

CENSUS OUTREACH EFFORTS

Office of Communications

City Council
May 19, 2020

RiversideCA.gov

United States®
**Census
2020**

RiversideCA.gov/Census2020

APRIL 1, 2020



**Everyone
Counts.**



**It Means \$80 Billion in California
and \$675 Billion Nationally.**

2010 Census **Less Than**
70%
Response Rate in Our Region

=

\$1 BILLION
of **LOST** federal funding to the
region during the decade



**2020 Will Be
Easier Than Ever.**



**It's About Fair
Representation.**

2



RiversideCA.gov

WAYS TO SELF RESPOND



Internet*



Phone*



Paper Form



In-Person

*13 Languages Are Offered



3

RiversideCA.gov

KEY CENSUS 2020 DATES AND CHANGES

- **Self-Response Phase**
 - March 12 – July 31 revised to March 12 – October 31
- **Non-response Follow Up**
 - May 13 - July 31 revised to August 11 - October 31
- **Service Based Enumeration (Soup kitchens, Shelters)**
 - April 1 to TBD
- **Mobile Questionnaire Assistance**
 - March 30 - 31 to TBD
- **Count of People Experiencing Homelessness**
 - April 1 to TBD
- **Enumeration of Transitory Locations**
 - April 9 – May 4 revised to Tentatively September 3 - 28₄



RiversideCA.gov

HARD TO COUNT POPULATIONS

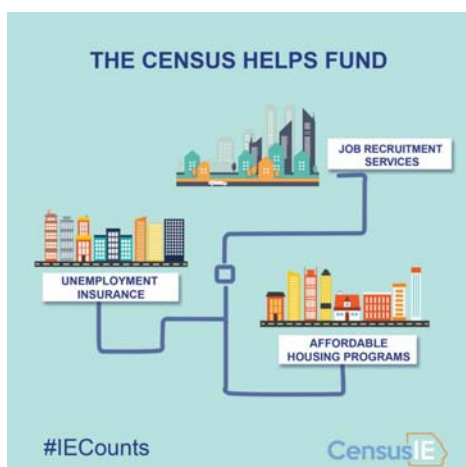
- | | |
|---------------------------------------|---------------------------------|
| 1. Children 0 - 5 | 8. People with Disabilities |
| 2. Latinos/Latinas/Latinx | 9. LGBTQ |
| 3. African-Americans/Black | 10. Seniors |
| 4. Native and Tribal Communities | 11. Homeless |
| 5. Asian Pacific Islanders | 12. Immigrants and Refugees |
| 6. Middle Eastern and North Africans | 13. Veterans |
| 7. Farm Workers and Migratory Persons | 14. Low Broadband |
| | 15. Limited English Proficiency |



5

RiversideCA.gov

RIVERSIDE'S PLAN FOR OUTREACH



- Established **multi-department census working group**
- Working closely with the **County and State** on training and outreach
- Shifting gears to **digital spaces** due to current climate



6

RiversideCA.gov

OUTREACH - COUNTY FUNDING

APPLIED & RECEIVED \$65,369 COUNTY GRANT

COMPLETED

- **January 2020 Activities:**
RPU bill insert, beanies distribution during PIT Count
- **On-Going:** digital signage, social media, website, email, video, etc.

PLANNED EFFORTS (KICK-OFF MID MAY)

- **Print Ads** – English, Spanish, Vietnamese
- **Partnership opportunities** - RTA buses, Public Service Announcements
- Digital and Traditional **Radio Broadcasts**
- Direct Emails **in Spanish, Chinese, Vietnamese**
- Target **Digital Ads and Social Media Ads**

7



RiversideCA.gov

PRIVACY AND CONFIDENTIALITY

- Census is **confidential**
- Results are used as **statistics only**
- Respondent's personal information is **never shared**
- **Census employees** - lifetime oath to protect information
- **Penalties for wrongful disclosure** - Up to 5 years imprisonment and/or a fine of \$250,000



8



RiversideCA.gov

RESPONSE RATES TO DATE

RESPONSE RATES (AS OF 4/21/2020)

Riverside - 54.4%

2010 Riverside response
rate was **67.9%**

- National Response Rate – **51.0%**
- California – **52.2%**
- Riverside County – **50.1%**

TAKE THE CENSUS TODAY!

United States®
Census
2020

RiversideCA.gov/Census2020



9

RiversideCA.gov