After Census, What?
Building a Foundation for Inclusive Regional Planning
**Key Takeaways**

- Census has been a game changer in many California regions
  - Key connection to nonprofit capacity building
  - Key connection to “civic engagement continuum”
- In the Inland Empire
  - Has laid solid foundation for inclusive regional planning
  - What has COVID Crisis and Response meant?
- Next steps
  - Other regions
  - Implications for governments, nonprofits, philanthropy
Goals of our Center

Promote collaborative research, policy innovation, and narrative change

More fully realize region’s potential in civic activities, philanthropic investments, nonprofit sector
Key Partners

Community Organizations
Government (local, state)
Philanthropy
On-campus partners and assets
Growing Opportunity in the Inland Region
Census Outreach in the Inland Empire

Organizing and Innovating to “Get Out the Count”
I.E. Undercount Risk

1.13 million live in Census Tracts with high HTC scores

642,000 in San Bernardino County

486,000 in Riverside County
How is the IE *Organizing and Innovating* to Achieve a Complete Count?
Objectives

1. **Information sharing** across sectors
   - public, private, nonprofit, academic

2. **Collaboration**: avoiding duplication, awareness of gaps

3. Ensuring resources are allocated **efficiently** and **equitably**

4. **Create legacy** effects that strengthen the region
How did we get here?

**Summer 2018**
- Anxiety that our region is behind LA County
- UCR helps organize State Census regional meetings
- Relationship building with counties, nonprofit table, very strong RFI submitted

**Fall 2018**
- Uncertainty about 2-county or IE Complete Count committee
  - UCR organizes "design session" involving county and COG representatives
  - Proposal for innovative IE CCC structure proposed, feedback from nonprofit table and funders
  - Census Outreach Table holds # meetings on information sharing, planning, governance, MOU, and increasing size of coalition each month
Field Outreach: HTC Communities

- Limited English Proficient
- Young mobile
- LGBT
- Homeless
- Children
- Undocumented

Field Outreach: Regions

- High Desert
- San Bernardino Metro
- Morongo Basin
- Riverside Metro
- Riverside Central
- Riverside Southwest
- Riverside Eastern
- Tribal Governments

City or other CCC coordinating with Regional CCC subcommittee

- African American
- Latinx
- Asian Am
- NHPI
- Disabled
- Transitioning Age Youth
- AIAN
INLAND EMPIRE

Counties eye ‘complete’ census

Supervisors in Riverside, San Bernardino join push to ensure every person counted

By Jeff Horsemann
jhorsemann@pe.com
@JeffHorsemann on Twitter

A debate rages over whether the 2020 census should include a citizenship question, supervisors in Riverside and San Bernardino counties are joining an effort to ensure every inland resident is counted in the upcoming survey.

The boards of supervisors in both counties recently voted to join a “complete count committee” for the Inland Empire. With technical support from UC Riverside’s Center for Social Innovation, the committee, which is composed of local government, business and non-profit leaders, will try to boost the local response rate in what’s been a slow year for the census, especially among Inland Empire groups considered difficult to count.

Neither county is committing money to the committee, which is still taking shape and has yet to meet. San Bernardino County supervisors voted to join the committee on Jan. 8, while Riverside County supervisors did the same on Jan. 14.

The committee’s work comes amid a national dispute over the Trump administration’s plan to ask all residents if they are U.S. citizens. Traditionally, the census has counted all people living in the country, not just citizens.

The White House, mainly through Commerce Secretary Wilbur Ross, has argued the citizenship question is an effort to enforce the Voting Rights Act. Opponents say the question will deter undocumented immigrants from participating in the census, leading to an undercount that will affect congressional redistricting and how federal money is allocated.

More than two dozen states and other plaintiffs are suing to keep the question out of the census.

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NEWS • POLITICS

Census 2020: Los Angeles County’s loss could be the Inland Empire’s gain in 2021 redistricting

The Rose Institute’s predictions are based on a 2020 Census forecast

By JEFF HORSEMAN | jhorseman@scng.com | The Press-Enterprise
PUBLISHED: April 22, 2019 at 6:50 am | UPDATED: April 22, 2019 at 8:33 am

A reshuffling of political representation in favor of the Inland Empire and to the detriment of Los Angeles County could be in order following the 2020 census, according to a new report from a Southern California think tank.

