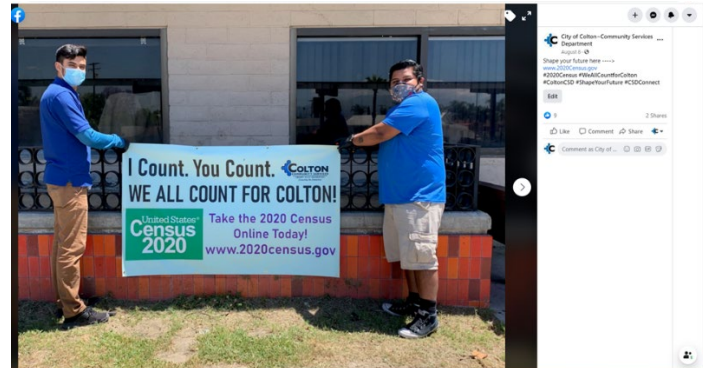
### Questionnaire Assistance Centers (QACs) – Outreach Location



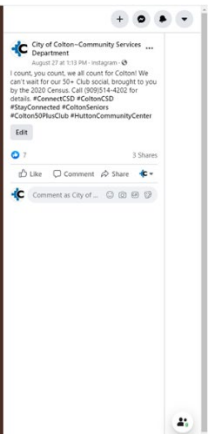
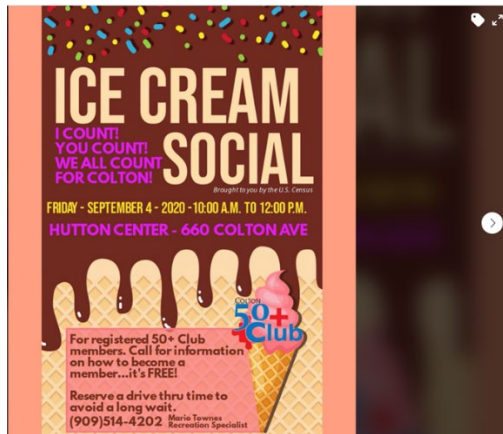
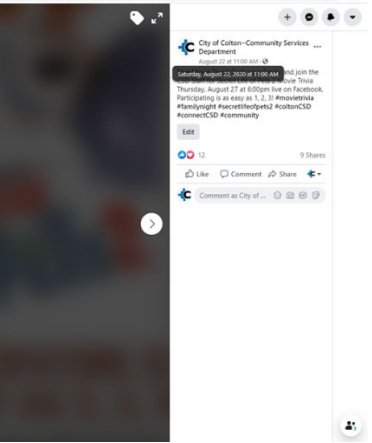
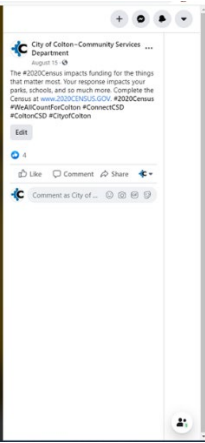
## Marketing Efforts Banners



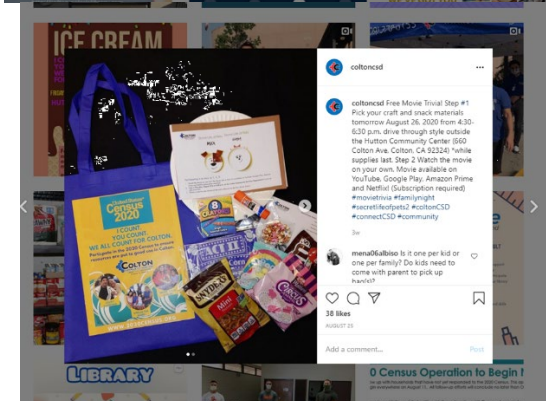
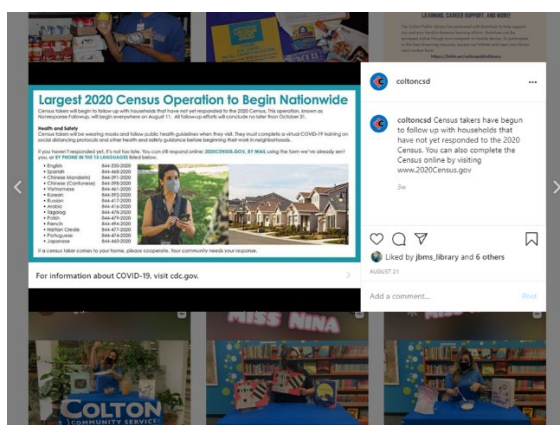
## Social Media







## Instagram





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



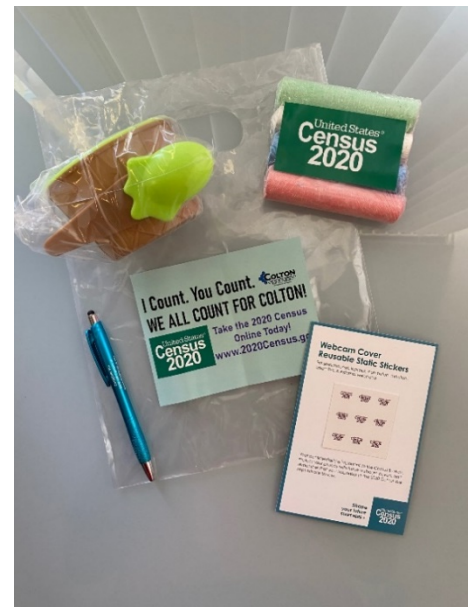


## CENSUS 2020

AGENCY: City of Colton

MONTH/YEAR: September 2020

### Questionnaire Assistance Centers (QACs) – Outreach Location

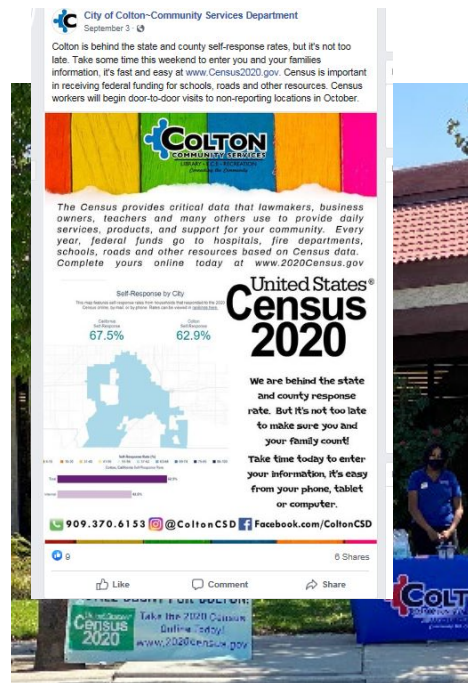
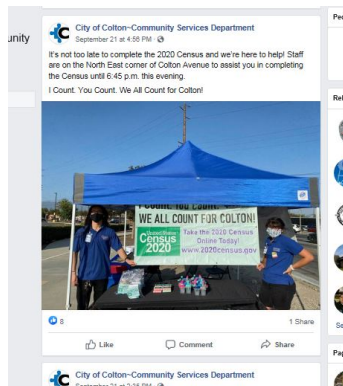
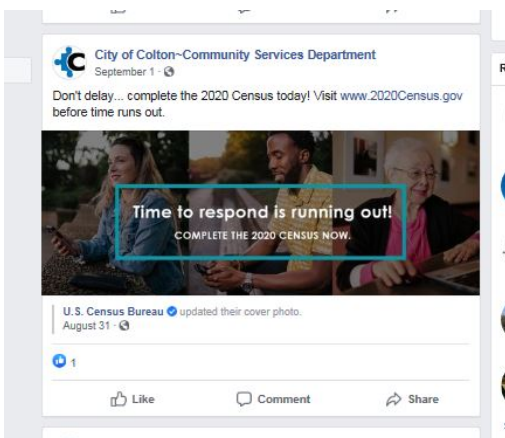


## Marketing Efforts

### Banners



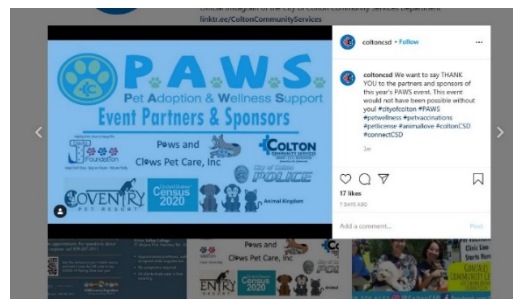
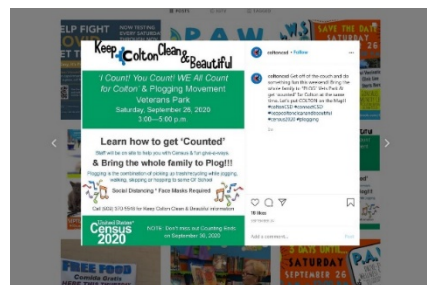
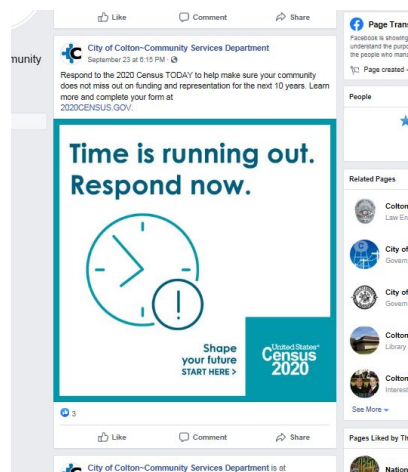
## Social Media







