



**CSIUCR**

**CENTER FOR SOCIAL INNOVATION**

Census 2020

Partner Interviews and  
Stakeholder Survey Report

September 2020

## **Background**

Over the past 2 years, the Inland Empire has experienced a collaborative effort that involves community-based organizations and government agencies with the shared goal in making sure everyone gets counted in the 2020 Census. The Inland Empire is fortunate to have two initiatives that share this common goal that will benefit the region and its capacity for the next ten years. Census IE, a coalition of non-profits led by The Community Foundation and Inland Empowerment, and the Inland Empire Complete Count Committee (IECCC), the joint effort between San Bernardino and Riverside County governments. The UCR Center for Social Innovation serves as a bridge between initiatives and provides guidance for both groups by providing in depth analysis of the Inland Empire census outreach strategy.

The Center for Social Innovation, as a research team and partner in the region, presents findings of our role in implementing audit of Census partners, asset maps, and highlights of landscape surveys.

Our goal throughout the duration of this project was focused in three areas:

1. Inform the region outreach plan that targets HTC communities
2. Share maps that add visualization components that help account for gaps of funding and outreach to ensure an equitable distribution of resources in our region
3. Present periodic assorted reports to ACBO partners and generate data-based strategies to help inform nonprofit sectors and government leadership

We hope that this report serves its purpose in assisting our region better understand the 2020 Census in the IE. A special thanks to community partners that took their time to be interviewed by our team and contributed to learning as we shape the narrative of this region. The findings presented would not be as effective without census partners and census champions participation!

The purpose of the Census Stakeholder Survey is to measure the opinions/expectations of regional stakeholders who are playing a critical role in the planning, development, and implementation of Census 2020 outreach activities in the IE. This evaluation project will be fielded in two parts one online, the other with in-depth interviews. Stakeholders will be interviewed before Census outreach has taken place, during census outreach and post-Census.

This report presents the findings of a series of Stakeholder Surveys and Elite Interviews that have been conducted with key players of different county agencies and nonprofit organizations involved in the 2020 Census collaborative effort. Building upon social

audit and accounting ideas, this two-part assessment measures the opinions and expectations of regional stakeholders who are playing a critical role in the planning, development, and implementation of Census 2020 outreach activities in the IE. These questionnaires were designed to assess organizational capacity and continuities as it relates to Census 2020 work. More specifically, it is interested in assessing some of the challenges, goals, and efforts that have occurred as the collaboration continued to expand throughout the region over the 2 past years. The questions that were asked during the interviews include revolving around the following aspects:

1. Collaboration between non-profit organizations and government agencies.
2. Challenges encountered while preparing for and during the 2020 Census.
3. Goals and desired outcomes.
4. Benefits for the community and the region.

### **Data collection**

The Center for Social Innovation conducted in-person interviews with partner organizations and government agencies that serve as the leaders and organizers for the 2020 Census outreach efforts. We interviewed a total of sixteen partners from county and nonprofit agencies during the first wave and fourteen partners during the second wave. Included in these interviewees are the Sub-Regional Coordinators, The Community Foundation, the State of California – Office of the Census 2020 (Southern California), NALEO Educational Fund, Riverside County, and San Bernardino County. Interviews were completed over a span of six months and were focused on the preliminary stages of Census 2020 work. Contrary to the elite interviews, the stakeholder survey was meant for all stakeholders and received a total of 22 stakeholders during the first wave and 40 stakeholders during the second wave (see figure 1).

### **Findings**

The interviews provided three major themes and a variety of sub-themes. In each of the interviews analyzed there is variation among the sub-themes, or issues, because of the different roles and tasks that each organization is responsible for, however, some of the sub-themes overlap between respondents. The three major themes found are: Challenges and Improvements/Development, Motivation and Goals, and Collaboration Opportunities. We identified these themes based on the patterns found among the responses. The following sections will explain the themes and findings that could serve to strengthen this collaboration.

# Census 2020 ACBO Report

## **Contents:**

1. Motivation and Goals
2. Capacity
3. Challenges
4. Strategy
  - a. Pre-Covid
  - b. Post-Covid
5. Developments/Improvements
6. Recommendations
7. Next Steps
8. Collaboration Next Steps

## **Motivation and Goals**

To begin, it's important to reflect on what brings everyone together in the first place. There are several reasons that guide this partnership between non-profits agencies and government agencies. Among the recurrent reasons that guide this effort, and perhaps the most important in this section is making sure that everyone in the Inland Empire gets counted. The benefits that come with a complete and accurate count are crucial not only for the community but also for both nonprofit and government partners. Being able to have equitable representation and resources will make the Inland Empire a strong region. More importantly, as one of the nonprofit partner mentions:

