

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



**ITEM: 2.3
(ID # 11085)**

**MEETING DATE:
Tuesday, October 29, 2019**

FROM : EXECUTIVE OFFICE:

**SUBJECT: EXECUTIVE OFFICE: Riverside County 2020 Census Status Update. All Districts.
[\$0]**

RECOMMENDED MOTION: That the Board of Supervisors:

1. Receive and file the Riverside County 2020 Census status update.


ACTION: Consent


Lisa D Brandl 10/24/2019

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Jeffries, seconded by Supervisor Spiegel and duly carried, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Spiegel, Washington and Perez
Nays: None
Absent: Hewitt
Date: October 29, 2019
xc: EO

Kecia R. Harper
Clerk of the Board
By: 
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$ 0	\$ 0	\$ 0	\$ 0
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0
SOURCE OF FUNDS: N/A			Budget Adjustment:	No
			For Fiscal Year:	19/20

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

On November 9, 2018, the California Government Operations Agency (CalGovOps) released a funding allocation opportunity to support counties in the 2020 Census. Riverside County received a letter indicating a potential award in the amount of \$1.2 million for the County, in which the amount awarded is based on meeting several State established criteria.

For the past year and a half, Riverside and San Bernardino Counties have been collaborating with the various regional partners including, but not limited to, University of California's Center for Social Innovation (UCR-CSI), the State's Complete Count Regional Program Manager, U.S. Census Bureau representatives, and State-contracted partners to develop a collaborative approach toward identifying and communicating with the region's Hard-to-Count (HTC) populations and communities.

Riverside County's 2020 Census efforts are continuing to progress steadily. The following are updates on the key components of the County's Census efforts:

RIVERSIDE COUNTY INFORMATION TECHNOLOGY (RCIT)

GEOGRAPHIC INFORMATION SYSTEMS (GIS):

- RCIT-GIS has had multiple rounds of preparation, creation and validation of data required by the U.S. Census Bureau including, jurisdictional boundaries, Census block group and tract boundaries, addresses within the unincorporated areas of the County, and recommendation of creation of new Census Defined Places (Temecula Wine Country and Sage).
- RCIT has and continues to support the Inland Empire Complete Count Committee's (IECCC) Steering Committee and Data, Research and Evaluation Subcommittee, UCR-CSI, Inland Empowerment, and ESRI on data collection tools, maps and use of the ESRI products in support of the overall regional complete count effort.

ECONOMIC DEVELOPMENT AGENCY (EDA)

WORKFORCE DEVELOPMENT CENTERS (WDC):

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

- The WDC has and continues to assist the U.S. Census Bureau in their hiring efforts by posting job announcements as well as participating in hiring events held at the Workforce Development Centers throughout the County.
- The WDC continues to seek partnerships with organizations such as the California Family Life Center (CFLC). The U.S. Census Bureau has held trainings at the CFLC's Youth Opportunity Centers in Hemet and Lake Elsinore for interested youth and other individuals who were recruited by the U.S. Census Bureau.
- The WDC continues to support the efforts of the IECCC and is a member of the Education, Training, & Recruitment Subcommittee.

DEMOGRAPHICS:

EDA's Demographics Division has and continues to play a role in providing demographic information for the funding allocation for our cities and unincorporated communities, as well as for various elements of our strategic and implementation plans.

RIVERSIDE COUNTY OFFICE OF EDUCATION (RCOE)

RCOE is partnering with UCR's Civic Engagement Research Group to focus on the critical role teachers and schools can play in ensuring that their voices and concerns of all youth and their families are represented by the government. RCOE and UCR are proposing to offer courses that would support Riverside County Educators to:

- Understand the impact of the community voice in government;
- Learn the function and importance of the Census and why undercounting is so impactful; and
- Consider public information campaigns as a means of civic engagement related to the Census.

RCOE will also be providing Questionnaire Assistance Centers (QACs) targeting the HTC populations and communities throughout the County. Twenty-eight sites have been identified that will be serving the following demographics:

- Households with Limited English Proficiency;
- Hispanic/Latinos;
- African Americans;
- Renters;
- Farmworkers;
- Immigrants and Refugees; and
- Homeless Individuals and Families/Nonconventional Housing.

RCOE continues to support the efforts of the IECCC and is a member of the Education, Training, & Recruitment Subcommittee.

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
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EXECUTIVE OFFICE (EO)

In collaboration with the regional partners, the EO assisted in the development of a regional Census logo that could be localized for our various cities and unincorporated communities, collateral materials, press releases, a social media outreach and messaging plan, the IECCC Member Toolkit, as well as a regional Census website (www.IECounts.org).

The EO is continuing to work on providing outreach materials specific to regions and demographic groups, State funding agreement deliverables, city and partner scope of work and agreement coordination, funding allocations for our cities and unincorporated communities, various meetings and presentations with stakeholders and partners, and the regional Implementation Plan. The EO is a member of the IECCC's Media Marketing Subcommittee, Interagency Subcommittee, HTC Outreach Subcommittee, Nomination Committee, and the Steering Committee.

NEXT STEPS:

- Contact the cities regarding available funding opportunities to assist with outreach activities. Allocations are based on the percentage of HTC population in each city as identified by the State.
- Contract with The Community Foundation and other organizations to provide outreach services throughout Riverside County.
- Initiate a media campaign targeting HTC populations using local ethnic media, non-English language material as identified in the Language Access Plan, and ethnic communication.
- Develop an Implementation Plan for Census outreach for submission to the State by October 30, 2019. The State offered and approved a joint submission by Riverside County, San Bernardino County, and The Community Foundation due to the collaborative approach we have taken in the region.

Impact on Residents and Businesses

The 2020 Census will have a direct impact on the residents and businesses of Riverside County, as the results provide the basis for the reapportioning of congressional seats, redistricting of the County's supervisorial boundaries, and distributing more than \$76 billion in federal funds to support California's vital programs which include housing, education, transportation, employment, health care, and public policy.

Previous Agenda References

- Agenda Item 2.5 on 12/11/18 (MT 8505)
- Agenda Item 3.8 on 1/15/19 (MT 8735)
- Agenda Item 3.3 on 1/29/19 (MT 8670)
- Agenda Item 3.8 on 4/2/19 (MT 9418)

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

ATTACHMENTS

1st Quarterly Report to CalGovOps

2nd Quarterly Report to CalGovOps

IECCC Member Toolkit

Riverside County Strategic Plan


Alex Gann 10/24/2019



RIVERSIDE COUNTY Quarterly Report #1

TO: Quintilia Avila, Regional Program Manager
Census Contracts | contracts@census.ca.gov

FROM: Jason Farin, Senior Management Analyst

DATE: April 16, 2019

Quarterly Reports Guidance

The first Quarterly Report is due April 1, 2019 or upon contract execution, whichever is later. There are various requirements as outlined in the contract agreement. Please share the following:

1) Information for Statewide Outreach and Rapid Deployment (SwORD) data uploads:

Riverside County has established SwORD accounts, completed the Boundary and Annexation Survey (BAS) (this is an annual action required by U.S. Census Bureau), and have begun the analysis and work to complete the Participant Statistical Areas Program (PSAP). Riverside County Information Technology (RCIT) has attended all of the SwORD trainings available by the State. At this point, RCIT is unaware of any data requests for SwORD or the State. This component of the requirements is in progress.

2) Language access plan updates:

Language access is under evaluation at this time and research will be initiated soon. This component of the requirements is in progress.

3) Calendar and event updates:

Riverside County held its 2020 Census Kickoff Event on April 2, 2019, where the Board of Supervisors presented a Census Call to Action Proclamation to the U.S. Census Bureau, the State, and the University of California, Riverside (UCR). Riverside County also participated in a press release with our partners from UCR's Center for Social Innovation and San Bernardino County and held the first Inland Empire Complete Count Committee (IECCC) meeting on April 15, 2019. The various IECCC subcommittees will be meeting on a monthly basis, with a recurring schedule to be determined.

4) Budget update:

We are currently evaluating how to allocate funds. This component of the requirements is in progress.

5) Other criteria, as requested by the Regional Program Manager.

The following required information only applies to the April 1, 2019 Quarterly Report:

1) Status of the Local Complete Count Committee formation:

Riverside County is partnering with San Bernardino County and UCR's Center for Social Innovation on a regional effort – the IECCC. The IECCC's first meeting was held on April 15, 2019. The various subcommittees have been established and will be meeting on a monthly basis. Attachment A is the IECCC structure. We anticipate that the IECCC structure may evolve as we continue to work through the planning phases and outreach process.

2) Name of the Local Complete Count Committee Chair (if applicable):

The IECCC has two co-chairs as follows:

Supervisor Manuel Perez
Riverside County, 4th Supervisorial District

Supervisor Janice Rutherford
San Bernardino County, 2nd Supervisorial District

3) Status of contract and if any formal Board action is required to complete the contract.

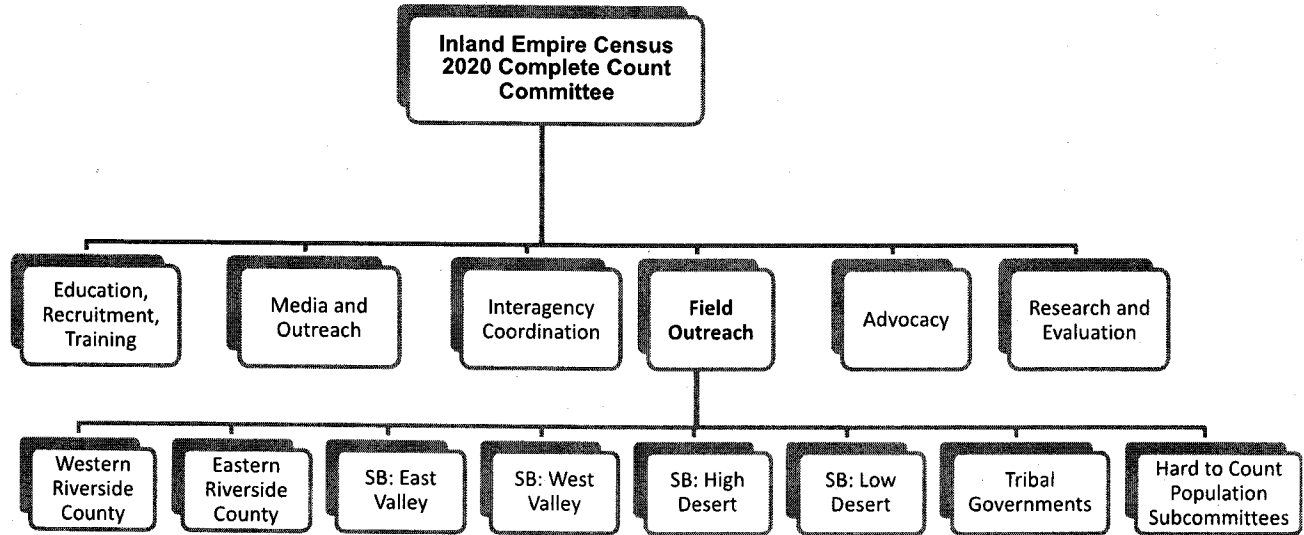
The contract has been signed and executed by the State and Riverside County as of April 16, 2019.

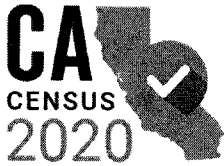
The next Quarterly Report is due July 1, 2019. The Census Office will provide further direction for future Quarterly Reports to ensure helpful communication and assistance is provided where needed to achieve a full and complete count.

Submission:

Please submit your Quarterly Report via email to the Census Contracts inbox at contracts@census.ca.gov and CC your assigned Regional Program Manager.

**RIVERSIDE COUNTY
Quarterly Report #1
ATTACHMENT A**





2ND QUARTERLY REPORT

Date: July 31, 2019	Name: Jason Farin, Senior Management Analyst Organization / County: Riverside County Contract #: CCC-18-20026
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OUTREACH APPROACH UPDATE

- **Have you created/convened any Census Outreach and Education sub-committees? If yes, please provide a brief statement on responsibility and/or expected outcomes.**
 - **Outreach (HTC) Sub-committee update:**

The purpose of the HTC Communities Outreach Sub-committee of the Inland Empire Complete Count Committee (IECCC) is to engage and help connect the outreach work that's happening in the communities they are serving in a culturally competent way. The HTC Communities Sub-committee's aim is to ensure that both the IECCC and the Census Inland Empire tables are well equipped to properly provide outreach to the hardest to count populations and least likely to respond communities in Riverside and San Bernardino Counties. The HTC Communities Sub-committee hopes that through their collaborative efforts, they can identify new partners and allies to both tables and ensure their teams reflect the communities. The HTC Communities Sub-committee had their first meeting on June 26.
 - **Outreach (Regional) Sub-committee update:**

The purpose of the Regional Outreach Sub-committee of the IECCC is to assist the Steering Committee and Regional Coordinators with outreach by dispersing information to key stakeholders specific to the various regions. Additionally, connecting organizations and resources to their regional coordinator by providing list and contact information of partners and non-profits. The Regional Outreach Sub-committee's expected outcome is to serve as a liaison—connecting regional coordinators to people on the ground, to streamline and serve as a support to the Regional Coordinators in outreach efforts so that there are no duplicate efforts. The Regional Outreach Sub-committee had their first meeting on June 24 and are working on finalizing a meeting in August/September of 2019.
 - **Media and Marketing Outreach (Region) Sub-committee update:**

The purpose of the Media and Marketing Sub-committee (Media) is to work on Census marketing and outreach in Region 7 which includes reviewing/developing brochures/materials, determining key messaging, social media access, intervals for posting, advertising content (billboard, posters, brochures, and more), etc. The Media group is collaborating on a joint logo for Region 7, which is in the development and approval process. The Media Sub-committee has developed a hashtag (#iecounts) as well as a domain name (iecounts.org). The Media Sub-committee had their first meeting on June 26.
 - **Education, Recruitment, and Training Sub-committee update:**

The Education, Recruitment, and Training Sub-committee (ECTS) had a meeting on June 24, 2019 to determine the scope and role of the ECTS. The ECTS would coordinate and collaborate with other stakeholders on identifying education, recruitment, and training resources, and disseminate this information to the IECCC and the Inland Empire at large. Key stakeholders would include, but would not be limited to, the Administrative Community Based Organization (ACBO) in Region 7 (The Community Foundation of Riverside and San Bernardino Counties), the Statewide CBOs, the "national hubs" including Asians Americans Advancing Justice, The Leadership Conference, the NALEO Educational Fund, and others. The ECTS would do so by:

- Serving as a **watchdog** – so that all of the resources were accurate, researched-informed, and relevant;
- Being a **manager** – so that resources were constantly collected and "up-to-date"; and
- Acting as a **convener** – so that the ECTS can collect all of the resources offered by key stakeholders.

Outcomes – At the end of this process, there would be one central "clearinghouse" that is frequently updated with all of this information, and easily available to our committee and the greater public. ECTS, however, would not be responsible for training of any sort.

• **Please provide an update on your sub-contractor outreach and community partner development efforts?**

Riverside County anticipates to sub-contract with The Community Foundation for pledge cards and a mobile center, as well as, with NALEO for eight Train-the-Trainer programs and three Questionnaire Assistance Centers. Additionally, Riverside County intends to release an RFP for a media consultant and enter in contracts with the County's cities to provide funding for Census marketing and outreach efforts.