See more of City of Colton-Community Services Department on Facebook





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

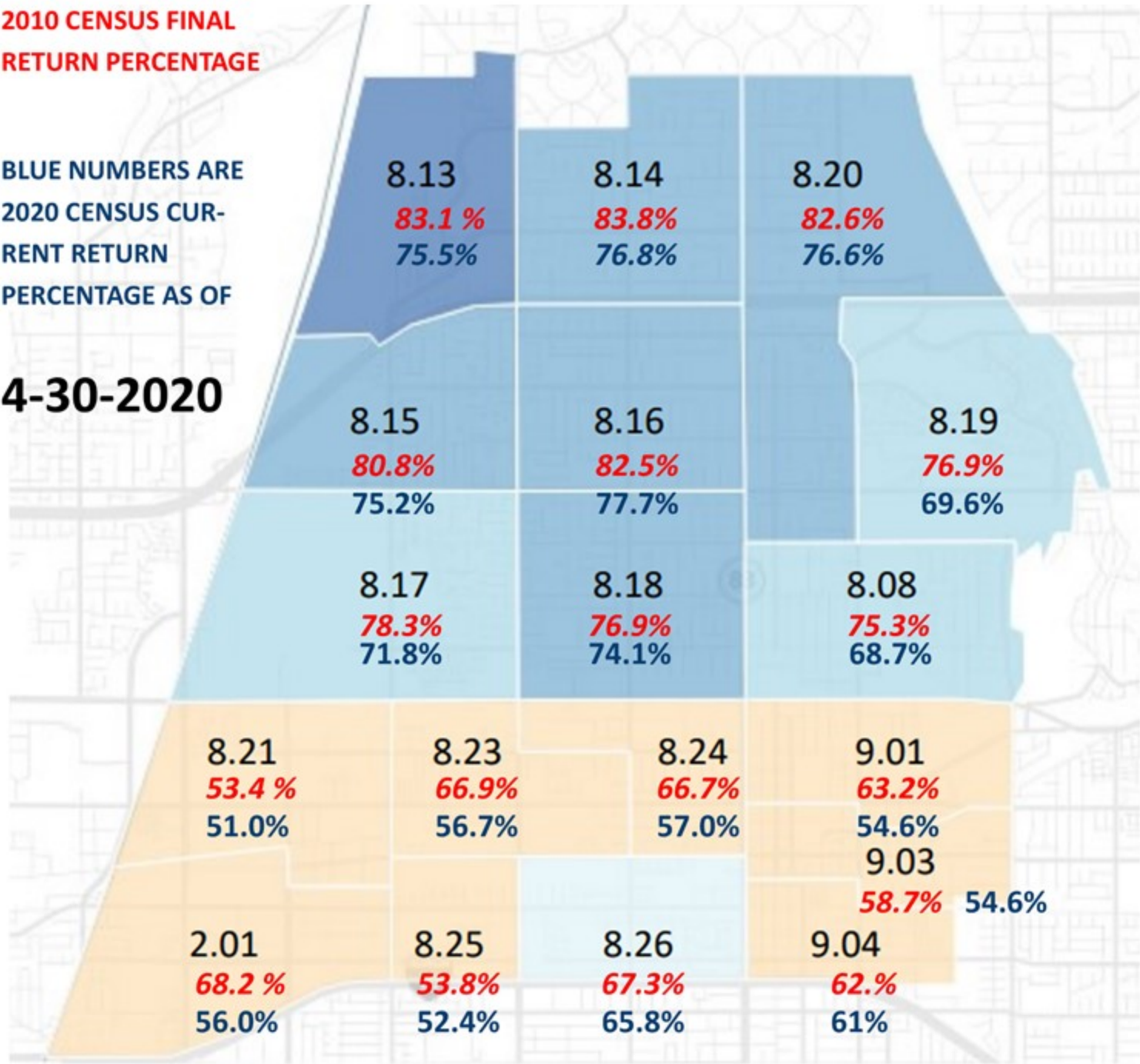




RED NUMBERS ARE  
2010 CENSUS FINAL  
RETURN PERCENTAGE

BLUE NUMBERS ARE  
2020 CENSUS CUR-  
RENT RETURN  
PERCENTAGE AS OF

4-30-2020

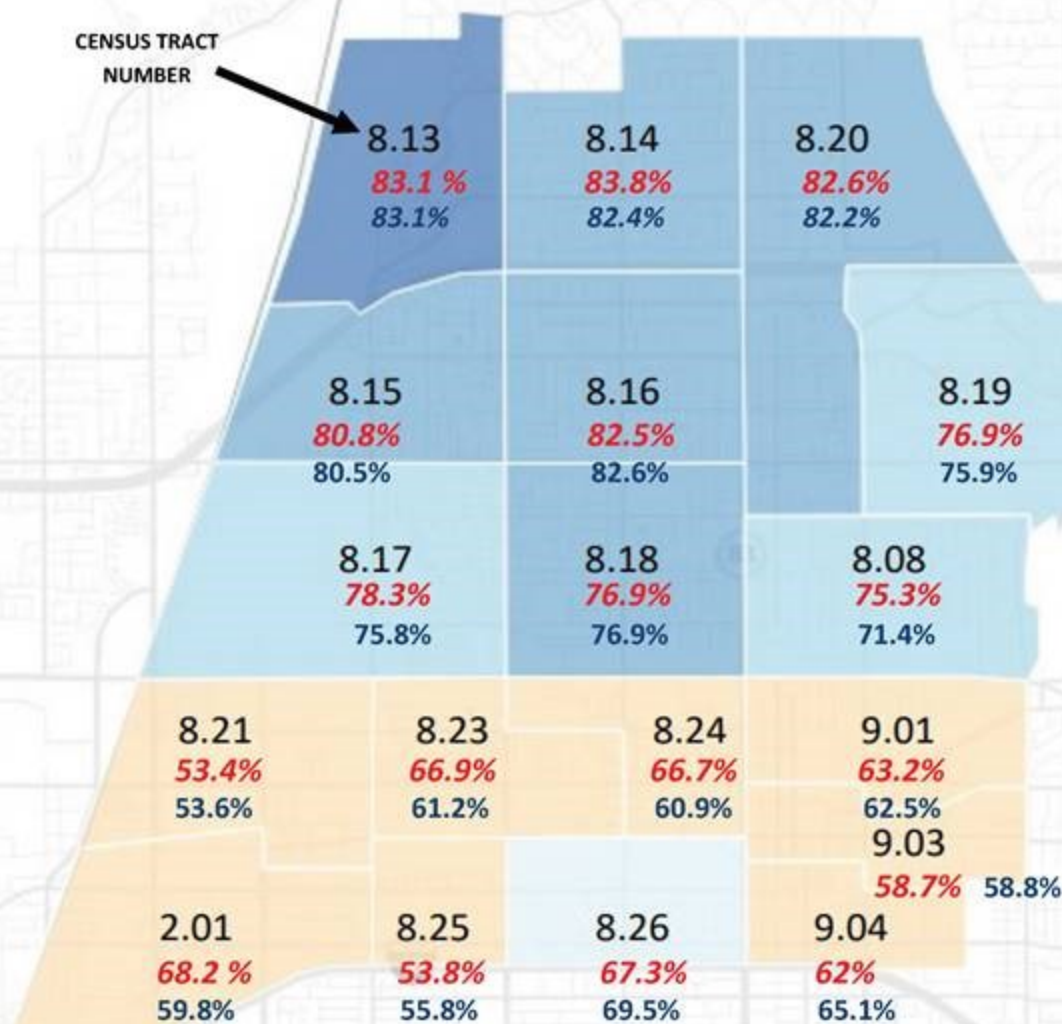


CITY OF UPLAND 2020 CENSUS RETURN MAP

2020 CITY OF UPLAND COMPLETE COUNT COMMITTEE

RED NUMBERS ARE 2010 CENSUS FINAL RETURN PERCENTAGE  
BLUE NUMBERS ARE 2020 CENSUS CURRENT RETURN PERCENTAGE

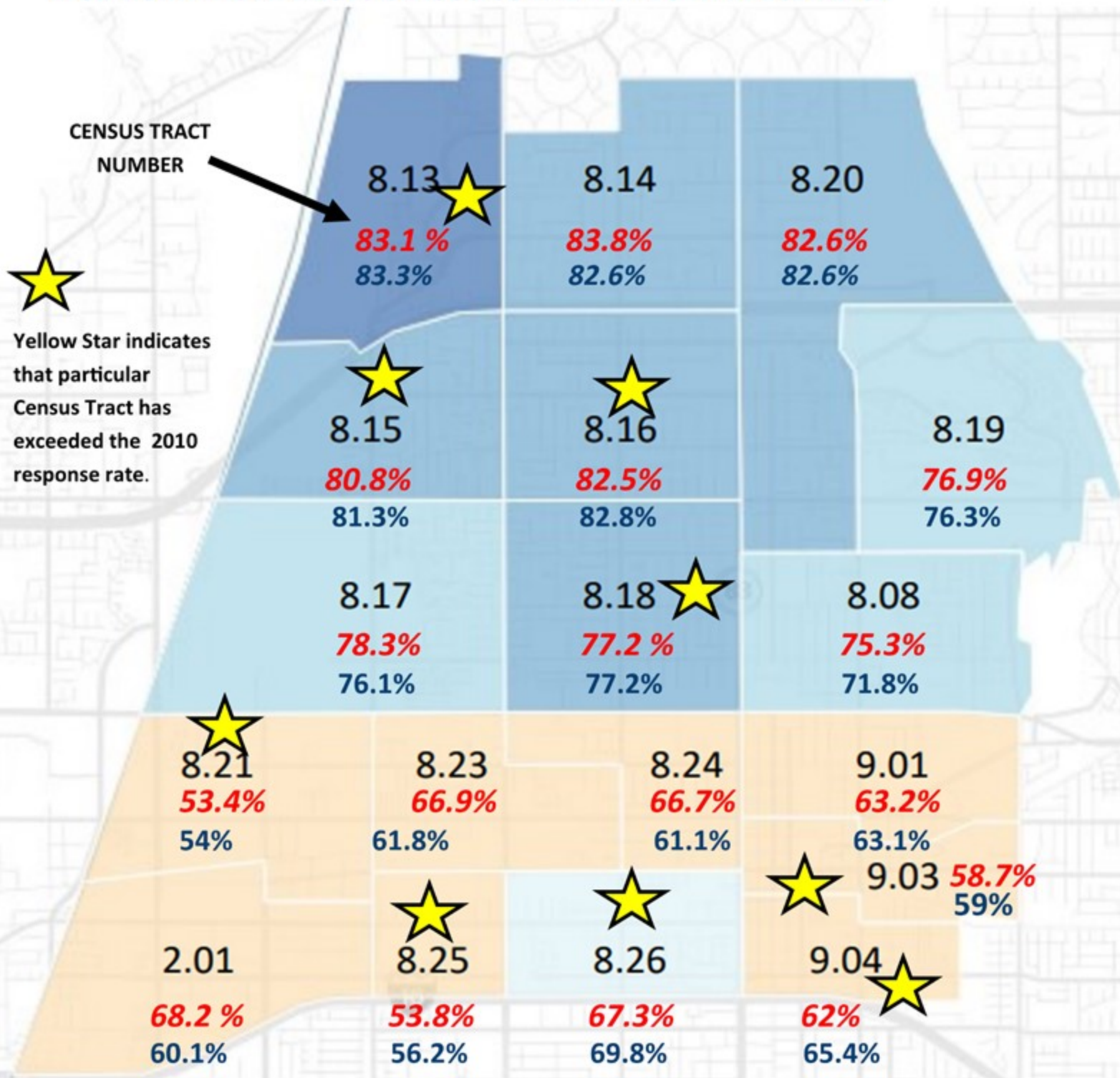
CENSUS TRACT  
NUMBER



**CITY OF UPLAND 2020 CENSUS RETURN MAP**  
**2020 CITY OF UPLAND COMPLETE COUNT COMMITTEE**  
**5-27-2020**

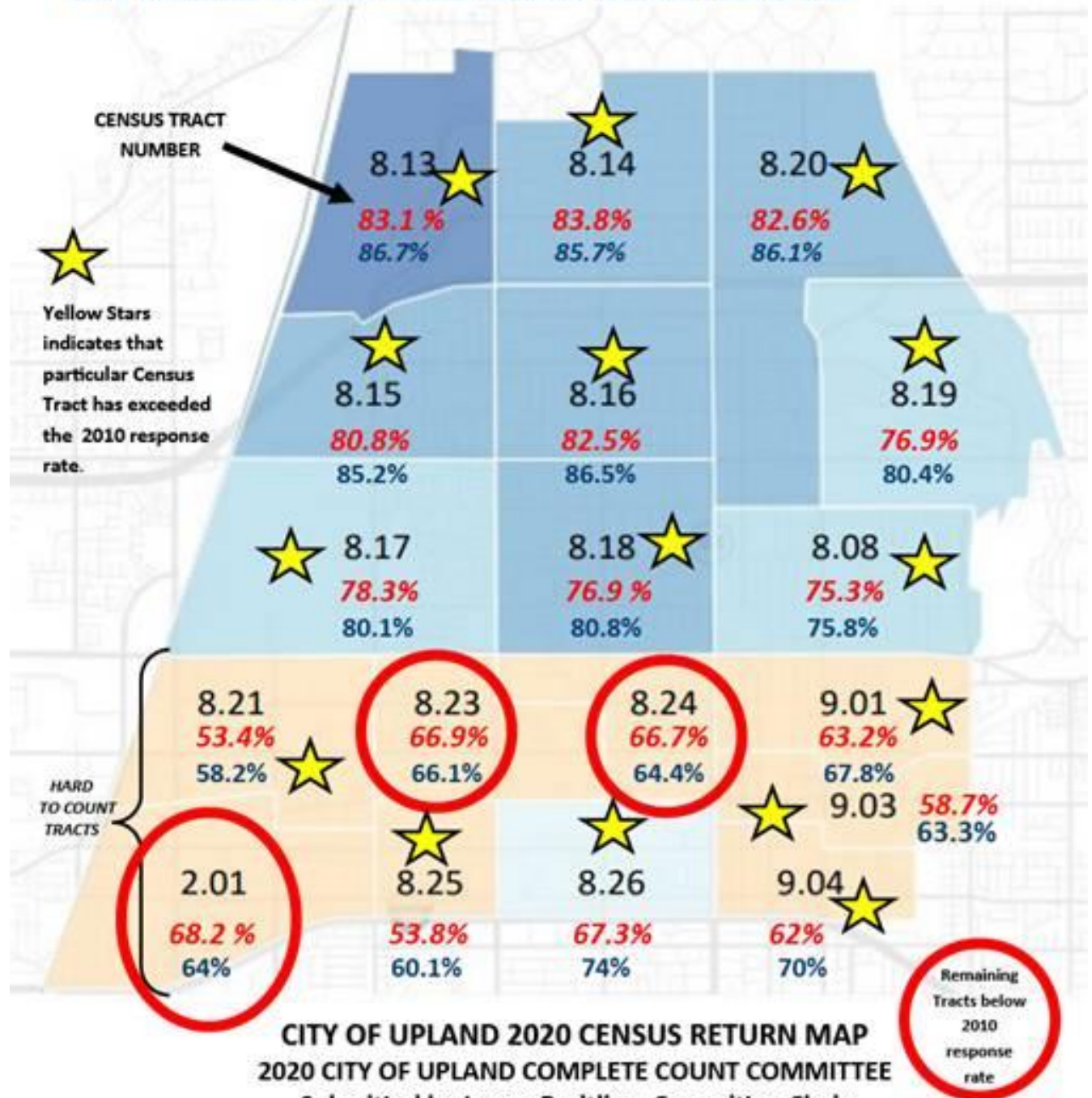


**RED NUMBERS ARE 2010 CENSUS FINAL RETURN PERCENTAGE**  
**BLUE NUMBERS ARE 2020 CENSUS CURRENT RETURN PERCENTAGE**



**CITY OF UPLAND 2020 CENSUS RETURN MAP**  
**2020 CITY OF UPLAND COMPLETE COUNT COMMITTEE**  
**6-4-2020**

**RED NUMBERS ARE 2010 CENSUS FINAL RETURN PERCENTAGE**  
**BLUE NUMBERS ARE 2020 CENSUS CURRENT RETURN PERCENTAGE**



**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



Tract	4/3/2020	5/7/2020	5/16/2020	5/20/2020	5/27/2020	6/4/2020	6/9/2020	7/9/2020	7/20/2020	8/4/2020	8/23/2020	9/1/2020
2.01	56.00%	57.70%	58.80%	59.30%	59.80%	60.10%	60.40%	61.10%	61.20%	62.60%	64.00%	66.10%
8.08	68.70%	70.40%	71.00%	71.20%	71.40%	71.80%	71.90%	72.30%	72.40%	73.70%	75.80%	76.70%
8.13	75.50%	80.50%	82.00%	82.70%	83.10%	83.30%	83.60%	83.90%	84.10%	85.10%	86.70%	88.20%
8.14	76.80%	79.90%	81.50%	82.00%	82.40%	82.60%	83.00%	83.50%	83.60%	84.20%	85.70%	87.20%
8.15	75.20%	77.90%	79.30%	80.00%	80.50%	81.30%	81.40%	82.10%	82.10%	83.20%	85.20%	86.20%
8.16	77.70%	80.50%	81.80%	82.10%	82.70%	82.80%	82.80%	83.10%	83.30%	84.80%	86.50%	87.40%
8.17	71.80%	74.10%	75.20%	75.60%	75.80%	76.10%	76.30%	76.80%	77.00%	78.30%	80.10%	81.30%
8.18	74.10%	75.20%	76.10%	76.40%	76.90%	77.20%	77.20%	77.50%	77.70%	78.70%	80.80%	81.90%
8.19	69.60%	73.50%	75.20%	75.50%	75.90%	76.30%	76.50%	76.90%	77.10%	78.00%	80.40%	81.10%
8.2	76.60%	79.90%	81.30%	81.50%	82.20%	82.60%	82.60%	83.00%	83.10%	84.10%	86.10%	87.30%
8.21	51.00%	52.20%	53.00%	53.20%	53.60%	54.00%	54.10%	54.60%	54.80%	56.30%	58.20%	60.70%
8.23	56.70%	59.70%	60.30%	60.70%	61.20%	61.80%	62.00%	62.60%	62.70%	63.70%	66.10%	67.40%
8.24	57.00%	59.60%	60.50%	60.70%	60.90%	61.10%	61.30%	61.60%	61.69%	63.00%	64.40%	65.80%
8.25	52.40%	54.40%	55.40%	55.60%	55.80%	56.20%	56.40%	56.70%	56.80%	58.30%	60.10%	61.70%
8.26	65.80%	68.10%	68.70%	69.00%	69.50%	69.80%	70.20%	70.50%	70.90%	72.20%	74.00%	75.70%
9.01	54.60%	60.70%	61.50%	61.80%	62.50%	63.10%	63.10%	63.70%	64.00%	65.20%	67.80%	68.30%
9.03	54.60%	56.90%	57.90%	58.20%	58.80%	59.00%	59.10%	59.30%	59.70%	61.10%	63.30%	64.00%
9.04	61.00%	63.00%	64.20%	64.30%	65.10%	65.40%	65.60%	66.10%	66.60%	67.90%	70.00%	71.40%

**RED NUMBERS ARE 2010 CENSUS FINAL RETURN PERCENTAGE**  
**BLUE NUMBERS ARE 2020 CENSUS CURRENT RETURN PERCENTAGE**

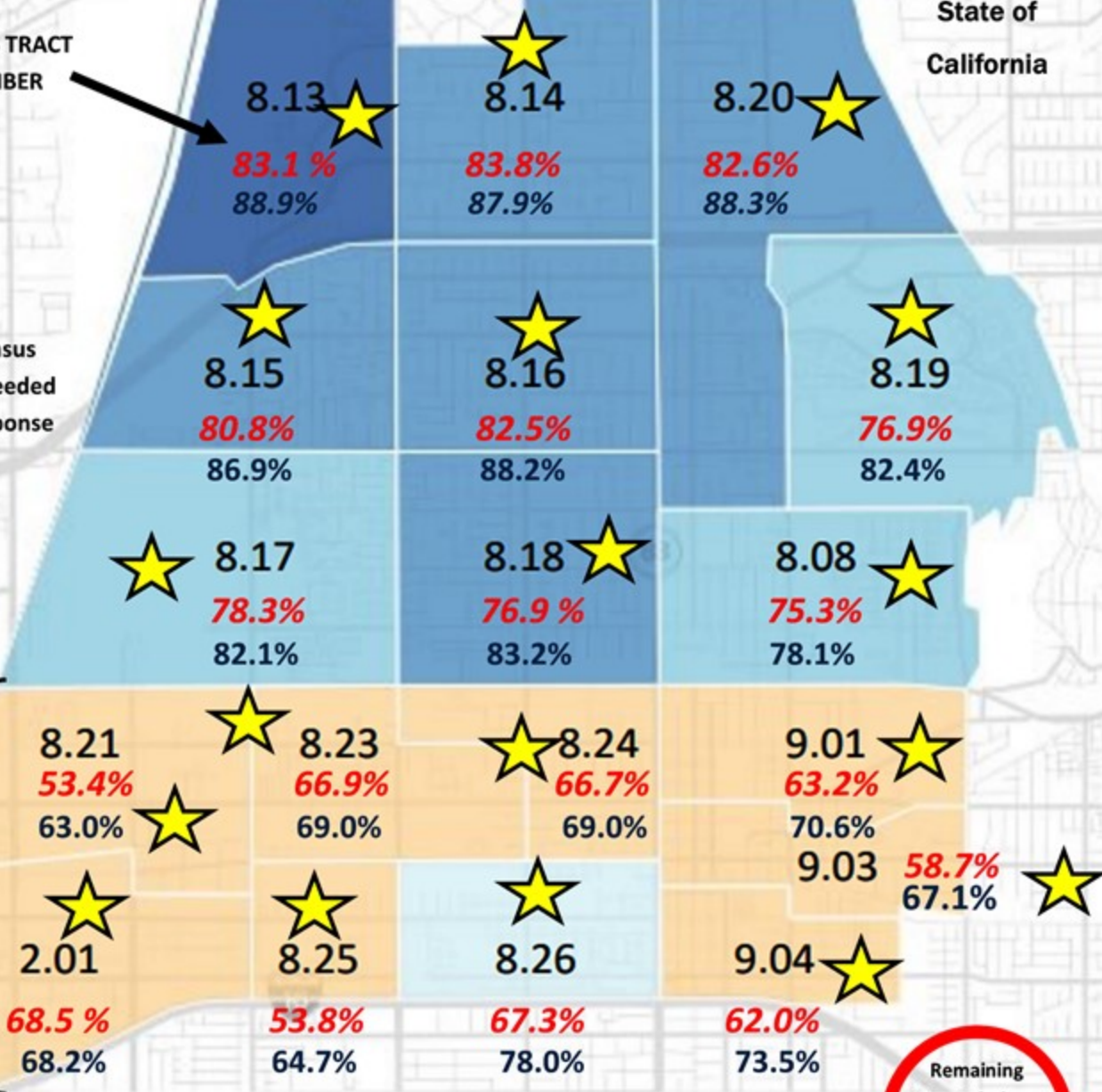
Upland Ranks  
129 out of  
482 Cities and  
Town in the  
State of  
California

CENSUS TRACT  
NUMBER



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

HARD  
TO COUNT  
TRACTS



Remaining  
Tracts below  
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**



## 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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WORKING TOGETHER  
**TO SHAPE**  
UPLAND'S FUTURE!