*“Our benefit is to enable the community to reach a higher level of participation than they would have otherwise, and we wish we could help to build a bridge and create where they either didn't exist or they simply weren't very strong.”*

Most of the organizations agree that with a more accurate count there will be more equitable distribution of resources and equitable representation for the next ten years. One of the organizations that serves as a regional coordinator mentions:

*“...we want people to be counted, we know that their voice is important but also it comes down to funding dollars as well and it's important that dollars are allocated equitable across, and the Inland Empire has been known to be a low funded area, and so the needs are great here so were hoping that with everyone being counted our dollars will be increased in to be able to provide more services.”*

The efforts being carried out will have lasting impacts for nonprofit organizations whose primary goal is to provide services for the community. Without the adequate resources many service-based organizations could potentially see their capacity diminished. More importantly, without an adequate count and equitable share of funds, there will be a great deal of burden falling on government agencies to provide for services that were originally provided by nonprofit agencies. All partners agree that the benefits resulting from this effort are for the community. If the count is not accurate the community does not benefit from the efforts being carried out, and the agencies and organizations will have a hard time carrying out their missions and services due to a lack of adequate resources. A partner on the county side mentions:

*“...(Census) will provide jurisdictions the accurate number to funnel more resources where needed, more funding where needed, where to put our programs.”*

As this collaborative effort is the first of its kind in the region, both Census IE and the IECCC collaborators have mentioned their desire to promote this effort in hopes that it serves to elevate the Inland Empire to attract more funding and strategic investment. With a historic undercounted region now is the time for organizations to truly invest the time to make sure this regional effort is heard about. This collaboration has the potential to make the Inland Empire an example for other regions in the state, and perhaps in the nation, so that they too can collaborate and better count everyone on their respective regions. One of the partners from the government side mentions:

*“Perhaps what we’re doing now will set a model not just for the region or the state, but maybe folks across the nation will see: wow look what region 7 did in California; they did this, this, this, and this, and they were able to achieve this. Hopefully, and you know, hopefully, we've identified the barriers and those challenges, and use those best practices to apply to 2030 and I absolutely see this as just the beginning of what's to come for generations.”*

In addition to the resources and funding aspects, members have also stated that they are motivated by the Census challenge in terms of self-assessing their capacity to carry out large campaigns such as the Census. In this aspect, there are smaller organizations who are more constrained in their capacity but are still carrying out Census outreach work on top of their daily activities which could serve as a motivation for other organizations when doing outreach.

