



2020 CENSUS OUTREACH PLAN CITY/TOWN

Large portions of San Bernardino County has historically been hard to count or anticipated to be less likely to respond. In order 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 in participating in the census. The County is offering funding opportunities to cities to inform the general public of the importance of completing the census questionnaire. Critical to this goal is to avoid duplication, identify outreach gaps, and fill them accordingly. The County's vision is to ensure that HTC communities and populations in San Bernardino County are accurately counted in the 2020 Census, thereby achieving the highest self-response rate possible for California. The following are guiding values in our outreach efforts:

- *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 focused on timely, cost-effective and tailored to address barriers that prevent HTC communities and populations from completing and returning their forms;*
- *Complement as well as add value to the outreach, messaging and advertising provided by the U.S. Census Bureau;*
- *Work collaboratively with a network of community-based organizations, other local governments and others across sectors; and*

OUTREACH ACTIVITIES

Indicate Outreach Activities for the funding allocation (check all that apply):

- 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 that 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).
- Other proposed activities: Outreach Events for Census Mobile QAC Implementation

CHALLENGES AND OPPORTUNITIES

The U.S. Census Bureau faces challenges counting geographic areas and demographic populations who are “least likely to respond”; also referred to as “hard-to-count” (HTC). The HTC and/or vulnerable communities, as identified by the State are: Latinos; African-Americans; Native Americans and Tribal Communities; Asian-Americans & Pacific Islanders; Middle-Eastern North Africans; Immigrants and Refugees; Farm-workers; people with disabilities; Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQIA+); seniors/older adults; people who are disabled, children ages 0 -5; veterans; areas with low broadband subscription rates and limited or no access; households with limited English proficiency; rural residents, renters, and those with unstable or unconventional housing, and other demographic populations as identified.

Describe any challenges and opportunities the city will have in Census 2020 outreach efforts.

Our City has a population of 101,968. Largest population is Latino or Hispanic origin of 75 %. Rialto has a young population of 28.7% between ages 18-35. This will create some challenges because young population and Latino/Hispanic origin will be our largest HTC numbers. We are partnering with the City of Rialto Human Relations Commission/Complete Count Committee, Rialto Unified School District, local Catholic parish, African American churches, and other non-profit organizations as well as the U.S. Census Bureau to maximize our outreach efforts.

OUTREACH PLAN

Describe approach to reaching the least likely to respond; specific strategies, tactics and timelines; and leveraging of resources.

We have and will continue to partner with St. Catherine of Sienna and Rialto Unified School District to implement our events strategically throughout the census self response period beginning Mid-March and through July 2020. St. Catherine of Sienna Catholic Church services the majority of our Latino population in the city and they have been open to allowing us to conduct events collaboratively as well as to attend masses to make Public Service Announcements regarding the Census 2020. Through other efforts, we will participate in the event at the City of Rialto Passport Day event in March. April: Easter Spring Eggstravaganza; May: Cinco De Mayo, MADD Walk/Run event; July: Independence Day Celebration; August: Bike Rodeo; September: Pet-A-Palooza event and other events scheduled throughout the city.

Describe research methodology used in the identification of least likely to respond areas and populations.

We have been utilizing the ROAM program on-line form the U.S. Census Bureau as our main guide to strategically place our events as well as our outreach communication. We are targeting those areas with LRS of 30 or higher in our city.

Describe the specific Hard-to-Count (HTC) populations and geographies in the city.

The City of Rialto has 13 mobile home parks that are senior living and low income. Four senior facilities Telacu located in the center of the city. Low income housing also located in the center of the city. The city has participated in the (PITC) Homeless Point In Time Task Force with the San Bernardino County. All of the areas and locations as well as our Latino speaking community will be target as Hard-To-Count area (HTC).

What history does your organization have with this HTC community or geography and how will it help you in your Census activities?

Our city's CCC is being spear headed by Lupe Camacho, a resident of Rialto, and she is also the Lead Partnership Specialist incharge of San Bernardino County. She brings the most up to date information regarding the Census Operations by the Bureau and also many resources to service our community. The CCC also has as it's members, commissioners, council members and residents. We also have a very pro-active Homeless task force which will assist greatly in assuring the enumeration of that group.

What challenges do you foresee in this project and what additional supports would allow you to overcome those challenges?

The main challenge at this moment is time. Census 2020 is fast approaching but we are confident that with the financial resources provided by the State of California and the support and guidance of the U.S. Census Bureau we will be successful in achieving a complete count of City of Rialto.

How will your work on Census 2020 increase your organization's ability to outreach to, and increase civic participation by, your constituents, clients, or members in the future?

City of Rialto CCC was established in April of 2019 and has been meeting regularly every month since then. The CCC has been conducting Census 2020 outreach and education since April of 2019, therefore, our community is ready for the action phase to come. We now plan to implement a series of events in the HTC area of our community and will invite the Census Bureau to bring their Mobile Questionair Assistance Centers so they can conduct the counting of our residents at our events. We plan to provide games, music and food to our community during these events as a thank you for being counted.