TRABAJANDO  
JUNTOS PARA DAR  
FORMA AL FUTURO DE  
**UPLAND!**



**EVERYONE  
COUNTS**



3 WAYS TO TAKE THE CENSUS  
ONLINE BY PHONE BY MAIL  
[WWW.MY2020CENSUS.GOV](http://WWW.MY2020CENSUS.GOV)  
1-844-330-2020

Shape your future  
START HERE >

Dale forma a tu futuro  
EMPIEZA AQUI >

United States  
**Census  
2020**





WORKING TOGETHER  
**TO SHAPE**  
UPLAND'S FUTURE!

TRABAJANDO  
JUNTOS PARA DAR  
FORMA AL FUTURO DE  
**UPLAND!**



**EVERYONE  
COUNTS**



ONLINE



BY PHONE



BY MAIL

WWW.MY2020CENSUS.GOV  
1-844-330-2020

3 WAYS TO TAKE THE CENSUS

Shape your future  
START HERE >

Dale forma a tu futuro  
EMPIEZA AQUI >

United States®  
**Census  
2020**



## 2020 Census

### Virtual Questionnaire Assistance Webinar (English)

Virtual Questionnaire Assistance Webinar (English)  
Sign up for the Upland webinar and complete your 2020 Census to **receive a \$20 Gift Card to Stater 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 from one of the dates below to participate and click the link to register for the webinar.

DATE	REGISTER
------	----------

09/30/2020	<a href="#">Click Here</a>
------------	----------------------------

### Seminario Web de Asistencia Con el Cuestionario Virtual (Espanol)

Seminario Web de Asistencia Con el Cuestionario Virtual (Espanol)  
Registrese en el seminario web de Upland y complete su censo 2020 **para recibir una tarjeta de regalo de \$ 20 para Stater Bros.**

Registrate para participar en el

#### Seminario web de asistencia con el cuestionario virtual


En vivo: Todos los Martes de Septiembre de 6:00 p.m. a la 7:00 p.m.

Para participar en un seminario web, elija una de las siguientes fechas para participar y haga clic en el enlace para registrarse en el seminario web.

FECHA	REGISTRO
-------	----------

09/29/2020	<a href="#">Dale "Click" Aqui</a>
------------	-----------------------------------

### 2020 Census, Be Counted in Upland!

2020 Census, Be Counted in Upland!  
For more information regarding the 2020 Census, please view 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](tel:844-330-2020)
- Spanish (for 50 states and Washington, D.C.): [844-468-2020](tel:844-468-2020)
- TDD (Telephone Display Device): [844-467-2020](tel:844-467-2020)

**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): [844-391-2020](tel:844-391-2020)
- Chinese (Cantonese): [844-398-2020](tel:844-398-2020)
- Vietnamese: [844-461-2020](tel:844-461-2020)
- Korean: [844-392-2020](tel:844-392-2020)
- Russian: [844-417-2020](tel:844-417-2020)
- Arabic: [844-416-2020](tel:844-416-2020)
- Tagalog: [844-478-2020](tel:844-478-2020)
- Polish: [844-479-2020](tel:844-479-2020)
- French: [844-494-2020](tel:844-494-2020)
- Haitian Creole: [844-477-2020](tel:844-477-2020)
- Portuguese: [844-474-2020](tel:844-474-2020)
- Japanese: [844-460-2020](tel:844-460-2020)

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.

56



ESCAPE

**DEVELOPMENT SERVICES**







COLORADO





## ¡En Vivo! Todos los Martes 6-7PM por WebEx

PRESENTADOR	FECHA	PRESENTACION	REGISTRO
Omar Becerra	9/1/2020	Asistencia Virtual	<a href="#">Dale "Click" Aqui</a>
Omar Becerra	9/8/2020	Asistencia Virtual	<a href="#">Dale "Click" Aqui</a>
Omar Becerra	9/15/2020	Asistencia Virtual	<a href="#">Dale "Click" Aqui</a>
Omar Becerra	9/22/2020	Asistencia Virtual	<a href="#">Dale "Click" Aqui</a>
Omar Becerra	9/29/2020	Asistencia Virtual	<a href="#">Dale "Click" Aqui</a>

Tú eres responsable  
de tu **futuro**



## ¡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.

Te propongo que respondas al censo hoy.

#Censo2020

Responde  
por  
Internet

Portal abierto  
del 1-29 de  
Septiembre  
2020

RESPONDE

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](mailto:Omar.Becerra@2020census.gov)  
Mobile: (213) 300-6163

**Dale forma  
a tu futuro  
EMPIEZA AQUÍ >**

United States®  
**Census  
2020**

## IT'S NOT TOO LATE

### Need Help Completing Your **2020 CENSUS?**

#### 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 participate and click the link to register for the webinar.

<u>HOST</u>	<u>DATE</u>	<u>PRESENTATION</u>	<u>REGISTER</u>
Omar Becerra	9/2/2020	WEBINAR	<a href="#">CLICK HERE</a>
Omar Becerra	9/9/2020	WEBINAR	<a href="#">CLICK HERE</a>
Omar Becerra	9/16/2020	WEBINAR	<a href="#">CLICK HERE</a>
Omar Becerra	9/23/2020	WEBINAR	<a href="#">CLICK HERE</a>
Omar Becerra	9/30/2020	WEBINAR	<a href="#">CLICK HERE</a>

## VIRTUAL QUESTIONNAIRE ASSISTANCE WEBINAR FOR SELF-RESPONSE

**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.

Gift Cards will be issued to resident 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 onsite 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**

**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  
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\$20 Gift Card to Stater Bros.**



Gift Cards will be issued to resident 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 Committee Chair at (909) 342-2523 or [jpbreitling@gmail.com](mailto:jpbreitling@gmail.com) for more information on the webinar registration or gift card promotion.

**Shape  
your future  
START HERE >**

**United States®  
Census  
2020**



**NO ES TARDE...**

**Necesita ayuda para completar su**

## **2020 CENSO?**

**Regístrate 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 lines.
- ☐ Realizado en vivo por especialistas en asociaciones de la Oficina del Censo de EE. UU.
- ☐ El seminario web concluye con un segment 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 emitirle 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](mailto:jpbreitling@gmail.com) para obtener más información sobre el registro del seminario web o la promoción de tarjetas de regalo.

**Dale forma  
a tu future  
EMPIEZA AQUI**

**United States®  
Census  
2020**



# **UPLAND** RESIDENTS

**IT'S NOT TOO LATE!**

## **3 WAYS TO COMPLETE YOUR CENSUS**



**ONLINE**

[MY2020CENSUS.GOV](https://my2020census.gov)



**BY PHONE**

**844-330-2020**



**BY MAIL**

# **MAKE UPLAND COUNT!**

**COMPLETE YOUR 2020 CENSUS BEFORE  
SEPTEMBER 30, 2020**

United States®  
**Census  
2020**





# United States<sup>®</sup> 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](http://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.

# United States™ Census 2020



**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  
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United States™  
**Census  
2020**



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**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>  
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.

United States  
**Census**  
2020





# **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](http://www.uplandca.gov) to learn how to receive a \$20 Stater Brothers Card.



CITY OF VICTORVILLE



**Yo cuento.**  
**I count.**

**Tú cuentas.**  
**You count.**

**Todos contamos.**  
**We all count.**



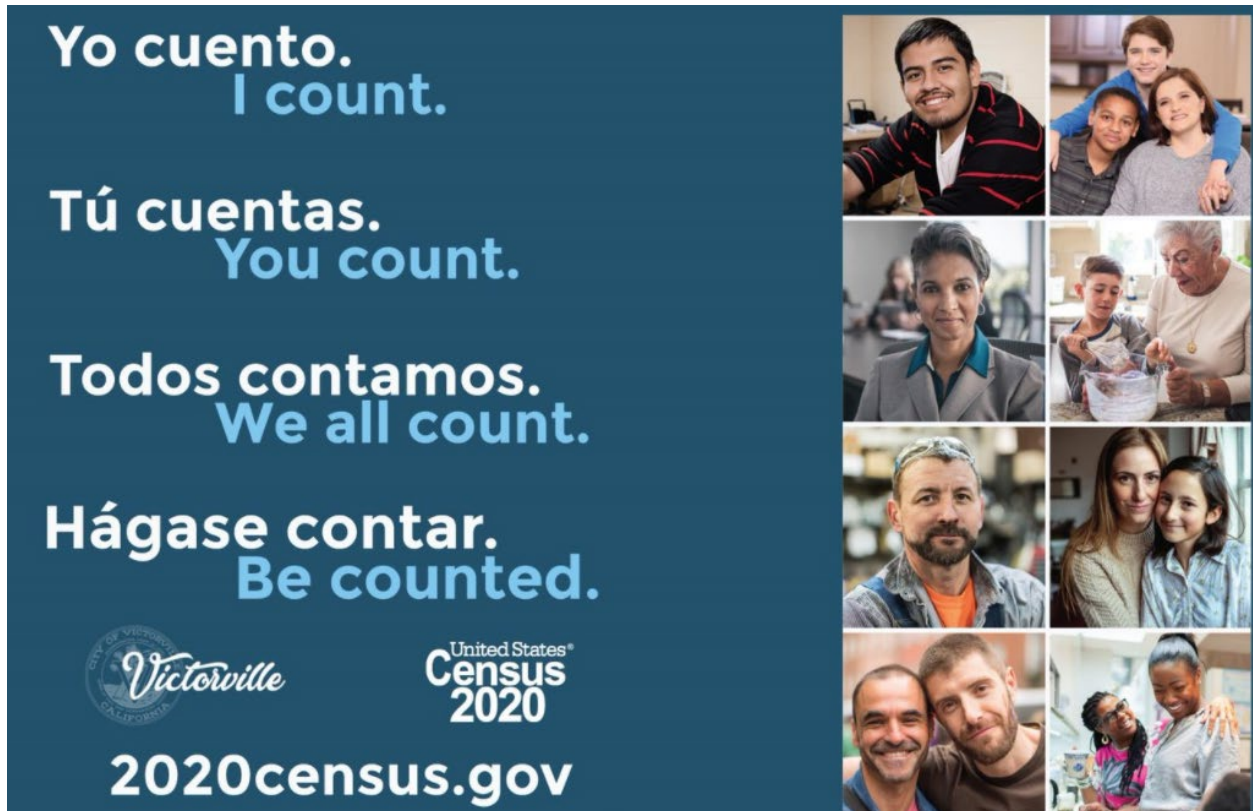
**Hágase contar.**  
**Be counted.**



United States®  
**Census**  
**2020**

**2020census.gov**

CITY OF VICTORVILLE





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United States®  
**Census**  
**2020**

[2020census.gov](https://2020census.gov)

CITY OF VICTORVILLE



CITY OF VICTORVILLE





CITY OF VICTORVILLE



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United States®  
**Census**  
**2020**

**2020census.gov**

**Hágase contar.**  
**Be counted.**



**2020census.gov**



United States®  
**Census**  
**2020**



CITY OF VICTORVILLE



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Hágase contar.  
Be counted.



United States®  
**Census**  
**2020**

[2020census.gov](https://2020census.gov)

## CITY OF VICTORVILLE

# Hágase contar. Be counted.



Victorville

United States®  
Census  
2020

**City of Victorville**  
September 6 · 🌐

Let's continue to work towards a complete Census count. #cityofvivi! A complete and accurate count is vital for our community to receive federal funding and representation we deserve! Please respond to the Census before the Sept. 30 deadline. Hágase contar. Be counted.

Edit

9 5 Comments 2 Shares

Like Comment Share 🌐

Most Relevant ▾

**Top Fan**  
**Ivan Flores**  
I filled the census form in April. Can I still add another person that moved to my house?

Like Reply · ⋮  
4 Replies

Write a comment... 🌐 📷 📺 📧  
Press Enter to post.



## CITY OF VICTORVILLE



City of Victorville

September 17 · 🌐

...

Join us for our second face mask giveaway this Saturday, Sept. 19 from 7:30 a.m. to noon in front of City Hall. [#cityofvv](#) 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!



# 2nd DRIVE-THRU MASK GIVEAWAY

- SATURDAY, SEPT. 19
- 7:30 A.M. TO NOON
- CIVIC DRIVE  
IN FRONT OF  
VICTORVILLE CITY HALL



**EACH CAR WILL RECEIVE  
ONE BOX OF 48 FACE MASKS**

MASKS DONATED BY: 

19,459  
People Reached

950  
Engagements

[Boost Again](#)

## CITY OF VICTORVILLE



**City of Victorville**  
April 1 · 🌐

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 #cityofv community for the next 10 years! You can respond to the #2020Census at [2020Census.gov](https://2020Census.gov). Hagase contar. Be counted.

Edit

16 3 Comments


Like Comment Share

Most Relevant

**Charles Luebcke** Done  
Like · Reply · 30w  
↳ 1 Reply

**Bee Sanchez** ✓  
Like · Reply · 30w

Write a comment...  
Press Enter to post.



**City of Victorville**  
September 19 · 🌐

We hope you will join us for our drive thru face mask giveaway this morning #cityofv! We will be giving away 48 face masks to each vehicle for FREE till noon. Census workers are onsite with additional giveaways and to help you respond to the #2020Census. If you plan to join us, please cue into line at Civic Drive and Seneca Road.

Edit

34 22 Comments 2 Shares

Like Comment Share

Most Relevant

**Michael Ray Basnight**  
My wife and I thank you for the face mask give away this morning, we were in line about 8:25am.  
Like · Reply · 6w · Edited

