



CENSUS LEGACIES

*Building on the foundation of Census coalitions, with
Relationships and Data to create more equitable communities*

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Agenda

Plenary

Welcome, Census Legacies Update

- Remarks from U.S. Census Bureau
- Regional Cases
- State Reports
- Perspectives from Philanthropy

Breakout Sessions

1. Vaccine Outreach
2. Civic Engagement
3. Community Development
4. Census 2021-2030

Reflections, Commitments, Call to Action

Adjourn

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Who We Are

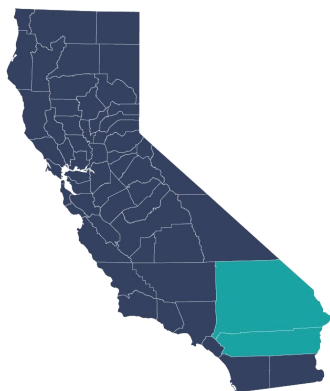
Cross-national network—of funders, nonprofits, businesses, government agencies, and Census coalitions

Building on the work of Census outreach, ensuring that historically undercounted groups have an equal voice in shaping the future of our communities

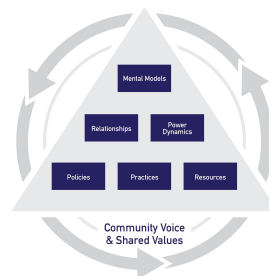
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How It Started (Jan to Sep 2020)



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



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Where We've Come (Sep to Dec 2020)

6 information sessions

Commitments from:

- 5 counties / metros
- 5 states
- 2 national funder networks

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Advisory Group

(list in formation)

Philanthropy-serving Organizations

United Philanthropy Forum
Fundors' Committee for Civic
Participation
Philanthropy Northwest

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

Center on Policy Initiatives
Houston in Action
National Congress of American Indians
National Council of Asian Pacific
Americans
National League of Cities
National Urban Indian Family Coalition
National Urban League

Government agencies

California Secretary of State
Colorado Secretary of State

Census & social impact experts

Mahvash Hassan
Terri Ann Lowenthal
Chris Wagaman

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Strategy / Approach

Relationships and Data (R&D) to Solve Community Problems

- ❑ “Community R&D”
- ❑ Don’t keep building from scratch
- ❑ Continue investing in trusted messengers and inclusive coalitions

Building from the Bottom Up

- ❑ Metro/Regional census coalitions
- ❑ Statewide coalitions & national community of practice

Key elements of the work

- ❑ Peer learning (innovation exchange)
- ❑ Technical assistance and mentoring

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Key Insights from Census Outreach

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

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Core Principles of Census Legacies

- Commitment to **inclusion** of all historically undercounted/underrepresented communities
- Commitment to **equity** for 2030 and beyond
- Commitment to **collaboration** across sectors aiming to produce systemic reforms

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Partners in Census Legacies

Some combination of the following (will vary depending on history of Census outreach work)

- ☐ Nonprofit service providers
- ☐ Civic engagement/powerbuilding groups
- ☐ Funders
- ☐ Government agencies
- ☐ Legislative committees
- ☐ School Districts
- ☐ Community media
- ☐ Academic partners
- ☐ Other research and learning partners
- ☐ COVID-19 recovery coalitions

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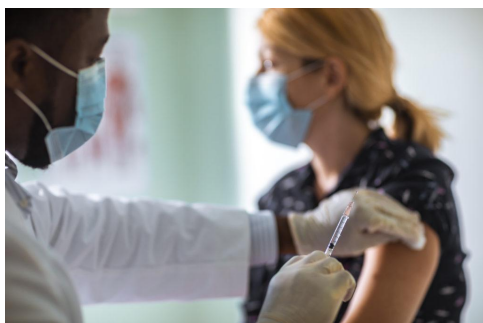


Project Toolkit

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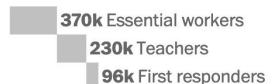
Vaccine Outreach and Disaster Response (Trusted messengers, planning/distribution)



First in line



Second in line



Third in line



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Source: The Washington Post



Economic & Workforce Development



Loss of Employment Income since March 2020



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Source: Nov 2020 Household Pulse Survey