• **Have you designed or released your RFP for mini Grants and if so how many do you anticipate awarding? Do you have a min/max amount?**

Riverside County's Executive Office has engaged the Purchasing Department to determine the best approach with the RFP process, sub-contracts with our partners, and agreements with the cities. This is still in development.

• **Will hosting/staffing a QAC/QAK be a requirement to receive a grant?**

Currently, hosting/staffing a QAC/QAK is not a requirement to receive funding from the County, however it is under consideration. In order for cities to receive funding from Riverside County, the proposed requirements are as follows:

1. Adopt a resolution to opt-in to the 2020 Census Outreach Activities;
2. Develop an Outreach Plan focused on identified geographic areas and demographic populations least likely to respond;
3. Collaborate with the County and its Partners to avoid duplication;
4. Identify outreach gaps and fill them accordingly;
5. Utilize SwORD to identify the HTC population;
6. Update outreach activities in SwORD; and
7. Have a non-response follow-up plan.

• **Optional: Please list one or two creative/innovative outreach approaches that were a result of your community outreach efforts?**

1. The Inland Empire Complete Count Committee (IECCC) is approaching the outreach by region as well as by hard-to-count population. The intention behind this framework is to capture our least likely to respond communities by a cross-sectoral approach.
2. Community Asset Map: The Asset Map was developed as a long term opportunity/impact to the region. This Asset Map will help to: identify trusted messengers and opportunities for field outreach; date, time, location, and type of services in specific languages; ability to run queries to identify what assets are available; coordination among organizations to allocate community resources as efficiently as possible; and a map of scheduled events/activities to eliminate duplication in order to expand our community capacity and networks. This is critical for census outreach and community sourced information to gain community intelligence as well as avoid duplication of services. The Asset Map can also be layered on top of the State's SwORD application as well as other types of data platforms available from governments, school districts and other organizations. UCR will host this ARC GIS hub with resources from the Counties and ESRI. The long term benefits is it will provide quick access to information, be critical for disaster relief and emergency situations, etc.
3. Development of a Region 7 Census website. San Bernardino County, Riverside County, UCR, and The Community Foundation have been meeting to determine if there can be a Census website developed for Region 7. This would provide one platform for materials and communication. This joint website is under review.

LANGUAGE ACCESS PLAN UPDATE

- **After reviewing the State LACAP Plan, did you have to modify your earlier proposed Language Access Plan and if so how?**
Prior to the release of the LACAP, Riverside County's Language Access Plan was broad and did not provide a level of detail that would address certain gaps. However, with the release of the LACAP and continuing to engage with our regional partners, Riverside County's Language Access Plan evolved and became more robust, providing the ability to support the diverse languages throughout the County as identified by the State.
- **If not, do you feel confident that your strategic plan will provide adequate coverage for your county responsible languages? Are there barriers you anticipate?**
Not applicable.

DATA MANAGEMENT UPDATE

- **Please provide any updates on your SwORD management efforts.**
Riverside County Information Technology (RCIT) has been working collaboratively with the IECCC Data, Research and Evaluation sub-committee, UCR-Center for Social Innovation, Inland Empowerment, and ESRI on data collection tools, maps and use of the ESRI products in support of the overall IECCC effort. To date RCIT has not uploaded any data into SwORD. They will continue to support the effort and the teams involved. Inland Empowerment has the lead on the non-profit activities, including field collection of information. In their role, they have the ability to share data with the State through SwORD.
- **Have you designated someone to manage the Event Activity Upload process or are you planning to contract that out?**
Inland Empowerment will be the designated contact to manage the event activity upload process, with the support from RCIT, UCR, and other organizations.

COORDINATION UPDATE

- **Please identify outreach and education efforts within your County Strategic Plan that may/will require support from one or more of the awarded Statewide CBO's?**
The County has identified gaps that are addressed in the Strategic Plan requiring support from Statewide contractors:
 - **Census Centers**
The County, in collaboration with The Community Foundation (TCF), NALEO, and Riverside County, identified gaps in outreach services in Region 7 HTC communities. To increase outreach efforts:
 - The County will be contracting with TCF in their direct contact canvassing efforts to educate, motivate, and activate and collect 50,000 pledge cards through training trusted messengers to integrate census messaging into existing points of contact with all HTC populations.
 - TCF will provide Mobile Census Centers targeting non-English Languages identified in the Language and Communication Access Plan for San Bernardino and Riverside Counties.
 - The County will be contracting with NALEO to provide staffing at three Census Centers targeting Spanish speakers. The County will be collaborating with NALEO in identifying which locations NALEO will target to ensure that there is no duplication in effort.
 - The County will be contracting with NALEO, in coordination with TCF, on providing Train the Trainers to volunteers, other agencies, and library personnel staffing the Census Centers.

BUDGET UPDATE

- **Please provide information on any sub-contracts to date: Organization Name, Contact Person and Responsibilities?**

Currently, there are no executed sub-contracts. However, Riverside County intends to sub-contract with The Community Foundation, NALEO, and a media consultant which will be awarded through an RFP process. Riverside County also anticipates to enter into agreements with the cities who opt-in.

- **Please share any budget challenges to date?**

The media section of Riverside County's budget will need to be revised once the State awards the media RFP and the County has had an opportunity to meet with the contractor to determine gaps. If the media line items are revised, the County will need to examine how to re-allocate the funds to provide the greatest impact.

- **Have you identified/secured additional funding sources to support your complete count program?**

Riverside County has not identified/secured additional funding sources to support the IECCC.

CALENDAR & EVENTS UPDATE

- **Please provide a timeline for your outreach and education "boots on the ground" campaign.**

Education Phase: June 2019 – December 2019

This phase focuses on public education and consciousness building for the 2020 Census. This phase begins before, but also corresponds to, launch of the Bureau's advertising campaign, which will begin in November 2019.

Activities include:

- **Public education workshops/presentations:** Census education workshops or classes hosted by our partners may serve as the most effective vehicle for delivering information to communities that may not be knowledgeable about the 2020 Census or those who are fearful about how their information may be used. These workshops can serve to alleviate fears and anxiety among community residents.
- **Trainings:** Train-the-trainer sessions for staff, volunteers and others who will be engaging with community members during the activation phase will be especially helpful. These trainings will also help disseminate information to other CBOs and non-profits in the area.
- **Media messaging:** Effective outreach to HTC populations will require robust and coordinated outreach by individuals who can validate government messages and alleviate anxiety about responding to the questionnaire or enumerators. What residents hear from these trusted messengers will undoubtedly influence their decision to participate in the 2020 Census. As a result, coordinated leveraging of social media and other types of media is critical.
- **Social media:** As a growing number of residents obtain at least part of their news consumption from social media platforms, these platforms will undoubtedly play a key role in any communications outreach strategy.
- **Media:** Partnerships with ethnic media outlets and other types of media trusted by HTC populations will be critical to delivering targeted audience-specific messages to residents that may require additional motivation to participate.
- **Distribution of materials:** The County's partners should distribute relevant 2020 Census materials in the corresponding language for each community. This can take place during community meetings, fairs, webinars, and school events. To ensure linguistically and culturally appropriate translation of materials, organizations should work with the community to avoid any confusion.

- **Are you planning any special kick-off events? If yes, when, where and how many?**

Yes, Supervisor Perez's office is currently coordinating a kick-off event at UCR Palm Desert in September, which will be targeted to our tribal governments and elected officials. This event is still in development.

UPDATE ON CHALLENGES & BARRIERS

- **List any issues or concerns your organization would like to address with the Census Office.**
 - Questionnaire Assistance Centers and Questionnaire Access Kiosks: Currently, there are no guidelines on the expectations for the QACs/QAKs (Census Centers). Guidelines on requirements for Census Centers would assist in providing a clear definition/model of Census Centers in order to coordinate and develop Census Centers. Guidelines would also help to determine if there were minimum requirements, necessary technology, training requirements, and the type of materials that would be made available (electronic/hard copy and in specific languages).

Inland Empire Complete Count Committee

Member Toolkit



Co-Authors



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Inland Empire Complete Count Committee Toolkit

The Inland Empire Complete Count Committee (IE-CCC) Toolkit is meant to establish guidelines for both co-chairs and members. These guidelines will direct all members throughout the Census 2020 efforts in order to establish a clear understanding of the mission of this regional initiative, meet all necessary goals and streamline communication.

This toolkit was developed as a collaborative effort between the Center for Social Innovation (CSI-UCR), Inland Empowerment, NALEO Educational Fund, San Bernardino County Administrative Office and Riverside County Executive Office.

The toolkit begins by providing an overview of the Census 2020 efforts at the Federal, State, and local levels. It goes into a deeper examination on what the IE-CCC represents and the purpose of each Sub-Committee under its umbrella. From there, it shifts to the policies and procedures that IE-CCC finds vital with the intent to create a systematic routine. Scenarios are then provided to assist you in understanding what steps to take to address a particular situation. At the end of this toolkit you will find resources that you can use at your disposal as you continue supporting Census 2020 efforts.

We hope that this toolkit serves its purpose in assisting you to have a deeper understanding of the 2020 Census efforts that are already in full effect.

Thank you for the work you have contributed thus far and will continue to do so as we charge along together. The IE-CCC would not be as effective without your participation!

OVERVIEW

What is the U.S. Census Bureau and what are their operations?

Once each decade, the U.S. Census Bureau attempts to count every person in the United States, as mandated by the U.S. Constitution. The next enumeration will be April 1, 2020 and will be the first to rely heavily on online responses.

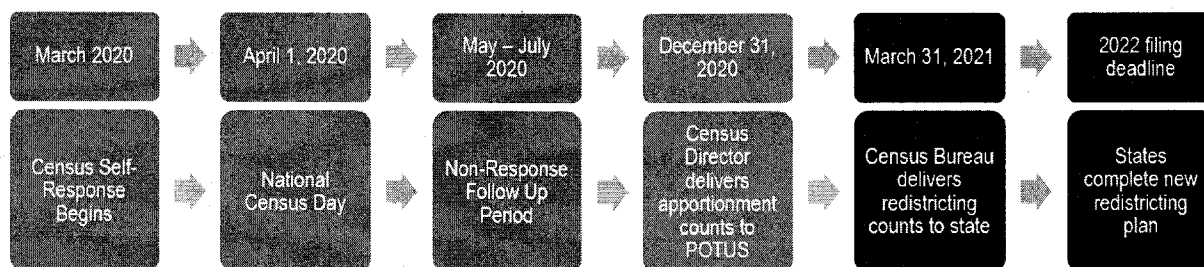
The Census Bureau, a division within the U.S. Department of Commerce, is responsible for canvassing and conducting the actual enumeration process nationally for each decennial census. The Bureau will focus on national outreach and media campaigns to inform all individuals living in the United States of the upcoming Census.

How is this Decennial Census enumeration different from previous efforts?

Important changes from previous Census efforts include:

- More options for self-response. For the first time in Census history, residents have the ability to respond online, by phone, or by mail.
- Building a more refined address list and automating field operations.
- The decrease in funding from Census Bureau. (From \$120 in 2010 to \$107 per housing unit)
- The availability of funds provided by the State of California.
- First time a regional, bi-county, complete count committee was established in the Inland Empire for Census efforts.

Important Dates for Census 2020:



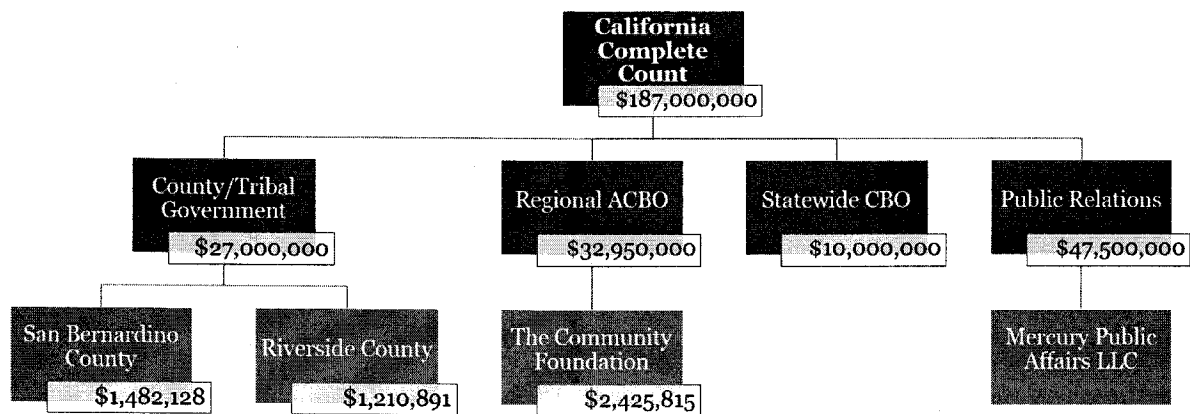
What is California's census efforts?

California has launched a statewide effort to ensure an accurate and complete count of Californians in the 2020 Census. The California Complete Count - Census 2020 Office (California Census Office) is coordinating the State's outreach and communication strategy, which focuses on the hardest-to-count residents. Working through local governments, Tribal Governments, community-based organizations

and media, the state is providing funding that will complement the work being done nationally by the U.S. Census Bureau.

Funding

California leaders have invested more than \$180 million+ towards a statewide outreach and communication campaign. Riverside County will receive up to \$1.2 million, San Bernardino County will receive up to \$1.4 million, and The Community Foundation will receive up to \$2.4 million for 2020 Census planning and outreach efforts.



Additionally, the State of California allocated \$5.75 million of the California Complete Count funds to fulfill the task of outreach to K-12 schools, colleges, and libraries. The state entered into K-12 contracts with 32 County Offices of Education with high Title I & Title III populations. This approach captures approximately 98% of all youth living in HTC areas. The Riverside County Office of Education will receive up to \$282,197 and the San Bernardino County Superintendent of Schools will receive up to \$277,671.

The California Complete Count Committee

The California Complete Count Committee is an advisory panel that helps to develop, recommend, and assist in the administration of a Census outreach strategy to encourage full participation in the 2020 Census. The Committee’s members work to recommend strategies to increase the count in their respective communities. The members are appointed by the California Governor, including one designee chosen by the Speaker of the State Assembly and one designee chosen by the State Senate President Pro Tempore.