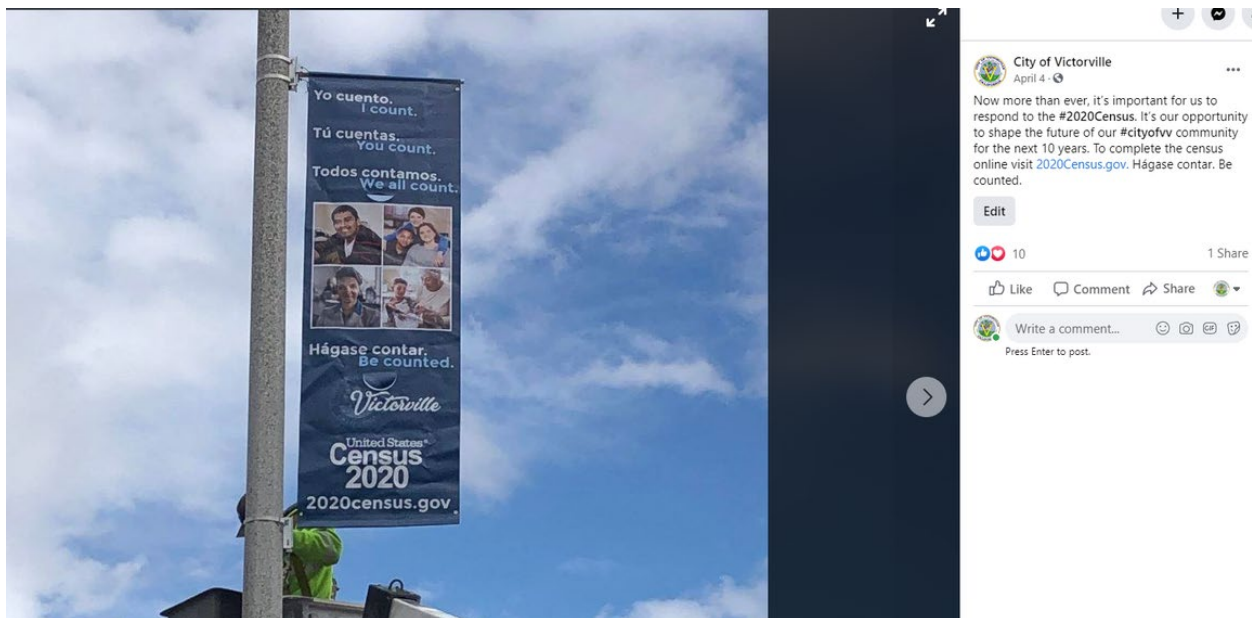
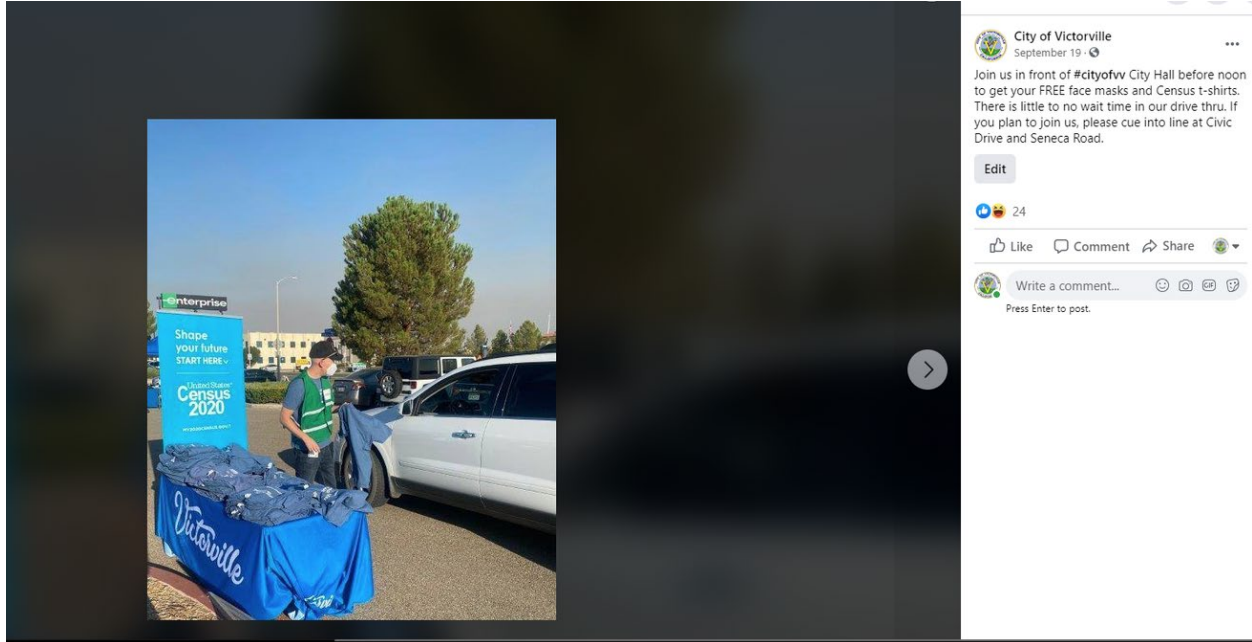
**Amber Olmos**  
Wish the city would put this much effort into cleaning the homeless encampments in the fields 🙄  
Like · Reply · 6w  
↳ 10 Replies

**Dianne Azzarello**  
Thank u!!!  
Like · Reply · 6w  
↳ 1 Reply

**Sabrina Ramos**  
Thank you City of Victorville!  
Like · Reply · 6w · Edited

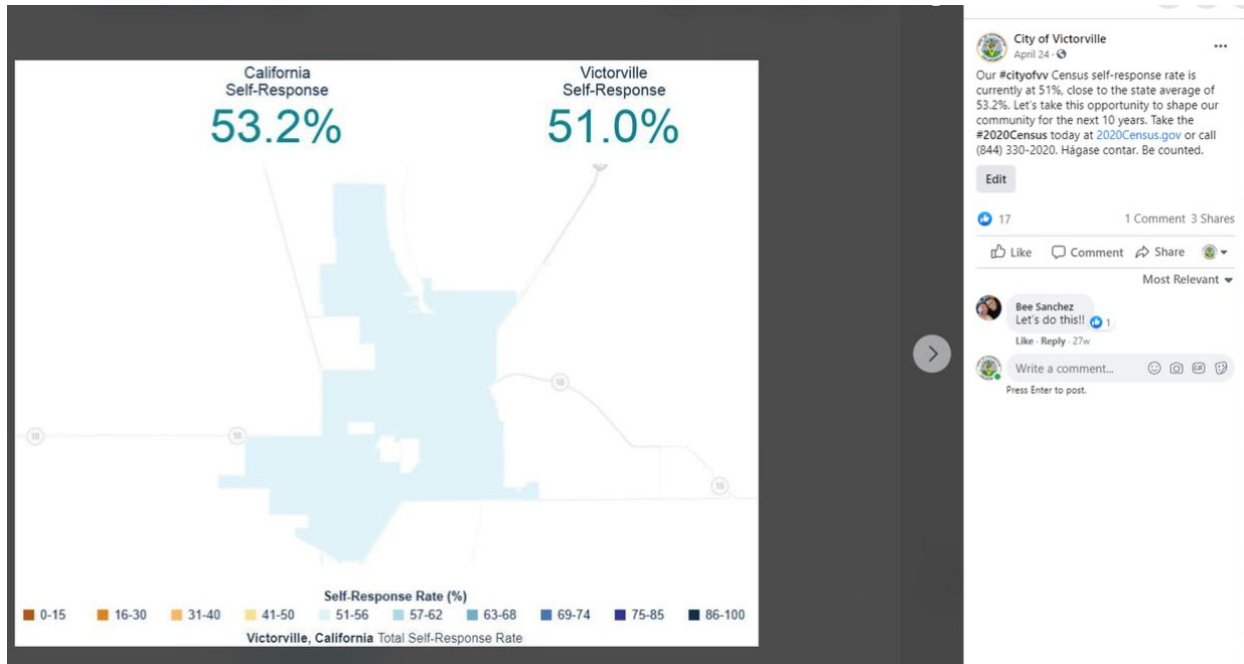
**Jazmin Marcos Galindo Rivas**  
Let me know when you do a drive

## CITY OF VICTORVILLE





# CITY OF VICTORVILLE



**Yo cuento. I count.**

**Tú cuentas. You count.**

**Todos contamos. We all count.**

**Hágase contar. Be counted.**

**Victorville**

**2020census.gov**

**City of Victorville**

**March 27**

Amid the chaos, we hope you will take time to respond to the #2020Census. 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 #cityofv community for the next 10 years. Hágase contar. Be counted.

**Edit**

17 5 Comments 1 Share

Like Comment Share

**Most Relevant**

**Author**

**City of Victorville**

Mandy, we share your concern. Yes. The City placed six sanitation stations in various locations throughout our 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, v... [See More](#)

**VICTORVILLECA.GOV**

**Coronavirus (COVID-19) Updates | Victorville, CA**

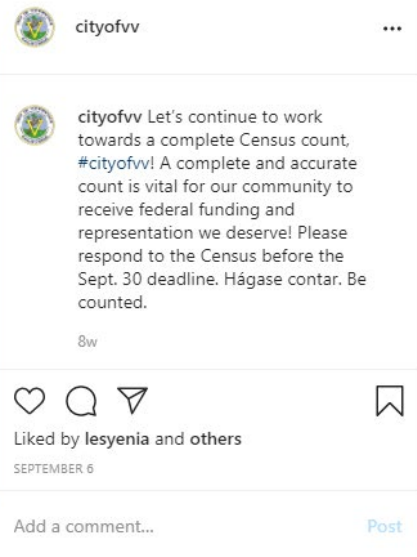
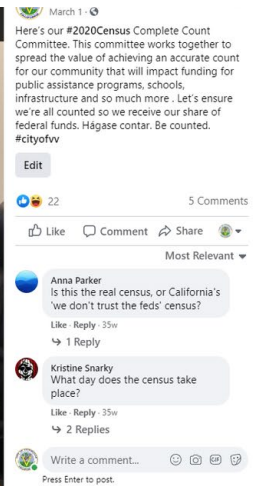
Like · Reply · Commented on by **Sue Jones**

1 Reply

**Iris Hopkins**


I already did online but keep


## CITY OF VICTORVILLE



# CITY OF VICTORVILLE





cityofvv
...




cityofvv Our drive thru mask giveaway has started! We will be in front of #cityofvv City Hall passing out FREE masks till noon today. This event is open for all #cityofvv 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



d2pink Stopped by around 7:45am and got the masks... Thanks for all people who work on this project!

9w 6 likes Reply










Liked by onthegojonesca and others

AUGUST 29

Add a comment... Post








cityofvv
...



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

9w

Liked by lesyenia and others

SEPTEMBER 1

Add a comment... Post



## CITY OF VICTORVILLE



# CITY OF VICTORVILLE

cityofvv

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.

34w

Liked by jenl222 and others

MARCH 6

Add a comment... [Post](#)

cityofvv

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

Liked by jenl222 and others

APRIL 1

Add a comment... [Post](#)

# CITY OF VICTORVILLE

cityofvv

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  
Liked by jenl222 and others  
AUGUST 8  
Add a comment... Post

cityofvv

cityofvv Now 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 jenl222 and others  
APRIL 4  
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: 


 For information about COVID-19, visit [cdc.gov](https://www.cdc.gov).


cityofvv...






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 #cityofvv 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 [vv.city/facemaskgiveaway](https://vv.city/facemaskgiveaway). Mask Up #cityofvv and slow the spread of #COVID-19!

10w



 x0x0\_c0c0 @penguintappedin 

Liked by [ttflyy](#) and others

AUGUST 25

[Add a comment...](#) [Post](#)



## IE COUNTS: SOCIAL MEDIA FOR REGION 7





## IE COUNTS: SOCIAL MEDIA FOR REGION 7

**IE Counts**  
September 18, 2019 · 🌐

**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.*





Like Comment Share


**IE Counts**  
September 25, 2019 · 🌐


The IE Counts, Be Counted  
El IE Cuenta, Hágase Contar

**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.*






1 Share

Like Comment Share

**IE Counts**  
October 1, 2019 · 🌐

The census counts every person living in the United States, regardless of race, ethnicity, immigration status, sexual orientation, or age.

*El censo cuenta a cada persona viviendo en los Estados Unidos, independientemente de raza, etnia, estatus migratorio, orientación sexual o edad.*



1 Share

Like Comment Share

**IE Counts**  
October 3, 2019 · 🌐

Don't forget to be counted.  
No olvide ser contado.

**THE I.E./ EL INLAND EMPIRE**

4.5 MILLION RESIDENTS/4.5 MILLONES DE HABITANTES

Like Comment Share

**IE Counts**  
October 8, 2019 · 🌐

Do you know that census data determine how \$700 billion would be spent nationwide.

*Sabía usted que los resultados del censo determinan como \$700 mil millones de dólares serán gastados en toda la nación.*

1

Like Comment Share

**IE Counts**  
October 17, 2019 · 🌐

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.*

Like Comment Share




**IE Counts**  
 October 30, 2019 · 🌐

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

 Like
  Comment
  Share

---


**IE Counts**  
 October 25, 2019 · 🌐

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

 1
 1 Share

 Like
  Comment
  Share

---


**IE Counts**  
 November 5, 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 kinder hasta el grado 12 deben ser contados para tener una mejor idea de cuántas escuelas se necesitan en una zona.



 1
 1 Share

 Like
  Comment
  Share

---


**IE Counts**  
 December 2, 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?

 Like
  Comment
  Share



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 NALEO Educational Fund County of San Bernardino California Census 2020 San Bernardino Community College District Cheers to more hard work in 2020! #Census2020 #IECounts #CensusIE



👍 2

👍 Like

💬 Comment

➦ Share



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

43w



## IE COUNTS: SOCIAL MEDIA FOR REGION 7



#BehindTheScenes 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!

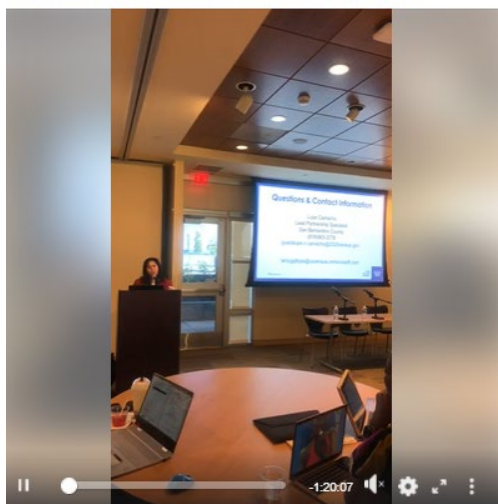
#IECounts



Riverside County Now  
January 16 · 🌐



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!



195 Views

Center for Social Innovation, UCR was live.  
January 23 · 🌐

1

1 Share

Like

Comment

Share

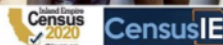


2020 Census Outreach in the Inland Empire: Get Informed and Get Involved! Join us on January 23rd at an important regional briefing to kick off 2020, with updates from the Counties of Riverside, San Bernardino, Inland Empire Community Foundation, Inland Empowerment, Census IE, Center for Social Innovation,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

RSVP at <https://www.eventbrite.com/e/census-2020-in-the-ie-get-info...>



Census Outreach in the I.E.  
January 23, 2020 from 12:30-2:30pm  
R Alumni Center  
VP: <https://census-jan2020-ie.eventbrite.com>



EVENTBRITE.COM  
Census 2020 in the IE: Get Informed and Get Involved

2020 Census Outreach in the Inland Empire: Get Informed and Get Involved!

Like

Comment

Share



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 this 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](https://census.gov) and [iecounts.org](https://iecounts.org).



15

7 Shares

Like

Comment

Share





## IE COUNTS: SOCIAL MEDIA FOR REGION 7



Riverside County Now  
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.

The census, which is o...  
[See More](#)

2

Like

Comment

Share



IE Counts premiered a video.

February 2 · 🌐

Happy #SuperBowl 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 commerci... [See More](#)



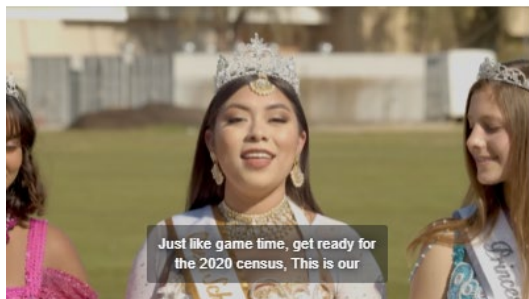
This premiere video has ended.

FEBRUARY 2 AT 4:15 PM

2020 Census Commercial (Español)

Watch Now

This video is now available to watch



Just like game 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](#)



IE Counts

February 14 · 🌐



100 Views

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

February 14 · 🌐

After you visit the recycle 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



IE Counts

February 14 · 🌐

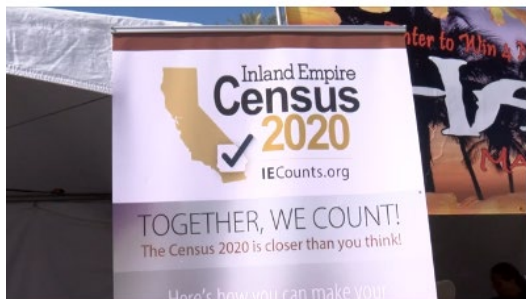


IE Counts

February 14 · 🌐

Riverside County is sharing #2020Census information with our community at the Riverside County Fair & National Date Festival.

#RivCoNow #iecounts #censusforall



385 Views

Riverside County Now was live.  
February 14 · 🌐

Live at the Riverside County Fair & National Date Festival: 2020 Census Booth  
#RivCoNow

Riverside County Department of Waste Resources is 🐼 feeling fantastic at Riverside County Fair & National Date Festival.  
February 14 · 🌐

After you visit us in the junior exhibit, Come check out the Census booth and claim your free gift!! Together, We Count!  
IE Counts #datefest2020 #rowaste Riverside County Now



IE Counts

February 23 · 🌐



Riverside County Now  
February 23 · 🌐

It's the last day to get some 2020 Census goodies at the Riverside County Fair & National Date Festival!

Visit [iecounts.org](https://iecounts.org) to learn how every person counted adds money and representation to our communities.

