



THE REAL COST MEASURE IN THE INLAND REGION

LIVE UNITED

Friday, February 11, 2022



Inland SoCal 211+



Welcome

- Meeting Purpose
- Agenda Review
- Housekeeping
 - Please add your name, organization, and email address to the chat using the **chat button**.
 - For questions, please use the **Q&A button** on your toolbar



Our Host

Lisa Wright (She/Her)
President
Inland SoCal United Way
Inland SoCal 211+

Hometown: Redlands



Inland SoCal United Way
inlandsocaluw.org



Inland SoCal United Way 211+

MISSION

Inland Southern California United Way's mission is to unite people, ideas, and resources to empower our community and improve lives.

VISION

We envision a caring community, an extraordinary place to live, learn, work, and grow. We work towards this vision by focusing on the education, financial stability, health, and housing of all people in the Inland Southern California region.

VALUES

Equity, Excellence, and Empathy.

Event Sponsor

Julio Figueroa (He/Him)
Director of External
& Legislative Affairs



Hometown: Riverside



The Real Cost Measure

Henry Gascon (He/Him)
Director, Program and
Policy Development



United Ways of California

Hometown: Pasadena
Email: hgascon@unitedwaysca.org



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Struggling to Move Up: The Real Cost Measure in California 2021

Inland Southern California United Way
February 11, 2022



United Ways of California



**Struggling to Move Up:
The Real Cost Measure in California 2021**

Peter Manzo, Henry Gascon, Betsy Baum Block, and Dan Beeby



About the Real Cost Measure

Real Cost Measure = more accurate measure of who is struggling in California

Real Cost Measure incorporates the cost of housing, food, health care, child care, & other basic needs

Focus is on working households

State, regional, county, and neighborhood-level data

Nearly 1,600 household budgets by household size for every CA county

Real Cost Measure Methodology

Budget Component	Real Cost Measure 2021 (based on 2014-2019 data)
Population Focus	Households
Housing	Fair Market Rent Rates Dept. of Housing and Urban Development
Food	Low Cost Food Plan Dept. of Housing and Urban Development
Child care	CA Department of Education
Health care	Consumer Expenditure Survey
Transportation	Consumer Expenditure Survey
Miscellaneous	10% of Basic Needs
Taxes	Federal/State Taxes/Payroll Taxes & Child Care and Child Tax Credits

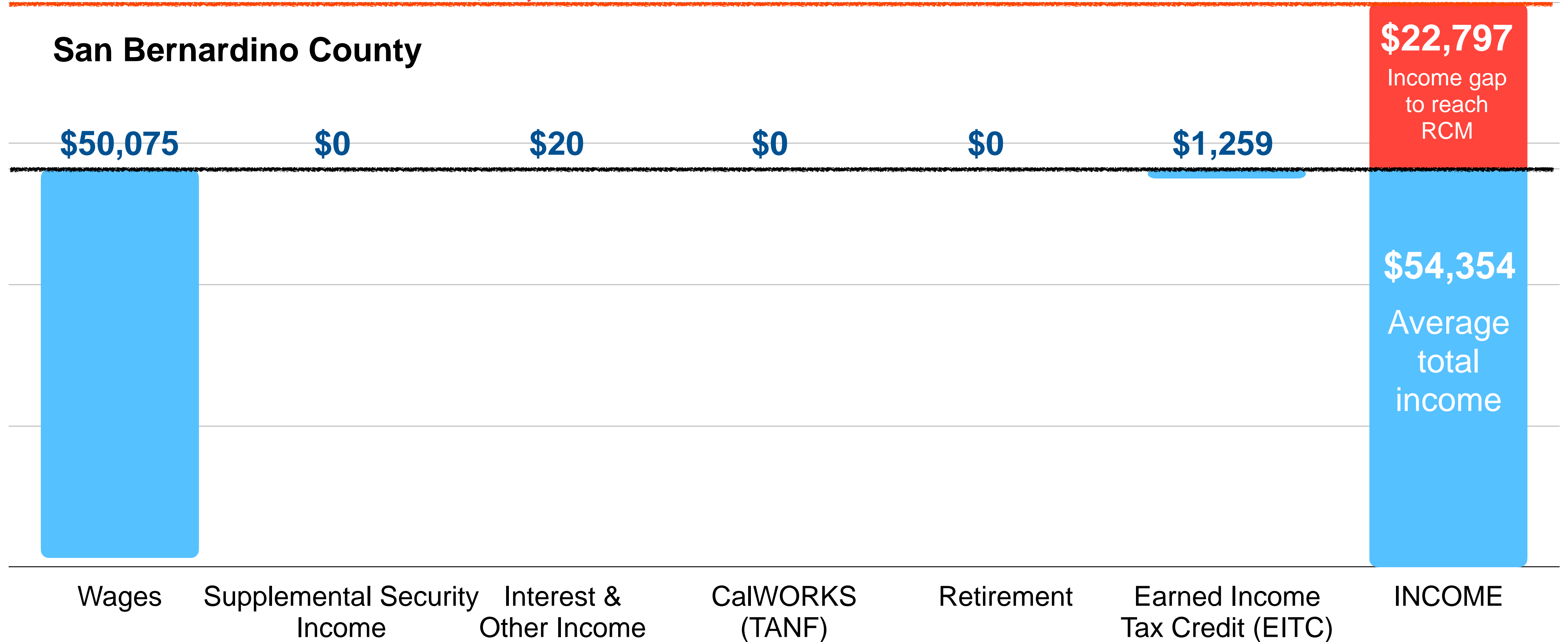
Real Cost Methodology: www.unitedwaysca.org/realcost

Income Gap after Wages and Public Assistance for Average Household *below* the Real Cost Measure