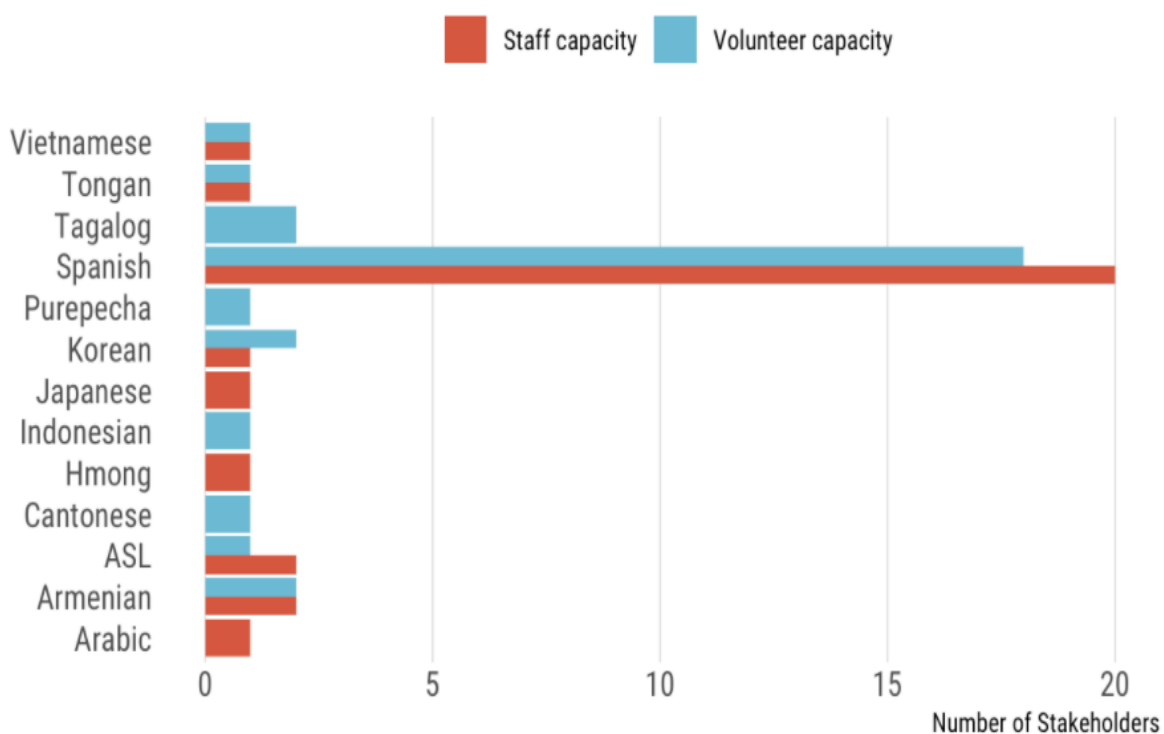
## **Capacity**

It’s also important to understand the capacity for the stakeholders involved in Census outreach. Through the stakeholder survey, the region was able to assess organizational capacity in terms of language capacity, communities served, organizing, collaborating, staffing, and other outreach methods.

### Language Capacity

According to data from the survey, the largest regional language capacity we have is Spanish for both staff and volunteers as noted in the graph below.

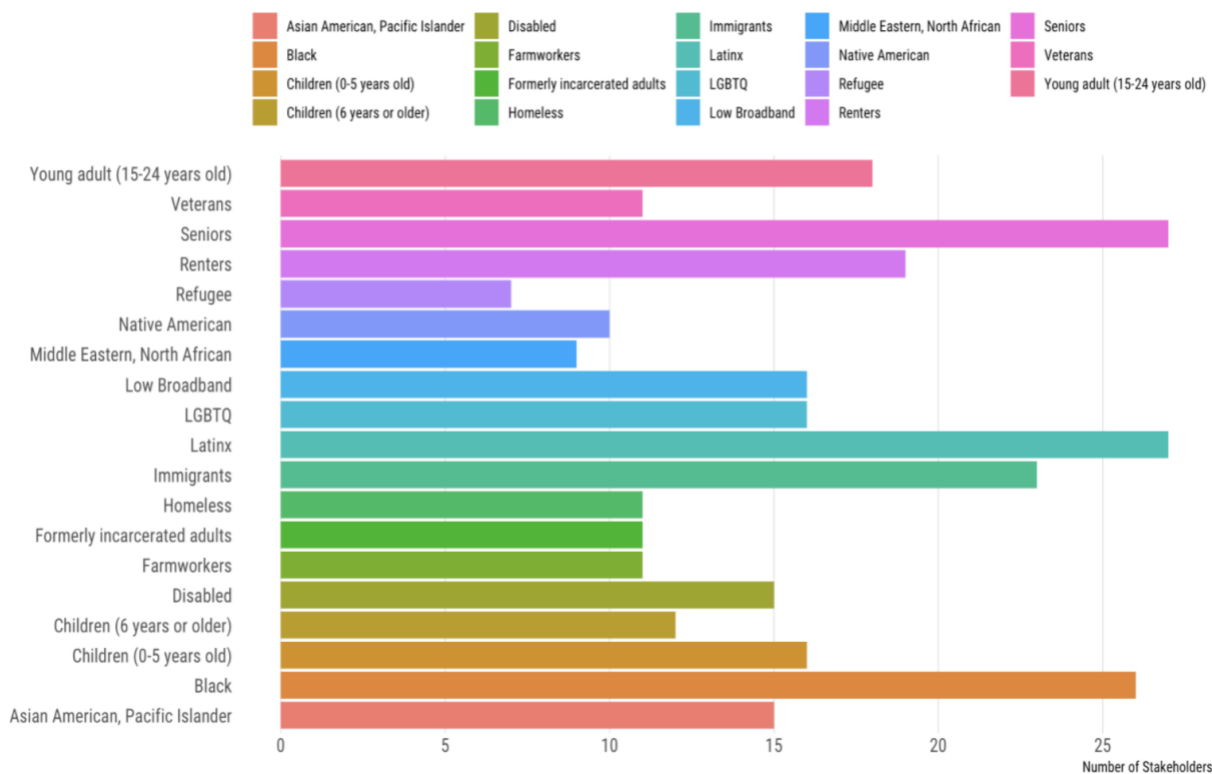
### Region Language Capacity



## Communities Served

This graph below shows the total number of stakeholder organizations that serve each community for Census. Some of the largest groups are (1) seniors, (2) Latinx, and (3) Black.

