

GENERAL PLAN FOR USE OF CALIFORNIA COMPLETE COUNT FUNDING

Riverside County, January 2010

Complete Count Committee

Riverside County's Complete Count Committee (CCC) was established by action of the county Board of Supervisors on September 1, 2009. It is led by two county supervisors, two members of the Western County Council of Governments (WRCOG) and two members of the Coachella Valley Association of Governments (CVAG). This structure ensures that cities from throughout the county remain aware of and involved with the local census effort.

Subcommittees of the CCC are being established to target specific segments of the county. For example, the Homeless and Housing subcommittee, comprised of organizations that provide emergency food, shelter, etc., will identify the service points for the homeless and develop strategies to encourage census participation. The Faith-based subcommittee will consist of religious organizations and will reach recipients of charitable services as well as churchgoers. Other subcommittees include Media, Education, Ethnic, Business, Government, Community Services, Health Services and Unincorporated Areas.

Hard-to-Count Population

The California Department of Finance's Complete Count Committee Handbook Census 2010 shows a Riverside County undercount of 20,848 persons in 2000. Since that census, the county has added more than one-half million residents, an increase of 34%. Some 28,000 local residents will not be counted in 2010 if Riverside does not improve participation.

As the county with the sixth largest Census 2000 undercount in California, it is important to pinpoint the hard-to-count areas. This has been done visually by enlisting Geographic Information Systems (GIS) staff, who produced colorful and detailed maps showing low-income, minority and linguistically isolated areas down to the street level. These maps have proven popular when posted at census-related meetings.

The population of the unincorporated area has grown some, but most of the population shift has occurred in cities, with two new ones having incorporated. One of these areas had a low

undercount in 2000, but the other includes a community with a 2.32% undercount. That area, now part of the city of Menifee, will be targeted through the city's new council.

The large, dispersed unincorporated area of Riverside presents a challenge to census takers. Also challenging in Riverside is the number of gated communities, non-English-speaking persons (an estimated 8.7% of households are considered to be linguistically isolated, or about one in 12), and low income areas. The population of this county is somewhat mobile, with a large number of transient workers and "snowbirds."

The general state of the economy and the relative affordability of area homes may have caused the local household size to increase. As part of the public awareness effort, Riverside will emphasize the need for infants, foster children and all members of each household to be counted.

Outreach Plan

Riverside's plan to reach the traditionally hard to count population focuses on five main strategies:

- Client outreach. County employees perceived as "trusted messengers" will be enlisted to encourage their low-income clients to return census forms. These include those employed through the In-Home Supportive Services program; the Community Action Program; the Mental Health Department; Homeless Programs; and Office on Aging.
- County website. The site rccensus.org was launched in September and is being used to disseminate information about complete count steering committee meetings, maps of hard-to-count areas of the county, and local contact people. Those interested in helping with census outreach can sign up at the website.
- Desert events. Nearly 65% (13,474) of the 2000 undercount is believed to have been Hispanic or Latino. Desert communities have organized early to focus efforts on the large Hispanic population in that region. Through the Coachella Valley Association of Governments, these communities joined together to promote the census at the annual Tamale Festival and other events built around Latino heritage. There will also be a strong census outreach effort as part of the National Date Festival, Feb. 12-21, which is a large county fair attracting about 275,000 visitors annually.
- Statewide event. On "Be Counted. Be Californian" Day, the grand opening of a library in a low-income unincorporated area has been scheduled. The census presence will be

strong at this event, which will be organized by the county's Economic Development Agency.

- Community leadership. Outreach to unincorporated area residents will be through the governing boards of 36 community councils, municipal advisory councils, and county service areas. Announcements and presentations will also be made regularly in Board of Supervisors meetings and agendas.

In addition to these key strategies, promotion of the census will occur in myriad small ways, such as the display of posters at county facilities, the inclusion of the census logo on county correspondence, inserts in trash collection billings, notices in voter pamphlets, etc. County employees will help the US Census Bureau to coordinate Questionnaire Assistance Center training.

Media Strategies

The following local news outlets are owned by ethnic minorities:

- The Black Voice News (newspaper) Hispanic Lifestyle (web site and TV)
- La Opinion (newspaper)
- Precinct Reporter (newspaper)
- San Bernardino American News (newspaper, web site with circulation in Riverside County)
- Westside Story News (web site and newsletter with circulation in Riverside County)

The county's public information officers are in routine contact with these outlets and will develop partnerships to maximize census outreach, including purchasing advertising to the extent possible within the budget.

Mirroring trends in all types of media, corporate control is well established among local outlets whose audience is largely minority- or ethnic-based. The following media outlets are not minority- or ethnic-owned but specialize in bilingual or cross-cultural formats: KDIF 1440 AM radio; El Chicano Weekly; La Prensa newspaper; KCAL 1410 AM radio (Spanish); KVER TV Palm Desert, Adelante, Hoy, LA Opinion, La Prensa, KCAL AM, KDIF 1440 AM, KFUT-1270 AM, KUNA – Telemundo 15, KMEX Channel 34, KVEA, KWYY Channel 52. These media outlets also will be targeted in outreach efforts and encouraged to report on the census in news coverage, in editorials and, where possible, via advertising and public service announcements.

Budget

The budget below includes not only the \$52,500 anticipated from the State of California, but \$24,500 appropriated by the county Board of Supervisors for census outreach and promotion. An additional \$75,500 was appropriated by the Board for census-related activities such as a boundary annexation survey, local census address update, participants’ statistical area program, block boundary suggestion program, and the like, but is not included in the outreach budget below.

The contributions of staff from the County Executive Office, Economic Development Agency, and Transportation and Land Management Agency have been and will be extensive, but also are not enumerated here. A rough estimate is that these employees contributed 770 hours in 2009, at a value of approximately \$38,500, not including benefits. In 2010 they are likely to contribute labor equivalent to several times that amount. In addition, staff from many other county departments will be working on census outreach. This can be considered Riverside County’s in-kind contribution to the census effort.

| Outreach Budget Allocations | | Amount | Percent |
|---|--|---------------|----------------|
| Expenses: | | | |
| Webpage Development and Maintenance | | 7,000 | 7% |
| Promotional Materials - general | | 7,500 | 7% |
| Creation/printing of local maps (hard-to-count areas) | | 5,000 | 5% |
| Public Outreach - general | | 5,000 | 5% |
| Be Counted. Be Californian Day event materials | | 5,000 | 5% |
| National Date Festival (Feb 12-21) materials | | 7,500 | 7% |
| Ethnic media advertising | | 25,000 | 24% |
| Outdoor advertising (billboards & banners) | | 10,000 | 10% |
| Pass-thru to cities | | <u>5,000</u> | 5% |
| TOTAL | | 77,000 | |
| Revenues: | | | |
| County General Fund Appropriation for outreach | | 24,500 | 32% |
| California Complete Count Campaign | | <u>52,500</u> | 68% |
| TOTAL | | 77,000 | |

Pass-through Funding for Cities and Partners

At present, 12 cities (out of 26) have formed their own Complete Count Committees. Efforts continue to encourage participation from the others.

About 5% of the above budget includes funds to pass through to city and other complete count committees. In order to prevent duplication of efforts, Riverside County's efforts will focus on those communities without their own complete count committees. Some funds will be reserved, however, for distribution to city and tribal CCCs who need outreach materials not available from the federal census representatives, and have no other funds to provide these. Given the stringent terms for subcontracting, it may prove more efficient for the County to purchase materials on behalf of cities instead of passing funds through directly.