



CENSUS LEGACIES

Building on the foundation of Census coalitions to create stronger, more inclusive, and more equitable communities



CENSUS LEGACIES

Who We Are

Emerging network—of funders, nonprofits, businesses, government agencies, and Census coalitions from around the country

Seeking to re-purpose Census outreach tables and ensuring that historically undercounted communities have an equal voice in shaping the future of our regions.



Advisory Group

(list in formation)

Philanthropy-serving Organizations

United Philanthropy Forum
Funders' Committee for Civic Participation

Philanthropies

Blue Shield of California Foundation
The California Endowment
Silicon Valley Community Foundation
The New York Community Trust
Wallace H. Coulter Foundation

Nonprofits & nonprofit coalitions

National Urban Indian Family Coalition
National League of Cities
Center on Policy Initiatives
Houston in Action

Government agencies

California Secretary of State
Colorado Secretary of State

Census & philanthropy experts

Mahvash Hassan
Terri Ann Lowenthal
Chris Wagaman



Pilot/Demonstration



**Inland Empire Roadmap
for an Inclusive &
Sustainable Economy**



Different Models for Inclusive Economic Development



Video on Education Equity work



Why IE RISE?

- ❑ Momentum is building in the Inland Empire
 - ❑ Lots of powerful coalitions emerged over the past ten years to coordinate in a particular region or around a particular issue
 - ❑ Census allowed for organizations to test the power of collective organizing on a macro level to great success
 - ❑ Strong desire to maintain the best parts of Census while staying true to the work ahead



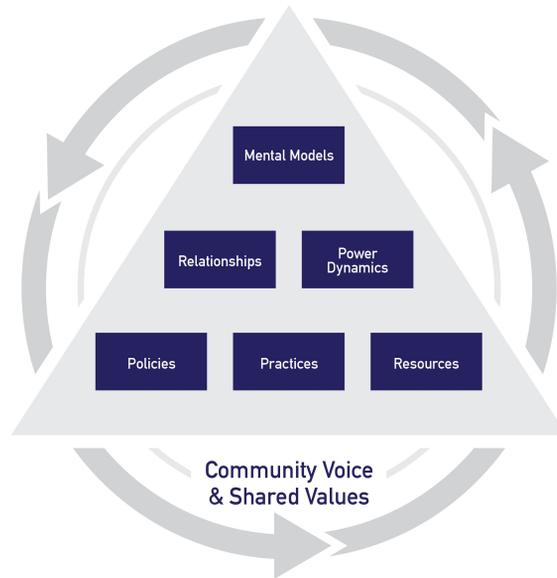
What is IE RISE?

IE RISE is a two-county wide collaborative that works towards amplifying community voices around a unified vision and activating shared values to reform systems to make them truly equitable.

- ❑ Set new expectations for the Inland Empire
 - ❑ Create a unified community vision for the next ten years
 - ❑ Long term planning & collective power building across sectors and sub-regions
 - ❑ Policy development & investment recommendations that advance shared vision
 - ❑ Relationship building w/ key allies to advance policy & systems change work
 - ❑ Narrative shift around what's possible in and for the IE



IE RISE Framework



Shared Values

- ❑ Values
 - ❑ Inclusion
 - ❑ Sustainability
 - ❑ Equity
- ❑ Throughlines
 - ❑ Gender, Racial, and LGBTQ+ Justice
 - ❑ Equity regardless of status or ability
 - ❑ Youth Empowerment





Funder Engagement in post-Census Work



Government Agency Engagement





Strategy / Approach

What Census Legacies Will Do

- ❑ Builds on the foundation of Census coalitions to create stronger and more equitable communities.
- ❑ Ensures that regional solutions are built from the bottom-up, with cross-sector collaborations that honor the expertise of community members and community-serving organizations.



Strategy / Approach

Federated structure of networks

- ❑ Metro/Regional census tables
- ❑ Cross-region networks (Imperial, San Diego, Orange)
- ❑ Statewide networks (Florida, New York, more)
- ❑ National network / community of practice

Key elements of the network

- ❑ Peer learning (innovation exchange)
- ❑ Peer support
- ❑ Technical assistance
- ❑ Mentoring



Toolkit (in development)



Talking Points

- ❑ **Trusted Messengers are essential**
 - ❑ Trust in government low, varies by partisanship
- ❑ **“Community input” needs to be all-inclusive**
 - ❑ Communities of color, immigrant communities, LGBTQ+ communities, people with disabilities, more
- ❑ **Co-designed solutions, with community organizations as equal partners**
 - ❑ Recognition of community expertise by philanthropy, government agencies, other decision makers



Key Principles of Census Legacies

- ❑ Commitment to **inclusion** of all historically undercounted and underrepresented communities
- ❑ Commitment to **equity**
- ❑ Commitment to **systems change**, with cross-sector **collaboration** and recognition of **community expertise**



Key Partners in Census Legacies

Some combination of the following (will vary depending on how the work has proceeded on Census and beyond)

- ❑ Nonprofit service providers
- ❑ Civic engagement/powerbuilding groups
- ❑ Funders
- ❑ Government agencies
- ❑ Legislative committees
- ❑ Academic partners
- ❑ Other evaluation and research partners
- ❑ COVID-19 recovery coalitions



Possible Activities

Local/Regional

- Inclusive, sustainable, and equitable **economic development**
- Inclusive, sustainable, and equitable **regional planning**
 - Housing, transportation, land use
 - Water management, air quality management
- Public health response (including vaccine delivery)**
- Redistricting**, including defining, engaging, and activating “communities of interest”
- Evaluating efficacy of Census coalitions and outreach/count and **being better prepared for Census 2030**



Possible Activities

State

- Aggregate and/or coordinate state/local work on activities in regions and localities

National Partners

- Aggregate and/or coordinate state/local work on activities noted above
- Advocacy on American Community Survey
 - Reduce disparities in response rates
 - Corrective action to improve on decennial
 - Other innovations to serve disenfranchised communities

Interested?



CENSUS LEGACIES

1. Fill out our contact form to stay updated:
censuslegacies.org/contact/
2. Save the date for our national launch
December 15, 2020, 10am PT / 1pm ET
3. Email KarlaLo@ucr.edu if you're interested in helping to coordinate a Census Legacy coalition

Karla López del Río

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Center for Social Innovation, UC Riverside

Find us on *LinkedIn* and Web: censuslegacies.org