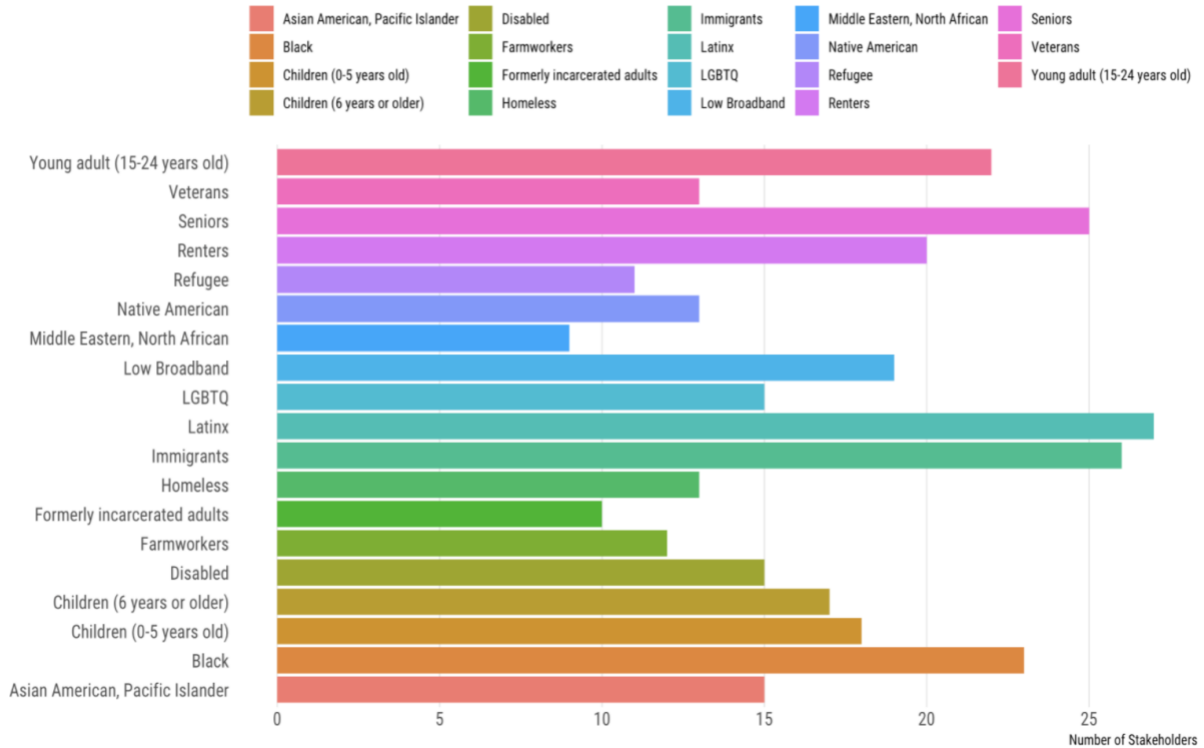
### Region Community Involvement for Census





This graph below shows the total number of stakeholder organizations that serve each community.

### Region Community Involvement in General



## **General Capacity**

Organization's general capacity on the following PRIOR to starting Census outreach:

- The majority of stakeholders report moderate (12) and high (6) paid staffing capacity
- The majority of stakeholders report moderate (35.48%) volunteer staffing capacity
- The majority of stakeholders report high (38%) and moderate (32%) overall coordination with others
- The majority of stakeholders report high (41.94%) overall knowledge of community needs
- The highest percentage of stakeholders report high experience (32.26%) with grassroots organizing
- The highest percentage of stakeholders (38.71%) report moderate experience with fundraising
- The majority of stakeholders report high and moderate experience with interfacing with government agencies
- The highest number of stakeholders (12) reported moderate use of data for targeting/strategizing, the second highest number (8) report high use of data
- Stakeholders report high/moderate use of social media and utilizing virtual strategies

## **Pre-Covid Challenges**

### **Hard-to-Count (HTC)**

Figuring out how to best reach out to the Hard-to-Count populations (HTC) seems to be the most prominent challenge. The Inland Empire has been historically undercounted and underfunded, and the effort to reach the Hard-to-Count populations is the key to ensuring that the Inland Empire receives a fair and equitable share of funding. As one of the nonprofit partner mentions:

*“The most obvious (challenge) would be we’re trying to outreach hard to count folks. So, the whole point of the main hard to counts is that they don’t want to be seen necessarily in these things or maybe just don’t know but for some folks they don’t want to be included in this list of things because they’re distrustful of it, so encouraging folks to participate in something that they don’t feel comfortable doing or safe doing is definitely going to be a huge challenge”*

### **Trust Issues and Fear**

Another issue that must be mentioned is that with a coordination of this magnitude, trust issues are bound to be present. Not only among agencies but also between the community and the partners. The community members have an inherent distrust of government agencies and this damages the efforts being taken. One of the government partners mentions:

*“...County or any government agencies are really not the trusted messenger, so we’ve had to work around in how to address that challenge”*

Another government partner on the table reinforces this idea:

*“There’s an inherent sense of distrust, like why would they want to talk to me, they don’t know me and it’s more difficult to create that rapport and create that level of trust”*

The proposed citizenship question by the over the Summer of 2019 also left a dent in the community’s confidence of the Census, particularly among the Hard-to-Count immigrant populations. One common thread noted by the stakeholders was the amount of publicity during the announcement of a citizenship question, but that same amount of publicity and focus was not given once the Supreme Court struck down the attempt, leading some to still believe and fear that a citizenship question will be asked.