** average based on: 2 adults, 1 pre-schooler, 1 school-aged child*

Real Cost Measure: \$77,151

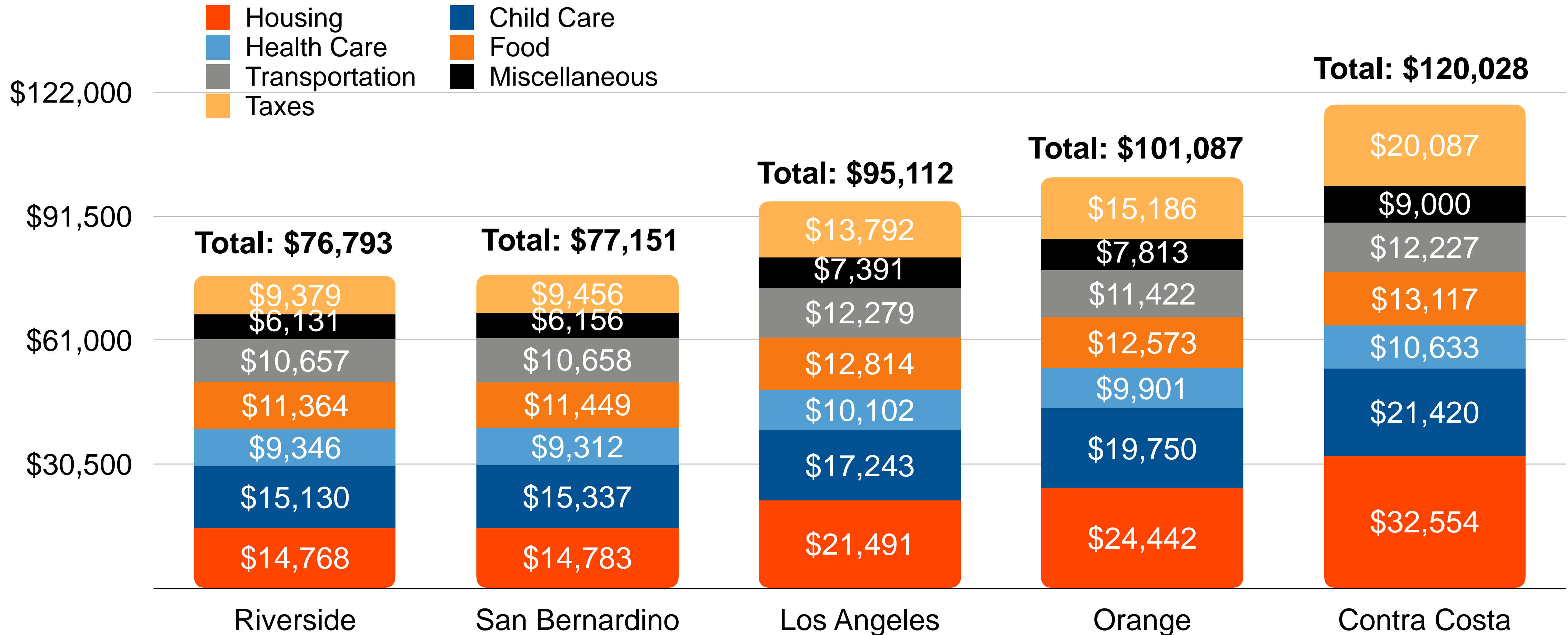
San Bernardino County



What Does it Cost to Live in CA?

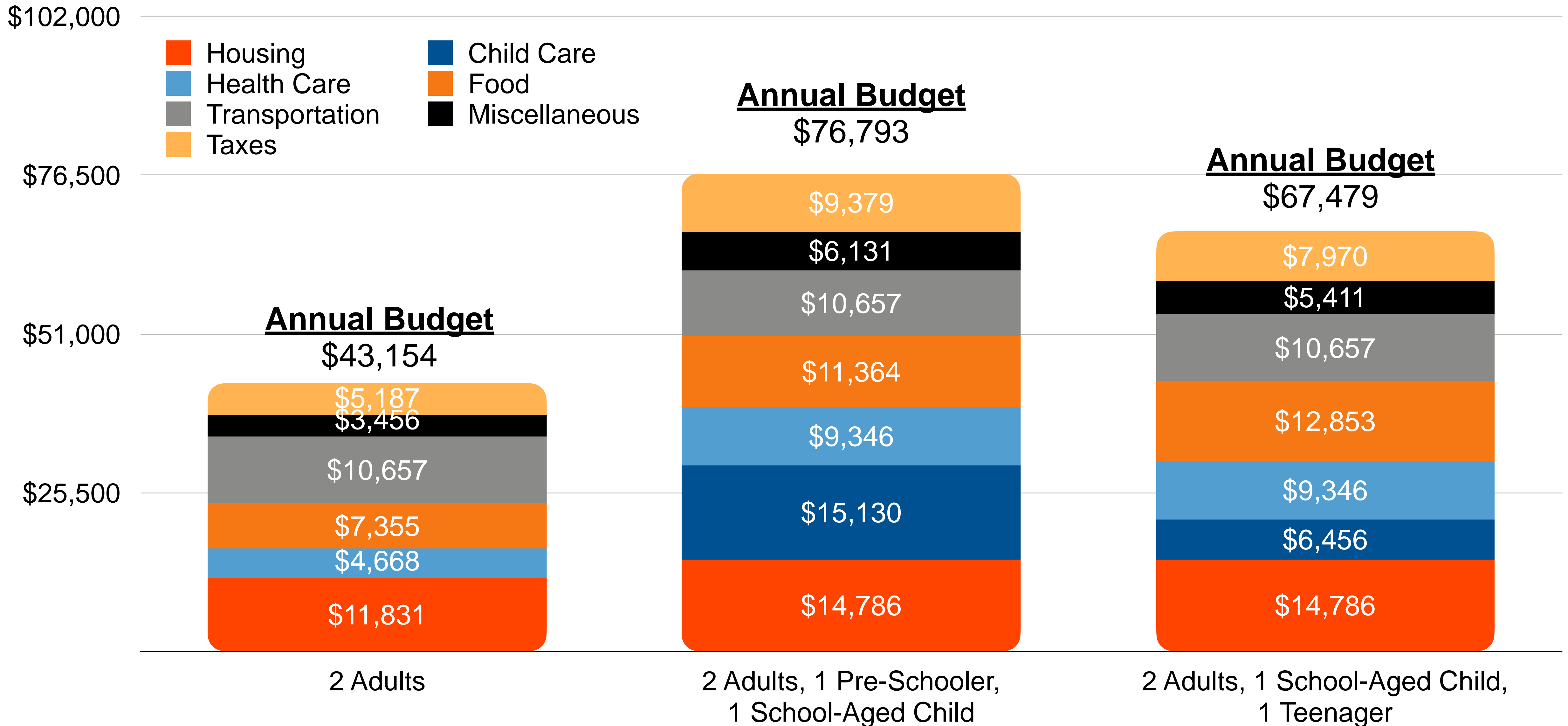
The Real Cost Measure in California 2021