#RivCoNow #iecounts #EverybodyCounts



IE Counts

February 22 · 🌐



203 Views

Riverside County Now  
February 22 · 🌐

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 a...  
See More





## IE COUNTS: SOCIAL MEDIA FOR REGION 7

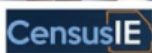


Join us March 12 at the 2020 Census Outreach in the Inland Empire: Get Informed and Get Involved regional briefing to kick off 2020, with updates from the Counties of Riverside and San Bernardino, Inland Empire Community Foundation, Inland Empowerment, The Center for Social Innovation, as well as state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

RSVP at <https://www.eventbrite.com/e/census-2020-in-the-ie-get-info-...>



Census Regional Update  
March 12, 2020 from 3:00-5:00pm  
UCR Alumni Center



EVENTBRITE.COM

Census 2020 in the IE: Get Informed and Get Involved

2020 Census Outreach in the Inland Empire: Get Informed and Get Involved!



The #2020Census form will be available starting March 12! There is still time to get involved and informed. Join us on March 12th at 3 pm for this second regional briefing with updates from local stakeholders working on census efforts!

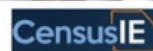
We will also be hosting a mixer from 5 pm-6:30 pm after this briefing in order to provide a networking opportunity among local stakeholders and the local chamber business community.

RSVP: <https://www.eventbrite.com/e/census-2020-in-the-ie-get-i-...>

See More



Census Regional Update  
March 12, 2020 from 3:00-5:00pm  
UCR Alumni Center



EVENTBRITE.COM

Census 2020 in the IE: Get Informed and Get Involved

2020 Census Outreach in the Inland Empire: Get Informed and Get Involved!



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](http://www.census.gov) and [www.iecounts.org](http://www.iecounts.org). #iecounts

Thank you to San Bernardino Valley College and San Bernardino County Museum for your participation in this commercial.



14

29 Shares

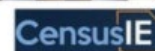


Join us virtually to learn more about Census from the Counties of Riverside and San Bernardino, CA Complete Count Office, U.S Census Bureau, IE Complete Count Committee and Inland Empire Community Foundation tomorrow!

[https://census2020\\_get\\_informed.eventbrite.com](https://census2020_get_informed.eventbrite.com)



Census Regional Update  
March 12, 2020 from 3:00-5:00pm  
UCR Alumni Center





## IE COUNTS: SOCIAL MEDIA FOR REGION 7



Riverside County Now  
March 12 · 🌐

Riverside County Public Information Officer Brooke Federico kicked off the 2020 Census this morning during a presentation to the Riverside Chambers of Commerce...



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



U.S. Census Bureau



California Census 2020  
March 24 · 🌐

The #2020Census is now open online and invitations to participate are being mailed out.

As a reminder, the Census is 9 easy questions, will NOT ask about cit...  
See More



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 #HasmeContar #CountMeIn #IECounts





## IE COUNTS: SOCIAL MEDIA FOR REGION 7



We are excited to share the first ever Census Video Challenge is now open! Submissions are open until April 11th at 2:59am EST, for more information visit <https://www.challenge.gov/.../2020-census-get-out-the-count-.../> #ShapeOurFuture #standupbecounted #2020Census #countmein #icount #wecount #cuentaconmigo



### WHAT CAN I WIN?

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

### THE CHALLENGE:

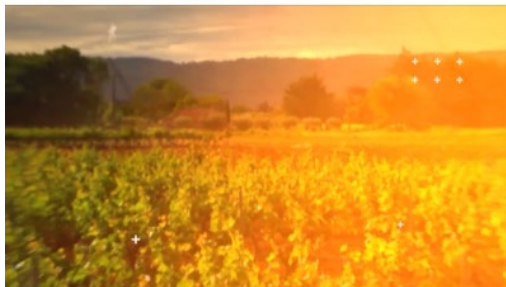
Explain why the census matters in a short (30 seconds to 3 minutes) video, designed for a platform such as YouTube, that uses entertainment, emotion, creativity, and/or humor to motivate people to respond.

### CENSUS 2020- GET OUT THE COUNT VIDEO CHALLENGE!

Details and Guidelines can be found at <https://www.challenge.gov/challenge/2020-census-get-out-the-count-video-challenge/>



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



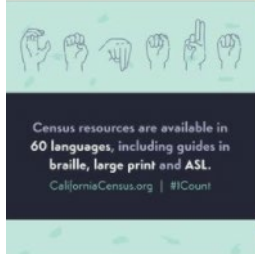
2,219 Views

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



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/>



The 2020 Census questionnaire is the perfect way to start to shape your future. Your information and privacy are protected. Take the questionnaire now by visiting: <https://my2020census.gov/login> #ShapeOurFuture #2020Census #countmein #icount #wecount #cuentaconmigo





## IE COUNTS: SOCIAL MEDIA FOR REGION 7



Looking for a simple way to fill out the census? Just scan the QR code above and fill out the form, its that simple! Shape your Future today!  
#IECounts #2020Census #Census #HasmeContar #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 2:59am EST, for more information visit: <http://ow.ly/WfWj50z4VUy> #IECounts #2020Census #Census #HasmeContar #CountMeIn #IECounts

### CENSUS 2020- GET OUT THE COUNT VIDEO CHALLENGE!

#### 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.

Details and Guidelines can be found at <https://www.challenge.gov/challenge/2020-census-get-out-the-count-video-challenge/>

#### WHAT CAN I WIN?

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

Details and Guidelines can be found at <https://www.challenge.gov/challenge/2020-census-get-out-the-count-video-challenge/>



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://censusie.org/en/faq/>  
#IECounts #2020Census #Census #HasmeContar #CountMeIn #IECounts

#### FREQUENTLY ASKED QUESTIONS- HOW DO I RESPOND IF...

##### I have a baby born on Census Day?

THE SELF-RESPONSE PERIOD IS OPEN UNTIL APRIL 30, 2020. IF YOU HAVE A CHILD PRIOR TO APRIL 30TH INCLUDE THEM IN THE COUNT OF YOUR HOUSEHOLD. IF YOUR CHILD IS BORN AFTER APRIL 30TH, DO NOT INCLUDE THEM AS A MEMBER OF YOUR HOUSEHOLD.

##### Multiple family units live at my address?

THE CENSUS QUESTIONNAIRE IS DESIGNED TO CAPTURE RESIDENTS WHERE THEY LIVE AT THE TIME OF SUBMISSION. IT IS IMPORTANT THAT EVERYONE AT YOUR ADDRESS BE COUNTED WHERE THEY ARE - HOWEVER TEMPORARY.

##### I am moving during the self-response period?

IF YOU FILL OUT THE CENSUS WHILE YOU ARE STILL IN THE PROCESS OF TRANSITIONING HOMES, YOU SHOULD INDICATE YOURSELF AT YOUR PREVIOUS ADDRESS. IF YOUR NEW HOME IS IN YOUR NAME AND YOUR BELONGINGS AND FAMILY ARE ALL TRANSITIONED YOU SHOULD INDICATE YOURSELF AT YOUR NEW ADDRESS - EVEN IF YOU ARE NOT FULLY SET UP YET.

##### I am a renter?

THE CENSUS QUESTIONNAIRE IS DESIGNED TO CAPTURE RESIDENTS WHERE THEY LIVE AT THE TIME OF SUBMISSION. ADDITIONALLY, IT IS IMPORTANT THAT YOUR ENTIRE RESIDENCE BE INCLUDED IN THIS COUNT.



Having trouble connecting to your internet? The #2020Census is also available by phone with multiple language accommodations available. Learn more about responding by phone here:  
<https://2020census.gov/.../ways-to-.../responding-by-phone.html>  
#IECounts #2020Census #HasmeContar #CountMeIn #IECounts

### Interested In Filling Out The Census by Phone?



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

English: 844-330-2020	Tagalog: 844-478-2020
Spanish: 844-468-2020	Polish: 844-479-2020
Chinese (Mandarin): 844-391-2020	French: 844-494-2020
Chinese (Cantonese): 844-398-2020	Haitian Creole: 844-477-2020
Vietnamese: 844-461-2020	Portuguese: 844-474-2020
Korean: 844-392-2020	Japanese: 844-460-2020
Russian: 844-417-2020	Arabic: 844-416-2020

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





## IE COUNTS: SOCIAL MEDIA FOR REGION 7



When you respond to the census, you help your community get its fair share of federal funds spent on schools, hospitals, and other vital programs. To learn more about why your count matters visit: <http://ow.ly/PnH050z4W3V>  
#IECounts #2020Census #HasmeContar #CountMeIn #IECounts

### 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 land.

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.



Not knowing the facts about the Census can make it scary to take. So let's set the record straight about some census rumors. Visit <https://2020census.gov/en/news-events/rumors.html> to learn more about what the census really is! #IECounts #2020Census #Census #HasmeContar #CountMeIn #IECounts

Are non-citizens counted in the census?

Does the 2020 Census ask about citizenship status?

Can my answers be shared with law enforcement or used against me?

### 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 2020 Census is happening now. You can complete your questionnaire online, by phone, or by mail. Help shape your future by responding to the 2020 Census. Credit: Census IE #IECounts #2020Census #Census #HasmeContar #CountMeIn #IECounts



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 #HasmeContar #CountMeIn #IECounts

IT JUST TAKES 10 MINUTES

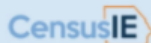


MY2020CENSUS.GOV

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!



## IE COUNTS: SOCIAL MEDIA FOR REGION 7



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 #HasmeContar #CountMeIn #IECounts  
Credit: CA Complete Count Office

### CENSUS QUESTIONNAIRE ASSISTANCE (CQA)

The U.S. Census Bureau has in-language phone lines available to help the public complete their Census forms. Census representatives can also answer questions Californians may have about the 2020 Census. All phone numbers will be available until July 31, 2020.

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



Wondering if the 2020 Census cancelled because of COVID-19? NO, the 2020 Census is not cancelled and it's well underway. Fill out the Census now! #IECounts #2020Census #Census #HasmeContar #CountMeIn #IECounts Credit: NALEO Educational Fund

### Be sure to:

**Stay Home**

**Sanitize**

**Self-Respond**

**#HagaseContar**

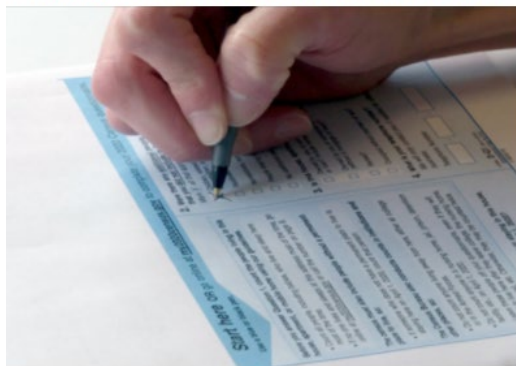


Are you up for the challenge? The 2020 Census is a massive undertaking. It requires counting a diverse and growing population in the U.S. and the five U.S. territories. But it is not impossible and you can do your part by completing this challenge to make sure you're counted!

Visit <https://2020census.gov/> to complete the census online.  
#IECounts #2020Census #Census #HasmeContar #CountMeIn #IECounts ... See More



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://ow.ly/O67v50zbioA> for more! #IECounts #2020Census #HasmeContar



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

**#shapeyourfuture**

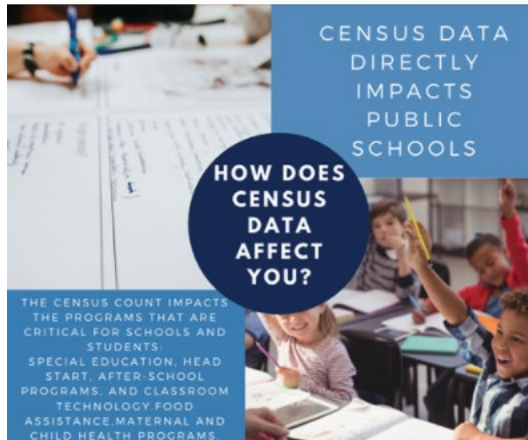


## IE COUNTS: SOCIAL MEDIA FOR REGION 7



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 #Census #HasmeContar #CountMeIn #IECounts



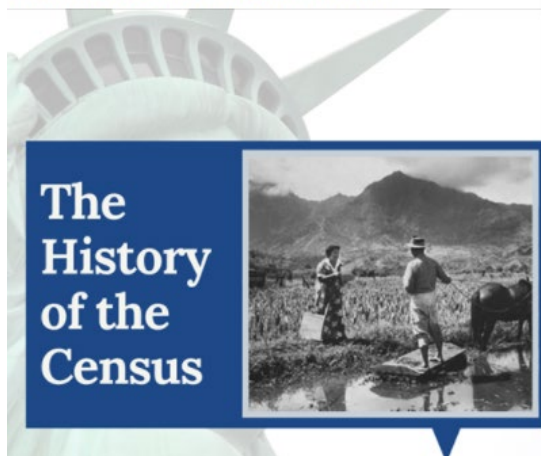
April 22 · 🌐

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



By horseback or on foot, about 650 U.S. marshals recorded answers on forms made of parchment and animal skins. 230 Years and Counting. Be part of history and get counted! Visit <https://2020census.gov/> to complete the census online.

#IECounts #2020Census #HasmeContar #CountMeIn



April 24 · 🌐

The Census Bureau say 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 #HasmeContar #CountMeIn

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



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





## IE COUNTS: SOCIAL MEDIA FOR REGION 7



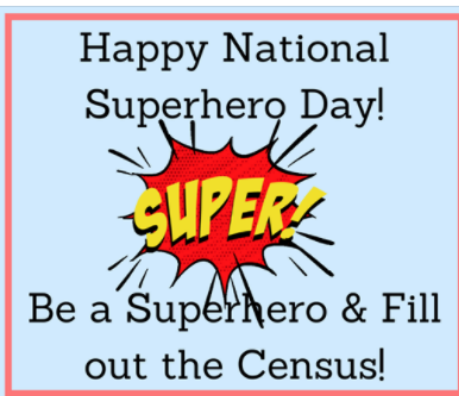
IE Counts  
April 27 · 🌐

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 #HasmeContar #CountMeIn



IE Counts  
April 28 · 🌐

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 #HasmeContar #CountMeIn



IE Counts  
April 29 · 🌐

If you are moving, be sure to count yourself just once, in one home. Count yourself where you were living on April 1, 2020. #IECounts #2020Census #Census #HasmeContar #CountMeIn

### MOVING ON CENSUS DAY?





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



IE Counts  
April 30 · 🌐

In light of the COVID-19 outbreak, 2020 Census operations have been adjusted in order to protect the health and safety of the American public. Visit <http://ow.ly/HVxX50znZxe> to learn more. #IECounts #2020Census #Census #HasmeContar #CountMeIn

In light of the COVID-19 outbreak, the U.S. Census Bureau is adjusting 2020 Census operations.



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



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 #HasmeContar #CountMeIn

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



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



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

Shape the  
**future**  
of your community.

Official Statistic  
Census  
2020



You can inspire others. Tell everyone that you will complete the census, and that they should respond too! Visit <https://2020census.gov/en.html> to fill it out today! #2020Census #Census #HasmeContar #CountMeIn #IECounts Photo Cred: 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



If you live outside the country, and you 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. #HasmeContar #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

### HOW DO I RESPOND IF I AM A RENTER?



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



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 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

### The U.S. Census Bureau's Trust & Safety Team



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



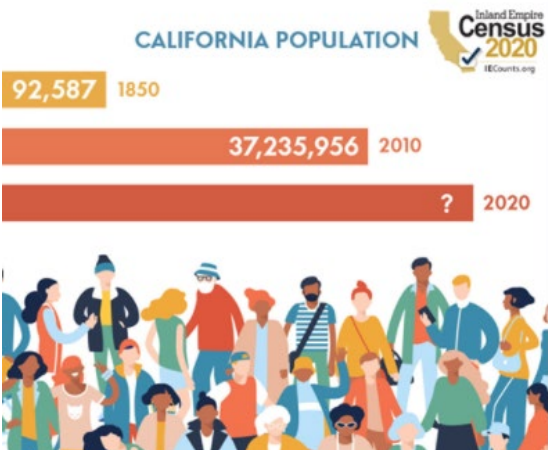




## IE COUNTS: SOCIAL MEDIA FOR REGION 7



Help us get a complete count of the Inland Empire, California and the United States! Visit <https://2020census.gov/en.html> to fill out your questionnaire today! #2020Census #Census #HasmeContar #CountMeIn #IECounts Photo Cred: California Complete Count Census Office



Bilingual invitations and paper questionnaires in English and Spanish will be sent to select areas of the country. To help you respond, the Census Bureau also offers webpages and guides in 59 non-English languages. #2020Census #Census #HasmeContar #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.