### **Lack of Knowledge and Saliency**

Simply put, many people do not know or have little understanding of what the decennial Census is. According to the stakeholders, there was a strong lack of education on the importance of the Census and how it directly affects their community. Particularly, this issue is prevalent among Hard-to-Count groups. Furthermore, some stakeholders felt that to engage community members, they had to rely on “goodies” and other incentives to gain their attention. This coupled with the delay in some of these incentives was a hurdle when conducting outreach. Nonetheless, there was a lack of interest in the Census by the public.

### **Geography**

Given the vast geography of the region, getting all the partners together can be challenging. One of the partner mentions:

*“Because of the scope and size of this effort across such a large geography, inherently you’re going to miss something and that’s a challenge that will hurt us”*

A second partner also mentioned that geographic challenges are not only related to the size of the region but also the lack of presence in some of the remote areas. Finding out the best way to reach and approach potential partners has been a challenge.

### **Organizational Capacity and Collaboration**

The scope of this collaborative is rather larger, as such there are anticipated and unanticipated challenges that affect the course of action. There are plenty of challenges that both non-profits and county agencies have encountered. Organizations have been able to rely on each other and used their expertise in their respective regions to carry out the outreach efforts. An important factor that allows for this collaboration to move forward is the relationships that have been built. Nonetheless, as the magnitude of the collaboration brings together a vast number of organizations, communicating and coordinating has not been an easy task. Furthermore, the Center recognizes that there are strong gaps in terms of the capacity to reach certain Hard-to-Count groups.

The most common day-to-day challenges regarding operations relating to the Census were: (1) staffing, (2) volunteer ability, and (3) funding. In terms of regions, Riverside Eastern reported higher rates of challenges than other regions. Furthermore, Pre-COVID challenges included capacity building in terms of traditional forms of outreach such as phone banking, door knocking, and event planning.

### **Post-COVID Challenges**

The introduction of the COVID-19 virus has significantly altered daily lives for nearly everyone across the world. The region was not excluded from the effects of the pandemic and brought additional challenges to the partners involved in Census outreach. For starters, the original self-response deadline and the subsequent outreach timeline has been amended to reflect the ongoing adaptation of the new way of life, originally changing the deadline from July 14th to October 31st, and finally to the court-contested September 30th deadline. Below are some challenges that were brought on because of the pandemic.

Survey Question: How have the following aspects of Census outreach changed due to COVID-19?

- 70.8% of respondents reported funding staying the same
- 53.57% of respondents reported staffing stayed the same
- 64.29% of respondents reported volunteering decreased
- 93.10% of respondents reported their ability to conduct field outreach decreased
- 60.71% of respondents reported that community receptiveness for Census decreased
- 55.556% of respondents reported that government attention to Census decreased

- 68.97% of respondents reported that media attention to the Census decreased
- 45% of respondents reported that the cost of Census outreach stayed the same
- Respondents report that COVID has made more it more difficult to reach (1) seniors, (2) homeless, and (3) immigrants the most, with the Latinx population being the most challenging to do Census outreach to post-COVID

### **Shifting Focus to COVID and Racial Justice**

When the partners were asked what was most challenging in terms of outreach once COVID-19 had hit, nearly all said that everyone's attention shifted away to the virus. California's Stay at Home orders were issued in March, just weeks and mere days before the National Census Day of April 1st. Because of this, everyone's attention was on COVID-19 and the effects that it had on every day. People were now having to deal with the health effects of the virus along with the subsequent loss of income from job loss and the mental distress from being physically distant from loved ones and others.

Furthermore, many organizations and agencies also had to shift their attention and work to COVID response, thus limiting Census outreach, particularly during the early stages of COVID. Many said that the air waves have and continue to be filled with the pandemic, which makes it difficult to plug in the Census.

The filmed killing of George Floyd by Minneapolis Police Officer Derek Chauvin sparked worldwide protests against police brutality, police racism, and the lack of police accountability. George Floyd's death has also been met with calls for justice of other killings such as Breonna Taylor, Ahmaud Arbery, Jacob Blake, and others. Though America is in the brinks of another national awakening on racial justice, Census partners have noted that the shift of attention has deterred away from Census outreach.