** annual budget based on 2 adults, 1 pre-schooler, 1 school-aged child*



Household Budgets Change with Family Size

Riverside County



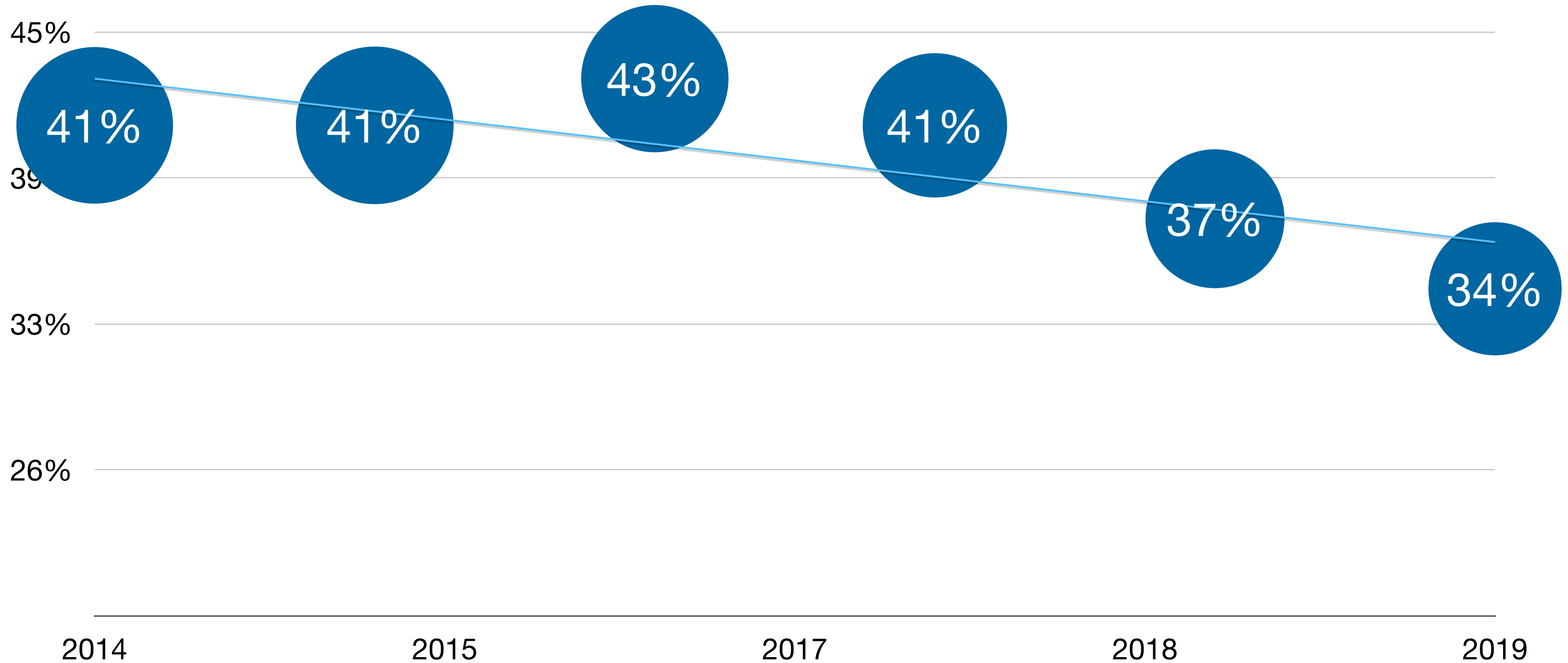
**Nearly 1 in 3 households in
California (33%) fall below the
Real Cost Measure**