WORKPLAN AND TIMELINE

Describe workplan and timeline for each selected Outreach Activity (please refer to Scope of Work from the contract).

Pledge Card Drive (Include events, locations, use of volunteers, languages, type of outreach, medium used, etc.)

We have already conducted an event for the Day of Our Lady of Guadalupe in collaboration with St. Catherine of Sienna Church and collected approximately 50 pledge cards from our HTC population. Our CCC members attended and passed out flyers of "How the Census will Invite Everyone to get Counted" along with " Confidentiality" flyers provided by the Census Bureau. We are also planning an event in February for "Black History Month" and will provide food, children's games and music. CCC members will pass out flyers and collect pledge cards. In March we are planning a food truck, games and music event and are requesting Census Bureau Mobile QAC's, bilingual English/Spanish to attend and begin counting our residents. We will have our CCC bilingual and non-bilingual members present to help answer questions and pass out flyers. Our CCC members have all been trained to be Census Ambassadors by the U.S. Census Bureau. Also, every Wednesday at the City of Rialto Certified Farmers Market, the Complete Count Committee has a table at the event for information and pledge card information. We also have an ongoing PAS commercial on our network for the City of Rialto. Information about Census 2020 is at the City Clerk's Office.

Questionnaire Assistance Centers (Plan should include establishing, managing, and announcing QACs, which should include locations, days, times, languages, and resources).

We have selected three sites within the City Limits in the HTC region of our city. 1) Senior Center with computers (20), 2)City of Rialto Resource Center with 10 or more computers, RUSD Parent Institute with computers(30). We will advertise the locations and dates and evening times of availability as well as provide bilingual CCC members to assist fellow residents.

Other Proposed Activities

City of Rialto will be advertising a PSA in our Rialto Network Channel informing our residents of the QAC's and events and our city logo and slogan encouraging our residents to get counted. We will also purchase some banners to hang around the city announcing the Census 2020 and our get counted logo. We also have an electronic board at the center of our downtown which we will be using to run informational advertisements about the events, the QAC's and our get counted logo. We will also be passing informational flyer on the events, Census 2020 and QAC's during our weekly Farmer's Market at City Hall. The CCC chair and members will also provide status updates and invitations to events at the City Council meeting to our residents.

STATEWIDE OUTREACH AND RAPID DEPLOYMENT (SwORD) SYSTEM

Contractors are required to use SwORD to identify census tracts that had high and low self-response rates. The California Census Office has created a [California Hard-to-Count Interactive Map](#) to view California census tracts and block groups for planning outreach activities for HTC areas and populations.

SwORD has a partner portal to view ready-made maps highlighting specific hard-to-count information to plan census outreach efforts. The City can request access to the SwORD partner portal as Outreach Activities can be entered by SMS/Text and via an online web form. The city can also choose to work with the designated primary geographic information systems (GIS) staff member at the County to access ready-made maps. An excel sheet for data upload will be provided to the City to submit on a bi-weekly basis, which will be uploaded by the County to SwORD.

Please provide type of requested access as well as describing a plan on updating outreach activities in SwORD.

We would like to request Text and online web form for updating the information on SwORD about our events and QAC's. Our chair and committee members will be updating this information on a bi-weekly basis during their CCC meetings.

PARTNERSHIP COORDINATION

Describe a plan showing the cities integrated and coordinated approach working with the county, the U.S. Census Bureau, The Community Foundation, and other organizations to avoid duplication of efforts. The city will be required to collaborate with The Community Foundation's contracted Regional Coordinator assigned to the local jurisdiction to ensure that there is no duplication of effort.

Our Census Bureau Partnership Specialist, Lupe Camacho, will bring vital information regarding Census Bureau, Community Foundation, County and other CBO's efforts for the purpose of coordination and collaboration to avoid duplication. We are working with the National Council of Negro Women – Bethune Center Community Base Organization, Rialto Unified School District, and local faith-based organizations. Ms. Camacho is a member of the IECCC and will continue to inform us of any efforts being conducted by the IECCC.

LOCAL COMPLETE COUNT COMMITTEE

Complete Count Committees (CCC) are volunteer 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. CCCs serve as state and local "census ambassador" groups that plan an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the census depends on community involvement at every level as the U.S. Census Bureau cannot conduct the 2020 Census alone.

Is the city participating in the Inland Empire CCC? If so, which subcommittee(s)? If a local CCC has been established in your jurisdiction, please provide the structure and organization.