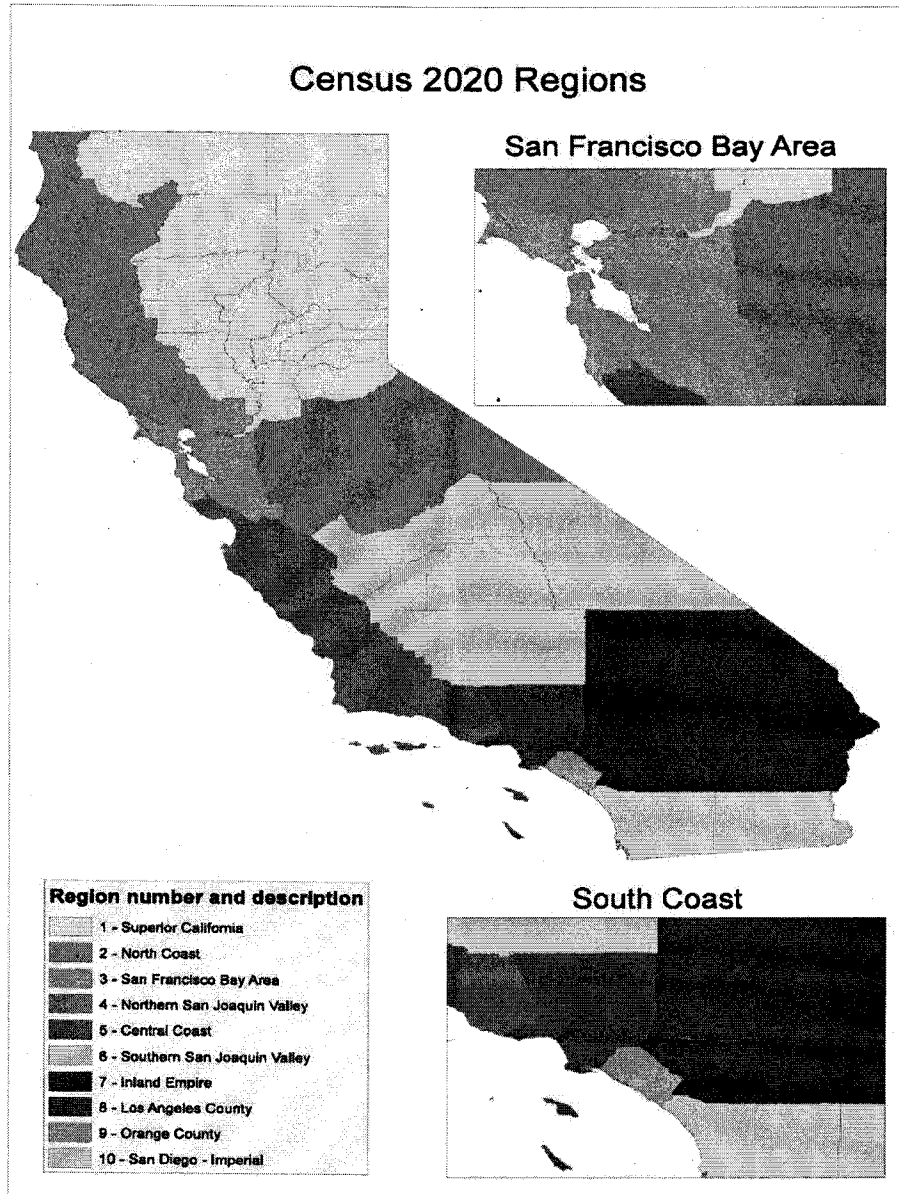
CA Statewide Community-Based Organizations

The State identified 15 populations that are least likely to respond to the 2020 Census and therefore considered California's hardest to count residents. Organizations targeting 9 of those 15 populations submitted proposals.

Demographic Group	Organization
Latinx	NALEO Educational Fund Latino Community Foundation
African Americans	California Calls
Native Americans and Tribal Communities	California Indian Manpower Consortium California Native Vote Project
Asian American & Pacific Islanders (API)	Asian Americans Advancing Justice
Immigrants and Refugees	Coalition for Human Immigrant Rights (CHIRLA)
Farmworkers	Mixteco/Indigena Community Organizing Project California Rural Legal Assistance, Inc. (CRLA)
Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ)	Equality California Institute
Areas with low broadband subscription rates and limited or no access	United Ways of California
Households with limited English proficiency	Coalition for Human Immigrant Rights (CHIRLA)

Census 2020 Regions

The California Complete Count Office grouped California's 58 counties into 10 regions based on their hard-to-count populations, like-mindedness of the counties, capacity of community-based organizations within the counties, and state Census staff workload capabilities.



These regions know their populations best. Targeted outreach and communication efforts toward hard-to-count populations in these areas will help toward the goal of a complete count in 2020.

Administrative Community-Based Organization (ACBO)

In March of 2019, the California Complete Count Office announced 10 administrative community-based organizations that it is partnering with to encourage participation of all Californians in the U.S. Census Bureau’s 2020 decennial count.

Totaling \$22.95 million with an additional \$10 million designated for Non-Response Follow Up (NRFU) period needs, the ACBO awards go to community-based organizations that will target hard-to-count populations within each of California’s 10 regions.

Region	ACBO
1	Sacramento Region Community Foundation
2	United Way of the Wine Country
3	United Way of the Bay Area
4	Faith in Action Network
5	Ventura County Community Foundation
6	Sierra Health Foundation Center for Health Project Management
7	The Community Foundation
8	California Community Foundation
9	Charitable Ventures of Orange County
10	United Way of San Diego

Regional Efforts

What is Census IE?

Census IE is a coalition of nonprofit and community-based organizations within San Bernardino and Riverside counties, led by The Community Foundation, committed to securing a complete and accurate count of our region. Designated as the ACBO, TCF will fund and mobilize IE non-profits in hard-to-count communities for their on-the-ground outreach efforts.

The regional tables will be supported by the steering committee of administrative and technical assistance organizations below:



The Community Foundation serving Riverside and San Bernardino counties stewards over \$100 million in assets and provides college scholarships and grants to nonprofit organizations across the two-county region. Their mission is to strengthen Inland Southern California through philanthropy, and they are serving as the Nonprofit Census Outreach Table's administrative body, organizing funding and coordination for the region. It is entrusted to coordinate outreach and be the region's liaison with the state. To that effort, The Community Foundation will be sub-contracting state dollars with local organizations and organizing the distribution of grants to smaller local organizations.



The Center for Social Innovation (CSI) aims to provide a credible research voice that spurs civic leadership and policy innovation. The Center also aims to integrate researchers, community organizations, and civic stakeholders in collaborative projects and long-term partnerships that boost collective impact. CSI will be supporting CensusIE with data analysis and research evaluation. For example, the Center created a HTC Matrix to show how the capacity of each sub-region matches with its HTC population.



Inland Empowerment is a partnership of non-partisan, non-profit organizations who develop community leaders to advocate for just, equitable, and inclusive policies and systems. Inland Empowerment created a software solution to support the outreach efforts of the coalition as well as offers ongoing communications support. The web application, 'Amplify', includes a community asset map, event targeting and reporting portals, and other community engagement tools.



NALEO Education Fund is the nation's leading non-profit, non-partisan organization that facilitates full Latino participation in the American political process, from citizenship to public service. NALEO will work across the region to disseminate informational materials and toolkits, present "train-the-trainers", and provide support to establish community assistance centers.

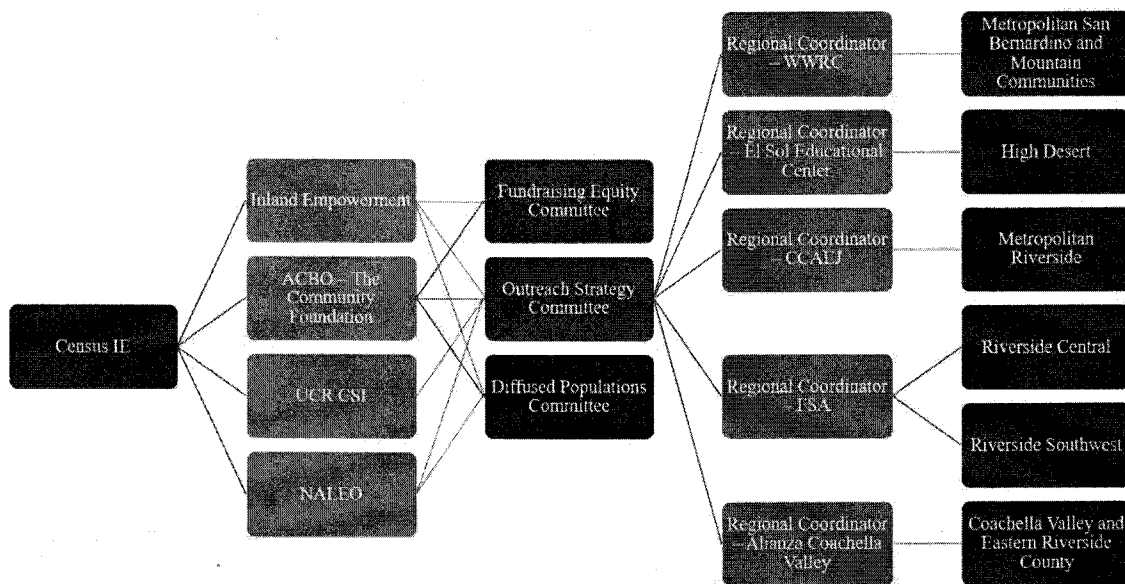
Who are the Regional Coordinators for Region 7 and what geographic areas do they oversee?

The Inland Empire represents Region 7 in the Census 2020 Regions. In order to effectively coordinate outreach work, Census IE created a structure of 7 sub-regional tables that will allow the opportunity for local collaboration, targeted strategies, and manageable goals (six of which are currently active). Regional Coordinators have been selected to support each of the Regional Tables. They fulfill three main roles within their region:

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

Below is a list of the Regional Coordinators and their designated region:

Regional Coordinator	Region
Warehouse Workers Resource Center (WWRC)	Metropolitan San Bernardino and Mountain Communities
El Sol Educational Center	High Desert
Center for Community Action and Environmental Justice (CCA EJ)	Metropolitan Riverside
Family Services Association (FSA)	Riverside Central
Family Services Association (FSA)	Riverside Southwest
Alianza Coachella Valley	Coachella Valley and Eastern Riverside County



What is a Complete Count Committee?

According to the U.S. Census Bureau, a Complete County Committee (CCC) is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

Examples of actions that are executed by CCCs include, but are not limited to:

- Incorporating census information in newsletters, social media posts, podcasts, mailings, and websites;
- Encouraging corporations to become official sponsors of your census activities;
- Helping in the recruitment of census workers when jobs become available;
- Implementing special events that will generate interest and participation in the census;
- Planning a Census Day event to motivate the community to learn about census;
- Checking the community calendar for events;
- Contacting organizations to set up an information table and pass out census materials.

What is the Inland Empire Complete Count Committee?

Individual county governments are typically the primary driver of census awareness and outreach across the country. In January of 2019, Riverside and San Bernardino counties took a historic step in unanimously passing resolutions to combine resources as one unified region to best ensure our communities are properly counted. The Inland Empire Complete Count Committee (IE-CCC) is a leadership body that draws on representatives from the nonprofit, government, education, business, and philanthropic sectors to develop a Census awareness campaign specific to San Bernardino and Riverside Counties. ***Development of the Census awareness campaign involves information sharing, planning, and coordination of activities involving various sectors, agencies, organizations, and regions in the Inland Empire.***

How does the IE-CCC differentiate from a City Complete Count Committee?

Complete Count Committees (CCCs) can be formed in a variety of ways, depending on how they are organized and where they are located. A City has the choice of forming their own CCC in order to make sure their residents are fully informed about

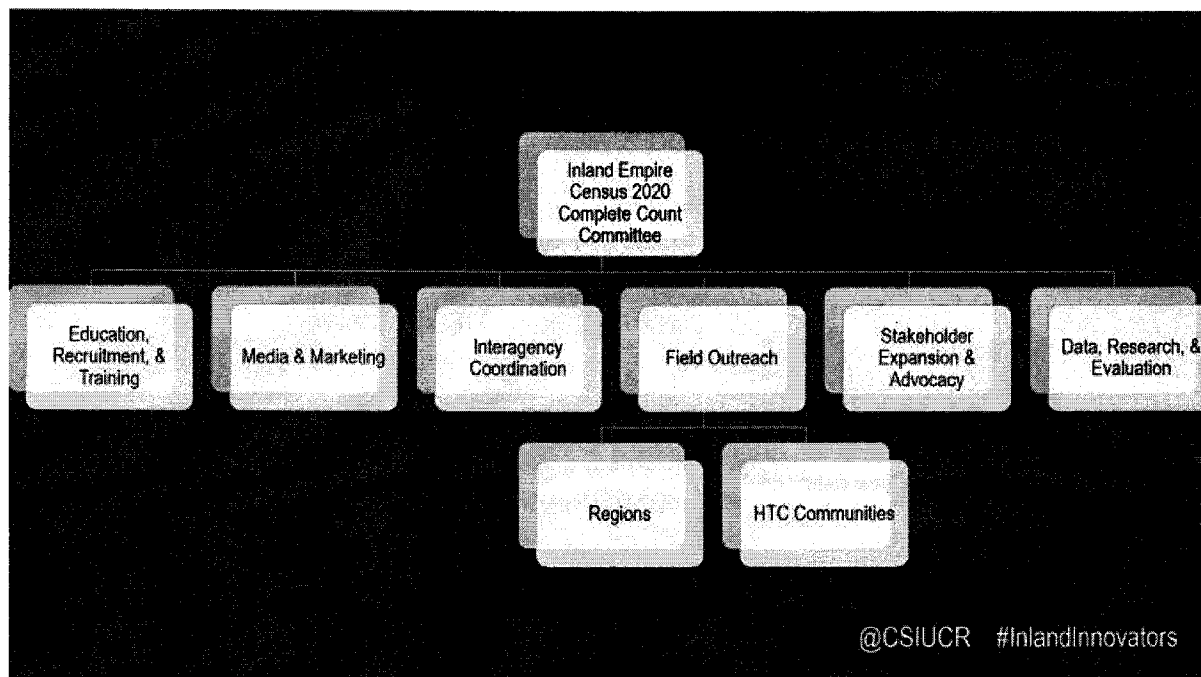
the Census and participate in the count. As for IE-CCC, this committee was formed as a joint effort between two county governments that includes participation from various sectors for a unified Census awareness campaign. Although City staff/representatives may be responsible in executing their City's Census efforts, we still encourage City staff/representatives to join the IE-CCC in order to be fully engaged and have a clear understanding of what the region is doing. This will further assist in clear communication between all the entities involved with Census efforts.

Cities in the Inland Empire that have formed their own CCCs are Fontana, Crestline, Montclair, and Rialto.

Cities in the Inland Empire that have committed to form their own CCCs: Adelanto, Apple Valley, Barstow, Chino, Chino Hills, Colton, Grand Terrace, Loma Linda, Needles, Ontario, Rancho Cucamonga, Redlands, Twentynine Palms, Upland, Victorville, and Yucca Valley.

Overview of the Inland Empire Complete Count Committee's Structure

The IE-CCC is organized into 7 different sub-committees separated by function. Below are the subcommittees in place, their main focus and the members within each of them.



Steering Committee

The steering committee is the decision-making body of the entire IE-CCC. It is composed of the co-chairs of all sub-committees and is co-chaired by one Supervisor from each County (V. Manuel Perez from Riverside County and Janice Rutherford from San Bernardino County). The steering committee is responsible for appointing the director of the IE-CCC (Karthick Ramakrishnan is the current director). Co-chairs are also expected to report on the activities and meetings of their sub-committees, as well as communicate actions and recommendations from the steering committee to their particular sub-committee. The steering committee is charged with providing broad direction to the work of the IE-CCC, in coordination with government, nonprofit, business, and community partners.

Data, Research and Evaluation Sub-Committee

This sub-committee shall conduct demographic and attitudinal research to improve Census outreach and knowledge of local communities. To this end, the committee has assisted in creating tools and surveys that assist in identifying community assets that connect with hard to count populations.