The census impacts state power during presidential elections. Make sure to think towards the future and be counted. #2020Census #Census #HasmeContar #CountMeIn #IECounts Photo Cred: California Complete Count Census Office



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 #HasmeContar #CountMeIn #IECounts

**The Census Will Never Ask Certain Questions**



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





## IE COUNTS: SOCIAL MEDIA FOR REGION 7



May 19

Why is the Census so critical for Riverside businesses? Read this article to find out more: <https://riversideca.gov/.../why-census-so-critical-riverside-...>  
#2020Census #Census #HasmeContar #CountMeIn #IECounts Photo Cred: Census IE



May 20

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/.../what-is-2020-census.../focus/grads.html> to learn more about census and 2020 graduates.  
#2020Census #HasmeContar #CountMeIn #IECounts

### Census and 2020 Graduates



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



May 21

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/Ru4E50zKNHq> to learn more! #2020Census #Census #HasmeContar #CountMeIn #IECounts

**SMALL BUSINESS, COVID-19 & THE CENSUS**

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

Inland Empire  
**Census 2020**  
IECounts.org



May 22

We hope everyone who can is safely working from home! While at home, scan the barcode and fill out the census today! #2020Census #Census #HasmeContar #CountMeIn #IECounts

**Happy National Work From Home Day**

Inland Empire  
**Census 2020**  
IECounts.org



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 quality of life for you and your family. If you haven't already, fill out your Census Questionnaire here: <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



CensusIE



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



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!

#IECensusDaysOfAction #CountMeIn #HagaseContar #CensusIE #IECounts



CensusIE



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 @CACensus, #CensusDaysOfAction #CountMeIn #HagaseContar #CensusIE #IECounts Photo cred: CA Complete Count Office







## IE COUNTS: SOCIAL MEDIA FOR REGION 7



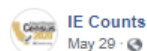
May 26th-May 28th is the Inland Empire's Census Days of Action! We hope you can join us as we re-engage the community to understand the importance of Census and increase our Self-Response Rate!

#IECensusDaysOfAction #CountMeIn #HagaseContar #CensusIE #IECounts



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!

#CensusDaysOfAction #CountMeIn #HagaseContar #CensusIE #IECounts  
Photo cred: CA Complete Count Office



If you have questions regarding the Census Bureau, data products, or would like general information call the Census Bureau Customer Service Center at 1-800-923-8282. If you have other questions visit <https://2020census.gov/en/contact-us.html> to get help. #Census #HasmeContar #CountMeIn #IECounts



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





## IE COUNTS: SOCIAL MEDIA FOR REGION 7



IE Counts

June 2 · 🌐

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/.../2020/household-pulse-results.html> to learn more #2020Census #HasmeContar #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.



IE Counts

June 4 · 🌐

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



**COVID-19 Demographic and Economic Resources**

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



IE Counts

June 3 · 🌐

Are you wondering why the Census Bureau asks for your phone number? Your phone number is helpful to add in case there are any questions about your census form that would need further clarification. Scan the QR Code and fill out the census today! #2020Census #HasmeContar #IECounts

**HAVE YOU FILLED OUT THE CENSUS YET? BE COUNTED & SHAPE YOUR FUTURE!**



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



IE Counts

June 5 · 🌐

New training opportunities hosted by our census partner @NALEO! Join NALEO and visit <https://bit.ly/DigitalOrgEng> to register for the English training and <https://bit.ly/DigitalOrgSpanish> to register for the Spanish training. #2020Census #Census #HasmeContar #CountMeIn #IECounts



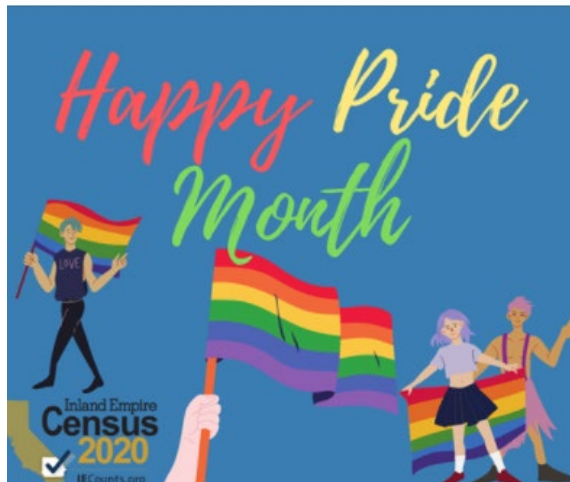
**PUTTING TOOLS INTO PRACTICE:**

**VIRTUAL ORGANIZING FOR THE 2020 CENSUS**





Responses from the LGBTQ+ community, a historically undercounted 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 #HasmeContar #CountMeIn



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

## Census Organizations that Target African American Communities



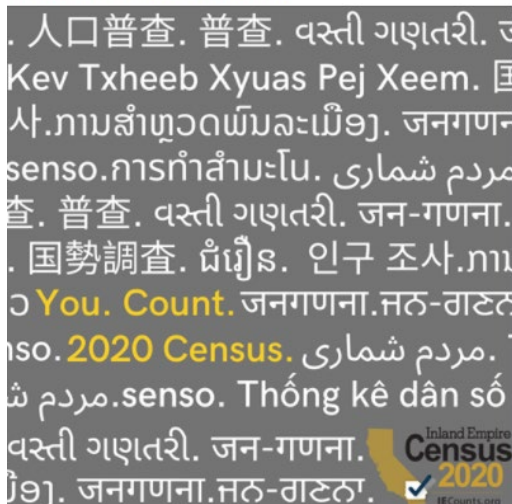
**My Black Counts**  
@myblackcounts  
Website: <https://www.myblackcounts.org/>

**National Urban League**  
#makeblackcount  
Website: <https://nul.org/make-black-count>

**#BlackHer**  
@blackher.us  
Website: <https://blackher.us/the-black-womans-guide-to-the-2020-census/>



Federal funds, grants and support to states, counties and communities are based on population totals and breakdowns by sex, age, race and other factors. Visit <https://my2020census.gov/> to be counted! #IECounts #2020Census #HasmeContar #CountMeIn



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 #HasmeContar #CountMeIn

Inland Empire Counts!



## 5 Ways the Census Can Shape the Future for 2020 Grads

Source: Census Bureau

### 1. Continuing Your Education

### 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 cosmetology.

### 2. Finding a Job

Are you searching for a job? Starting your own business?

Businesses rely on census data to make critical decisions throughout the year. That data is more important than ever, shedding light on where to open new locations, what products to sell, and where to hire more workers. As you choose your career, census data can help with that too.

### 3. Getting to That Job

Once you've got the job, you'll eventually have to commute to work. Census results can help with that, too.

The data from the 2020 Census will help communities make transportation plans, including roads, bus routes, and subway lines. In fact, census results help federal lawmakers decide how to allocate billions of dollars for highway planning and construction, plus millions more for planning metropolitan transit.

+3



## 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 18.0 million who were veterans of the U.S. armed forces in 2018. Visit <https://www.census.gov/.../press-re.../2020/veterans-report.html> to learn more. #IECounts #HasmeContar #CountMeIn

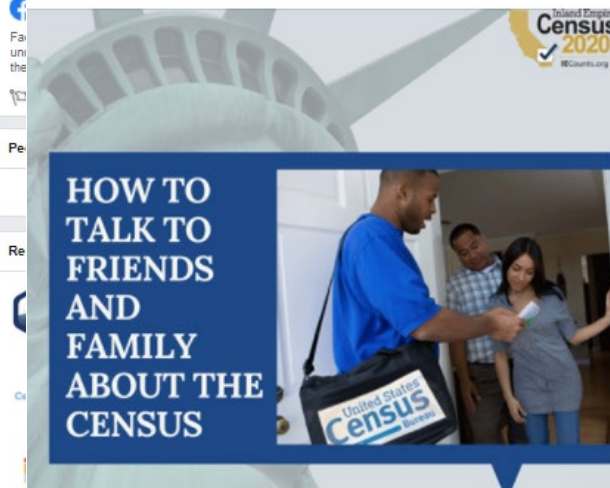
### THE CENSUS BUREAU RELEASED NEW REPORT ON VETERANS



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



Every Californian has the right and responsibility to participate in the Census, regardless of background. Visit <https://californiacensus.org/how-to-talk-about-the-census/> to learn how to talk about the census. #IECounts #2020Census #Census #HasmeContar #CountMeIn



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. #IECounts #2020Census #Census #HasmeContar #CountMeIn  
Photo Cred: CA Census

### Census 2020 Regions



The U.S. Census Bureau's Small Area Income and Poverty Estimates 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. #IECounts #Census #HasmeContar #CountMeIn

### 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

**IE Counts**  
June 22 · 🌐

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 #HasmeContar #CountMeIn

  @iecounts #Census2020  @iecounts #iecounts



**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

**IE Counts**  
June 23 · 🌐

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 #HasmeContar #CountMeIn

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



 @iecounts #Census2020  @iecounts #iecounts 

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**

**TECHNICAL ASSISTANCE Q&A**




Digital & Media Communications in the Inland Empire

**THURSDAY JUNE 24TH**

**10:00 AM**

VIA 

RSVP: [Armando@Tzunu.com](mailto:Armando@Tzunu.com)

**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 #HasmeContar

**BE COUNTED**

**CENSUS STATISTICS HELP FUND NUTRITION BENEFITS PROGRAMS FOR SCHOOLS**









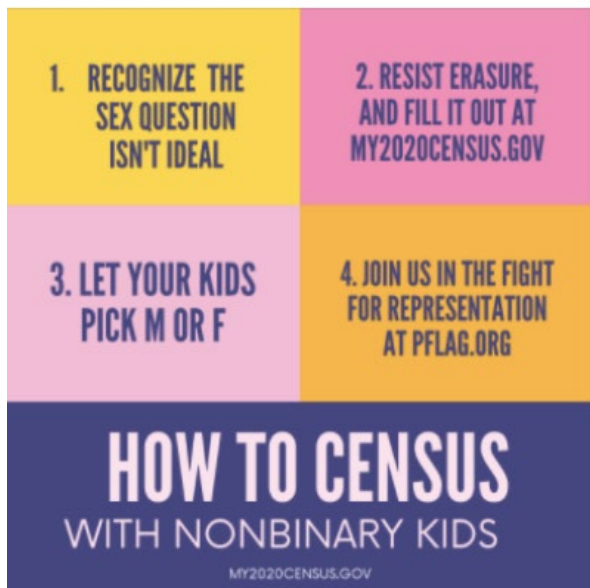
## IE COUNTS: SOCIAL MEDIA FOR REGION 7



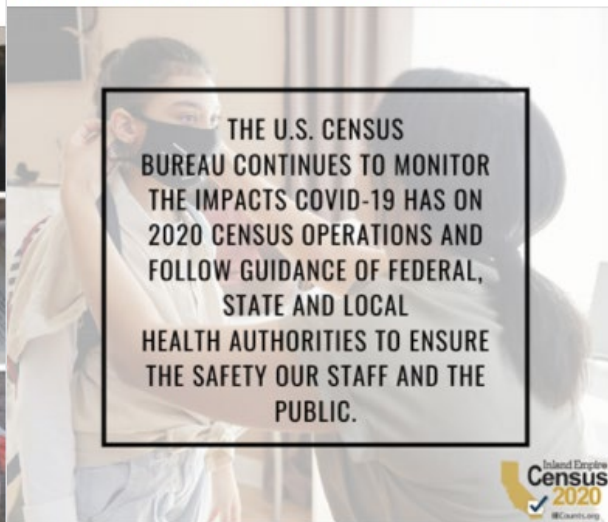
If your area hasn't received census materials yet, they will deliver them soon. Census materials will soon be delivered to areas that receive mail at PO Boxes or have high concentrations of seasonally vacant housing. Learn more here <https://www.census.gov/.../fact-sh.../2020/dec/update-leave.html>



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>  
Image by Virtual Create-a-thon from #CreativesForTheCount #IECounts #HasmeContar #CountMeIn



The Census Bureau is adapting 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/covid-19.html>  
#IECounts #2020Census #Census #HasmeContar #CountMeIn



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 #HasmeContar #CountMeIn

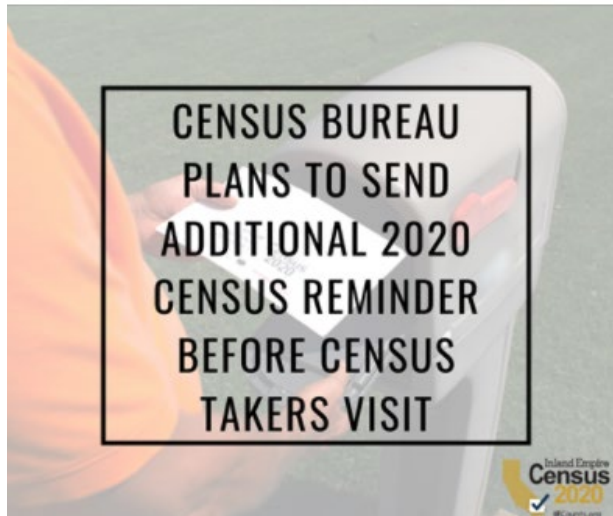




## IE COUNTS: SOCIAL MEDIA FOR REGION 7



The Census Bureau announced today that it will send additional reminder postcard 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 #HasmeContar #CountMeIn



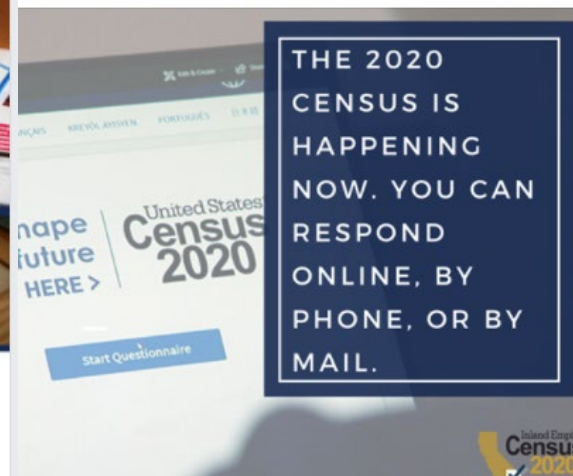
Community resilience is the capacity of a community to absorb and recover from the impacts of a disaster. A complete count will help shape the future of these areas, learn more here <https://www.census.gov/.../community-resilience-estimates.html> #IECounts #HasmeContar #CountMeIn



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/.../public-sect.../voting/about/faqs.html> #IECounts #2020Census #Census #HasmeContar #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 #HasmeContar

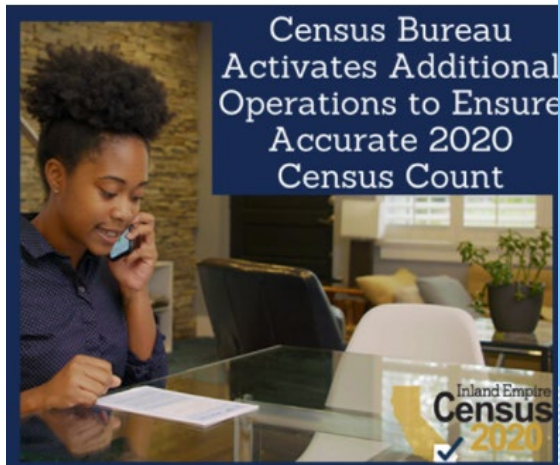




The #CountAllKids National Art Competition is open for submission until July 15th. We are calling all to join lifting up the message: "Count All Kids in the 2020 Census". #CensusKidsArtComp The campaign has \$5 prizes for each age division, more info: <https://countallkids.org/count-all-kids-national-art-compete.../>



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/.../20.../2020-additional-operations.html> #IECounts #2020Census #Census #HasmeContar #CountMeIn



# COUNT ALL KIDS

National Art Competition

**IS OPEN FOR SUBMISSION UNTIL JULY 15**

Submit any drawings, paintings, collages, arts and crafts by posting on social media with the #CensusKidsArtComp Theme: "Count All Kids in the 2020 Census"

Four separate divisions:

- Second graders and below.
- Third through fifth graders
- Sixth through eighth graders
- Ninth through 12th graders