estimated 3,564,522 households

**97% of households below the
Real Cost Measure in California
have at least one working adult**

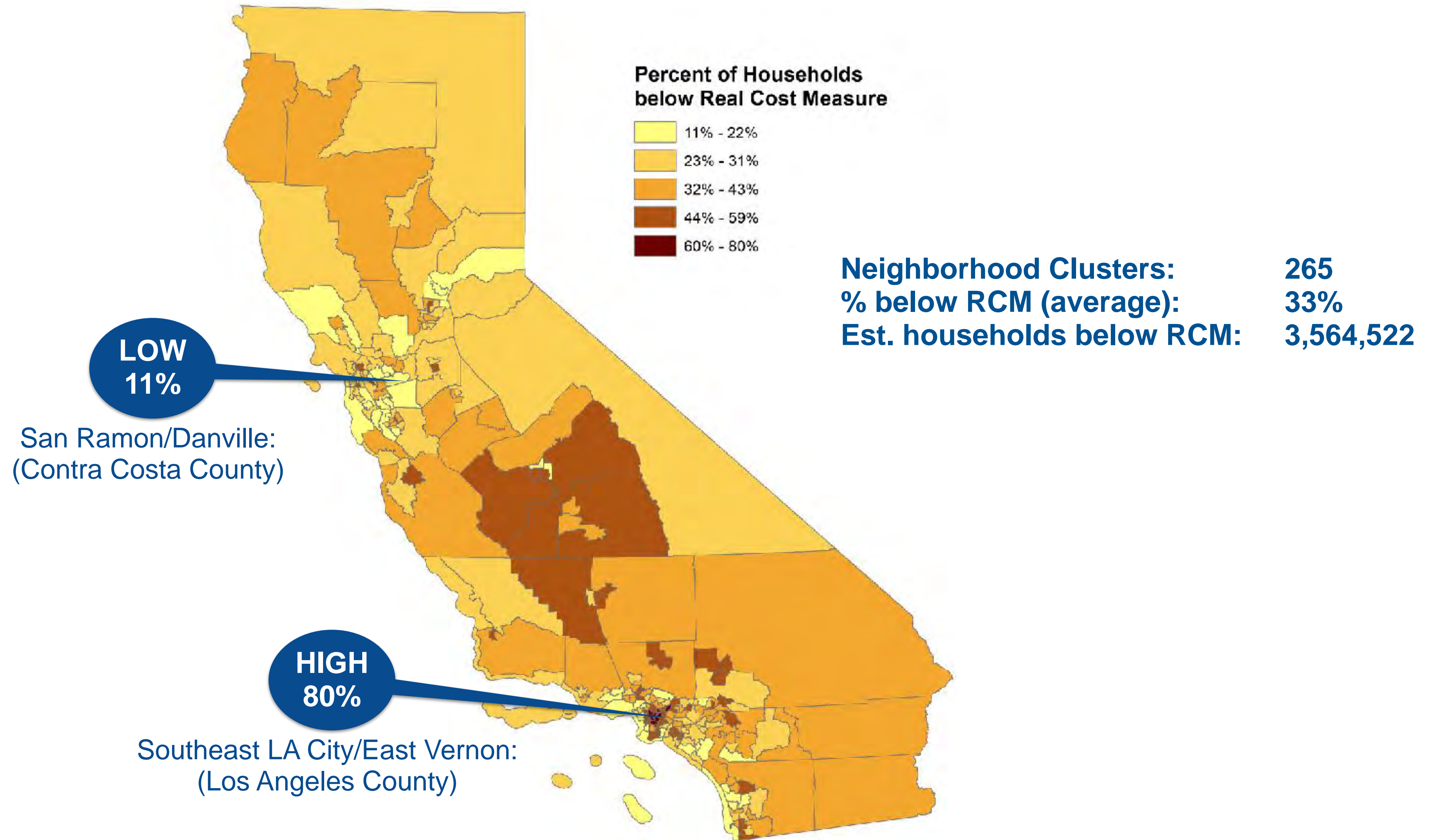
Real Cost Measure in Inland Region

The Real Cost Measure in California, 2014 - 2019



Real Cost Measure by Neighborhood Clusters

The Real Cost Measure in California 2021

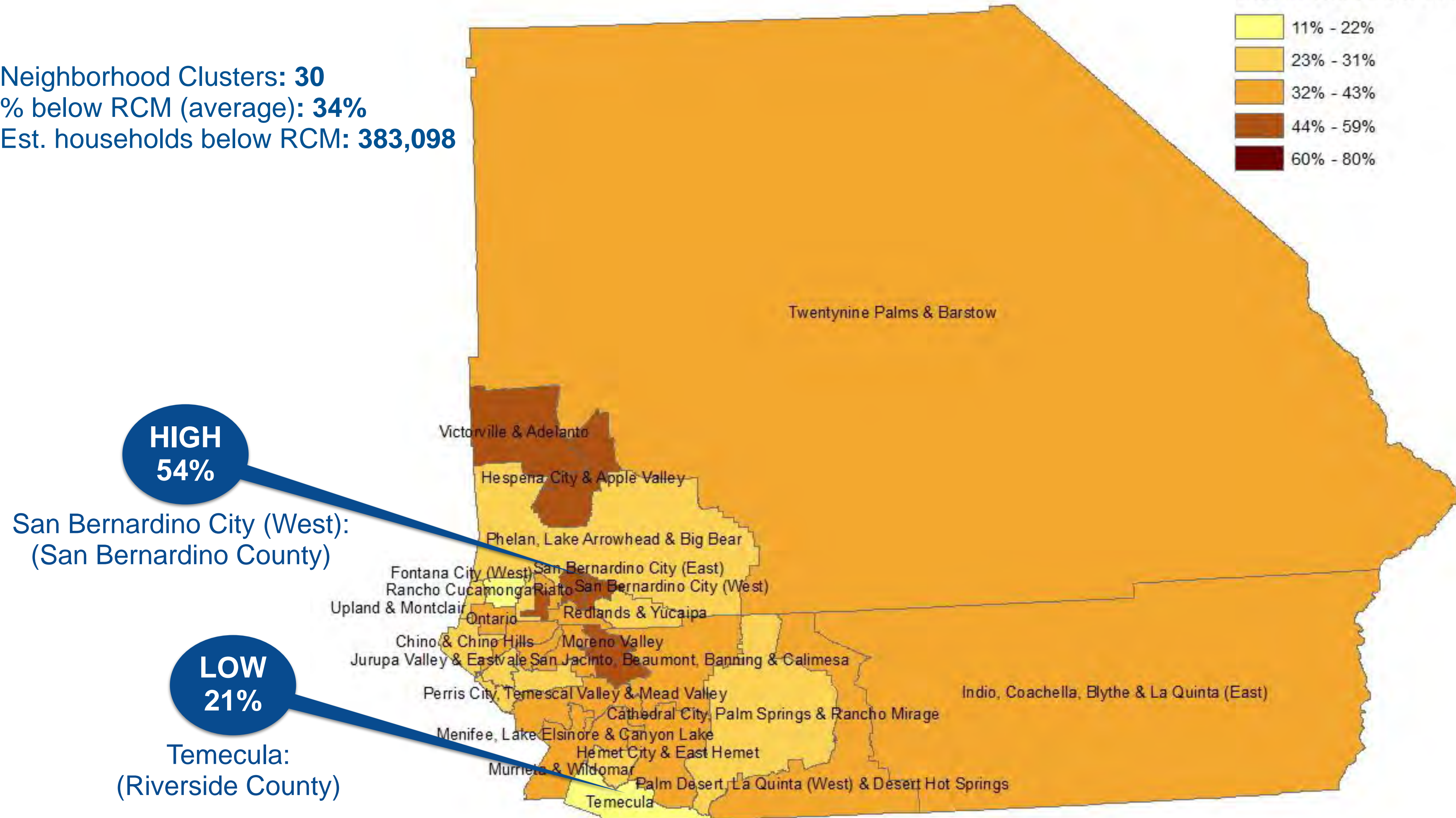
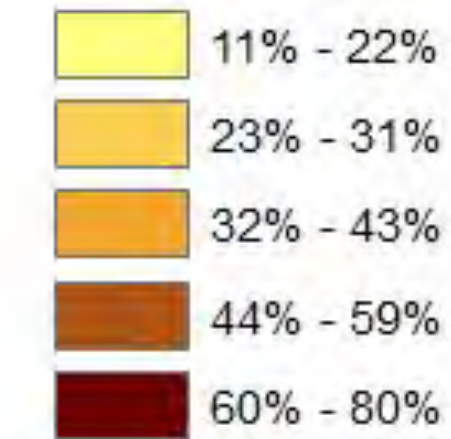