During the next six months this sub-committee shall:

- Analyze data collected by local, regional and state complete count participants;
- Analyze the spread, scope, and effectiveness of the complete count efforts throughout our region;
- More generally serve as a resource on data and research for the IE-CCC;
- Provide recommendations on the archiving and utilization of data and research products, knowledge, and capacity after 2020.

Education, Recruitment & Training Sub-Committee (ECTS)

This sub-committee is responsible in coordinating and collaborating with other stakeholders on identifying education, recruitment, and training resources, and disseminating this information to the IE-CCC and the Inland Empire at large. Key stakeholders include, but are not limited to, the local school districts, the Community Foundation (ACBO) in Region 7, the Statewide CBOs, the "national hubs" including Asians Americans Advancing Justice, The Leadership Conference, the NALEO Educational Fund, and others.

In addition, this sub-committee shall:

- Serve as a watchdog – so that all of the resources are accurate, researched-informed, and relevant;
- Act as a manager – so that resources are constantly collected and "up-to-date;" and
- Act as a convener – so that the sub-committee can collect all of the resources offered by key stakeholders.

Outcomes – At the end of this process, there should be one central “clearinghouse” that is frequently updated with all of this information, and easily available to the sub-committee and the greater public. The role of ECTS in training will be confined to assistance in training members of the IE-CCC; most of the role of the ECTS will be providing access to information, resources, and opportunities related to Census educational outreach.

Field Outreach - Hard to Count (HTC) Communities Sub-Committee

The purpose of this sub-committee is to engage and help connect the outreach work that's happening in the communities they are serving in a culturally, competent way. The HTC Communities Sub-committee's aim is to ensure that both the IE-CCC and the Census IE tables are well equipped to properly provide outreach to the hardest to count populations and least likely to respond communities in Riverside and San Bernardino Counties. Through their collaborative efforts, this sub-committee should identify new partners and allies to both tables and ensure their teams reflect the communities. (see the list of HTC populations on page 29).

Field Outreach - Regions Sub-Committee

The purpose of this sub-committee is to assist the Steering Committee and Regional Coordinators with outreach by dispersing information to key stakeholders specific to the various defined regions of the Inland Empire (see page 10). Additionally, connecting organizations and resources to their regional coordinator by providing list and contact information of partners and non-profits. The Regions Sub-committee's expected outcome is to serve as a liaison—connecting the ACBO regional coordinators (see page 10) to individuals and communities in the field and to streamline and serve as a support to the Regional Coordinators in outreach efforts to avoid both duplication as well as gaps in coverage.

Key differentiating factors:

The regions sub-committee will meet as a whole for the entire Inland Empire to provide guidance and direction, whereas the regional coordinator tables of the Census IE/ACBO will continue to have region-specific meetings.

Interagency Coordination Sub-Committee

The purpose of this sub-committee is to provide all the stakeholders involved representing government agencies (including agencies of general-purpose governments and special districts) a place to exchange information and ideas about the Census 2020 outreach efforts. The ongoing dialogue allows everyone involved an opportunity to learn from each other, identify collaboration opportunities and prevent duplication of efforts. It is the goal of the committee to work in their respective communities while carrying out one collective message to ensure 100 percent participation in the census.

Key differentiating factors:

Legislative staff are encouraged to participate in the field outreach committee rather than the interagency committee. Also, while most education-related public entities are involved in the ETS committee, this committee is likely to engage agencies related to health and social services.

Media & Marketing Sub-Committee

The purpose of this sub-committee is to coordinate and plan work on Census marketing and outreach in Region 7 which includes reviewing/developing brochures/materials, determining key messaging, social media access, intervals for posting, advertising content (billboard, posters, brochures, and more), etc. The Media group has developed an IE-CCC logo, a hashtag (#iecounts), as well as a domain name (iecounts.org).

Stakeholder Expansion and Advocacy Sub-Committee

The Stakeholder Expansion and Advocacy Sub-Committee is responsible for expansion and advocacy of census involvement via subregions, tables, or individual members. Some of the major groups and sectors needing outreach for greater involvement include religious institutions, business organizations, organized labor, and health clinics. In addition, one major responsibility is to leverage funding and share how funders can leverage institutions towards census.

Nominations Sub-Committee (Stand-alone)

The Nominations Sub-Committee is responsible in recommending individuals to committees based on a combination of committee need and relevant individual experience. The Nominations Sub-committee reviews, provides recommendations, and approves the nomination submittals on a weekly basis.

Individuals can self-nominate or nominate another individual they believe would be qualified and can commit to membership obligations. The ideal candidates are those community members who have expertise, influence, and experience in the area of the respective sub-committee.

How to Nominate:

- Go to: www.IFCounts.org/nominate/
- Choose the IE-CCC Subcommittee of interest from the drop-down menu
- Fill out the editable fields
- Hit the submit button

Members of the Inland Empire Complete Count Committee

The Steering Committee is listed below and is comprised of co-chairs from each sub-committee. The full list of sub-committee members is listed under the Resources section of this toolkit (See page 34).

Steering Committee

V. Manuel Perez (Fourth District and Vice-Chair, Riverside County Board of Supervisors) *	Janice Rutherford (Second District, San Bernardino County Board of Supervisors) *
Sky Allen (Inland Empowerment)	Rachel Gonzaga (Asm. Sabrina Cervantes)
Kimberly Barraza (Asm. Eduardo García)	Martha Guzman-Hurtado (City of Fontana)
Jacque Casillas (City of Corona)	C.L. Lopez (San Bernardino County)
Adan Chavez (NALEO)	Margarita Luna (The California Endowment)
Brooke Federico (Riverside County)	Thomas Mullen (Riverside County)
Luz Gallegos (TODEC Legal Center)	Maribel Nuñez (California Partnership)
	Karthick Ramakrishnan (UC Riverside)
	Patricia Watkins (Weingart Foundation)

POLICIES AND PROCEDURES

Roles and Responsibilities

Co-Chairs

Co-chairs serve as the leaders of the sub-committee and act as the middle point between sub-committee members and the steering committee. There are two chairs for each sub-committee, and they are in charge of:

- Dividing the responsibilities between each other;
- Planning of sub-committee meetings and identifying items to be discussed;
- Hosting the sub-committee meetings, which includes setting up the conference call and/or facilitating the entire meeting;
- Creating the agenda and sharing it with the sub-committee members;
- Onboarding new members and assist them in getting up to speed;
- Taking attendance at meetings;
- Preparing reports to present to the Steering Committee, along with Riverside and San Bernardino County;

Sub-Committee Members

Sub-committee members are an important asset to IE-CCC as they provide knowledge and recommendations for census work. Expectations and responsibilities for sub-committee include, but are not limited to:

- Forwarding any updates/issues to co-chairs that they become aware of;
- Sharing any event, training, and/or educational opportunities with their co-chairs;
- Serve as liaisons between IE-CCC and the community;
- Report the completion of census work at each meeting*;
- Become a Census Champion or refer a community member to become a Census Champion*;

*Starting January 1, 2020, a new requirement for Sub-Committee members will be to complete 3 items of census work each month, preferably before their scheduled Sub-Committee meeting. Examples of census work include attending a local census event, connecting an event organizer with resources on how to invite a Census Representative to host a booth, identifying new locations to leave informational materials, etc. The Census work should relate to the Sub-Committee in which a member sits on.

*Another new requirement for Sub-Committee members will be to partake in 1-2 Census Champion trainings, if schedule allows, or review the curriculum on their own

time. This will further assist members in the clear understanding of Census 2020 efforts and IE-CCC overall to reach goals and objectives.

For more information on Census training, please contact Sky Allen, Census Coordinator for Inland Empowerment, via e-mail at skyalen@censusie.org.

Sub-Committee Functions

Meetings

- Each subcommittee shall meet every month, with a requirement that one of those meetings shall occur in person within a quarter (quarter considered as a 3-month period);
- Official meeting date shall be shared a week before with all sub-committee members and CSI staff;
- There are no limitations on what location can be used for sub-committee meetings to convene. It is recommended that co-chairs choose a location that works with all their committee members. Choosing a different location each month can alleviate the burden of driving for all members;
- Agendas shall be shared with the sub-committee members and necessary stakeholders at least forty-eight (48) hours prior to the meeting taking place;
- Minutes shall be shared with the sub-committee, CSI staff and the stakeholders within one (1) week after a meeting occurs;
- Meetings serve as opportunities to assign tasks and provide clear goals and objectives of such tasks. Assignment of tasks will vary by committee.

Attendance

- Attendance shall be documented by the co-chairs during each convening. An icebreaker at the beginning of the meeting can serve as a rollcall.
- Sub-committee members are only allowed to miss three (3) meetings (conference call AND in person) before a discussion is requested by the co-chairs. The discussion will focus on the sub-committee member's membership and any solutions available.

Information Flow

Clear communication is key for a successful Census campaign to be executed. Below are a number of guidelines that focus on the flow of information:

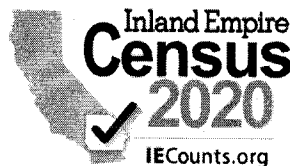
- Information of any kind (email, brochure, event, etc.) should be shared at meetings and via email in order to leave a paper trail and disseminate as often as needed.
- If the sub-committee members have information by the time a meeting takes place, it is recommended that they share that information during the "updates" portion of the agenda.

- If sub-committee members receive new pieces of information related to census efforts before a meeting takes place, it is recommended that they share it with the co-chairs of their sub-committee. Co-chairs should then decide if such information is useful in order to share with either the steering committee, the rest of the sub-committee, or both.
- In addition, sub-committee members who wish to share information with their committees are also encouraged to contact the co-chairs of another sub-committee if they believe that information relates to that sub-committee's scope of work.
- Because a number of city complete count committees currently exist, sub-committee members and co-chairs who happen to also be city staff should share any new information they have in regard to their city's efforts.
- Any information that is shared during meetings should be shared with the communities that the sub-committee members interact with outside of the IE-CCC structure.
- Finally, when sharing information with external stakeholders or community members, sub-committee members should double check if that piece of information is accurate and up to date. This will further assist in the effectiveness of information flow. This also applies to information that can be shared with IE-CCC members.

Branding Guidelines

IE-CCC Logo

The image below is the official logo for the Inland Empire Complete Count Committee:



Below are a number of guidelines that focus on the use of the IE-CCC logo:

- The logo should be used on all merchandise and informational material to ensure consistency and provide a unified message.
- Any use of the logo must first receive approval by the Public Information Officers of San Bernardino County and Riverside County. Requests should be made via email and include a description of why you are asking and how the logo will be used. A sub-committee member can directly request for a logo to be used but must notify or cc their co-chairs in order to keep them up to date.

Templates

Co-chairs should utilize the following IE-CCC templates for all agendas and minutes:



AGENDA

NAME OF MEETING

DATE

TIME

Location

Organization:

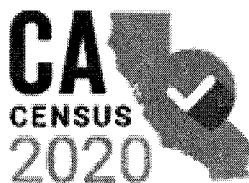
Address:

Call in information

Number:

Passcode:

TIME	AGENDA ITEMS
	General Updates: (as relevant) <ul style="list-style-type: none"> • U.S. Census Bureau • CA-CCC • SCBOs • ACBO • UCR/IE-CCC • Counties • Open Discussion
	Updates: <ul style="list-style-type: none"> • Chairs • Committee Members
	Next Steps: <ul style="list-style-type: none"> • Review Next Steps Identified • Next meeting



MINUTES

NAME OF MEETING

DATE

TIME

GENERAL UPDATES

U.S.C.B.:

CA-CCC:

SCBO:

ACBO:

UCR/IE-CCC:

COUNTY:

UPDATES

CO-CHAIR UPDATES:

COMMITTEE MEMBER UPDATES:

NEXT STEPS

Social Media

We encourage all members of IE-CCC to promote the initiative on social media platforms for any activity related to census.

Facebook	Twitter
@iecounts https://www.facebook.com/iecounts/	@iecounts https://twitter.com/iecounts

Below are some hashtags that can be used when discussing census work on social media platforms:

#IECounts
#Census2020 or #2020Census
#HagaseContar (Make Yourself Count)
#HazmeContar (Make Me Count)
#Countmein
#BeCountedCA
#CountUsIn
#CountAllKids
#Make2020Count

POSSIBLE SCENARIOS

Example #1

A community member personally connected with you and expressed that she is interested in self-responding to the count, but she does not have access to a computer to provide an electronic response. What can you do?

Step 1: Explain to her that there are other options to self-respond, which would be through the mail and through the phone.

Step 2: If she is still interested in self-responding online, please inform her that there are local kiosk centers that can assist her.

Step 3: Provide her with the contact information of the U.S. Census Bureau who can follow up with her with more resources (please refer to page 24).

Example #2

My community wants to form a Complete Count Committee, can we receive funding?

Complete Count Committees are voluntary committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census.

In order to provide proper resources to the community group or non-profit organization that is interested in learning about funding opportunities, please refer to page 24 for contact information on the Community Foundation.

Example #3

A city is represented by one of the members within an IE-CCC sub-committee. What is the benefit of the city also forming a City Complete Count Committee within their jurisdiction?

- The city knows their community and can develop messaging and outreach on a localized level.
- The city knows the pulse of its community and therefore establishing an information highway is a benefit that even the internet cannot rival - neighbor informing neighbor through word of mouth.
- The city can develop a plan to impart knowledge on the importance of responding to the Census to each and every household as only neighbors and fellow stakeholders can do.

RESOURCES

To further assist IE-CCC members with their Census work, the Center for Social Innovation has renovated the website dedicated to the IE-CCC initiative. Please visit <http://iecounts.org>.