**PRIZES:** Visa gift cards for \$100, \$50, and \$25 for 1st, 2nd, and 3rd place of each age range



Learn more: [CountAllKids.org](https://CountAllKids.org)



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! #IECounts #2020Census



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/.../survey.../about-business-surveys.html> #IECounts #2020Census #Census #HasmeContar #CountMeIn





## IE COUNTS: SOCIAL MEDIA FOR REGION 7

**IE Counts**  
July 13 · 🌐

Want to make sure your voice is heard? One way to do this is to get counted! Visit <http://2020Census.gov> and be counted! #IECounts #2020Census #Census #HasmeContar #CountMeIn  
Cred: California Census




**Take control today!**  
**Take the Census!**

Inland Empire  
Census  
2020  
#ICount

**IE Counts**  
July 14 · 🌐

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/householdpulsedata> #IECounts #2020Census #Census #HasmeContar #CountMeIn




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

Inland Empire  
Census  
2020  
#ICount

**IE Counts**  
July 15 · 🌐

Responding to the census is not only your civic duty; it also affects the amount of funding your community receives, how your community plans for the future, and your representation in government. Visit <http://2020Census.gov> and be counted! #IECounts #HasmeContar #CountMeIn



**CENSUS 2020:  
WHY IS IT  
IMPORTANT FOR  
EVERYONE?**

Inland Empire  
Census  
2020  
IECounts.org

**IE Counts**  
July 16 · 🌐

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 #HasmeContar Cred: California Census

**Completing your Census now  
means no in-person visit!**  
Take it online, by phone or mail!  
#ICount



Inland Empire  
Census  
2020  
#ICount







## 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/](https://2020census.gov/en/response-rates/)! Cred: U.S. Census Bureau #IECounts #2020Census #Census #HasmeContar #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



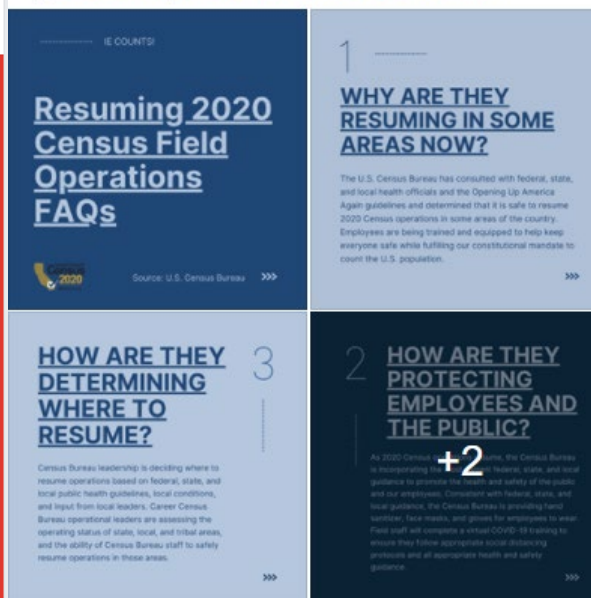
Will the 2020 Census affect elections and voting?

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. Reapportionment
2. Redistricting... See More



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 #HasmeContar #CountMeIn







## IE COUNTS: SOCIAL MEDIA FOR REGION 7



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 continue programs like SNAP, be counted today at <http://2020Census.gov> #IECounts #2020Census #Census #HasmeContar #CountMeIn



From easy to follow worksheets to interactive videos, #StatsinSchools has resources available for parents to teach kids why the #2020Census is important to their community. Visit [census.gov/schools](https://census.gov/schools) to learn more! #IECounts #2020Census #Census #HasmeContar #CountMeIn



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 #HasmeContar #CountMeIn Cred: CA Census



Al participar en el Censo 2020, usted puede marcar la diferencia. Necesitamos personas de todas las edades para ser contadas. ¿Quién es son "las personas de todas las edades" aquí?... [See More](#)

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](http://www.census.gov) and [www.iecounts.org](http://www.iecounts.org) #iecounts

Translated







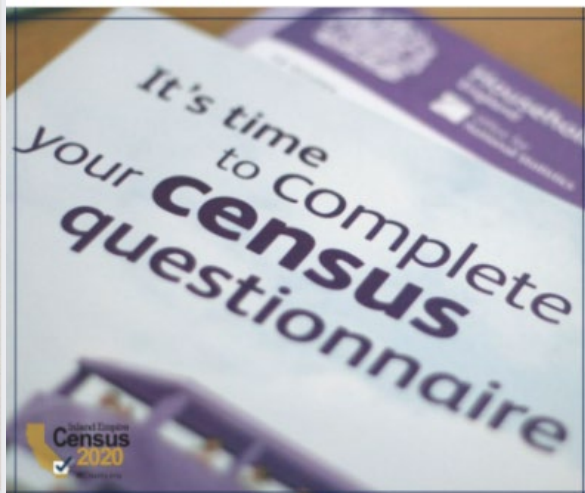
## IE COUNTS: SOCIAL MEDIA FOR REGION 7



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 #HasmeContar #CountMeIn Cred: CA Census



Yes, filling out your #2020Census is still very important.  
No, there is no citizenship question on the questionnaire. Yes, it can be filled  
out by mail, online, and by phone. Be counted today at  
<https://my2020census.gov/> #IECounts #2020Census #Census  
#HasmeContar #CountMeIn



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



HAPPENING TODAY: 2020 Census Town Hall hosted by Rep. Pete Aguilar.  
CSI'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 couldn't be more  
important especially when the region is still experiencing the repercussions  
of COVID-19.

Please join us if you can!

Join Rep. Pete Aguilar's  
**2020 Census Town Hall**

Tuesday, August 4 | 6:00PM

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*

Rep. Pete Aguilar  
July 31 ·

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!



## IE COUNTS: SOCIAL MEDIA FOR REGION 7



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 #Census #HasmeContar #CountMeIn  
Cred: CA Census

**CENSUS  
VIRTUAL DAY of ACTION**

**AUGUST 3**


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

**FACEBOOK LIVE - 1PM**  
BIPOC Diversity Counts  
@CaliforniaCensus

**IG LIVE DJ PARTY - 5PM**  
Dance the Census! Every move counts!  
@CACensus



You can fill out the Census by phone in 13 different languages. Remember, everyone living in the US has a right to be counted, regardless of your status and your information will never be shared with other government agencies.  
#IECounts #2020Census #Census #HasmeContar #CountMeIn



**CENSO (SPANISH)**  
**人口普查 (CHINESE)**  
**ĐIỀU TRA DÂN SỐ (VIETNAMESE)**  
**인구 조사 (KOREAN)**  
**ПЕРЕПИСЬ (RUSSIAN)**  
**التعداد (ARABIC)**  
**SPIS LUDNOŚCI (POLISH)**

**CHINESE (MANDARIN): 844-331-2020**  
**CHINESE (CANTONESE): 844-398-2020**  
**VIETNAMESE: 844-461-2020**  
**KOREAN: 844-392-2020**  
**RUSSIAN: 844-417-2020**  
**ARABIC: 844-416-2020**  
**TAGALOG: 844-478-2020**  
**POLISH: 844-479-2020**  
**FRENCH: 844-494-2020**  
**HAITIAN CREOLE: 844-477-2020**



Results from the Census are important to school districts across the country whether fast growing or not because they provide a baseline for the next 10 years of school planning. Be counted today at <https://my2020census.gov/>  
#IECounts #HasmeContar #CountMeIn Cred: US Census Bureau



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 #HasmeContar  
Photo Cred: NPR





## IE COUNTS: SOCIAL MEDIA FOR REGION 7



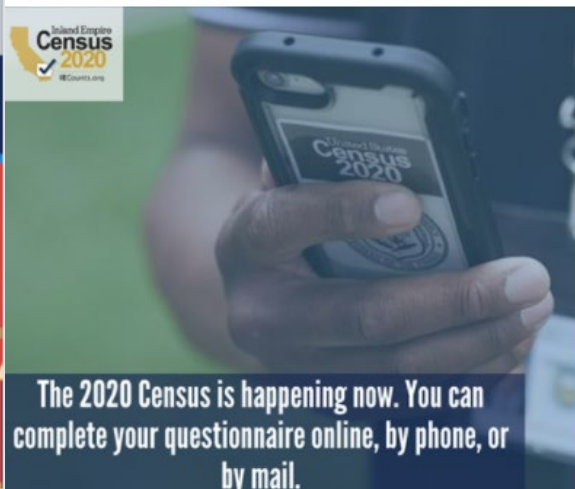
August 11 ·

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 #HasmeContar #CountMeIn



August 12 ·

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 in the House of Representatives. Contribute to the change at <https://2020census.gov/> #IECounts #HasmeContar #CountMeIn

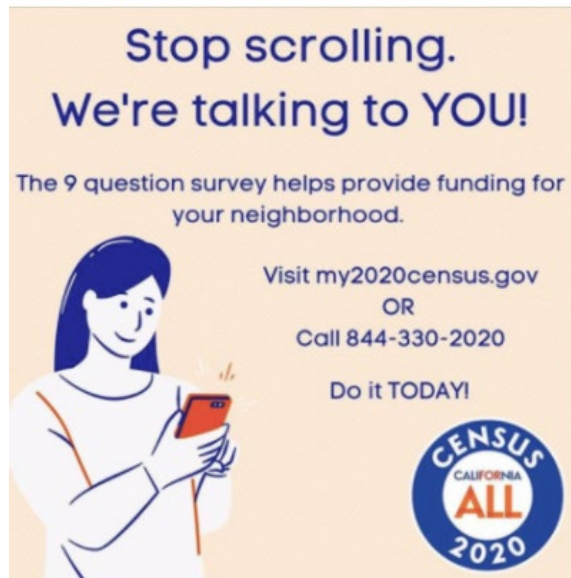


August 13 ·

Hey! You! We're talking to you! Stop scrolling and visit [my2020census.gov](https://my2020census.gov) to fill out your #2020Census today!

Cred: Ca Census

#IECounts #2020Census #Census #HasmeContar #CountMeIn



August 13 ·

Join us next week for an important update on 2020 Census efforts by regional partners who have been working tirelessly to decrease the undercount of our diverse Inland Empire communities. Given the recent news regarding counting efforts being finalized a month early, it's critical now more than ever to get involved in this mission which will affect us for the next 10 years.

To RSVP, please visit <http://ow.ly/zYq750AYYmm>

We hope to "see" you there!



**HELP FIGHT THE UNDERCOUNT!**

**INLAND EMPIRE  
CENSUS REGIONAL UPDATE**

**—  
WEDNESDAY, AUGUST 19, 3-5PM  
—**

**RSVP: [socialinnovation.ucr.edu/events](https://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





## IE COUNTS: SOCIAL MEDIA FOR REGION 7



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/sis.html> to learn more. #IECounts #HasmeContar #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 #HasmeContar #CountMeIn



Join us for our 3rd Census Regional Update. There will be updates from multiple census partners; including: U.S. Census Bureau, California Census 2020, Supervisor V. Manuel Perez, Supervisor Janice Rutherford, Inland Empowerment, and more; and hear about what will be leading up to the September 30th deadline for census operations. #IECounts #2020Census #Census #HasmeContar #CountMeIn



**HELP FIGHT THE UNDERCOUNT!**

**INLAND EMPIRE  
CENSUS REGIONAL UPDATE**

**WEDNESDAY, AUGUST 19, 3-5PM**

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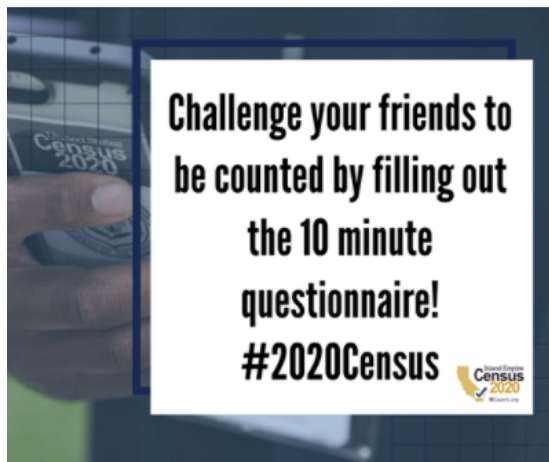
Reducing a city's environmental impact is one way #2020Census responses can shape the future of critical public services in communities. Make a difference in your community today and be counted today at <https://2020census.gov/> #IECounts #2020Census #Census #HasmeContar #CountMeIn



## IE COUNTS: SOCIAL MEDIA FOR REGION 7



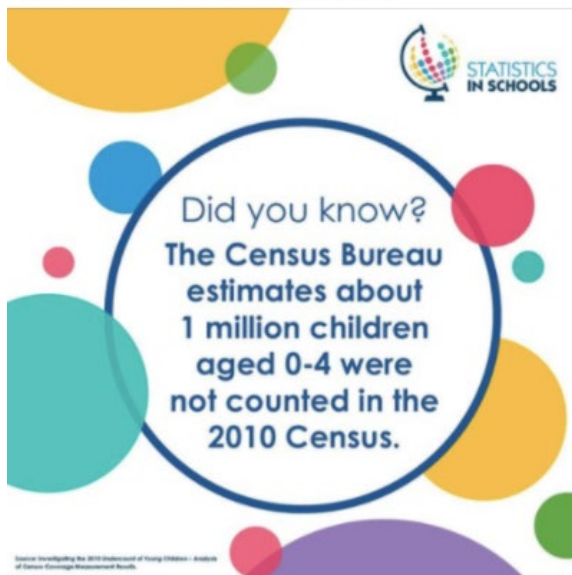
You can play a tremendous role in achieving a strong #2020Census by encouraging everyone to participate now. Be counted today at [#2020census.gov/#IECounts](https://2020census.gov/#IECounts) #2020Census #Census #HasmeContar #CountMeIn



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 [#2020census.gov/#IECounts](https://2020census.gov/#IECounts) #2020Census #Census #HasmeContar #CountMeIn



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](https://census.gov/schools) to learn more. Cred: U.S. Census Bureau #IECounts #2020Census



The Native populations have been deprived of their voice in government due to past censuses. Find more information at <https://census.narf.org/>, photographed here is Morongo Band of Mission Indians, a federally recognized tribe within our region ([Coachellavalley.com](http://Coachellavalley.com)) #IECounts







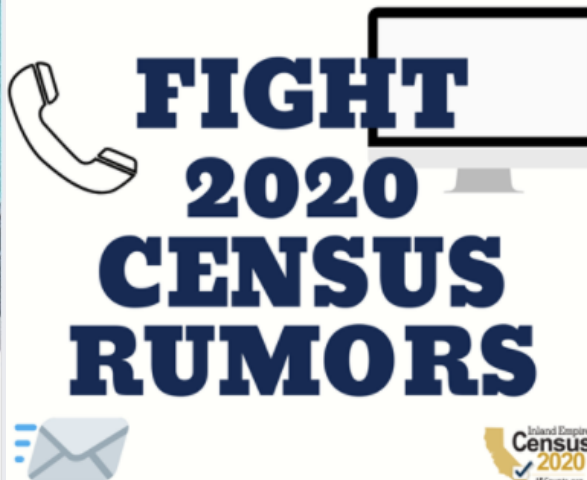
## IE COUNTS: SOCIAL MEDIA FOR REGION 7



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 Cred: cacensus



Help the Census Bureau by reporting inaccurate or fraudulent information. Let the Census Bureau know by contacting [rumors@census.gov](mailto: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 Cred: California Primary Care Association



Your participation will help inform how BILLIONS of dollars in funding are distributed for important programs every year for the next 10 years. Complete your Census today! Go to [my2020census.gov](https://my2020census.gov/). #IECounts #2020Census #Census #HasmeContar #CountMeIn Cred: Ca Census



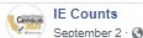




## IE COUNTS: SOCIAL MEDIA FOR REGION 7



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](https://my2020census.gov)  
#IECounts #2020Census #Census #HasmeContar #CountMeIn



Hay mucho que depende del #Censo2020. El Censo determinará los recursos en cada comunidad para la próxima década. Aprenda más en nuestro sitio web: [my2020census.gov](https://my2020census.gov).  
#IECounts #2020Census #Census #HasmeContar #CountMeIn  
Cred: Ca Census  
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



