

A Special Initiative Proposal: The U.S. Census 2010 - Reaching the “Hard to Count” Latina/o Populations in the Inland Empire

Background

According to the 2008 U.S. Census data, the Inland Empire Region of Southern California is the fastest growing area in the state. Riverside County is the fourth largest county in California, encompassing over 7,000 square miles. The current population is over 2.1 million (5.7% of California's total population). San Bernardino County is the largest by area in the continental United States and includes a population just above 2 million spread over 20,105 square miles. Combined, these neighboring counties have experienced a population surge of 35.9% since the 2000 Census. The surge accentuates the need for an accurate and complete 2010 Census count.

Within both Counties, the current Hispanic population is estimated at an average of 45.7% (47.5% in San Bernardino County, 43.9% in Riverside County), 30% above the national Hispanic average of 15.4%. With the changing landscape of the Inland Empire's population, come new challenges that make it imperative to gather information from the statistically “hard to count” demographics.

The Inland Empire Hispanic Leadership Council (IEHLC) is a regional non-partisan 501(c) 3 organization with a focus on business, education, and public policy. The Council is comprised of influential leaders within the Counties of Riverside and San Bernardino with the sole purpose to educate, empower, and advocate for the Latina/o populations within the region. Board Members of IEHLC include, but are not limited to local government, businesses, media, universities, and non-profit organizations. Some Board Members include the County of Riverside and San Bernardino's District Attorneys, City Mayors and Council representatives, local College Boards of Trustees, University Deans, County Department Heads, large and small business owners, and Chamber of Commerce representatives. With this extensive network, IEHLC identifies service and infrastructural gaps that exist in the region and provide recommendations on the types of mechanisms needed to foster overall growth and development. For further information regarding the IEHLC's mission and membership, please refer to **Appendix A**.

Proposal

IEHLC respectfully requests \$85,000 to support outreach and mobilization efforts for this special initiative. The U.S. Hispanic market has created a complex culture that requires experience and research to understand. The norms, beliefs, opinions and behavior patterns of Inland Empire Hispanics are not identical, as a result of the influence of differences in their native countries' geography, indigenous ancestry and colonial origins. For a successful Hispanic promotional campaign sensitivity is required to the nuances of the Hispanic population. IEHLC, with its expertise and cultural competency, would like to partner with the U.S. Census Bureau to provide outreach and education to the “hard to count” Hispanic communities within Riverside and San Bernardino Counties. Specifically, IEHLC will:

- 1) In coordination with established University networks, recruit student interns who are associated and/or a direct link to the targeted demographics to outreach to members of the Latina/o communities in Western Riverside and San Bernardino Counties and;
- 2) Host a high profile event in conjunction with Hispanic business partners in the Inland Empire region. By utilizing existing networks within the Hispanic community, IEHLC will establish trust, open the lines of communication and educate individuals regarding the importance of the U.S. Census.

The University and education outreach component will include a comprehensive approach focused on these efforts leveraging existing innovative university partnerships with high level administrators

at local universities and community colleges; utilizing Census Campus Student Ambassadors, to engage student networks and organizations for the mobilization of a “Nuestra Voz” grassroots information effort; and the incorporation of English as a Second Language (ESL) and English Language Development (ELD) high school programs in designated hard to count locations.

As first generation college students, the student interns will function as access bridges to family and community members less integrated into mainstream society. By capturing their natural role as “interpreters” to their communities and educating them on the importance of the Census to their family, IEHLC and the County of Riverside aim to amplify the Census outreach and enumeration efforts. Though not a singular solution to the difficult to contact problem, it is an important tool that combined with the high profile one-day event will contribute to increased census participation.

Key partners in these efforts include the following regional Hispanic Serving Institutes (HSI): University of California Riverside (UCR), Riverside Community College District (RCCD), Mount San Jacinto Community College District (MSJCCD), San Bernardino Valley Community College District (SBVCCD), Chaffey Community College District (CCCD) and California State University San Bernardino (CSUSB). At the heart of these efforts will be the Department of Education funded CSUSB Coyote Careers Program, UCR Orbits and UCR Bourns College of Engineering National Science Foundation Mentorship programs. Additional partnership support will be sought from Ramiro Porras, USDA-HSI Regional Director Southern California and Dr. Tom Rivera Associate Dean of Educational Support Services and Board Chairman for the Inland Empire Future Leaders program, a leadership program for Latinas and Latinos from across the Inland Empire.

IEHLC will capitalize on its existing relationships with the business community to host a “*Para Que Se Escuche Nuestra Voz*” event. The IEHLC is working through current partnerships to host the Census event on the property of the Cardenas Supermarket. Cardenas is a high traffic store that serves thousands of the Latina/o population in the region. IEHLC will utilize its partnership with Anheuser Busch to draw in a celebrity host. The high profile family oriented event will also capitalize on IEHLC’s existing networks in the government, academic, and business communities. Details regarding the IEHLC’s extensive network are listed in **Appendix B**.

Proposed Communication Channels

Research shows that Hispanics tend to have a special attraction to television and radio. Nevertheless, the airtime used to convey a message may not be sufficient; therefore, print media, broadcast and special events will serve to reinforce the message about the U.S. Census 2010.

Events:

Research indicates that public events create excitement and allow event hosts to hand-deliver a message face-to-face with their target audience. IEHLC’s event will be an opportunity to get the word out and motivate the population to be responsive.

Television:

49% of U.S. Hispanics, who watch television during prime-time hours, watch Spanish language programming; 30% of English-dominant Hispanics regularly watch Spanish programming; IEHLC will work with its existing networks: Univision or Telemundo to advertise the U.S. Census 2010.