Real Cost Measure in Inland Region

The Real Cost Measure in California 2021

Neighborhood Clusters: **30**
% below RCM (average): **34%**
Est. households below RCM: **383,098**

Percent of Households below Real Cost Measure



HIGH
54%

San Bernardino City (West):
(San Bernardino County)

LOW
21%

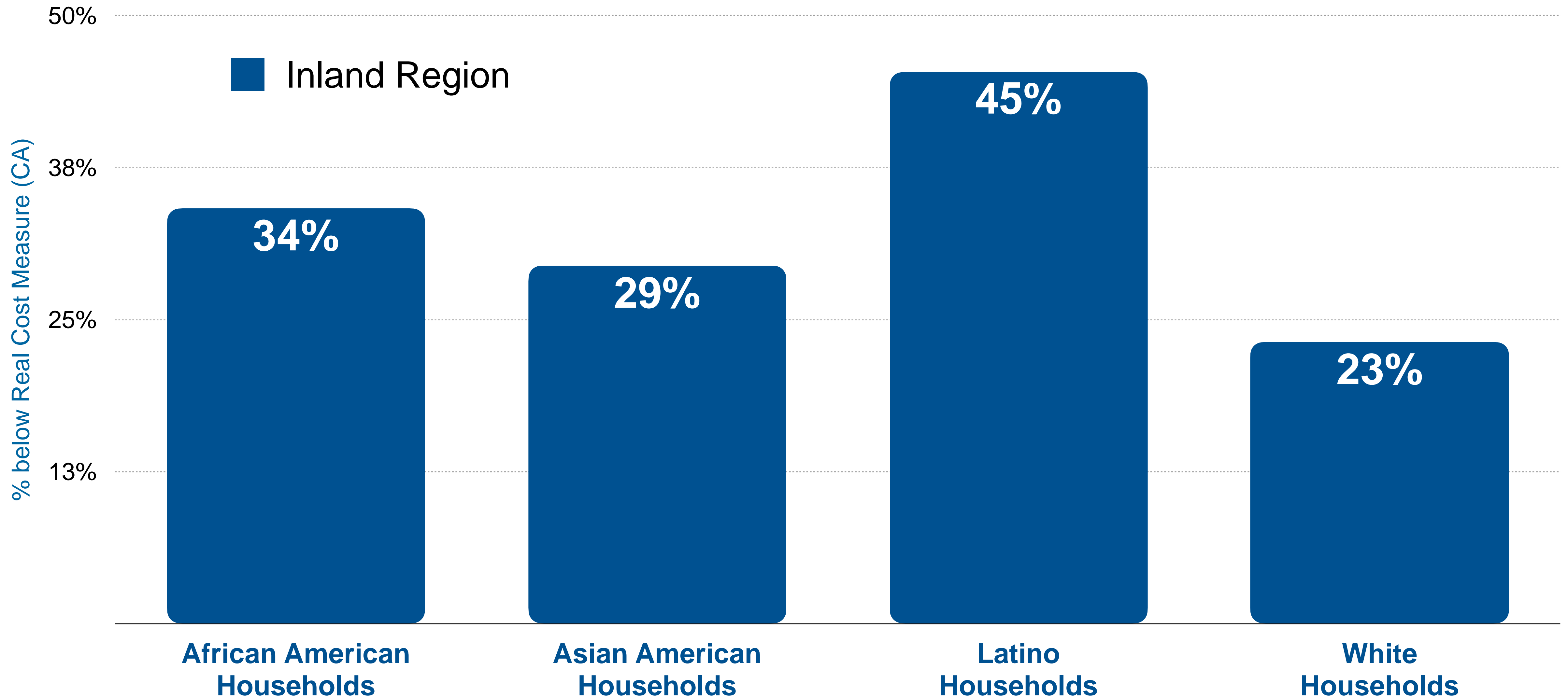
Temecula:
(Riverside County)

**52% of Latino households in California
struggle to meet basic needs**

1,730,999 estimated households!