CALmatters
Census Work Timeline

Plan: Data, Mapping, Committees (2019 - Present)
Educate: Stakeholder education, public awareness (2019 - Present)
Motivate: Pledge cards, door-to-door, trusted messengers (2019 - Present)

**Activate:** Get Out the Count (March 2020 – August 2020)
State of Nonprofits in the Inland Empire

including a survey on COVID-19 impacts
Key Findings of the Report

• Impressive proportional gains in terms of funding, but region still lags
• IE nonprofits show greater impact than resources through coalition work
• Census efforts and capacity building
• Social enterprise is increasing in the region
• Diversity and inclusion are important priorities for NP leadership
Nonprofits by Year of Founding

<table>
<thead>
<tr>
<th>Region</th>
<th>2015-Present</th>
<th>2010-2014</th>
<th>Before 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inland Empire</td>
<td>28%</td>
<td>16%</td>
<td>56%</td>
</tr>
<tr>
<td>Other SoCal</td>
<td>26%</td>
<td>15%</td>
<td>58%</td>
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<tr>
<td>California</td>
<td>25%</td>
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<td>60%</td>
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<td>Bay Area</td>
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<td>14%</td>
<td>62%</td>
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<tr>
<td>Sacramento Valley</td>
<td>23%</td>
<td>14%</td>
<td>63%</td>
</tr>
<tr>
<td>San Joaquin Valley</td>
<td>23%</td>
<td>14%</td>
<td>63%</td>
</tr>
</tbody>
</table>

Source: IRS Business Master File; 2018 Census Population
State of Nonprofits in the Inland Empire

TOTAL FOUNDATION GIVING (MILLIONS)

Source: Foundation Maps, Powered by Candid
State of Nonprofits in the Inland Empire

NONPROFIT ASSETS PER CAPITA

- Bay Area: $40,822
- Sacramento Valley: $22,777
- CALIFORNIA: $19,224
- Rest of So Cal: $17,153
- San Bernardino County: $6,919
- Inland Empire: $5,398
- San Joaquin Valley: $5,138
- Riverside County: $4,051

Source: IRS Business Master File, 2018 ACS 1-yr Estimates
State of Nonprofits in the Inland Empire

Source of Nonprofit Foundation Giving, by Region

- **Orange**: 60% Funding from within, 40% Founding from outside
- **Los Angeles**: 60% Funding from within, 40% Founding from outside
- **Bay Area**: 54% Funding from within, 46% Founding from outside
- **Central Valley**: 12% Funding from within, 88% Founding from outside
- **Inland Empire**: 8% Funding from within, 92% Founding from outside

Source: Foundation Center, 2016
State of Nonprofits in the Inland Empire

FOUNDATION GIVING PER CAPITA, BY REGION

- Bay Area: $745
- California: $272
- LA County: $272
- Orange County: $139
- Central Valley: $67
- Inland Empire: $31

Source: Foundation Center, 2016
State of Nonprofits in the Inland Empire

Inland Empire Nonprofit Wage Ratio to Private Wages, by Region

- San Bernardino County: 1.43
- Inland Empire: 1.37
- San Joaquin Valley: 1.31
- Central Valley: 1.29
- Sacramento Valley: 1.24
- Riverside County: 1.22
- Rest of SoCal: 0.99
- California: 0.95
- Bay Area: 0.72

State of Nonprofits in the Inland Empire

STAFFING CHALLENGES

- Recruiting Staff: 45%
- Recruiting Volunteers: 44%
- Retaining Volunteers: 31%
- Staff Advancement: 30%
- Other Staffing Challenges: 27%
- Retaining Staff: 23%
- Diversify Staff: 17%

Source: CSI Nonprofit Survey, 2020
State of Nonprofits in the Inland Empire

DIVERSITY PRIORITIES

- Board members of color: 69%
- Women leaders: 63%
- Leaders of color: 63%
- Women board members: 60%

