

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.

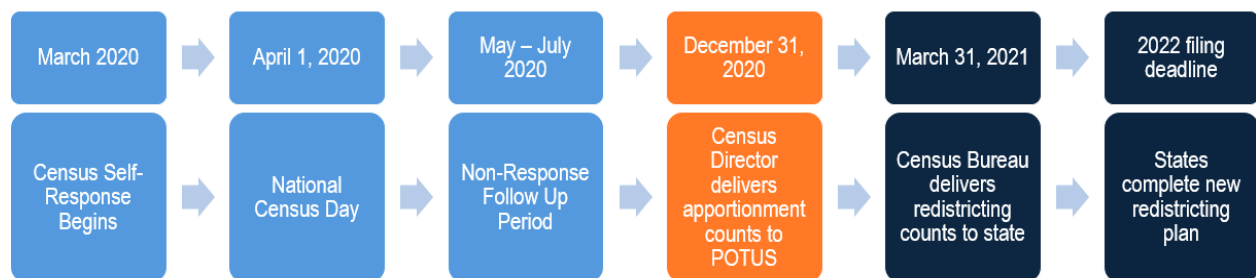
The Census Bureau, a division within the U.S. Department of Commerce, is responsible for canvassing and conducting the actual enumeration process nationally for each decennial census. The Bureau will focus on national outreach and media campaigns to inform all individuals living in the United States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



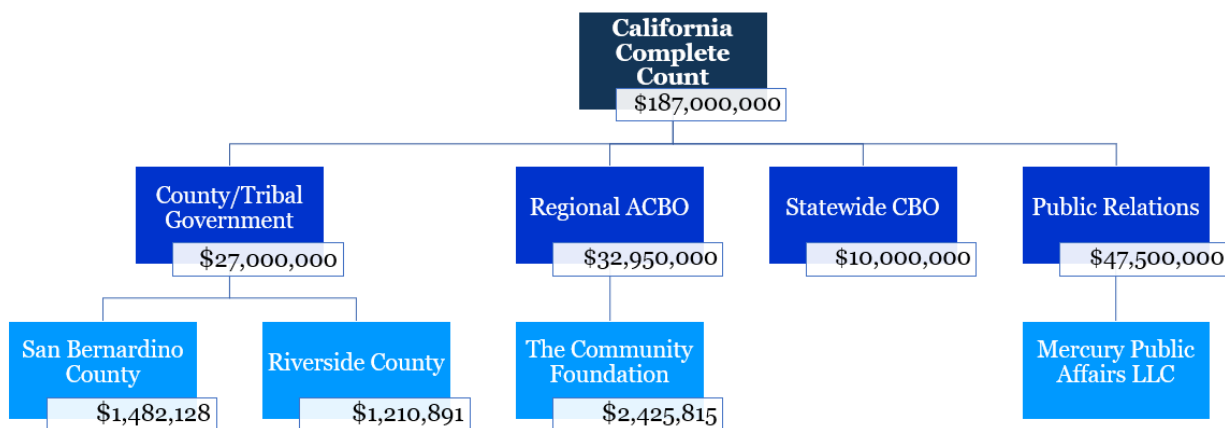
What is California's census efforts?

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.



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.



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.



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.

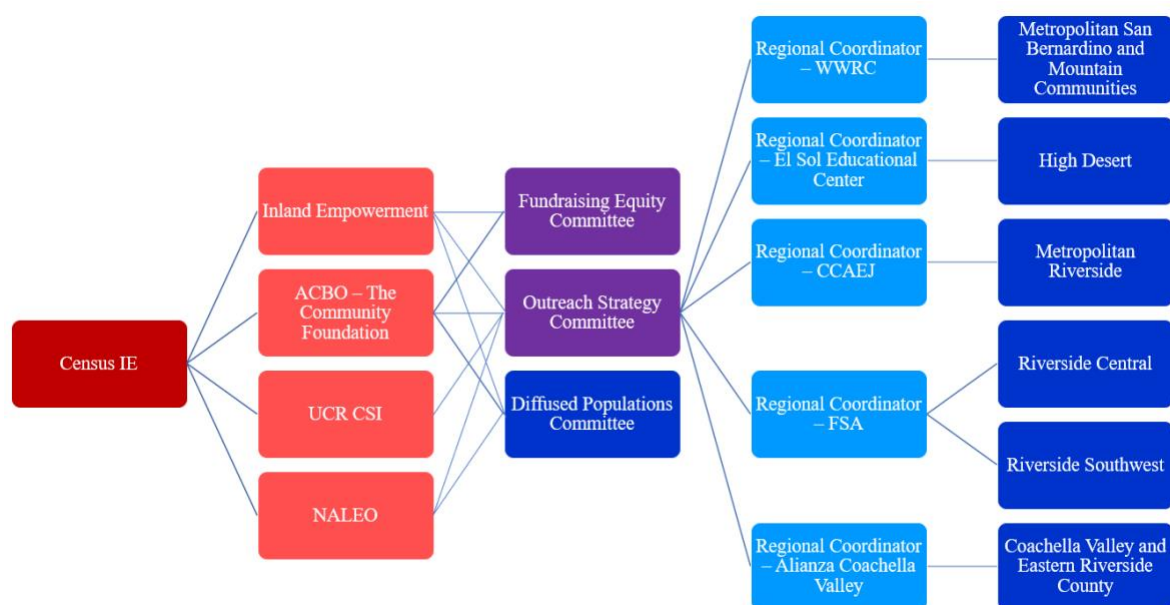
Who are the Regional Coordinators for Region 7 and what geographic areas do they oversee?