The U.S. Census Bureau has dedicated staff assigned to this region. For information from the U.S. Census Bureau, please use the contact information below:

<p>Arturo J. Hernandez, Ed.D, M.A.S. Partnership Specialist U.S. Census Bureau Department of Commerce (760) 832-4533 arturo.j.hernandez@2020census.gov (Assigned to Riverside County)</p>	<p>Amalia U Deaztlan Partnership Coordinator U.S. Census Bureau Department of Commerce (760) 861-4937 Amalia.u.deaztlan@2020census.gov (Assigned to Inland Empire, Kern, Kings & Tulare Counties)</p>	<p>Lupe Camacho Partnership Specialist U.S. Census Bureau Department of Commerce 213-314-6230 guadalupe.n.camacho@2020census.gov (Assigned to San Bernardino County)</p>
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The CA Census Office has dedicated staff assigned to this region. For information from the California Census Office, please use the contact information below:

<p>Los Angeles Regional Office 360 E 2nd Street, Suite 325 Los Angeles, CA 90012 https://census.ca.gov</p>	<p>Quintilia Avila Regional Program Manager Southern California Lead Quintilia.Avila@census.ca.gov Desk: (213) 325-4902 Cell: (916) 208-2797</p>
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For information on Region 7's Administrative Community Based Organization (ACBO), please use the contact information below:

<p>The Community Foundation 3700 Sixth Street, Suite 200 Riverside, CA 92501 https://www.thecommunityfoundation.net</p>	<p>Deborah Phares Project Manager, Census 2020 deborah@censusie.org 714-262-4250</p>
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For information on the Regional Coordinators, please use the contact information below:

Regional Coordinator	Region
<p>Warehouse Workers Resource Center (WWRC)</p> <p>Lysandra Diaz ldiaz@warehouseworkers.org 521 N. Euclid Avenue Ontario, CA 91762 http://www.warehouseworkers.org</p>	<p>Metropolitan San Bernardino and Mountain Communities</p>
<p>El Sol Educational Center</p> <p>Vilma Lopez vilmalopez@elsolnec.org (909) 884-3735 766 N. Waterman Ave, San Bernardino, California 92410 http://elsolnec.org</p>	<p>High Desert</p>
<p>Center for Community Action and Environmental Justice (CCA EJ)</p> <p>Italia Garcia Italia.g@ccaej.org (951) 360-8451 3840 Sunnyhill Drive Jurupa Valley, CA 92509 http://www.ccaej.org</p>	<p>Metropolitan Riverside</p>
<p>Family Services Association (FSA)</p> <p>Ahlam Jadallah ahlam.jadallah@fsaca.org (951) 686-1096 21250 Box Springs Road, Suite 212 Moreno Valley, CA 92557 https://www.fsaca.org</p>	<p>Riverside Central</p>
<p>Family Services Association (FSA)</p> <p>Ahlam Jadallah ahlam.jadallah@fsaca.org (951) 686-1096 21250 Box Springs Road, Suite 212 Moreno Valley, CA 92557 https://www.fsaca.org</p>	<p>Riverside Southwest</p>

<p>Alianza Coachella Valley</p> <p>Barrett Newkirk barrett@alianzacv.org (760) 972-4628 85-350 Bagdad Avenue Coachella CA 92236 http://alianzacv.org</p>	<p>Coachella Valley and Eastern Riverside County</p>
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For information on technical support, please use the contact information below:

<p>The Community Foundation</p> <p>Deborah Phares Project Manager, Census 2020 deborah@censusie.org 714-262-4250 3700 6th Street, Suite 200 Riverside, CA 92501 https://www.thecommunityfoundation.net</p>	<p>Inland Empowerment</p> <p>Sky Allen Census Coordinator sky@censusie.org (909) 407-1803 https://inlandempowerment.org</p>
<p>Center for Social Innovation</p> <p>Marlenee Blas Pedral Associate Director marlenee.blas-pedral@ucr.edu 4133 CHASS Interdisciplinary South Riverside, CA 92521 (951) 827-2328 https://socialinnovation.ucr.edu</p>	<p>NALEO Educational Fund</p> <p>Adán Chávez Regional Census Campaign Manager, Inland Empire achavez@naleo.org (213) 747-7606 Ext. 512 1122 W. Washington Boulevard, 3rd. Floor Los Angeles, CA 90015 http://www.naleo.org</p>

For information from Riverside and/or San Bernardino County, please use the contact information below:

<p>Riverside County</p> <p>Jason Farin Senior Management Analyst Riverside County Executive Office (951) 955-1124 JFarin@rivco.org 4080 Lemon Street, 4th Floor Riverside, CA 92501</p>	<p>San Bernardino County</p> <p>Danette Tealer Administrative Analyst San Bernardino County Administrative Office danette.tealer@cao.sbcounty.gov 385 N. Arrowhead Avenue, 5th Floor San Bernardino, CA 92415-0120</p>
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https://countyofriverside.us/Home.aspx	http://www.sbcounty.gov/cao/main/
Brooke Federico Public Information Officer County of Riverside (951) 955-1110 bcfederico@rivco.org 4080 Lemon Street, Fourth Floor Riverside, CA 92501	David Wert Public Information Officer County of San Bernardino (909) 387-4842 dwert@cao.sbcounty.gov 385 N. Arrowhead Ave., Fifth Floor San Bernardino CA 92415-0120

Questions

Is the position of co-chair and/or sub-committee member a paid position?

No, neither of these memberships are paid positions.

Can I be a part of more than one sub-committee?

Yes, if your time permits, we encourage as much engagement as possible from Sub-Committee members and Co-chairs.

I will no longer be able to serve as co-chair, what should I do?

Although we highly encourage long-term commitment from Co-Chairs, we understand that schedules and priorities can change. If you happen to find yourself with the need to step down from your Co-Chair position, please inform the steering committee first. After speaking with the committee, please inform the other Co-Chair so that they understand there will only be one Co-Chair handling the responsibilities for a short period of time until a replacement is found. They will go ahead and reach out to the rest of the Sub-Committee members to see if anyone may be interested in taking this role. From there the Sub-Committee will take a vote and appoint a new co-chair. The goal will be to have one co-chair from San Bernardino County and another from Riverside County in order to provide representation from both areas.

If you are only stepping down as Co-Chair but will be participating as a Sub-Committee member, please read page 17 to understand the roles and responsibilities of Sub-Committee members.

If you are stepping down from your role as Co-Chair and the Sub-committee altogether, please share any information and notes you may have with the other Co-Chair.

If I am unable to attend my sub-committee meeting, can someone attend on my behalf?

Although we highly encourage members to attend all their meetings, we understand that members have busy schedules. Members are allowed to have someone attend on their behalf as long as they are able to provide updates on the census work that was completed for the time period before the scheduled meeting.

If I have questions that I do not see the answers for through this IE-CCC Toolkit, who can I contact?

Please contact any of the five (5) organizations that co-authored this toolkit and they would be more than happy to assist with any remaining questions. Their contact information is on page 26.

GLOSSARY

ACBO: An ACBO is an administrative community-based organization that will target hard-to-count populations within each of California's 10 regions. The state of California has partnered with 10 organizations for the 2020 Census.

California Complete Count Office: The California Complete Count – Census 2020 is headquartered in Sacramento and given the geographic size of the state and scope of work that needs to be completed to ensure a successful count, it has established outreach offices in Los Angeles, San Diego, Fresno and Oakland.

California Complete Count Committee (CCC) – The committee is an advisory panel that helps to develop, recommend, and assist in the administration of a Census outreach strategy to encourage full participation in the 2020 Census.

U.S. Census Bureau – An agency within the U.S. Department of Commerce and the preeminent statistical collection and dissemination agency in the United States. The Census Bureau conducts approximately 200 annual surveys in addition to the decennial census of the U.S. population and publishes a wide variety of statistical data about people, housing, and the economy of the nation. The U.S. Census Bureau is the ONLY agency authorized to conduct the enumeration, or actual Census count. Other agencies, including state and local agencies, can help with outreach and messaging to encourage participation, but they cannot participate in the actual count.

Census Champion – A trusted messenger who is recommended by a local community organization, institution, or agency involved in census outreach. Selected volunteers are required to complete Census 2020 training and participate in webinars to be equipped to disseminate accurate and up-to-date information to community members, collect pledge cards, aid peers in filling out the census form, and serve as Census spokespersons.

Census Day - The reference date for collection of information for a census. For the decennial census, this has been April 1 of the decade year (year ending with zero) since the 1930 Census. April 1, 2020, is the reference date, Census Day, for the 2020 Census.

Decennial Census - The census of population and housing taken by the Census Bureau in each year ending in zero. Article I, Section 2, of the U.S. Constitution requires that a census be taken every 10 years for the purpose of apportioning the U.S. House of Representatives. The first census of population was taken in 1790.

Hard to Count (HTC) – Groups or populations who historically have not responded well to the decennial census questionnaire, or are expected to be undercounted, hard to locate/reach, or persuade for purposes of Census 2020 completion. HTC populations include, but are not limited to:

- Racial/Ethnic minorities,
- Immigrants and Refugees,
- People with disabilities,

- Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQIA+),
- Seniors/Older Adults,
- Children Ages 0 – 5,
- Veterans,
- Areas with low broadband subscription rates and limited or no access,
- Households with low income or limited English proficiency,
- Farmworkers and rural residents,
- Renters, and
- Those who are homeless or have unstable/nontraditional housing.

Inland Empire Complete Count Committee (IECCC) – The IE-CCC seeks to coordinate efforts and link services to streamline the work of various stakeholders and meet the County's 2020 Census goals. Stakeholders encompass the public, non-profit and for-profit sectors from both Riverside and San Bernardino counties, including organizations that represent each state's identified HTC communities, and are considered trusted messengers. The goal of the IE-CCC is to increase the HTC population response rate in the Inland Empire via information sharing, education outreach, and coordination of work to avoid duplication.

Self-Response – When a household completes and returns the census questionnaire in a timely manner via internet, mail, or phone, directly to the Census Bureau without requiring a census worker to visit in person to obtain a response.

KEY TERMS

Get Out the Count (GOTC) - Collaborative organizing campaign featuring the nonprofit and public sectors, community-based organizations and other partners to educate communities about the importance of and to maximize participation in Census 2020.

Example: GOTC is the Census equivalent to Get Out the Vote (GOTV). Just like a voter engagement model where individuals call and help confirm polling locations and a voting plan, IE-CCC members will help ensure participation and clarify any final questions during the months of March and April.

Household (HH) - A person or group of people who occupy a housing unit as their usual place of residence. The number of households equals the number of occupied housing units in a census.

Limited English Proficiency (LEP) - Individuals who do not speak English as their primary language and who have a limited ability to read, speak, write, or understand English can be considered limited English proficient. These individuals may be entitled to language assistance with respect to a particular type or service, benefit, or encounter. Executive Order 13166 states that people who are LEP should have meaningful access to federally conducted and federally funded programs and activities.

Pledge Card - Written commitments collected by trusted messengers in their communities which allow residents to opt into future communications through mail, phone, texts, or e-mail. All residents who have opted into future communications will receive two contacts, one before self-reporting begins and one during the months of March and April 2020 while census is live. Pledge card drives will begin in July 2019 with a concentrated push and continue until February 2020.

Privacy Act - The Privacy Act of 1974 requires that each federal agency advise respondents of their rights. Specifically, each respondent must know under which law the information is being collected, how the information will be used, whether he or she must answer the questions, and the consequences of not answering.

Questionnaire Assistance Center (QAC) - Staffed location where local residents can get support for census questionnaire completion in multiple languages. QACs can be established at a public venue such as a library, school or post office, and house staff who can provide support to local residents for census questionnaire completion in multiple languages. The QACs must be targeted in the HTC communities, deliver trustworthy information, be culturally and linguistically competent, provide questionnaire assistance and options for self-respondents, and address barriers to promote complete self-response.

Statewide Outreach and Rapid Deployment (SWORD) - An interactive mapping portal to foster data sharing, coordination and collaboration to help identify language gaps and redundancies. SWORD will be utilized to identify and locate hard-to-count populations and the languages that need to be covered in the region and enable partners to upload data and information to identify where outreach occurred. Partners

will be able to see where gaps in services exist locally and regionally, as well as resources such as libraries, community centers, and businesses.

Title 13 (U.S. Code) – The collection of laws under which the Census Bureau operates. This law guarantees the confidentiality of census information and establishes penalties for disclosing this information. It also provides the authorization for conducting census in Puerto Rico and the Island Areas.

Trusted Messengers – An individual who is well-integrated in his or her community and has a history of volunteering there. These individuals communicate clearly and persuasively within their institutions and circles of influence and are able to bring others on board to commit to completion of Census 2020 goals.

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Kim McNulty (One Future Coachella Valley)
Agam Patel (UC Riverside Palm Desert)
Gracie Torres (Western Municipal Water District)
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San Juanita Garcia (Sociology, UC Riverside)
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Shannon Gonzalez (Family Service Association)
Javier Hernandez (Inland Coalition for Immigrant Justice)
Natalie Komuro (Riverside County)
Abigail Medina (Inland Region Equality Network)
Vanessa Moreno (Consejo de Federaciones Mexicanas)
Tony Ortego (Riverside County)
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Karthick Ramakrishnan (Center for Social Innovation, UC Riverside)
Danette Tealer (San Bernardino County)

CHEAT SHEET



What is the IE-CCC?

The Inland Empire Complete Count Committee, or also known as IE Counts, refers to the joint effort campaign of San Bernardino and Riverside County governments to ensure a complete count of the region. Its structure comprises of 106 active members under 7 sub-committees.



How is IE-CCC different from a City Complete County Committee?

A city has the choice of forming their own CCC in order to make sure their residents participate in the count. As for the IE-CCC, this committee was formed as a joint effort between two county governments that includes participation from various sectors for a unified Census awareness campaign.

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Who are its County leads?



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How is it different from the Census IE effort?

The IE-CCC is a multi-sector collaboration of partners that draws on the leadership of county government, local nonprofit organizations, educational institutions, city government, business, philanthropy, and media to engage in information sharing and outreach opportunities. Census IE is a project of the Community Foundation, which has been selected by the State to serve as the ACBO to lead Census 2020 outreach efforts in Region 7. In order to effectively perform outreach work, Census IE created a structure of 7 sub-regional tables that will create an opportunity for local collaboration, targeted strategies, and manageable goals, six of which are currently active. The regional coordinators who manage these tables receive administrative and technical support from the Community Foundation, Inland Empowerment, CSI-UCR, and NALEO Educational Fund.



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Warehouse Workers Resource Center

Who are the Regional Coordinators?

Alianza Coachella Valley

Metropolitan
 San Bernardino
 and Mountain
 Communities

El Sol Educational Center

High Desert



Family Services Association

Center for Community
 Action and Environmental
 Justice

Metropolitan
 Riverside

Coachella Valley
 and Riverside
 County

Riverside Central

Riverside
 Southwest



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RIVERSIDE COUNTY STRATEGIC PLAN

Prepared by:
THE RIVERSIDE COUNTY EXECUTIVE OFFICE
Submitted June 15, 2019
Revised October 22, 2019

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BACKGROUND

Every 10 years, the U.S. Census Bureau (Bureau) conducts a decennial census to determine the number of people living in the United States. The Bureau aims to count the entire population of the country and the location where each person resides. The goal is to count everyone once, only once, and in the right place. The U.S. Census is mandated by Article 1, Section 2 of the United States Constitution.

A complete and accurate count of California's population is critical to the state. The data collected by the Bureau determines the number of seats each state has in the U.S. House of Representatives and is also used to distribute billions of dollars in federal funds to local communities. More than 70 federal programs that benefit California, including education, health, human services, and transportation, use the Bureau's census data as part of their funding formula. Based on the funding component, a census that undercounts Californians could cost the state billions of dollars. For every Californian missed during the 2020 U.S. Census count, the state is expected to lose approximately \$1,950 per person, per year, for 10 years, in federal funding.

CHALLENGES

There are several challenges California (State) and Riverside County (County) are facing in the upcoming census. Despite declining self-response rates, the Bureau will be required to conduct the 2020 Census at a lower cost per household than in 2010. There will be fewer local offices, less field staff to assist with outreach efforts, and the primary strategy for data collection will be via internet, which raises concerns about access and information security. The projected self-response rate for the 2020 Census is 55%, significantly lower than 63.5% in 2010. The costs to the Bureau for 2020 Census operations are underfunded by at least 50% compared to the levels found necessary by the Government Accountability Office for the last decennial census. Due to these issues, the Government Accountability Office has rated the 2020 Census as high risk.

Regardless of budget and staffing, the Bureau faces challenges counting households and population groups that are least likely to respond, also referred to as hard-to-count (HTC). These groups include recent immigrants, households with limited English proficiency (LEP), households with low income, racial/ethnic minorities, children under 5 years old, persons who are disabled, rural residents, renters, and those with unstable or unconventional housing. California has historically been the hardest-to-count state in the nation. In 2016, about 75% of all Californians belonged to one or more groups that tend to be undercounted.