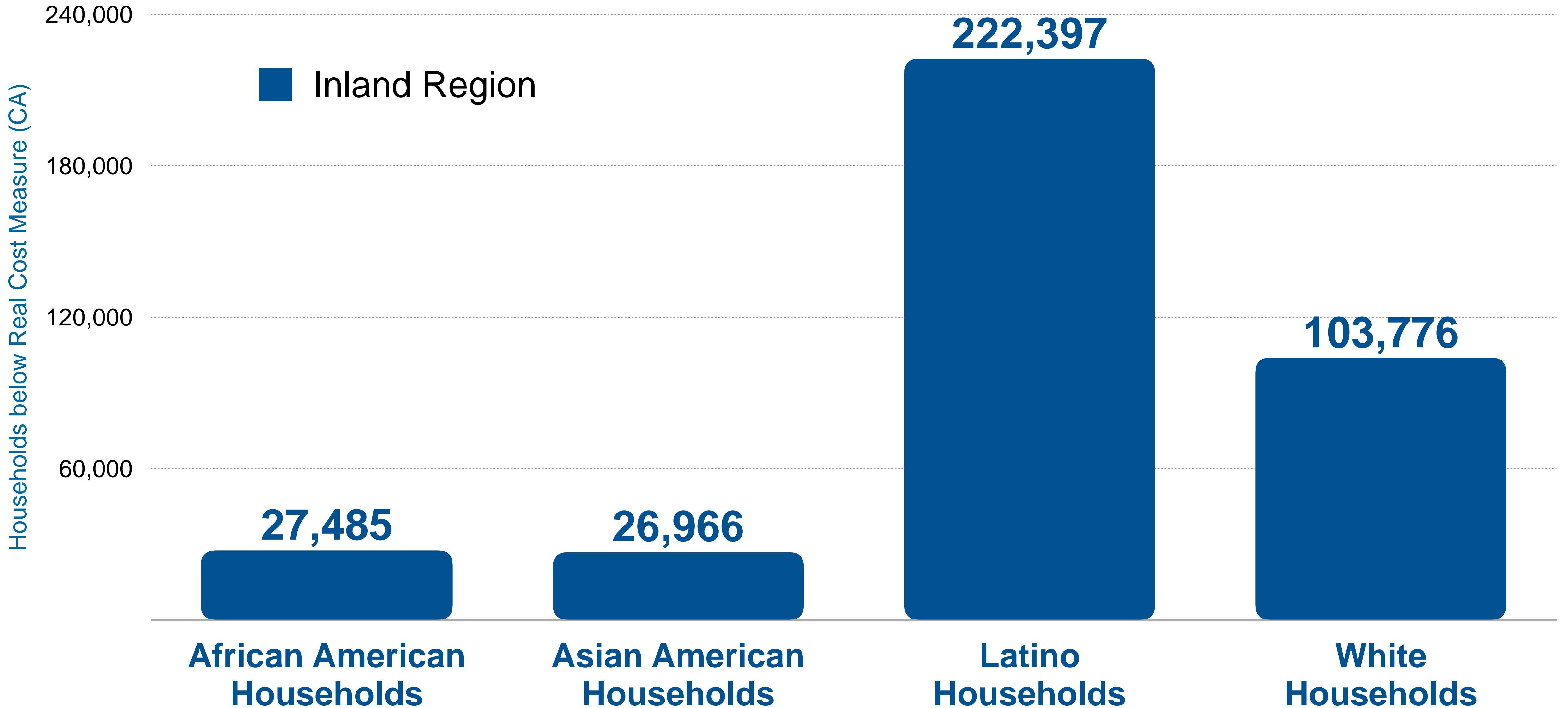
Percent below Real Cost Measure by Ethnicity

The Real Cost Measure in California 2021



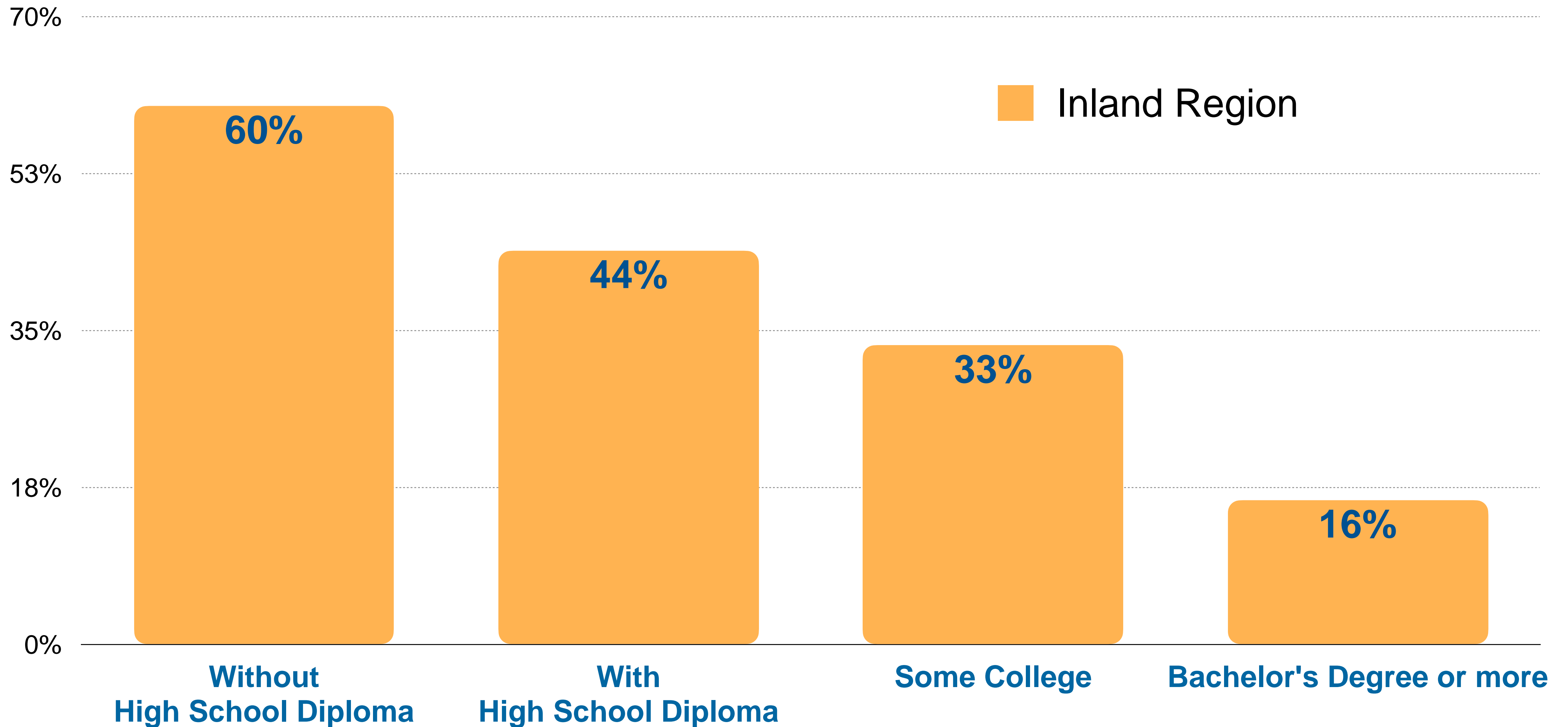
Estimated Households below Real Cost Measure by Ethnicity