Radio:

A proven, effective medium in targeting Hispanics; the most unique aspect of Spanish-language radio stations is the time spent listening. This ranks more than 13% above the general population. IEHLC will work with its existing networks: to advertise the U.S. Census 2010.

Proposed Communication Channels (continued)

Print:

Minority newspapers are an inseparable part of the local minority community. Newspaper readership skews to adult 34-54 age group. IEHLC will capitalize on strong partnerships with La Opinion, the Press Enterprise, and the San Bernardino Sun Newspapers.

Goals

The goal of IEHLC is to reach the “hard to count” populations within the Inland Empire region in order to increase Census participation by 20%¹. This will require the expertise in marketing and cultural competency.

Objectives

The IEHLC will achieve the following objectives in partnership with the U.S. Census:

Educational Network to Outreach to Non-Traditional Locations

1) *Contact our established University network to recruit student interns, a link to the targeted demographics to outreach to members of the Latina/o communities in Western Riverside and San Bernardino Counties.* This will be accomplished through the following methods:

Identify key educational institutions and community partners serving the Inland Empire Region. Specific emphasis will center on collaboration with well-developed and established networks, advisory councils and academic programs at federally designated Hispanic Serving Institutes (schools with a Hispanic population of 25% or higher).

Provide intern opportunity to a minimum of six student interns to serve as census campus ambassadors. These students will assist in coordinating on-campus and off-campus activities targeted at educating students from hard to count communities about the importance of the Census and mobilize them in a volunteer effort to disseminate information through small community functions. Students will reflect the initiative’s targeted demographics and will receive academic credit, in addition to an “intern stipend,” for their efforts thanks in part to established agreements with Riverside County.

Communicate with additional campus-based U.S. Census partners to maximize efforts at targeted demographics, amplify the “Para Que Se Escuche Nuestra Voz” U.S. Census message and avoid the duplicative efforts and waste of funds.

2010 Census Event: “Para Que Se Escuche Nuestra Voz”

2) *Host a multi-lingual high profile, family oriented event, with IEHLC business partners in the Inland Empire region.* IEHLC will host the Census event(s) on the property of the Cardenas Supermarkets in partnership with Anheuser Busch. IEHLC will draw on its extensive network to feature a celebrity guest and to publicize the events. IEHLC will do the following:

- Advertise the event through current media partnerships such as public access channels, the Press Enterprise, San Bernardino Sun and La Opinion, while utilizing existing Census 2010 branding and marketing methods.

¹ Currently the County of San Bernardino has a 68% response rate and Riverside County has a 65% response rate.

Objectives (continued):

2010 Census Event: "Para Que Se Escuche Nuestra Voz"

- Recruit and hire student interns to serve as Census campus ambassadors
- Entertain and dispel myths about the 2010 U.S. Census process and impact. Some key messages include but are not limited to:
 - The U.S. Census is confidential, easy, important and safe.
 - The U.S. Census helps the government make key decisions about social and infrastructural needs of families and children.
 - The U.S. Census ensures interests are represented and jobs are brought to the community.

Measurable Outcomes

The success of IEHLC's outreach efforts will ultimately be determined by increased numbers of "hard to count" populations included in the 2010 U.S. Census count. Other measurable outcomes will include:

Educational Network to Outreach to Non-Traditional Locations

- Oversee student interns for a minimum of 1,000 hours for outreach and the dissemination of information to non-traditional locations.
- Host, in partnership with the U.S. Census, five (5) informational opportunities at community college and university level locations.
- Host in partnership the U.S. Census, five (5) informational opportunities at the high school and district offices

Measurable Outcomes (continued)

2010 Census Event: "Para Que Se Escuche Nuestra Voz"

- Host an educational entertainment event with a participation of approximately 10,000 individuals.
- Provide U.S. Census materials to approximately four business partners and 20 Cardenas Supermarkets throughout the Inland Empire.
- As a supplement to U.S. Census efforts, successfully advertise the U.S. Census 2010 in approximately two newspapers, three public service announcements, and one television commercial.

Evaluation

IEHLC will gather information from events through photojournalism techniques, save and document all press related activities, survey student interns and participants (outreach effectiveness survey) and share information and data as part of our final report for the U.S. Census. An outreach effectiveness survey that will include city zip code and age will help us to determine if we are reaching the "hard to count" target demographics. Comments from participants will be captured and provided to the U.S. Census, which could aid in evaluating the success of this campaign.

Risk Analysis

IEHLC is confident in its network and ability to perform the outlined goals and objectives. Risk factors that may impact success rates include: the timeframe available, funding adjustments and location capacity; however, key staff and partners are in place to initiate implementation and ensure that all logistical aspects of the campaign are launched effectively.

Organizational Capacity

The mission and values of IEHLC are aligned with the goals of the U.S. Census, specifically the intention to outreach to the disenfranchised Latina/o “hard to count” populations. In its current capacity, IEHLC identifies service and infrastructural gaps that exist in the region and provides recommendations on the types of mechanisms needed to foster overall growth and development. Board Members of IEHLC are in leadership positions with access to a wealth of resources that will ensure the successful execution of this project. IEHLC’s ties to local and regional government, afford opportunities for intensive and efficient mobilization of the Inland Empire region. Relationships with the most prominent and successful businesses in the area ensure credibility and cultural relevance/sensitivity in the Latina/o communities. Ties to the academic networks in the region will enhance IEHLC’s penetration within the various generations of the Hispanic community. For more information, refer to IEHLC’s brochure found in **Appendix C**.