The County is home to many of these HTC groups. For example, it is estimated that:

- 21.8 % of residents are foreign born;
- 40.2 % speak a language other than English at home;
- 6.6 % of children are under 5 years old;
- 7.7 % of persons have a disability; and
- 12.9 % of residents are at or below the poverty rate.

In addition, there are new barriers facing the 2020 Census that will require significant efforts to address as mentioned below:

1. **Citizenship Question:** One of the most significant changes to the 2020 Census survey is the possibility of reinstating a citizenship question, the first time the government has done this since the 1950 Census. This question is likely to discourage immigrants, who are facing a negative and uncertain climate, from participating.
2. **Distrust & Data Privacy:** There is a widening distrust of government among diverse segments of the population (immigrant and non-immigrant alike), raising concerns about how census data will be used and whether it will remain confidential.
3. **Online Survey:** In 2020, for the first time, the Bureau will be urging most households to submit their census responses online via the internet (20% to receive paper versions), heightening data privacy concerns. In addition to security challenges, this poses barriers for vulnerable communities and populations without digital access and limited computer literacy.

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An undercount in the 2020 Census could have significant impact on the State and County. For every Californian missed during the 2020 Census count, the State is expected to lose approximately \$1,950 per person, per year, for 10 years, in federal funding. The State Legislative Analyst's office has warned that a greater than average undercount could result in California losing a congressional seat.

In addition to congressional apportionment, census data is used to draw boundaries for every level of government in California down to the level of county, city, town, and school districts. If segments of the County are not counted in 2020, their voices may not be fully considered when making important budget, program, and policy decisions. An incomplete count could also hinder the County from receiving a fair and sufficient share of federal funds that support critical programs in the areas of education, foster and child care, nutrition, housing, health, and transportation.

The map below illustrates the County's vast geographical area and identifies the hardest-to-count and least likely to respond regions.



OPPORTUNITIES

Although there is plenty at stake with the 2020 Census, there are also plenty of opportunities for leveraging resources, civic engagement, and building the region's capacity.

In 2010, the State was in the process of recovering from a recession, which provided very little investment for the 2010 Census. However, State leaders have made a significant commitment supporting the 2020 Census by investing \$100.3 million toward outreach and communication efforts that will help ensure an accurate and successful count in California. The State has developed an aggressive statewide community-engagement campaign to reach the least likely to respond areas and HTC communities. These opportunities complement the Bureau's efforts and, by fostering collaboration and coordination, avoids duplication of work.

Everyone in the County, regardless of age or citizenship status, can participate in the 2020 Census. Institutions and organizations, regardless of sector or constituency, have a stake in making sure everyone is counted and have a significant opportunity to engage further in our communities. The County's approach is to leverage resources and collaborate on a regional level with subject matter experts, various institutions and organizations to have a collective impact to both the County and the Inland Empire. Not only will this enable the County to achieve the highest response possible, but can also be an opportunity to build upon the region's capacity for generations to come.

It is critical that the County and its partners embrace the opportunities presented with the 2020 Census to ensure the residents receive their fair share of funding, resources, and representation.

STRATEGIC PLAN

The County's goal is to ensure that HTC communities and populations in the County are accurately counted in the 2020 Census, thereby achieving the highest self-response rate possible for the County and the region.

The County's Strategic Plan (Plan) is a compilation of goals and strategic objectives that are designed to count everyone, and in particular the most vulnerable and HTC residents. The Plan also engages a number of community-based organizations (CBOs), local governments, and others across sectors and industries that have a large reach into the targeted communities. The Plan draws from census experts, State decision-makers, Census Bureau materials, models of complete count best practices, findings from non-census outreach campaigns, local stakeholder input, as well as past experiences from Census Coordinators. The plan will begin in 2019 and each of the goals and objectives are intended to be achieved by the end of 2020.

As required by the State, the Plan focuses on outreach strategies designed to reach specific HTC communities and populations, which include: Children ages 0-5, homeless individuals and families/nonconventional housing, farmworkers, people with disabilities, areas with low broadband subscription rates or low/no access to broadband, veterans, seniors/older adults, LatinX, Asian-Americans/Pacific Islanders, African-Americans, LGBTQIA, middle eastern/northern Africans, Native Americans and Tribal Communities, Immigrants and Refugees, Households with LEP, and other demographic populations as identified.

The County, in collaboration with its partners, are positioned to lead and execute the Plan, setting a strong foundation to achieve the County's goal.

Objectives:

- Increase awareness and knowledge about the 2020 Census in HTC communities and populations;
- Deliver focused messages via trusted messengers in trusted environments about the 2020 Census process to HTC areas and populations concentrated in Census tracts that are least likely to respond;
- Ensure that all outreach, messaging, and publicity is culturally relevant and linguistically appropriate;
- Support the California Complete Count statewide community outreach and media relations efforts through a strategy that is focused, timely, cost-effective and tailored to addressing barriers that prevent HTC communities and populations from completing and returning their questionnaires;
- Complement, as well as add value to, the outreach, messaging, and advertising provided by the Bureau; and
- Work collaboratively with a network of CBOs, local government stakeholders, and others across all sectors.

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The components of the County's Plan will be discussed in detail in the following sections.

I. Outreach Plan

The County's outreach campaign will focus on both the geographic areas and demographic populations in HTC communities. The County, in partnership with the County of San Bernardino, and the University of California, Riverside's Center for Social Innovation (UCR), are participating in a regional complete count committee, also referred to as the Inland Empire Complete Count Committee (IECCC). The IECCC encompasses and incorporates stakeholders from both Riverside and San Bernardino counties, the public, non-profit, and for-profit sectors. The primary goal of the IECCC is to increase the HTC population response in the Inland Empire utilizing trusted messengers through efforts such as information sharing, learning, coordination of work to avoid duplication, and identification of gaps in funding or outreach with the purpose of filling those gaps as needed.

- Local grassroots approach to reaching the least likely to respond
The County's efforts towards building a grassroots approach to reach the HTC communities and populations commenced in July 2018 as the County began collaborating with San Bernardino County, UCR, the non-profit sector, and other stakeholders. The group has been focused on coordinating 2020 Census activities and creating a strong, community-based IECCC. From the beginning, the County understood that a successful census is dependent on being community-led and community-based.
- Specific strategies, tactics and timelines
Community engagement is critical to the success of the 2020 Census for the County and one of the Plan's core values is to approach the work with a focused community-centered process. By engaging early on with UCR and San Bernardino County, we engaged partners from all areas of the community to ensure the work of the IECCC is successful and meets the needs of all of the County's diverse residents.

The County has been meeting with representatives from the State, the Bureau, San Bernardino County, UCR, and other State contracted agencies providing 2020 Census activities to collaborate on marketing and outreach activities as well as County services that can be leveraged for 2020 Census activities. These meetings are instrumental in determining types of outreach services that will be provided, identification of gaps in outreach, and how the State and Bureau contracted agencies as well as the County can collaborate to fill those gaps as needed.

The County will be engaging in a media campaign that will motivate and activate HTC populations from diverse backgrounds and circumstances to self-respond to the 2020 Census. Messaging will be culturally relevant and reflective of the County's diversity. The media campaign will increase awareness and knowledge about the 2020 Census by collaborating with the State Outreach

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and Public Relations contractor and County partners to ensure a consistent outreach effort; deliver focused messaging to a target population; and ensure that all communications and advertising is culturally and linguistically competent and responsive. The media campaign will target HTC population using: local and ethnic media; non-English language material; and local ethnic communication methods such as radio, local TV, newspapers, advertisements on local transit, faith-based advertisements, local community events, flyers, etc. This collaboration will maximize the efforts of the State Outreach and Media Services contractor.

The timeline for outreach activities can be found in Section X of this document.

- Description of specific collaborations, partnerships

- Partners

The Board of Supervisors of Riverside and San Bernardino County adopted resolutions in January 2019 to participate in the IECCC, a regional Complete Count Committee resulting in a partnership with San Bernardino County on collaboration of media and outreach for 2020 Census activities provided in Region 7. The County has also been collaborating with the State, the Bureau, The Community Foundation (TCF), UCR, NALEO, and the California Endowment on outreach activities for the 2020 Census.

The County has been meeting with its partners multiple times a month on outreach activities that will be provided in Region 7. The purpose of these meetings is to share information on updates and available resources from the State and the Bureau, discuss 2020 Census activities and efforts by each partner, ensure that there is not a duplication of outreach activities, and to identify and fill any gaps.

Once the State awards a contract for Outreach and Media Services, the County will work with its partners and the contracted organization to ensure that there are no duplication of efforts.

- Riverside County Cities

Once the State approves the Plan, the County will provide funding opportunities to the cities in Riverside County to provide 2020 Census outreach activities to their HTC populations with a grass roots approach utilizing trusted messengers, while not duplicating services provided by other contracted agencies. The cities in Riverside County have been provided information on the census through presentations at Council of Government meetings, as well as outreach from the County Board of Supervisors, the Bureau, and NALEO. Outreach will continue and will increase once the Plan is approved by the State.

- Inland Empire Complete Count Committee (IECCC)

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IECCC members include organizations who have a proven track-record of serving the most vulnerable and HTC members of our communities, who have the capacity and motivation to develop, implement, coordinate and maximize resources, outreach activities, and leverage existing services to ensure a complete count. They represent each of the State's identified HTC communities and populations, are considered "trusted messengers", and have established relationships with the most vulnerable members of our communities. The IECCC seeks to coordinate efforts and link services to streamline the work of various stakeholders and meet the County's 2020 Census goals.

- Leveraging of resources

Local government, CBOs and our business partners have a wealth of resources and points of contact with residents utilizing a variety of services. These resources include, but are not limited to: libraries, parks, community and health centers, schools, transit, utilities, civic buildings, health plan memberships such as the Inland Empire Health Plan, and more. The IECCC Steering Committee members have created a robust inventory of these assets and resources, and are working to identify which are in HTC areas. This inventory is being shared with the IECCC members to identify and prioritize which of these resources will be important in implementing a strategic and targeted outreach campaign.

II. Approach

- Describe approach to outreach

The County will be meeting and collaborating with its partners who have a large reach into the targeted communities by incorporating best practices from other organizations on successful outreach activities for the HTC population who are least likely to respond to the 2020 Census. This includes utilizing existing opportunities such as coalitions, Chambers of Commerce, Workforce Investment Boards, community cultural events and meetings to promote awareness, education, and a shared goal through consistent messaging on the importance of participating in the 2020 Census. Attending these meetings will help identify grassroots approaches for outreach activities as well as identifying trusted messengers; provide opportunities to share data and strategies for reaching the HTC population; collaborative messaging with partners such as newsletters, podcasts, webinars, and monthly staff meetings; and launch a call to action (via the pledge card, for example) to participate in the count, while getting the message out.

Any outreach activities provided by the County and its contractors will be required, but not limited to: utilizing the Statewide Outreach and Rapid Deployment (SwORD) Mapping Portal to identify HTC populations; collaborating with County partners; ensuring activities are from a trusted messenger; and are culturally and linguistically competent and responsive to a rapidly changing climate; providing outreach activities that are not

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duplicated; identifying gaps; and using a grassroots approach that is community-based.

- Identification of least likely to respond areas and populations
The County will utilize the SwORD Interactive Mapping Portal to identify the HTC communities and their specific HTC contributors. The County's second highest spoken language is Spanish, followed by Chinese, and Tagalog. In addition, both counties, UCR, and TCF have been collaborating on leveraging current GIS systems for both counties for data collected in the field to be used and shared for future outreach activities to the HTC population during the 2020 Census.
- Describe research methodology used to identify HTC/least likely to respond populations, barriers, challenges and opportunities for outreach
 - Methodology
Census data, in particular, data provided by the State via SwORD and the Bureau, are being utilized to identify census tracts that had high and low self-response rates. Many of the HTC groups are the same communities where the County already engages in targeted outreach to provide several types of services.
 - Barriers
One of the greatest barriers is the numerous and diverse languages that are spoken at home. Due to the broad spectrum of languages, a significant number of resources will be needed in order to appropriately engage these groups. This will require additional translation services, understanding of cultural practices, engaging with a more diverse group of CBOs, understanding who the trusted messengers are for the various populations and engaging with them, and understanding what messaging will be most appropriate for each group to complete the census just to name a few.

Given the diversity of the County, we face challenges of counting almost all groups identified as HTC. Nearly 1,038,598 of County residents live in HTC communities, with the leading HTC characteristics being unemployment, vacant housing units, and non-high school graduates. According to the American Community Survey (ACS) for years 2013-17, 17.4% of County's households are without broadband internet subscription.

Some populations historically have been, or are at risk of being, missed in the census at disproportionately high rates; in particular people of color. The following chart is an estimate of the County's demographics broken down by race.

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Riverside County Population Demographics	
Total Population	2,355,002
Hispanic or Latino of any race	48.0%
White alone	36.6%
Black or African-American alone	6.0%
American Indian and Alaska Native alone	0.4%
Asian alone	6.1%
Native Hawaiian or Pacific Islander alone	0.3%
Other	0.2%

- o Challenges

Aside from what was previously discussed earlier in this document, the challenges for the County includes the barriers listed above as well as possible lack of participation from potential partners and stakeholders; language barriers; duplicative services; inconsistent messaging; geographic span of the County; recruitment and training of volunteers to staff the Questionnaire Assistance Centers (QACs)/Questionnaire Action Kiosks (QAKs). QACs and QAKs will be further discussed in the following section.
- o Opportunities

The County has many relationships with CBOs that are County service providers and who have trusted relationships with residents because of the multitude of services provided: healthcare clinics, classes to improve English proficiency or complete high school, job training, healthcare coverage enrollment, and much more. Our outreach plan is to mobilize the community and CBOs, in collaboration with local government (County and the cities) to lay a new foundation for engaging residents, working together, delivering services, support each other in order to better meet the needs of our residents and build capacity for the County and the entire Inland Empire.

III. Partnership Coordination

- Provide a plan showing its integrated and coordinated approach working with the Bureau, the CCC Office, cities, schools, CBOs, and other civil society organizations to avoid duplication

The County met with UCR and the County of San Bernardino regarding a proposed collaboration on a regional approach to the complete count committee framework for the 2020 Census, also referred to as the IECCC. This framework encompasses and incorporates stakeholders, as well as non-profit and for-profit sectors in both counties. Early on, the County began working with

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other County partners to begin coordination of 2020 Census activities targeting HTC populations. The collaborating agencies (Attachment A) are diverse and representative of stakeholders from both Riverside and San Bernardino Counties and are working to build a stronger community through 2020 Census activities.

In order to avoid duplication of activities, the County and its partners and contractors will utilize SwORD to document 2020 Census activities. This is the tracking database for 2020 Census activities and will help to ensure that there is no duplication activities and will help to inform other agencies on what activities are being provided by the County and its partners. The County will continue to meet with its partners throughout the year on 2020 Census activities to ensure that there is no duplication of efforts as well as continuing to ensure that gaps are being identified and filled as necessary.