The City of Rialto adopted Resolution 7485 in support of the 2020 U.S. Census on March 26, 2019. Rialto City Council Members also asked the Rialto Human Relations Commission to lead our efforts and participate in the Complete Count Committee. Lupe Camacho is co-chair of the ERT-Subcommittee and the Inter-agency Sub-committee and the Regional Outreach Sub-Committee. Rialto CCC conducts Census outreach, education and information dissemination.

LANGUAGE ACCESS PLAN

The [Language and Communication Access Plan](#) (LACAP) aims to ensure that language and communication access is linguistically and culturally appropriate and provides equal and meaningful access to California's vulnerable populations. Limited English Proficient (LEP) individuals and people with disabilities are part of California's HTC demographic populations. Providing language and communication access to LEP individuals and people with disabilities is a priority for the Census Office and its contracted partners. The State has identified seven languages in San Bernardino County to incorporate language and communication access into outreach activities conducted including, but not limited to, Spanish, Chinese, Tagalog, Vietnamese, Korean, Arabic, and Mandarin. Every agency is required to provide language support activities in English and Spanish, regardless of LEP population, for all geographic areas.

Describe a plan that includes strategies, tactics and resources, including any partnerships to address language access in the local jurisdiction.

There are 3 CCC members which are fully bilingual English/Spanish and we are also partnering with U.S. Census Bureau which allows us access to Partnership Specialist specializing in various other languages in case we should need them. Our population predominately speaks English and Spanish.

WORKFORCE DEVELOPMENT

The County is assisting the U.S. Census Bureau with local hiring of census enumerators and other personnel by advertising job announcements, hosting job fairs, and providing space for interviews and training. Please describe any plans the city may have to advertise local hiring of census enumerators and other personnel for the U.S. Census.

Our city has been conducting Census Bureau recruitment PSA's since June 2019 and also established U.S. Census Bureau recruitment jobs information on our website and social media outlets. We provide a table set up for Census Recruitment Personnel on a weekly basis at our Certified Farmers Market. We will continue to disseminate recruitment flyers and with all of our outreach materials at our events and in the City of Rialto. The City of Rialto has adopted a resolution supporting the 2020 Census on March 26, 2019.

BUDGET

Provide a detailed line-item budget for your entire project by completing the table below.

A breakdown of specific line item requests and attendant costs should include:

- 1) Line item requests for materials, supplies, equipment and others:
 - a. Identify and list the type of materials, supplies, equipment, etc.
 - b. Specify the unit cost, number of units, and total cost
 - c. Use a formula/equation as applicable. (i.e. 40 books @ \$100 each = \$4000)

2) Line item requests for staff compensation.

- a. Identify the position; for each position request, specify the hourly rate and the number of hours (i.e. \$20/hr x 20 hours/week x 20 weeks = \$8,000)
- b. For benefits, provide the formula and calculation (i.e. \$8,000 x 25% = \$2,000)

Line Item No.	Narrative	Percentage of Budget	Line Item Total
1	Need to canvass T-shirts for the community and committees with logo and slogan \$ makes ¢ 500 T-Shirts	5%	\$2,126.56
2	Community event at City Hall "Get Out Counted". In & Out food truck, games, jumper First 500 to complete Census form will receive In & Out Burger coupon	44%	\$20,000.00
3	MADD Event: Healthy Awareness & Fitness Day. Fresh juice truck. First 500 to complete Census form	12%	\$5,000.00
4	Canvass Hard-to-Count area, low income housing. The Crossing 100 units, Willow Village Merrill Apartment First 500 to complete Census Form will receive a McDonald's gift certificate	13%	\$6,000.00
5	Canvass Hard-to-Count area Bella Park, Renaissance Village, low-income housing complex units. Townhouse Village, Citrus Grove, Park Place. First 500 to complete Census form will receive Taco Bell	13%	\$6,000.00
6	Canvass Hard-to-Count area for senior and Spanish-speaking area. First 500 to complete Census form will receive a Wal-Mart or Baker's gift certificate	13%	\$6,000.00
7	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
8	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
9	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
10	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Total Budget		100%	\$45,126.56

Additional rows can be added if needed.

Allowable Use of Funds:

- Questionnaire Assistance Center costs;
- Outreach and marketing costs;
- Pledge card drives (must be in coordination with The Community Foundation);

- Training/volunteer incentives;
 - Other uses as approved by the County.
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REQUIREMENTS FOR CITIES THAT OPT-IN

In order to opt-in to the funds provided by the County, a participating city must:

1. Adopt a resolution or proclamation supporting the 2020 Census;
 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 a state-approved Asset Mapping Tool (SwORD) to identify the HTC population; and
 6. Update outreach activities in the state-approved Asset Mapping Tool bi-weekly.
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RESOURCES

The following are resources that have information and tools for Census 2020.

[California Census 2020](#)

[Language and Communication Access Plan](#)

[U.S. Census 2020](#)

[Inland Empire Complete Count Committee](#)

Submit this report via email to: danette.tealer@cao.sbcounty.gov