No matter how young your kids are, it's never too early to show them that everyone counts in the #2020Census. Check it out today by going to [census.gov/schools](https://census.gov/schools) and navigating to the 2020 Census pre-K resources.  
#IECounts #HasmeContar #CountMeIn  
Cred: U.S. Census Bureau



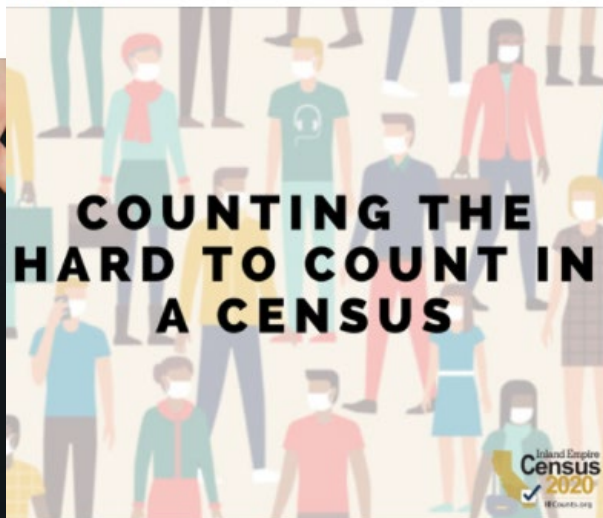
## IE COUNTS: SOCIAL MEDIA FOR REGION 7



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://ow.ly/Ndq450BiAZy>  
#IECounts #CountMeIn



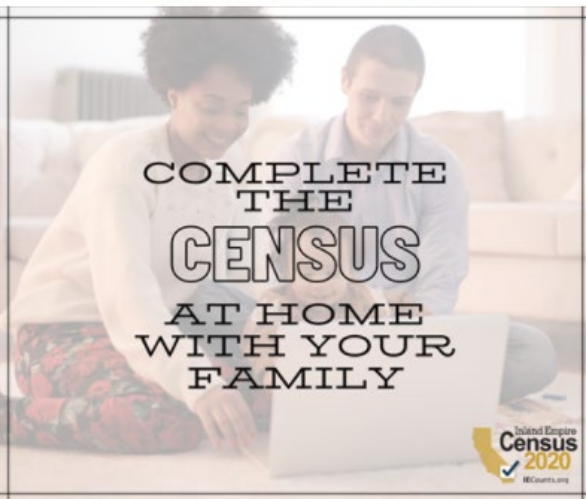
The Census Bureau recognizes a range of socio-demographic and other groups as hard-to-count. Some of these groups include; young children, LGBTQ+ community and more. Learn more about the hard-to-count population at <http://iecounts.org/hard-to-count/> #IECounts #HasmeContar #CountMeIn



Black communities have been historically undercounted which has led to less representation in spaces of political power. Taking the 2020 Census is a form of protest and long-lasting change! Visit [my2020census.gov](http://my2020census.gov). #IECounts #2020Census #Census #HasmeContar #CountMeIn



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](http://2020Census.gov). #IECounts #2020Census #Census #HasmeContar #CountMeIn







## 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! Cred: Ca Census #IECounts #2020Census #Census #HasmeContar #CountMeIn



IE Counts

September 11 · 🌐

We have 19 days left to invest in our future & complete the #2020Census for community funding!

Don't delay! Fill out your form today at [my2020census.gov](https://my2020census.gov), by calling 844-330-2020 or by mail. #IECounts #2020Census #Census #HasmeContar #CountMeIn



DEMAND  
EQUALITY,  
TAKE THE CENSUS

#ICount



IE Counts

September 16 · 🌐

There's power in your existence! So, speak up! Ensure you are seen and heard by filling out your #2020Census today.

Visit [my2020census.gov](https://my2020census.gov) today to do your part. Cred: Ca Census #IECounts #2020Census #Census #HasmeContar #CountMeIn



IE Counts

September 15 · 🌐

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](https://my2020census.gov) #IECounts #2020Census #Census #HasmeContar #CountMeIn



Speak up!

THERE'S POWER  
IN YOUR EXISTENCE

The Census benefits our  
communities for years to come.

Complete your Census NOW!

Visit [my2020census.gov](https://my2020census.gov)  
Call 1-844-330-2020  
Mail your form







## IE COUNTS: SOCIAL MEDIA FOR REGION 7



IE Counts

September 18 · 🌐

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](https://my2020census.gov), by calling 844-330-2020 or by mail. #IECounts #2020Census #Census #HasmeContar #CountMeIn



IE Counts

September 17 · 🌐

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](https://my2020census.gov) today to do your part. #IECounts #2020Census



IE Counts

September 21 · 🌐

Time is running out but it is not too late! Respond now online [my2020census.gov](https://my2020census.gov), by calling 844-330-2020 or by sending your census questionnaire by mail. #IECounts #2020Census #Census #HasmeContar #CountMeIn

Cred: US Census Bureau



IE Counts

September 22 · 🌐

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](https://my2020census.gov) #IECounts #2020Census #Census #HasmeContar #CountMeIn

Cred: Ca Census

Time is running out.  
Respond now.



Shape  
your future  
START HERE >

United States  
Census  
2020

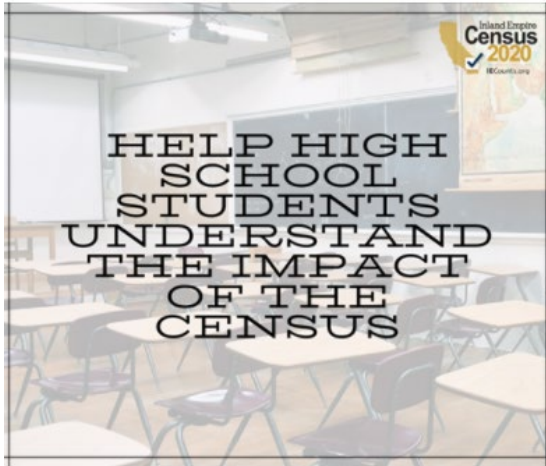




## IE COUNTS: SOCIAL MEDIA FOR REGION 7



From school funding to resources for emergency services, the #2020Census affects your community in more ways than you may know. #StatsinSchools 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.



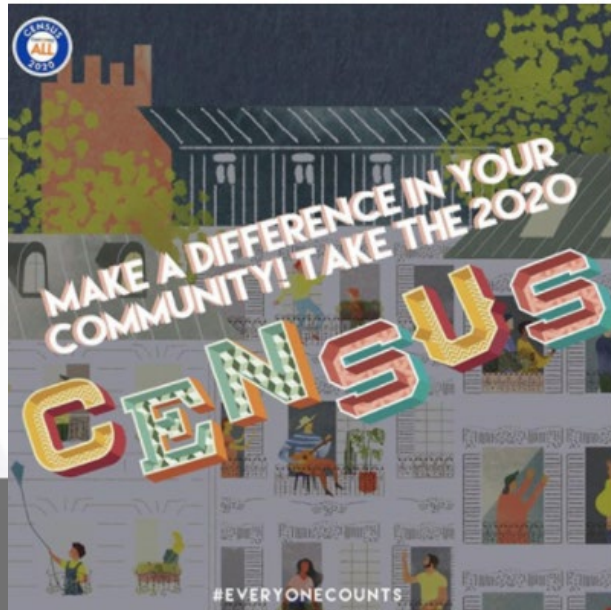
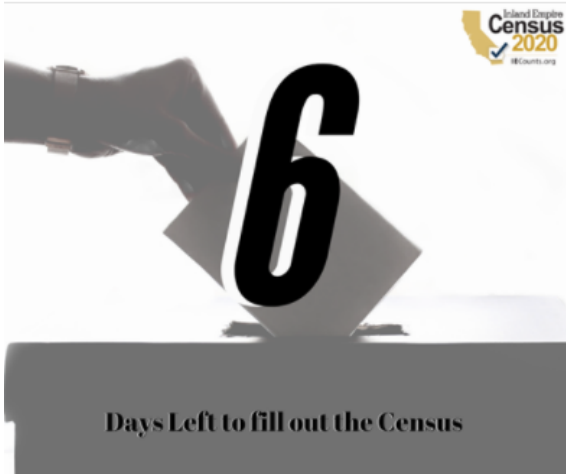
Spread the word! The time to act is now. The 2020 Census takes just a few moments to complete. Respond now at [my2020census.gov](https://my2020census.gov), by calling 844-330-2020 or by sending your questionnaire by mail. #IECounts #2020Census #Census #HasmeContar #CountMeIn Cred: US Census Bureau



Time is running out to take the #2020Census and make a difference in our communities! Take a few minutes to complete the Census, Fill out your form today at [my2020census.gov](https://my2020census.gov). #IECounts #2020Census #Census #HasmeContar #CountMeIn Cred: Ca 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](https://my2020census.gov), by calling 844-330-2020 or by mail. #IECounts #2020Census #Census #HasmeContar #CountMeIn







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](https://my2020census.gov). #IECounts #2020Census #CountMeIn Cred: 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](https://my2020census.gov), by calling 844-330-2020 or by mail. #IECounts #2020Census #Census #HasmeContar #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](https://my2020census.gov). #IECounts #2020Census #CountMeIn




Don't let misinformation keep your friends and family members from responding. One of the best ways you can show your support for the 2020 Census is by making sure you know the facts. Learn more at <https://2020census.gov/en/how-to-help.html> #IECounts #2020Census #CountMeIn









## IE COUNTS: SOCIAL MEDIA FOR REGION 7

 **IE Counts**  
October 15 at 3:09 PM · 🌐

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 844-330-2020 via phone, by going online at [my2020census.gov](https://my2020census.gov) or by mail if you received a form.


**EXTRA! EXTRA! READ ALL ABOUT IT** 

**Today is your last chance to respond to the 2020 Census!!**



Respond now by mail, phone or online!

US Census Bureau says October 15th Is the last day to respond!





# 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.



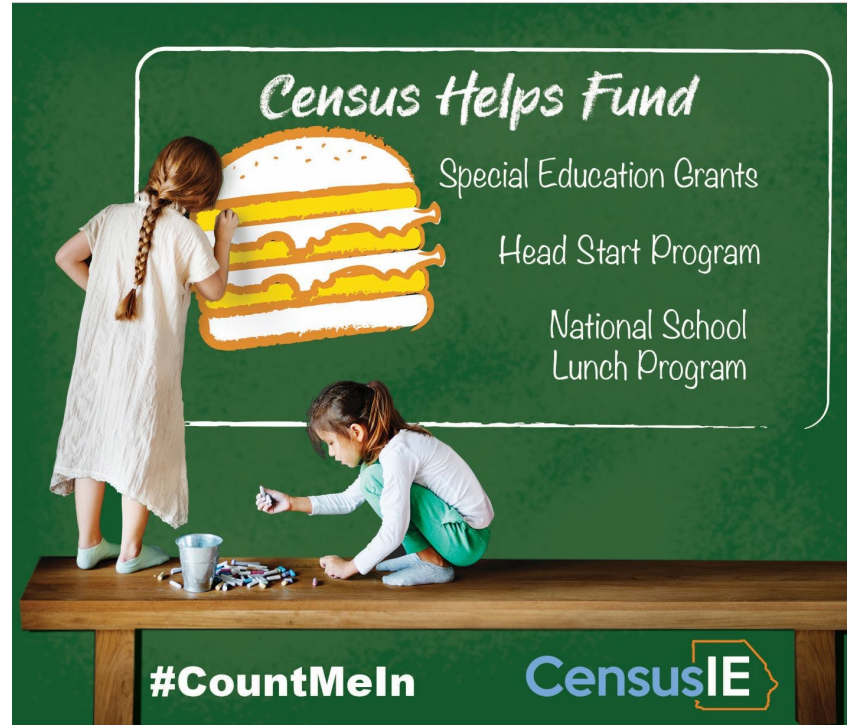
# Instructions

- Go to [censusie.org/en/sm-posts](https://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

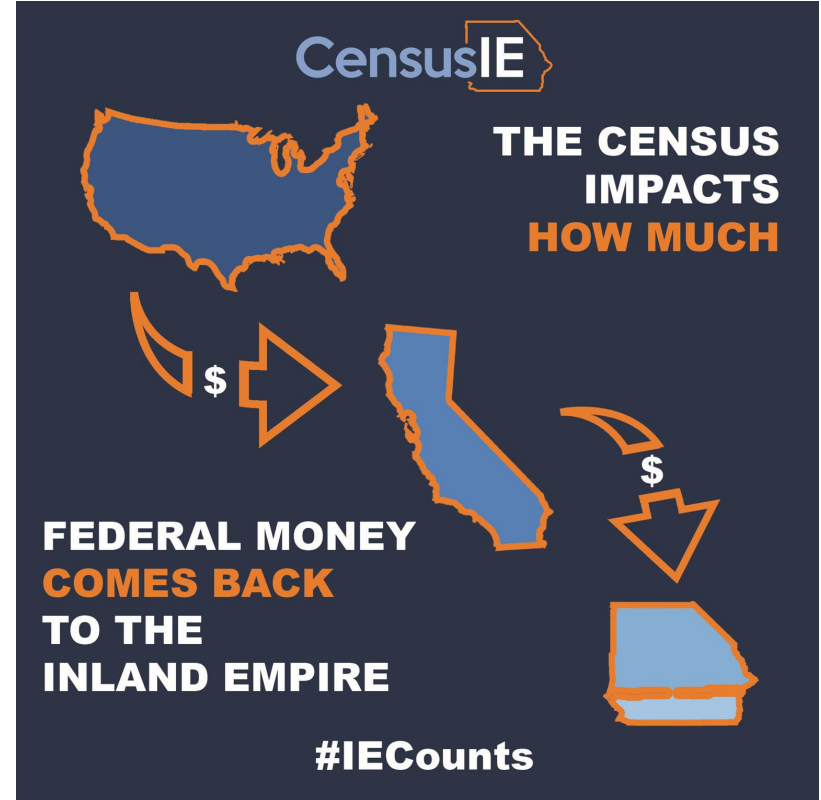


# Examples





# Examples



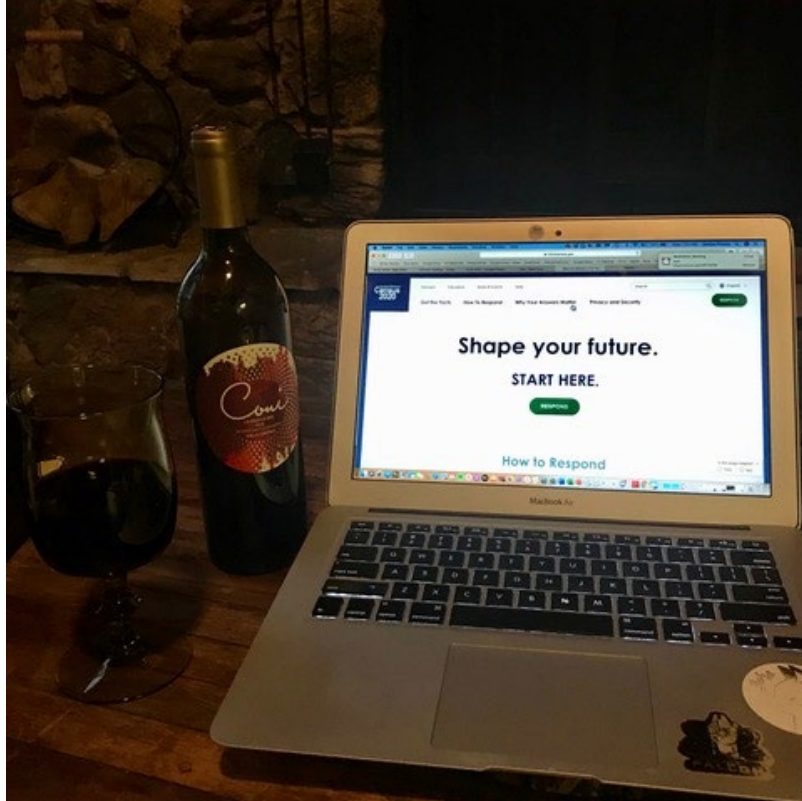
# Examples



#HAGARSECONTAR

CensusIE

# Examples



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



CensusIE



# 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/ScGegHqfjFg>

Spanish: [https://youtu.be/OEWY\\_j\\_iqik](https://youtu.be/OEWY_j_iqik)