- Identify methodology to address gaps

The County has been working with other State contracted agencies on identifying and filling gaps as needed. During the meetings with the County's partners, gaps were identified and are addressed in the County's Plan. Filling these gaps will increase the effectiveness of the State contracted agencies in their outreach activities. The gaps that have been identified and are included in the County's Plan are as follows:

- QACs/QAKs

- QACs are locations staffed with knowledgeable personnel or trained Census volunteers to assist residents in completing their forms. QACs may be established as one-time events or be open throughout the survey period.
- QAKs are Census kiosks that are available for residents to complete their Census questionnaire. The kiosks may be existing computers at libraries or a portable tablet device.

The Riverside County Office of Education (RCOE) will take the lead on QAC efforts targeting a variety of HTC communities countywide. Key communities may include: Anza, Coachella, Desert Hot Springs, El Cerrito, Lake Elsinore, Mecca, Palm Desert, Perris, and portions of Riverside and Moreno Valley, amongst others. The County is looking to fill this gap by pursuing a strategy of collaborating with RCOE on identifying which locations will be best suited to address these HTC areas, and to ensure that there is no duplication of outreach activities. The budgeted amount for QAC support is \$75,000.

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o Canvassing

TCF will blanket HTC communities with messages to educate, motivate, activate and collect 50,000 pledge cards through training trusted messengers to integrate 2020 Census messaging into existing points of contact with all HTC populations. Trusted messengers will collect pledge cards which will allow residents to opt into future communications through phone, texts, or e-mail. It is anticipated that the pledge card drives will begin in July 2019, with a concentrated push and will then continue until February 2020. All residents who have opted into future communications via pledge cards or door-to-door canvassing will receive a contact, which will take place during the months of March and April, 2020, while the census is live. The budgeted amount for this effort for TCF is \$112,500.

There is an identified gap for a mobile QAC targeting Spanish speakers in the County. In order to fill this gap, the County is pursuing a strategy of providing an additional mobile QAC targeting Spanish speakers due to the vast geography, lack of transportation, and broadband issues. The budgeted amount for the mobile QAC is \$25,000 and the County will work with TCF to fill this gap.

o Local Media

The media campaign will incorporate the three step educate, motivate, and activate the HTC/least likely to respond population to participate in the 2020 Census. The County's media campaign will:

1. Educate County residents by increasing awareness and knowledge about the 2020 Census through focused messaging to a HTC target population ensuring that all communications and advertising is culturally and linguistically competent and responsive;
2. Engage local media targeting the HTC population using: local and ethnic media; non-English language material; ethnic communication (local radio, local TV, social media, print media, newspapers, advertisements on local transit, faith-based advertisements, local community events, flyers, internal marketing at buses/bus stops, etc.); and
3. Target the HTC/least likely to respond population in the County with the goal of motivating the HTC/least likely to respond and activating them to participate in the 2020 Census.

The budgeted amount for the media campaign is \$150,000 and will fund advertising, printing, outreach materials, promotional items, etc.

The County plans to utilize a Media Consultant that would have specialized knowledge on where and what type of advertising for local ethnic media and would provide a plan on how to target HTC population (non-English languages communication must include Spanish, Chinese, Tagalog, Vietnamese, Korean, and Arabic) and the timeline for communication. The

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consultant will identify the appropriate outlets for reaching each targeted population; develop messaging for each outlet and population using campaign branding as well as Region 7 hashtag: #iecounts; purchase advertising on the County's behalf; and organize and staff outreach events, if applicable. The budget for the Media Consultant will be \$50,000.

The State has hired their Public Relations Contractor, Mercury Public Affairs, LLC. The County will begin collaborating with the State contractor to determine the outlets for reaching each targeted population for messaging.

- o Riverside County Cities

The County will provide outreach to cities within the County encouraging them to participate in 2020 Census activities. The allocation for funding will be based on the estimated percentage of the County's HTC population. A participating city must:

1. Adopt a resolution to opt-in to the 2020 Census Outreach Activities;
2. Develop an Outreach Plan focused on identified geographic areas and demographic populations least likely to respond;
3. Collaborate with the County and its Partners to avoid duplication;
4. Identify outreach gaps and fill them accordingly;
5. Utilize SwORD to identify the HTC population;
6. Update outreach activities in SwORD; and
7. Have a non-response follow-up plan.

The total budget for the cities, which percentage allocations have been identified by the State with designated HTC census tracts, is \$500,138.66.

IV. Resources and Infrastructure

- Provide a primary designee who has geographic information systems (GIS) knowledge that will interface with the Statewide Outreach and Rapid Deployment (SwORD) mapping portal

The Riverside County Information Technology (RCIT) GIS staff identified to work with SwORD are as follows:

- o Tom Mullen, Chief Data Officer
- o Damian Lanning, GIS Manager
- o JiHong McDermott, Senior GIS Analyst

RCIT is assisting UCR with the newly created ESRI GIS environment. UCR will be the primary repository for all data collected during the complete count effort, in which the County will be utilizing this repository for future analysis and reporting.

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- Plan for establishing, managing, and announcing QACs and/or QAKs which should include locations and resources. Contractor shall work with their assigned State RPM to activate a reasonable number of QACs/QAKs within their local jurisdiction

The County will establish QACs/QAKs across the region where residents will be able to receive information and assistance in completing the 2020 questionnaire. The County will be working closely with its partners in identifying critical locations for the QACs/QAKs. The County will be collaborating with RCOE, TCF and their partners, cities, and other organizations in identifying public buildings and spaces where QACs/QAKs could be located within a HTC area. The County has identified the following libraries in communities with a HTC population: Anza, Coachella, Desert Hot Springs, El Cerrito, Lake Elsinore, Mecca, Palm Desert, Perris, and Woodcrest amongst others. RCOE has identified 28 school sites across the County targeting HTC communities. TCF will focus on mobile QACs targeting the five required languages identified by the State for the County, specifically Tagalog, Vietnamese, Chinese, Korean, and Arabic.

V. Geospatial Data or mapping

- HTC/least likely to respond

The County will utilize and leverage the SwORD HTC Index Interactive Maps, as well as trusted messengers, such as community-based or faith-based organizations, for a deeper understanding of the HTC residents. The County has been collaborating with its partners on leveraging existing GIS maps to assist with marketing and outreach activities. These existing maps can be layered with information on specific demographics obtained through our partners' canvassing activities (type of services provided, language spoken, hours of specific activities, religious services, etc.). The County GIS staff can prepare additional map layers, to be added to SwORD, to further identify and understand these areas.

- Resources to be leveraged in outreach

The County will utilize community facilities, libraries, parks, government assistance centers, community centers, health centers, etc., to provide outreach to the public, particularly the HTC. The County will be collaborating with its partners, such as the community-based and faith-based organizations, educational institutions, the IECCC, and other local governments and others across sectors and industries that have a large reach into the targeted community in identifying gathering places, businesses where the community has trusted relationships, markets festivals, events and other high traffic venues. The County will also utilize the information that is gathered during the 2020 Homeless Point-in-Time count to identify hot spots for homeless outreach and activities.

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- Partners, including CBO's and other sector partners

The County's partners include the State, the Bureau, San Bernardino County, UCR, TCF, RCOE, Inland Empowerment, NALEO, community-based and faith-based organizations, educational institutions and other local governments and others across sectors and industries that have a large reach into the targeted community. The County and its partners, have been working since 2018 to engage a diverse group to collaborate on 2020 Census outreach activities (Attachment A). They are participating in the following IECCC subcommittees (detailed in Section VII of the Plan):

- Education, Recruitment, and Training;
- Media and Communication;
- Stakeholder Expansion and Advocacy;
- Interagency Coordination;
- Research and Evaluation;
- Field Outreach - Regions; and
- Field Outreach - HTC Populations.

The IECCC is a leadership body that draws on representatives from the non-profit, government, education, business, and philanthropic sectors to develop a 2020 Census awareness campaign specific to San Bernardino and Riverside Counties. The first formal meeting of the IECCC was held on April 15, 2019, that included a call to action as well as a brief meeting. The subcommittees will be meeting quarterly (June 2019; September 2019; December 2019; March 2020; and June 2020). After the quarterly meetings, the subcommittees will report back to the counties and its' Partners on: meeting activities, timelines, identified gaps, resources, and much more. A shared site has been created that all subcommittee members can communicate on that includes outreach activities, identified gaps, scheduling meetings, input for meeting agendas, and meeting minutes.

VI. Language Access Plan

- Plan that includes strategies, tactics and resources, including partnerships, to address language access in the local jurisdiction

The County will use the Language and Communication Access Plan (LACAP) created and disseminated by the State in May of 2019 as a guide for language and communication access. The LACAP, has identified the following languages the County must use in outreach efforts: **Spanish, Chinese, Tagalog, Vietnamese, Korean, and Arabic**. Additionally, the County will identify where efforts can be leveraged and coordinated with County departments for the 2020 Census.

The County is working closely with its partners and other service providers to identify the extent individuals will require language assistance services needed

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to ensure meaningful access. Additionally, the County's LACAP for LEP services will use, or determine if services can be leveraged, for the following resources:

- o TCF will be using mobile QACs in the County that target multi-cultural HTC populations in the following languages: Chinese, Tagalog, Vietnamese, Korean, and Arabic. The organization will also use their mobile QAC in outreaching individuals living with disabilities;
- o RCOE will be hosting QACs at school sites throughout the County that target LEP and other HTC populations and will work with the County on the best locations for the QACs ensuring non-duplicative services of leveraged resources (libraries, community centers, etc.);
- o Access 2020 Census materials that have been translated and are available from the California Complete Count - Census 2020 website for the following top 12 non-English language groups in California, which is different than nationwide: Spanish, Chinese (including Cantonese and Mandarin), Vietnamese, Tagalog (including Filipino), Korean, Armenian, Farsi, Arabic, Russian, Japanese, Punjabi, and Khmer;
- o Once the Outreach and Public Relations contractor has been selected, a website will be developed that the County and its partners can reference as it will include critical information for California's top 12 non-English language groups; a multilingual clearinghouse for sharing digital resources and materials; translated template materials; and a multilingual advertising campaign;
- o The Bureau will provide the following support: internet self-response instrument and Census Questionnaire Assistance in the top 12 non-English languages nationwide (Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese); and Language Assistance Guides, language glossaries, and language identification cards will be available in 59 non-English languages;
- o The County will collaborate with its partners on translated materials and resources used or branded in collaboration with the IECCC Media and Communication sub-committee for 2020 Census activities in Region 7;
- o For non-English speakers that are not listed in the top 12 for the State and the Bureau, the County will collaborate with its partners on providing services;
- o The County is looking into whether or not a department that has a language access phone line can be leveraged to provide non-English speaking clients with a translator;
- o Leverage 2-1-1 services to link callers to the U.S. Census and local resources; and
- o The County will be working with IEHP as they are part of the Inland Empire Disabilities Collaboration and draw from their expertise for outreach and communication with individuals living with disabilities.

At each point, the County will work with partners and the State to ensure that services and information are linguistically accessible and appropriate.

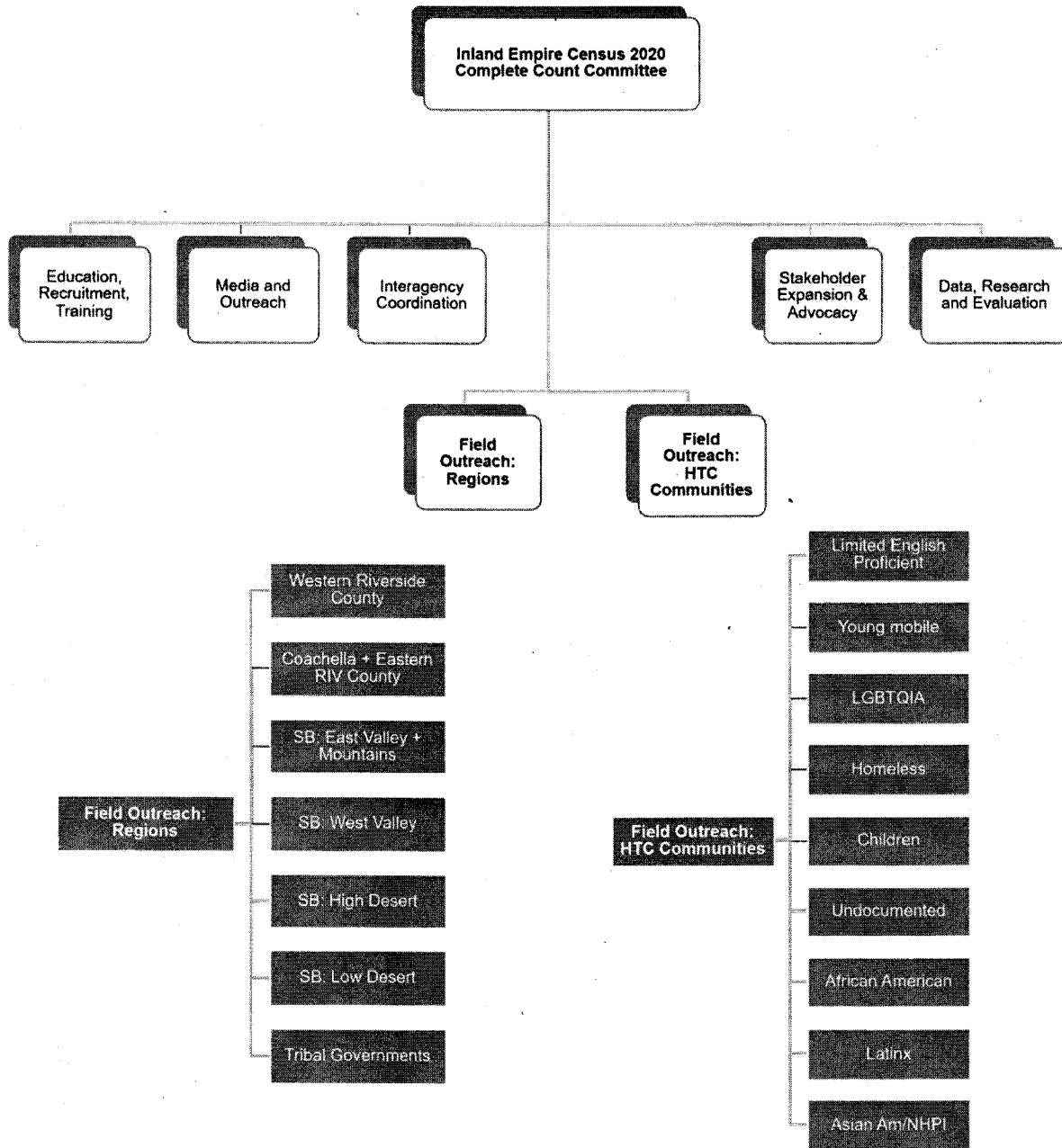
VII. Local Complete Count Committee

- Structure and organization chart
Representatives from Riverside County, San Bernardino County, and UCR, as well as representatives from the non-profit and philanthropic sector, participated in design thinking sessions to determine the shape and scope of the IECCC. The overwhelming consensus from these design sessions was to adopt a hybrid structure, organized primarily by function (as noted below), but to also providing opportunities for information-sharing in particular sub-regions and among stakeholders with specialized expertise and experience with particular HTC communities and populations.