The Real Cost Measure in California 2021



Educational Attainment and Real Cost Measure

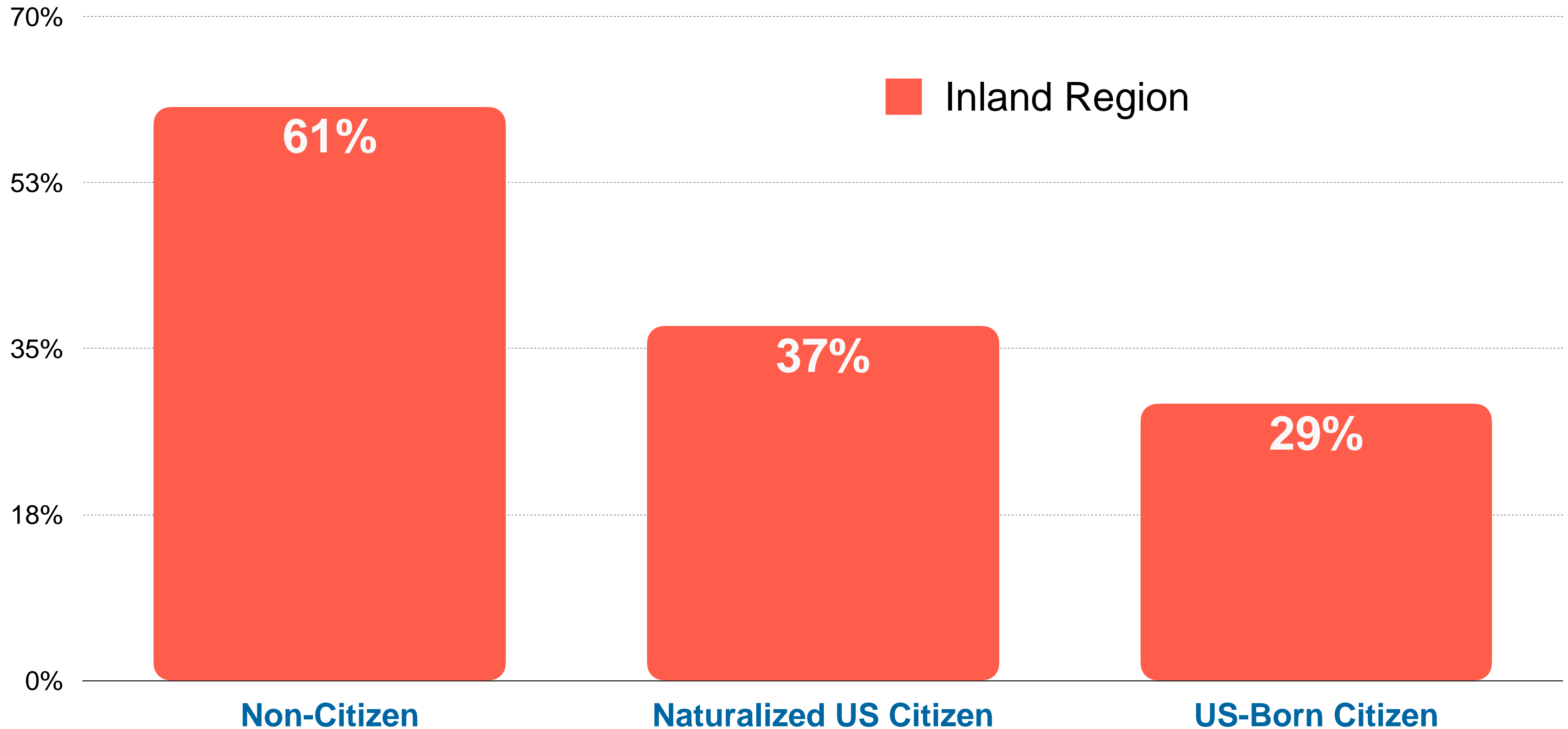
The Real Cost Measure in California 2021



Estimated % Households below Real Cost Measure

Citizenship Status and Real Cost Measure

The Real Cost Measure in California 2021



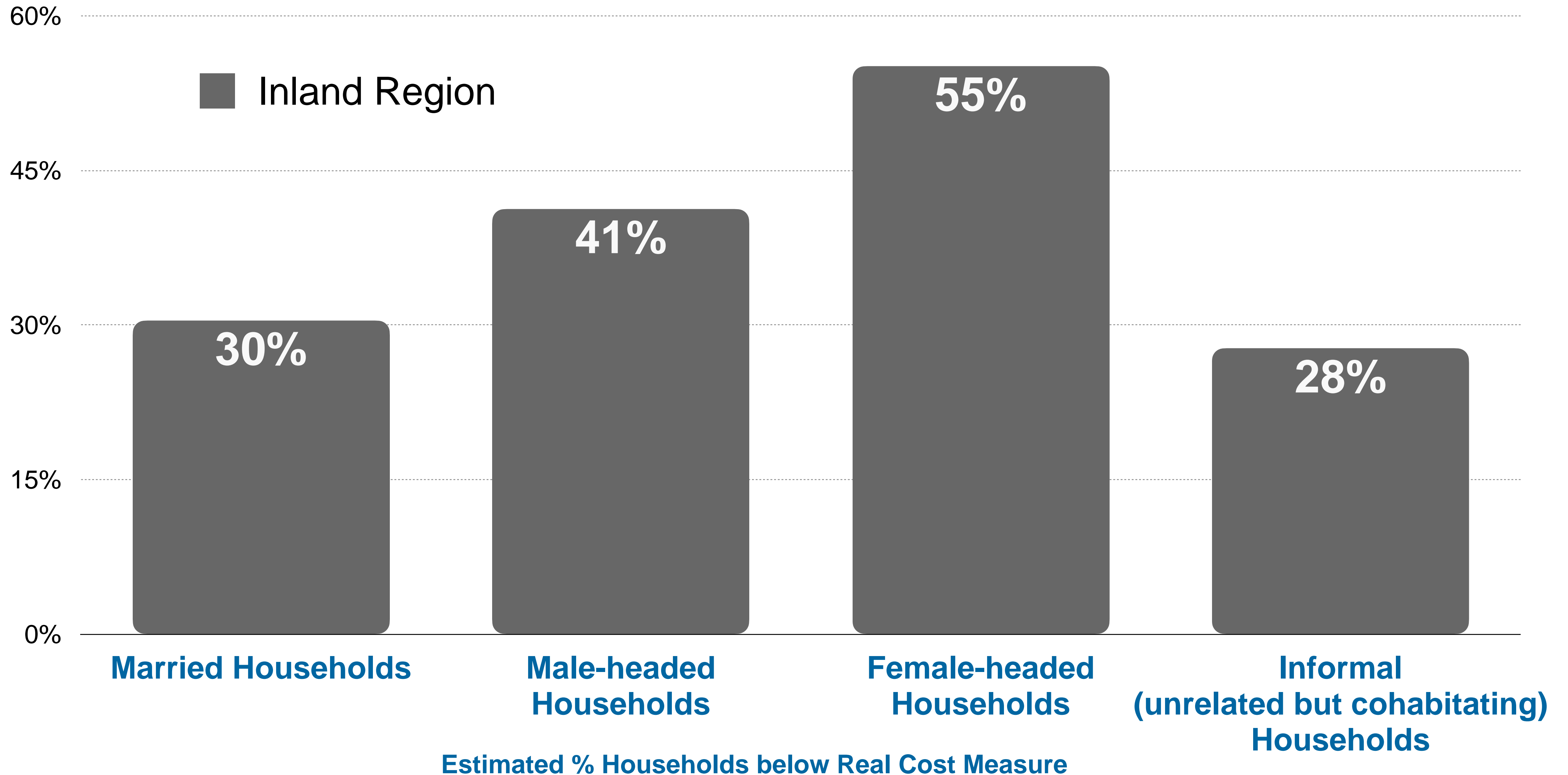
Estimated % Households below Real Cost Measure

