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**
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

How It Started (Jan to Sep 2020)

RISE
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

Advisory Group
(list in formation)

Philanthropy-serving Organizations
United Philanthropy Forum
Funders’ 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
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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Vaccine Outreach and Disaster Response
(Trusted messengers, planning/distribution)

Source: The Washington Post
Economic & Workforce Development

Loss of Employment Income since March 2020

- Latinx: 60%
- Black: 55%
- Asian: 48%
- White: 42%

Source: Nov 2020 Household Pulse Survey

Regional Planning/Community Development

Homeownership Rates

- White: 70%
- Asian or NHPI: 57%
- Native Am: 51%
- Latinx: 46%
- Black: 43%

Source: 2018 Current Population Survey estimates
State and local government employment (in thousands), December 2007–April 2020

Source: Economic Policy Institute

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Evergreen Community Advisory Group

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Redistricting & Communities of Interest

Source: 2016 National Asian American Survey

Integrated Voter Engagement

Contacting Public Officials

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>White</td>
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<tr>
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<tr>
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<tr>
<td>Latinx</td>
<td>12%</td>
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<tr>
<td>Asian</td>
<td>12%</td>
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Source: 2016 National Asian American Survey
Leadership Development & Boards/Commissions

San Antonio, Share of Hispanics

- Among residents: 64%
- On boards/commissions: 33%

Source: San Antonio Express News

Strengthening Community Media and Community Narrative

Most pressing challenges for nonprofits

- Increase revenue: 80%
- Diversify revenue: 65%
- MEDIA recognition: 64%
- GOVT recognition: 57%
- Board development: 42%

Source: CSI 2020 Survey of Inland Empire Nonprofits
Advocacy on Census Products & Tools

Sources: New York Times, US Census Bureau

Preservation of Census Knowledge & Networks for 2030 Preparedness

Source: US Census Bureau
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

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Regional Voices

Adriana Nava, Imperial County
Megan Thomas, San Diego County
Sarah Middleton, Orange County
State Efforts

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

Xp Lee, Minnesota Council of Foundations

Philanthropy

Susan Racher, Florida Counts

Pat Swann, New York Census Equity Fund

Ankita Patel, Philanthropy Northwest

Maggie Osborn, United Philanthropy Forum
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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