



RIVERSIDE COUNTY

2020 CENSUS – CITY FUNDING ANNOUNCEMENT

A complete and accurate count of California's population is absolutely critical to our community and our future. The data collected by the Bureau is used to distribute billions of dollars in federal funds to local communities. It also determines fair representation with the number of seats each state has in the U.S. House of Representatives. More than 70 federal programs that benefit local governments use the Bureau's census numbers as part of their funding formula - including education, health and human services, as well as transportation programs. Based solely on the funding component, a census that undercounts Californians could cost the state billions of dollars.

State leaders have made a significant commitment to the California Census 2020 outreach by investing \$187.2 million toward strategies and activities to ensure an accurate and successful count in California. The state has developed an aggressive statewide community-engagement campaign to reach the hard-to-count (HTC) communities throughout California. It supplements the U.S. Census Bureau's efforts, and requires collaboration and coordination that will avoid duplication of work.

The state has designated Riverside and San Bernardino counties as one of 10 Census regions statewide to develop and execute strategies that will inform Inland Empire residents about the 2020 U.S. Census and motivate participation. For the past several months, Riverside County staff has worked with our Region seven partners in San Bernardino County, as well as the state Complete Count Committee and state-contracted partners to develop a collaborative approach to identify and communicate with the region's hard-to-count (HTC) populations.

Large portions of both counties have historically been hard to count or are anticipated to be less likely to respond. To ensure a thorough count of all residents in the 2020 Census, the county strives to work with trusted community partners to educate, motivate, and activate residents to participate in the census. The county is offering funding to cities to inform the general public of the importance of completing the census questionnaire. This city funding is intended to avoid duplication, identify outreach gaps, and respond accordingly. The

county's vision is to ensure that all residents in Riverside County are accurately counted in the 2020 Census, thereby achieving the highest self-response rate possible for California.

The outreach plan for both counties include:

- Census Questionnaire Assistance Centers (QACs): Locations where the public can receive census information in their native language and assistance completing the census questionnaires. Locations may include libraries, community centers, and neighborhood QACs staffed with knowledgeable personnel who can assist the public with completing the census questionnaire and answer questions related to the 2020 Census.
- Pledge Card Campaign: Collecting resident contact information via Pledge Cards using existing points of contacts delivering public education and services where residents gather (e.g., schools, churches or house visits).
- Provide support and supplement the State and county's marketing campaign.

If your city would like to opt-in to the county's funding opportunity for 2020 Census Outreach efforts, please send an email to 2020Census@rivco.org by **December 9, 2019**.

If your city chooses to opt out of this funding opportunity, the county will sub-contract directly with the Administrative Community Based Organization (The Community Foundation) to provide outreach activities in your city's jurisdiction. If the city would like to provide a recommendation for a contractee/grantee, please provide that information by **December 16, 2019**. The Community Foundation will then assess the organization's capacity for 2020 Census outreach activities. The recommended contractee/grantee must be an organization/entity that is a trusted messenger within the community, have existing relationships with HTC populations, a willingness to collaborate with partners, and use approved messaging. The organization/entity can be faith-based, an educational institution, a neighborhood association, etc., as long as it has an organized structure and can perform the census outreach work.

Please see attachment A for a list of requirements to opt-in to the county's funding opportunity.

ATTACHMENT A
REQUIREMENTS TO OPT-IN

The county will provide funding to cities for 2020 Census outreach activities. The allocation for funding was based on the percentage of the HTC population in each city as identified by the state. A participating city must:

1. Inform the county of their intent to opt-in;
2. Adopt a resolution or proclamation by their city council supporting the 2020 Census;
3. Develop an outreach plan focused on identified geographic areas and demographic populations least likely to respond;
4. Collaborate with the county and its partners to avoid duplication of marketing efforts;
5. Identify outreach gaps and respond accordingly;
6. Use a state-approved Asset Mapping Tool (SwORD) to identify the HTC population; and
7. Update outreach activities in the state-approved Asset Mapping Tool on a bi-weekly basis.