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 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

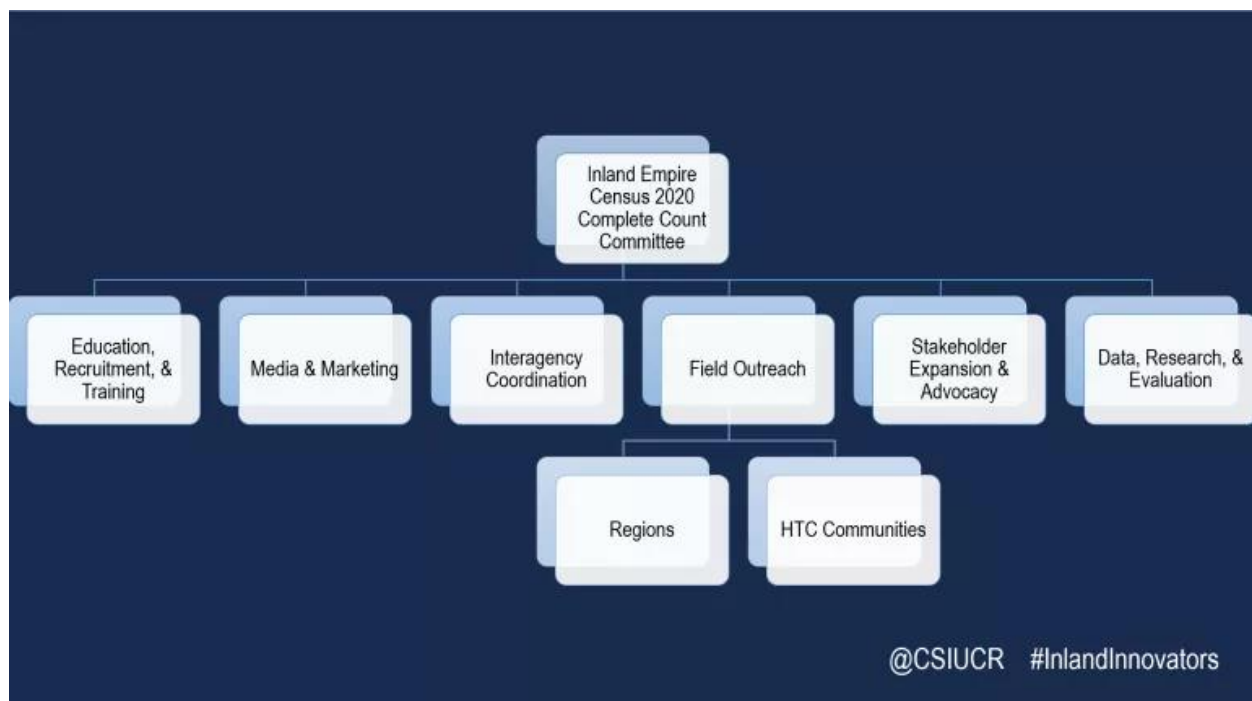
the Census and participate in the count. As for IE-CCC, this committee was formed as a joint effort between two county governments that includes participation from various sectors for a unified Census awareness campaign. Although City staff/representatives may be responsible in executing their City's 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.IECounts.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