Nonetheless, many partners have used these two occurrences to leverage the importance of the Census by noting that a complete count of all in the U.S. will lead to programs and funding that will improve public health. Furthermore, a complete count of all will further uplift the voices of those calling for racial justice given that the Census is the bedrock to representation for the next 10 years.

### **Hard-to-Count (HTC)**

During the interviews, partners were asked which group was the hardest-to-count during COVID. Responses varied between the partners most mentioned that the rural, tribal, AAPI, farmer and Latinx/Hispanic communities were the hardest to reach during COVID. In terms of geography, many partners felt that the Coachella Valley communities in Eastern Riverside County, and the High Desert communities in San Bernardino Counties were among the hardest-to-count.

### **Presidential Memorandum on the Census**

On July 21, 2020, the Trump Administration released a Memorandum for the Secretary of Commerce titled, [Memorandum on Excluding Illegal Aliens From the Apportionment Base Following the 2020 Census](#). Like the attempt to add a Citizenship Question during the Summer of 2019, this has further instilled fear in the immigrant community, thus harming the trust needed to have this Hard-to-Count group completely counted during the 2020 Census.

### **Pre-COVID Strategy**

Prior to the COVID-19 pandemic and the subsequent changes to life, partners were preparing for and executing their outreach strategies. For pre-COVID strategy, most respondents had a mix of door-knocking, phone banking, social media, and text-banking strategies. Below are some pre-COVID strategies that were either being implemented or were about to be rolled out:

#### **The Focus on Face-to-Face Interactions**

During this time, in-person and face-to-face interactions were among the most utilized and important forms of outreach. Partners noted that there were many in-person events that were either solely about the Census or they provided a platform to conduct outreach. Partners were planning, coordinating, and staffing events throughout the region. This meant that partners were on the ground and attending gatherings such as meetings, festivals, community events and other social gatherings where the public gathers.

#### **Canvassing and Phone Banking**

Canvassing and phone banking was being conducted months before the enumeration began with nonprofit partners conducting door-knocking in local communities for them to *pledge* to fill out the Census along with phone banking.

#### **Media**

Different media strategies were being implemented to fill the air waves with the upcoming Census. This included social media postings and advertisements by partners, television commercials (Super Bowl commercials by both counties), radio interviews by local stations, and physical advertisements such as billboards and lawn signs. The State's California Complete Count Committee had also announced the awarded Census media contract to Mercury Media which developed a relationship with local efforts to avoid a duplication of efforts.

#### **Providing Support, Training, Toolkits, and Materials**

Many grass-tops partners were ready and on stand-by to provide any type of support to those who were conducting direct outreach to the community. Training was also being conducted on a regular basis to make sure that partners were informed and were providing the most up to date and accurate information. Both physical and digital resources were being distributed such as Census T-shirts, lanyards, and other merchandise, along with supplemental information such as handouts and media toolkits.

### **Growing the Effort**

Outreach for additional stakeholders and partners was on a continual basis. The coalition was always strengthening with onboarding of additional partners. The Census IE tables maintained their number of partners but always strived to cast a wider net of allies meanwhile the counties and the Census Bureau were both working with local municipalities to form City Complete Count Committees.

### **Assessments**

Many of the grass tops partners oversaw assessing the situation to determine whether additional support was needed. Through evaluations and reports, some of which provided by CSI-UCR, partners were able to properly distribute funds and resources to meet the needs of those on the ground. Additional funding streams were being offered by the State, IECF, and the IE Funders Alliance.

### **Meetings and Gatherings**

Meetings and gatherings with the partners and Census tables was critical to the non-stop guidance, updates and guidance that was being provided throughout the Census. When asked how often partners were meeting and talking to each other, some were talking on a weekly basis while all partners were gathering to share updates from a bi-weekly to monthly basis.

### **Post-COVID Strategy**

Once the COVID-19 virus had hit the Inland Empire, many were left startled and not prepared for this last-minute change to their strategy and implementation plan. Post-COVID strategies shifted away from door-knocking. For example, 86% of stakeholder said they spend 0% of their time on door-knocking. Nonetheless, everyone had to shift their attention and efforts to a new form of strategy.

### **Learning How to Conduct Outreach During COVID-19**

For starters, everyone entered a new realm with the new challenges and impact that COVID-19 had brought. The new restrictions meant that nearly everyone had to adapt to what was allowable, not what was within their expertise. For many, they had never conducted other forms of outreach. The in-person, face-to-face interactions were the

foundation and the backbone to their organization's efforts. Now that this critical component of their work was eliminated, many found themselves struggling to adjust to this new, primarily digital, form of outreach.