The IECCC Organization chart is composed of the following sub-committees:

- **Education, Recruitment, and Training:** Promoting general awareness, recruiting trusted messengers and training them on key aspects of Census enumeration and outreach;
- **Media & Communication:** Including earned media, social media, marketing and communications;
- **Stakeholder Expansion and Advocacy:** Generating greater awareness among leaders in business, philanthropy, government, and the nonprofit sector;
- **Interagency coordination:** Coordinating work across government agencies and jurisdictions;
- **Research & Evaluation:** Conducting demographic and attitudinal research to improve Census outreach and knowledge of local communities;
- **Field Outreach - Regions:** Informing and coordinating work in regions as noted in the graphic below; and
- **Field Outreach - HTC Communities:** Informing and coordinating work among HTC communities and populations as noted in the graphic below.

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A nominating committee was formed in February 2019 that was comprised of representative from Riverside County, San Bernardino County, the Census nonprofit coalition, philanthropy, and the research/evaluation community to provide names of individuals to serve on one of the IECCC subcommittees. The individuals that were nominated to serve will encompass and incorporate stakeholders from the public, non-profit, and for profit sectors in the counties of Riverside and San Bernardino.

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The IECCC steering committee will be composed of co-chairs of each subcommittee (2 x 7 committees), and each county will have an additional seat on the steering committee (as a Board designee), for 16 members in total. The steering committee, once constituted, would elect its co-chairs.

The IECCC will:

- Play an integral part in ensuring a complete and accurate count of the community through information sharing, learning, and high-level coordination as success of the census depends on the community involvement at every level;
- Increase self-response rates for households, utilize local knowledge, expertise and influence of each IECCC member to design and implement census awareness campaigns targeted to their community, and bring together a cross section of community members whose focus is 2020 Census awareness; and
- Provide a united voice from business, government, community-based and faith-based organizations, educators, media, and others to enable the 2020 Census message to reach a broad audience.

VIII. Workforce Development

- Plan describing how the county may assist the Bureau with local hiring of census enumerators and other personnel

The County's Workforce Development Centers held a recruiting event in collaboration with the Bureau in Riverside in late 2018 and continue to promote the 2020 Census employment opportunities to our job seekers and partners.

The County is seeking to involve the California Family Life Center, a non-profit organization that operates several Workforce Innovation and Opportunity Act funded Youth Opportunity Centers in the County. The organization provides employment and training services to individuals ages 16-24 and could potentially create a pipeline of Census workers with the young adults the California Family Life Center serves.

Additionally, the County is looking to collaborate with the Corona Norco Unified School District's Adult Education consortium. The organization is developing curriculum to prepare the local workforce for the upcoming 2020 Census. A member of this organization is affiliated with the statewide complete count efforts and is exploring how adult education can support 2020 Census efforts and alignment of activities.

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IX. Budget

The figure below provides the County's proposed budget for 2020 Census efforts.

Budget		Narrative	Percentage of Budget	Total
Administration Cost			10%	\$121,089.10
Oversight, Support, and Indirect Costs	Overhead and administrative oversight cost for Executive Office, County Counsel, others		10%	\$121,089.10
Outreach/Events/Materials			78%	\$939,801.90
THE COMMUNITY FOUNDATION			14%	\$167,100.00
Train the Trainer	Subcontract to support Train the Trainer/Census Champion efforts		2%	\$29,600.00
Mobile Center	Subcontract to support one mobile center		2%	\$25,000.00
Pledge Cards	Subcontract for Pledge Cards plus follow-up at \$7.00 per unduplicated contact		9%	\$112,500.00
RIVERSIDE COUNTY OFFICE OF EDUCATION			12%	\$150,000.00
QACs/QAKs	Support QAC/QAK efforts through RCOE's program		6%	\$75,000.00
Curriculum	Support RivCo Educator Curriculum Implementation efforts		6%	\$75,000.00
OTHER			51%	\$622,701.90
Cities	Funds available for Riverside County cities (82.3% HTC)		41%	\$500,138.66
Unincorporated	Funds for unincorporated Riverside County (17.7% HTC)		9%	\$107,563.24
Contingency	Provides the ability to fund unanticipated gaps as needed		1%	\$15,000.00
Media			12%	\$150,000.00
Media Consultant	Consultant to provide advertising for local ethnic media		4%	\$50,000.00
Media Activities	Media campaign targeting the HTC communities, printing, outreach materials, promotional items, etc.		8%	\$100,000.00
Total Budget			100%	\$1,210,891.00

X. Timeline of Activities for term of contract

Education Phase: June 2019 – December 2019

This phase is the first of three implementation stages and focuses on public education and consciousness building for the 2020 Census. This phase begins before, but also corresponds to, launch of the Bureau's advertising campaign, which will begin in November 2019.

Activities include:

- **Public education workshops/presentations:** Census education workshops or classes hosted by our partners may serve as the most effective vehicle for delivering information to communities that may not be knowledgeable about the 2020 Census or those who are fearful about how their information may be used. These workshops can serve to alleviate fears and anxiety among community residents.
- **Trainings:** Train-the-trainer sessions for staff, volunteers and others who will be engaging with community members during the activation phase will be especially helpful. These trainings will also help disseminate information to other CBOs and non-profits in the area.
- **Media messaging:** Effective outreach to HTC populations will require robust and coordinated outreach by individuals who can validate government messages and alleviate anxiety about responding to the questionnaire or enumerators. What residents hear from these trusted messengers will undoubtedly influence their decision to participate in the 2020 Census. As a result, coordinated leveraging of social media and other types of media is critical.
- **Social media:** As a growing number of residents obtain at least part of their news consumption from social media platforms, these platforms will undoubtedly play a key role in any communications outreach strategy.
- **Media:** Partnerships with ethnic media outlets and other types of media trusted by HTC populations will be critical to delivering targeted audience-specific messages to residents that may require additional motivation to participate.
- **Distribution of materials:** The County partner's should distribute relevant 2020 Census materials in the corresponding language for each community. This can take place during community meetings, fairs, webinars, and school events. To ensure linguistically and culturally appropriate translation of materials, organizations should work with the community to avoid any confusion.

Activation Phase: January 2020 – March 2020

This is the second stage of implementation and corresponds to the Bureau's launch of enumeration activities. The phase involves ramping up the intensity of outreach and providing direct support to community residents in filling out the 2020 Census questionnaires. The objective is to have a high surge of residents self-respond by Census Day (April 1, 2020). Activities include:

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- **Public education workshops/presentations:** Census education workshops or classes should continue with an urgent call to action.
- **Direct contact:** At this point, organizations should begin canvassing activities and phone banking.
- **Media messaging:** Media messaging should be intensified.
- **Technical Assistance:** During this intensive outreach, our partners should provide direct assistance to residents in completing their forms. This can include hosting and/or staffing a one of the County and city QACs/QAKs.
- **Distribution of materials:** The County partners should distribute relevant 2020 Census materials in the corresponding language for each community. This can take place during community meetings, fairs, webinars, and school events. To ensure linguistically and culturally appropriate translation of materials, organizations should work with the community to avoid any confusion.

Follow-Up Phase: April 2020 – July 2020

This is the third stage of implementation and corresponds to the Bureau's launch of the Nonresponse Follow-up Operation (NRFU), at which point it begins contacting people who did not self-respond to the 2020 Census questionnaire by Census Day. Similar to the Activation Phase, this stage involves intensive education and outreach; however, using the live response mapping tool that the State intends to create, it can be much more targeted to census geographies with low response rates. The following activities continue:

- **Public education workshops/presentations:** Census education workshops or classes should continue with the County partners focus on informing residents about the NRFU operation and with an urgent call to action.
- **Direct contact:** Canvassing and phone banking would continue by the County partners in this phase but could be more geographically targeted to those census block groups that continue to have low response rates after Census Day.
- **Media messaging:** During this phase, the messaging should now shift to convey a sense of urgency in completing the questionnaire, if residents want to avoid a Census Bureau Enumerator knocking on their door. Continued partnerships with media will help to reach HTC populations in a linguistically and culturally appropriate manner.
- **Technical Assistance:** During this intensive outreach, County partners should continue to provide direct assistance to residents in completing their forms. QACs/QAKs may still be necessary, but they could be geographically targeted to be in census tracts with persistent low response rates after Census Day.

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XI. Measurement of Results

- Accountability Measures

Once the Plan is finalized and approved by the State, the County will begin contracting for 2020 Census activities. Contracted organizations will be held accountable for any contracted service through identified documentation submission requirements. The State has identified that contractors must use SwORD to document 2020 Census efforts, which will ensure that all partners providing contracted services will not duplicate efforts.

- Data to be collected – type and quantity

The data to be collected (type and quantity) will be determined once the County contracts with an organization. The contracted organization will be required to populate SwORD with specified criteria in HTC areas such as name of event, type of event (booth, QAKs/QACs, Education Forum, meeting, public event, hiring event, etc.), type of activities (canvassing, distribution of flyers, pledge card, etc.), local Media activities (ethnic radio/television spots, culturally and linguistically appropriate flyers, local ethnic newspapers/flyers, etc.) and result of event (impressions, target audience, etc.).

- Evaluation Methodology/Approach

The County's evaluation and methodology will be based on Scope of Work for each contractor providing 2020 Census activities as well as demonstrated collaboration with other organizations. SwORD has the ability to provide reports to each contractor to use for evaluation of contracted services. This portion of the report is still being finalized.

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Attachment A
Inland Empire Complete Count Committee

Data Research and Evaluation

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Michael Gomez Daly (Inland Empowerment)
William Kariuki (First 5 San Bernardino)
Elijah Knapp (Center for Geospatial Sciences, UC Riverside)
Suzanne Peterson (San Bernardino County)
Amy Sausser (Funders Alliance of Riverside and San Bernardino)
Barbara Sirotnik (Cal State San Bernardino)
Sono Shah (CSI UC Riverside)

Field Outreach - Regions

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Benjamin Briggs (Congregations United for Prophetic Engagement)
Lupe Camacho (US Census Bureau)
Jacque Casillas (City of Corona)
Edgar Castelan (CA State Senator Connie M. Leyva)
Chris Christensen (Desert Healthcare District)
Michelle DeArmond (Riverside County, Supervisor Washington)
Debbie Espinosa (Find Food Bank)
Tom Dolan (Inland Congregations United for Chance)
Jesus Fraire (California Native Vote Project)
Italia Garcia (Center for Community Action and Environmental Justice)
Susan Gomez (Inland Empire Community Collective)
Chris Gray (Western Riverside Council of Governments)
Tamara Hedges (UCR Palm Desert Center)
Shayra Hernandez (Riverside County, Supervisor Perez)
Kevin Kalman (Desert Recreation District)
Sheheryar Kooasji (Warehouse Worker Resource Center)
Jean Kayano (Center for Community Action and Environmental Justice)
Erika Lewis-Huntley (City of Rancho Cucamonga)
Tyler Madary (State Senator Richard Roth)
Abigail Medina (Inland Region Equality Network)
Jacob Mejia (Pechanga Development Corporation)
Silvia Paz (Alianza Coachella Valley)

Interagency Coordination

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CJ Cook (Inland Regional Center)
Pam Cupp (Town of Apple Valley)
Denise Davis (City of Redlands)
Michael Diaz (City of Montclair)
Jason Farin (Riverside County)
Cindy Faulkner (First 5 San Bernardino)
Claudia Galvez (Clinicas de Salud del Pueblo)
Jill Kowalski (First 5 Riverside)
Joshua Monzon (City of Grand Terrace)
Lynn Neuwenswander (San Bernardino County)
Deborah Phares (The Community Foundation)
Monique Reza-Arellano (San Bernardino County Transportation Authority)
Janeth Rodriguez (Chaffey College)
Danette Tealer (San Bernardino County Administrative Office)
Gracie Torres (Western Municipal Water District)
Aaron Zavala (City of San Bernardino)

Education, Recruitment, & Training

Adan Chavez (NALEO, achavez@naleo.org)*
Patricia Watkins (Weingart Foundation, pwwatkins@weingartfnd.org)*
Stacie Diaz (San Bernardino County Superintendent of Schools)
Diana Fox (Reach Out)
Kevin Goodly (Riverside County Office of Education)
Keyisha Holmes (Riverside County Office of Education)
Curt Lewis (Rep. Pete Aguilar)
Kim McNulty (One Future Coachella Valley)
Agam Patel (UC Riverside Palm Desert)
Gracie Torres (Western Municipal Water District)
Leslie Trainor (Riverside County)
Tiffany Tran (Asm. Jose Medina)
Kasey Wilson (UC Riverside Extension)

Field Outreach - HTC Communities

Sky Allen (Census IE, sky@censusie.org)*
Luz Gallegos (TODEC: Training Occupational Development Educating Communities, luzgallegos@todec.org)*
Angelica Alvarez (El Sol Neighborhood Educational Center)
Janet Bernabe (Mi Familia Vota)
Andre Bossieux (San Bernardino County Behavioral Health)
Benjamin Briggs (Congregations Organized for Prophetic Engagement)
Tonya Burke (Hidden Gems Enterprise)
Tom Dolan (Inland Congregations United for Chance)
LuCretia Dowdy (First 5 San Bernardino)
San Juanita Garcia (Sociology, UC Riverside)
Josie Gaytan (Reach Out)
Shannon Gonzalez (Family Service Association)
Javier Hernandez (Inland Coalition for Immigrant Justice)
Natalie Komuro (Riverside County)
Abigail Medina (Inland Region Equality Network)
Vanessa Moreno (Consejo de Federaciones Mexicanas)
Tony Ortego (Riverside County)
Vonya Quarles (Starting Over, Inc.)
Sandy Sanchez (Community Health Association)
Lolofi Soakai (Motivating Action Leadership Opportunity, Tongan community of Ontario)
Anthony Victoria-Midence (Center for Community Action and Environmental Justice)

Media & Marketing

Brooke Federico (Riverside County Executive Office, bcfederico@rivco.org)*
C.L. Lopez (San Bernardino County Human Services, cllopez@hss.sbcounty.gov)*
Sky Allen (Census IE)
Paulette Brown-Hinds (Voice Media Ventures)
Axel Colin (San Bernardino County)
Carla Ford-Brunner (Southern California News Group)
Melody Henderickson (Riverside County)
Steve Lambert (2020 Network)
Stephanie Navarra (San Bernardino County Human Services)
Borrett Newkirk (Alianza Coachella Valley)
Deana Olivares-Lambert (2020 Network)
Edward Ornelas (Inland Empire Regional Chamber of Commerce)
Scott Rigsby (Department of Public Health San Bernardino County)
Angel Rodriguez (Public Affairs, San Bernardino Community College District)
Lovella Sullivan (Inland Empire Health Plan)
Anthony Victoria-Midence (CCAEJ)
David Wert (PIO, San Bernardino County)

2020 U.S. CENSUS
RIVERSIDE COUNTY STRATEGIC PLAN

Stakeholder Expansion & Advocacy

Margarita Luna (California Endowment, mluna@calendow.org)*
Maribel Nuñez (California Partnership, maribelnunez.cap@gmail.com)*
Tonya Burke (CA Department of Rehabilitation)
Ulises Cabrera (City of Moreno Valley)
Robert Nava (CSU-San Bernardino)
Marco Robles (Cardenas Markets)
Flor Tolley (Wells Fargo)

Nominations

Sky Allen (Census IE)
Celia Cudiamat (The Community Foundation)
Jason Farin (Riverside County)
Karthick Ramakrishnan (Center for Social Innovation, UC Riverside)
Danette Tealer (San Bernardino County)