<p>V. Manuel Perez (Fourth District and Vice-Chair, Riverside County Board of Supervisors) *</p> <p>Sky Allen (Inland Empowerment)</p> <p>Kimberly Barraza (Asm. Eduardo García)</p> <p>Jacque Casillas (City of Corona)</p> <p>Adan Chavez (NALEO)</p> <p>Brooke Federico (Riverside County)</p> <p>Luz Gallegos (TODEC Legal Center)</p>	<p>Janice Rutherford (Second District, San Bernardino County Board of Supervisors) *</p> <p>Rachel Gonzaga (Asm. Sabrina Cervantes)</p> <p>Martha Guzman-Hurtado (City of Fontana)</p> <p>C.L. Lopez (San Bernardino County)</p> <p>Margarita Luna (The California Endowment)</p> <p>Thomas Mullen (Riverside County)</p> <p>Maribel Nuñez (California Partnership)</p> <p>Karthick Ramakrishnan (UC Riverside)</p> <p>Patricia Watkins (Weingart Foundation)</p>
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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 skyallen@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 San Bernardino 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 Riverside 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
Warehouse Workers Resource Center (WWRC) Lysandra Diaz ldiaz@warehouseworkers.org 521 N. Euclid Avenue Ontario, CA 91762 http://www.warehouseworkers.org	Metropolitan San Bernardino and Mountain Communities
El Sol Educational Center Vilma Lopez vilmalopez@elsolnec.org (909) 884-3735 766 N. Waterman Ave, San Bernardino, California 92410 http://elsolnec.org	High Desert
Center for Community Action and Environmental Justice (CCA EJ) Italia Garcia Italia.g@ccaej.org (951) 360-8451 3840 Sunnyhill Drive Jurupa Valley, CA 92509 http://www.ccae.org	Metropolitan Riverside
Family Services Association (FSA) Ahlam Jadallah ahlam.jadallah@fsaca.org (951) 686-1096 21250 Box Springs Road, Suite 212 Moreno Valley, CA 92557 https://www.fsaca.org	Riverside Central
Family Services Association (FSA) Ahlam Jadallah ahlam.jadallah@fsaca.org (951) 686-1096 21250 Box Springs Road, Suite 212 Moreno Valley, CA 92557 https://www.fsaca.org	Riverside Southwest

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

The Community Foundation Deborah Phares Project Manager, Census 2020 deborah@censusie.org 714-262-4250 3700 6th Street, Suite 200 Riverside, CA 92501 https://www.thecommunityfoundation.net	Inland Empowerment Sky Allen Census Coordinator sky@censusie.org (909) 407-1803 https://inlandempowerment.org
Center for Social Innovation Marlenee Blas Pedral Associate Director marlenee.blas-pedral@ucr.edu 4133 CHASS Interdisciplinary South Riverside, CA 92521 (951) 827-2328 https://socialinnovation.ucr.edu	NALEO Educational Fund 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

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

Riverside County Jason Farin Senior Management Analyst Riverside County Executive Office (951) 955-1124 JFarin@rivco.org 4080 Lemon Street, 4 th Floor Riverside, CA 92501	San Bernardino County 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
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https://countyofriverside.us/Home.aspx	http://www.sbcounty.gov/cao/main/
<p>Brooke Federico Public Information Officer County of Riverside (951) 955-1110 bcfederico@rivco.org 4080 Lemon Street, Fourth Floor Riverside, CA 92501</p>	<p>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</p>

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.

Data Research and Evaluation

Tom Mullen (Riverside County, tmullen@rivco.org) *
 Karthick Ramakrishnan (CSI UC Riverside, karthick@ucr.edu) *
 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

Rachel Gonzaga (Assemblymember Sabrina Cervantes, rachel.gonzaga@asm.ca.gov) *
 Jacque Casillas (Councilmember, City of Corona, jacque.casillas@gmail.com) *
 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 Kaoosji (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

Kimberly Barraza (Assemblymember Eduardo Garcia, kimberly.barraza@asm.ca.gov) *
 Martha Guzman-Hurtado (City of Fontana, mghurtado@fontana.org) *
 Paola Avendano (CSI UCR)
 Christine Caldwell (City of Montclair)
 Jacque Casillas (City of Corona)
 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 Neuenswander (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)

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)

Education, Recruitment, & Training

Adan Chavez (NALEO, achavez@naleo.org) *
 Patricia Watkins (Weingart Foundation, pwatkins@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.)
 Sendy 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)
 Barrett 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 (CCAIE)
 David Wert (PIO, San Bernardino County)

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)

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.

Jason Farin
Senior Management Analyst
Riverside County Executive Office
(951) 955-1124
JFarin@rivco.org
4080 Lemon Street, 4th Floor
Riverside, CA 92501
<https://countyofriverside.us/Home.aspx>

Who are its County leads?



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
<http://www.sbcounty.gov/cao/main/sbcounty.gov/cao/main/>

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.



Deborah Phares
Project Manager, Census 2020
deborah@censusie.org
714-262-4250
3700 6th Street, Suite 200
Riverside, CA 92501
<https://www.thecommunityfoundation.net>



Sky Allen
Census Coordinator
sky@censusie.org
(909) 407-1803
<https://inlandempowerment.org>



Marlenee Blas Pedral
Associate Director
marlenee.blas-pedral@ucr.edu
4133 Chass Interdisciplinary
South
Riverside, CA 92521
(951) 827-2328
<https://socialinnovation.ucr.edu>



Adán Chávez, Regional Census
Campaign Manager, I.E.
achavez@naleo.org
(213) 747-7606 Ext. 512
1122 W. Washington Boulevard,
3rd Floor
Los Angeles, CA 90015
<http://www.naleo.org>

Warehouse Workers Resource Center

Metropolitan
San Bernardino
and Mountain
Communities

El Sol Educational Center

High Desert

Who are the Regional Coordinators?



Family Services Association

Riverside Central

Riverside
Southwest

Center for Community Action and Environmental Justice

Metropolitan
Riverside

Alianza Coachella Valley

Coachella Valley
and Riverside
County