It took some time but after the diligence of the partners, everyone adjusted to the COVID world by learning new tricks and tools to move forward with their mission. This could not have been done without the patience and support from everyone across the table. Additional trainings, toolkits, and guidance were being given throughout the Census outreach period, which would ultimately assist the partners with their amended outreach efforts.

This also meant that organizations were coupling their Census outreach with COVID-19 outreach and support. The nature of this physically distant world led to many feeling disconnected and missing out on that personalized messaging. Partners understood that though they were feeling this way, so too was the community. In response, they were conducting wellness checks with their clients where they would check in on them, offer resources, and then share the importance of the Census.

### **Virtual Strategies**

Partners noted that after a transitory period that varied between organizations, virtual strategies were being implemented through the region. One was the utilization of social media and a stronger online presence, which was new for some. Furthermore, some of the early phone banking prior to COVID had prepped some for utilizing that as their main outreach strategy. Text messaging and electronic mail campaigns were also critical in spreading out the message. Similar to the efforts that had been achieved before COVID, television commercials, newspaper opinion pieces and advertisements, radio interviews, home mailers and physical advertisements through the region such as billboards and flyers were essential. Other unique ways to perform outreach was during regular online programming, such as Zumba classes, and incorporating a short Census announcement during breaks.

### **In-Person When Safe**

Though the stay at home and physical distancing orders were issued for the state and region, some partners were able to conduct in person outreach in a safe manner by following the advice from the health professionals and government agencies. This led to a lot of outreach being done at essential services such as food pantries and other locations where service providers were offering critical support to the community. During the end of Census count, more in person outreach was being conducted safely, such as information booths and the Mobile Questionnaire Assistance Centers.



Another in-person but physical form of outreach was the Census Caravans that were planned by local organizations. These car caravans were an assembly of members of the community to encourage others to fill out the Census.

### **Incentives**

As noted, the Census is a topic that is not the most interesting or worth the attention among the general community. This led to organizations and agencies tapping into their budgets to create additional incentives. One were the Stater Bros. grocery gift cards that were being given out by the USCB and the Counties. In addition, some cities and utility agencies were able to provide utility credits to those who were able to fill out the Census. Some cities and utility companies were also able to include Census marketing in their billings and other notices that are sent to their communities.

### **Focusing on Low Self-Response Rate Tracts and HTC Areas**

Towards the end of the 2020 Census and thanks to the data provided by both the USCB and State, it was beginning to look much clearer on which areas were the most challenging to count and required more focus. This led to many organizations and agencies focusing their attention and resources on these specific areas.

## **Recommendations**

Throughout the past two years, partners have continued to assess where efforts can improve for future outreach efforts related to the Census and beyond. During the interviews, partners were asked what would assist the 2030 count, below are some suggestions.

### **Starting Early**

One common thread that was noted was the earlier the better. Although the Inland Empire outreach campaign began close to two years before the final deadline, some partners felt that the preparation and planning process should begin as early as 3 years before. This would significantly help with building trust with the community and to crescendo the Census into the community by involving more community engagement.

### **Defining Expectations, Deliverables, Metrics, and Roles**

Defining partner expectation and deliverables was a common theme noted by those who were recipients of outreach funding. Some felt that at times, especially during the beginning, there were no clear expectations and deliverables. This was coupled with the lack of understanding by the partners on how they were going to be assessed and what metrics were going to be used to determine success. Furthermore, some struggled understanding what each organization's role was and who would be the best person to go to for a certain question or request. There was also a need for clarification on what

resources would be available and when those would be delivered to the hands of those conducting outreach.

Some felt that there needs to be a stronger balance between freedom and guidance as to not limit the partners from utilizing their expertise while also maintaining clear guidelines and scope of work. As one partner noted, “the State and other groups shouldn’t dictate too much on how to get to point B, but more so how point B looks like.”

### **Preserve the Coalition Approach**

Nearly all partners agreed that the Census 2020 approach of a multi-level, cross-sector collaboration among entities was effective in promoting the Census. Many partners agree that a successful 2030 Census would have a similar structure of including as many voices as possible and trusted messengers who can reach the Hardest-to-Count groups. Many felt that there needs to be more partners at the table. Particularly, those who are trusted messengers for the tribal and AAPI communities of the Inland Empire. In addition, partners are noting a greater need for organizations and others who have a direct connection and can conduct outreach in the outskirts of the counties, particularly the rural and low broadband communities. There was also a strong ask to keep the communication channels open to ensure that the relationships are being built and maintained leading up to and during the outreach period.