Regional Planning/Community Development



Homeownership Rates



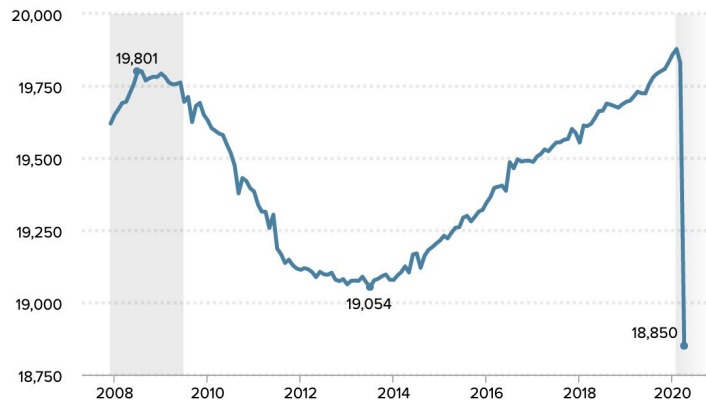
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Source: 2018 Current Population Survey estimates



Policy & Budget Advocacy

State and local government employment (in thousands), December 2007–April 2020



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Source: Economic Policy Institute



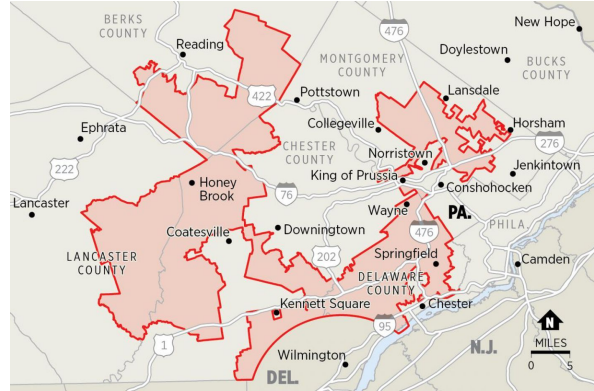
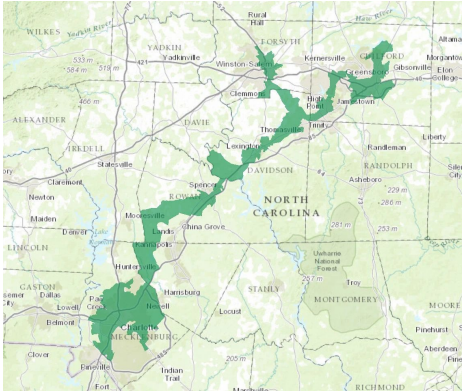
Evergreen Community Advisory Group



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Redistricting & Communities of Interest



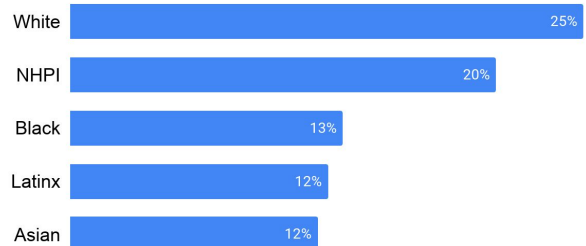
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Integrated Voter Engagement



Contacting Public Officials



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Source: 2016 National Asian American Survey



Leadership Development & Boards/Commissions



San Antonio, Share of Hispanics



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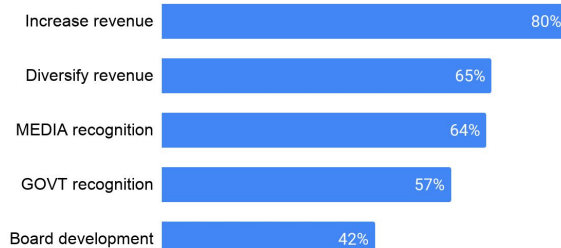
Source: San Antonio Express News



Strengthening Community Media and Community Narrative



Most pressing challenges for nonprofits

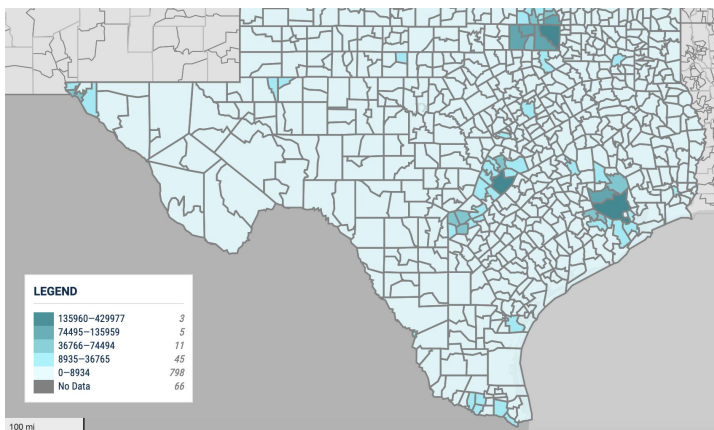
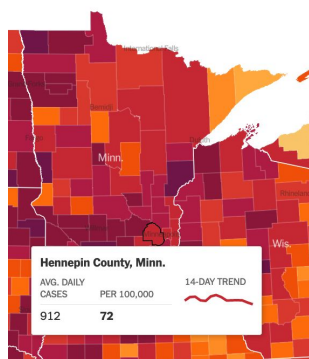