Source: CSI Nonprofit Survey, 2020
Community Profiles & Themes

• Strong collaborative work has helped the region

• Census has made individual and collective capacity stronger

• A move to social enterprise funding model

• Excitement for growth and the future of the Inland Empire
NONPROFITS PER 1,000 RESIDENTS, BY CENSUS TRACT

State of Nonprofits in the Inland Empire

Number of Nonprofits Per 1,000 Residents
- 0
- 0.1 - 0.8
- 0.8 - 2.2
- > 2.2

Source: IRS Master Business File, March 2020
State of Civic Engagement in the Inland Empire

The Continuum of Civic Engagement

- Census Outreach (get out the count)
- Redistricting (get out the maps)
- Turnout (get out the vote)
- Registration (get engaged)
- Beyond Voting (get activated)
- Running for Office (get represented)

Framework from Ramakrishnan, 2019
Nonprofits & Census
IE COVID Response Survey

- Sense of how Inland Empire nonprofits are faring
- Also serves as intake form for pooled fund, IECF grantmaking
- Deployed on March 18 (day before statewide shelter in place)
- 206 respondents as of April 1
- Planning Wave 2, plus public opinion and government agency survey
  - Feedback on questions/topics now, or via paolaa@ucr.edu
Major Services Provided

- Human: 30% (Any), 30% (Share of Top) - 48%
- Education: 33%
- Youth: 16% (Any), 29% (Share of Top)
- Health: 12% (Any), 24% (Share of Top)
- Food: 23%
- Other: 14% (Any), 23% (Share of Top)
- Mental health: 5% (Any), 21% (Share of Top)
- Housing: 8% (Any), 19% (Share of Top)
- Employment: 12%
- Public: 1% (Any), 9% (Share of Top)
- Arts and culture: 8%
### Major Services Provided (contd)

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety</td>
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</tr>
<tr>
<td>Environment</td>
<td>6%</td>
</tr>
<tr>
<td>Religion</td>
<td>4%</td>
</tr>
<tr>
<td>Animal care</td>
<td>3%</td>
</tr>
<tr>
<td>Philanthropy</td>
<td>3%</td>
</tr>
<tr>
<td>Social research</td>
<td>3%</td>
</tr>
<tr>
<td>Recreation</td>
<td>2%</td>
</tr>
<tr>
<td>Crime</td>
<td>2%</td>
</tr>
<tr>
<td>Disease/cure</td>
<td>2%</td>
</tr>
<tr>
<td>Mutual</td>
<td>1%</td>
</tr>
<tr>
<td>International</td>
<td>1%</td>
</tr>
<tr>
<td>Science</td>
<td>1%</td>
</tr>
<tr>
<td>Medical</td>
<td>0%</td>
</tr>
</tbody>
</table>
Major Populations Served (Race)

- Hispanic/Latinx: High 63%, Med/High 91%
- White: High 28%, Med/High 69%
- Black: High 24%, Med/High 64%
- Asian American: High 4%, Med/High 13%
- Other: High 4%, Med/High 9%
- Pacific Islander: High 3%, Med/High 8%
Major Populations Served

- Women: 57% High, 87% Med/High
- Men: 40% High, 83% Med/High
- Homeless or housing insecure: 39% High, 61% Med/High
- People with disabilities: 23% High, 51% Med/High
- Formerly incarcerated/justice: 17% High, 36% Med/High
- LGBT or LGBTQIA+: 6% High, 21% Med/High
- Transgender or nonbinary: 4% High, 11% Med/High
Leadership amidst challenges

- **Alianza**
  - Class and immigration-related barriers
  - Bridge between mainstream COVID-19 resources

- **COPE**
  - Focus on housing insecurity and advocacy

- **Youth and Grassroots Organizations**
  - Adapting to remote mentoring, community outreach

- **Challenges to social enterprise models**
  - Goodwill: severe effects on employment
  - Habitat: reduced revenues in stores, pause on construction
COVID-19 and Census Efforts

- Census partners (Inland Empowerment, Regional Coordinators) continue to lead our region
- Accelerating certain types of innovation, including remote canvassing and community building
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