### **Guidance**

- 42.8% of respondents reported that outreach guidance and protocol from the IECC was somewhat clear
- 60.7% of respondents reported that outreach guidance and protocol from the IECF was very clear
- 30.43% of respondents reported that outreach guidance and protocol from the county was somewhat clear
- 58.33% of respondents reported that outreach guidance and protocol from the state was somewhat clear

### **Partner Engagement**

In terms of Census partners, the highest percentage of survey respondents reported that partnered with community members from the community they engaged with, the second top partner was direct service nonprofit organizations, the 3rd top partner was Census experts (academic, researchers, policy experts).

- For skill building the majority of respondents relied on Inland Empowerment and the Inland Empire Community Foundation

## **Regional Impact**

### **Post-Census Capacity**

Organization's any changes to your organization's capacity AFTER engaging in Census outreach:

- The majority of stakeholders (51.61%) report their staffing capacity stayed the same, 29% reported small increases and 12.9% reported it increased a lot
- The majority of stakeholders (61.29%) report their volunteering staffing stayed the same.
- The majority of respondents (38.71%) reported coordination with others increased a little, 25.81% increased a lot, and 29% stayed the same, only 6.45% reported coordination decreasing a little
- 41.94% of respondents reported their knowledge of community needs stayed the same, the second highest (29.03%) number of respondents reported their knowledge increasing a lot, 25.8% report increasing a little, and just 3% reported their knowledge of community decreasing a little.
- After Census outreach the majority of respondents (51.61%) reported their experience with grassroots organizing stayed the same, the remaining respondents reported increasing a little (22%), and (19.35%) increasing a lot.
- After Census outreach the majority of respondents (64.52%) reported their fundraising staying the same, about 22.58% reported it increasing a little, and 12.9% reported increasing a lot.
- After Census outreach the majority of respondents (58%) reported their interfacing with government agencies stayed the same, (32.26%) reported interfacing increasing a little. Only 3% reported their interfacing decreasing a little.
- 45.16% of respondents reported that their use of data increased a little after engaging in Census outreach. About 16% reported it increasing a lot and 35.48% reported that it stayed the same
- 41.94% of respondents reported that their use of social media increased a little, 22.58% reported it increased a lot, and 35.48% reported it staying the same

### **Post-Census Gains**

Survey questions - How much have you gained in the following aspects from Census 2020 outreach?

- The majority of respondents reported a lot of gain in connecting with other organizations
- The majority of respondents reported gaining a lot in developing professional connections
- 25% of respondents reported gaining a lot in language capacity, and 20% reported gaining somewhat in language capacity resources

- 45% of respondents reported gaining a lot in terms of sharing Census-related materials and resources
- Most respondents reported no gains or gaining very little in terms of sharing personnel
- 32% reported a lot of gain in organizing outreach efforts, 20% reported somewhat gains
- Majority of respondents reports a lot (27.5%) or somewhat (25%) of gains in learning more about the community they serve
- Majority of respondents report that they've gained skills in organizing events (somewhat 25%, 27.50% a lot).
- 42.5% of respondents reported a large gain in engaging in a shared vision with other organizations

### **Enduring Effects on the Region**

Survey Question: How would you rank the enduring effects of our region's involvement in Census 2020 on the following?

- Survey respondents were split between ranking high and medium on stronger operations within my nonprofit, only 5% ranked it low
- Majority of survey respondents rated government trust and communication as a medium lasting impact
- 42.50% of respondents reported a high enduring effect of increased regional awareness of language access needs
- 40% of respondents reported a high lasting impact of greater civic engagement capacity in the region
- 48% of respondents reported greater volunteer availability as a medium lasting impact
- The majority of respondents reported greater collaboration across nonprofits as a high (50%) or medium (42.3%) enduring effect
- The majority of respondents (60%) reported a greater appreciation of the subregions as an enduring effect in the region
- Over half (56.5%) of respondents reported the ability of the region to equitably recover from COVID-19 as a medium enduring effect in the region

## Appendix

**Figure 1**

- The following analysis is based on data collected through 2020-08-28.
- Thus far, we have a total of 40 stakeholders that answered the survey.

Here we have the number of stakeholders per region that have filled out this survey. It's sorted from the highest to lowest number. Please note that stakeholders were able to select more than one region in our survey. Therefore, while we only have 40 stakeholders, the totals per region may exceed the total number of stakeholders.

<b>Region</b>	<b>Total</b>	<b>Percent</b>	<b>Valid Percent</b>
Morongo Basin	5	1.79%	6.33%
Other	6	2.14%	7.59%
Riverside Central	9	3.21%	11.39%
Riverside Southwest	11	3.93%	13.92%
Riverside Eastern (including Coachella Valley)	13	4.64%	16.46%
Riverside Metro	13	4.64%	16.46%
San Bernardino Metro and Mountain Communities	22	7.86%	27.85%
Not Responded	201	71.79%	
Total	280	100%	100%