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Source: CSI 2020 Survey of Inland Empire Nonprofits



Advocacy on Census Products & Tools

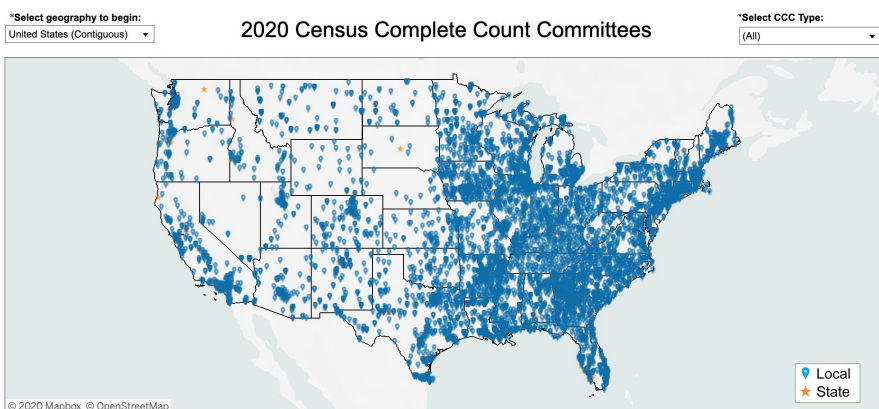


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Sources: New York Times, US Census Bureau



Preservation of Census Knowledge & Networks for 2030 Preparedness



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Source: US Census Bureau



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Interested?

1. Fill out our contact form to stay updated:
censuslegacies.org/contact/
2. Email KarlaLo@ucr.edu if you're interested in helping to coordinate a Census Legacy coalition

Karla López del Río

Associate Director, Census Legacies and
Center for Social Innovation, UC Riverside

Find us on [LinkedIn](#) and Web: censuslegacies.org

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Perspective from US Census Bureau

Jennifer Shopkorn
Senior Advisor, Communications

#CensusLegacies



Elizabeth Espinoza
Imperial Valley College



Hector



Miguel Hernandez



Martha Garcia

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Regional Voices

Adriana Nava, Imperial County

Megan Thomas, San Diego County

Sarah Middleton, Orange County

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State Efforts

Susan Balbas, Washington Community Alliance,
Na'ah Illahee Fund

Xp Lee, Minnesota Council of Foundations

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Philanthropy

Susan Racher, Florida Counts

Pat Swann, New York Census Equity Fund

Ankita Patel, Philanthropy Northwest

Maggie Osborn, United Philanthropy Forum

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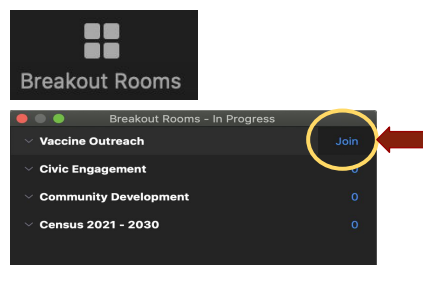


We're in Breakout Sessions: Join Us!

1. Vaccine Outreach
2. Civic Engagement
3. Community Development
4. Census 2021 - 2030

Directions:

- Click on the “Breakout Room” icon on the zoom bar down below
- A view of all 4 breakout rooms will show, hover over the room you wish to attend
- Click the blue number - then click the blue “Join” to enter



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Report Back

Vaccine Outreach: Xp Lee, Minnesota Council of Foundations

Civic Engagement: Maggie Osborne, United Philanthropy Forum

Community Development: Adriana Nava, Imperial County

Census 2021-2030: Jeri Green, National Urban League
Terri Ann Lowenthal, Census consultant/expert

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Reflections, Commitments, Call to Action

Jocelyn Bissonnette, Funders' Committee for Civic Participation

Manuel Santamaria, Silicon Valley Community Foundation

Miki Noguchi, National League of Cities

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