**57% of households led by
women in California fall below
the Real Cost Measure**

estimated 772,120 households

Family Types below the Real Cost Measure

The Real Cost Measure in California 2021



7 in 10 Single Mothers in the Inland Region (70%) fall below the Real Cost Measure

74,176 estimated households!





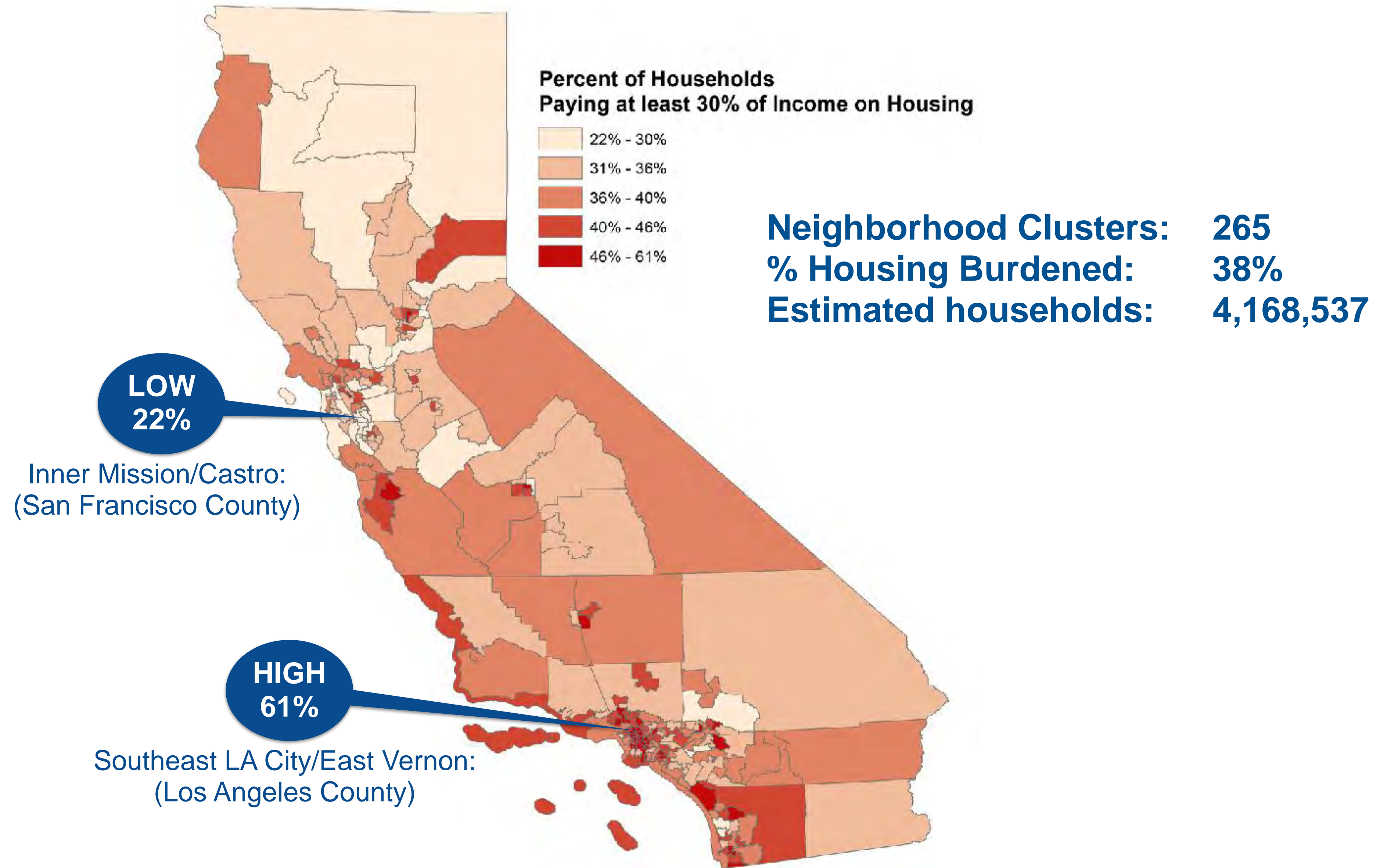
Nearly 6 in 10 households with children under the age of 6 in the Inland Region (59%) fall below the Real Cost Measure

121,050 estimated households!

**Nearly 4 in 10 households in the
Inland Region (37%) pay at least
30% of their income on housing**

estimated 417,473 households

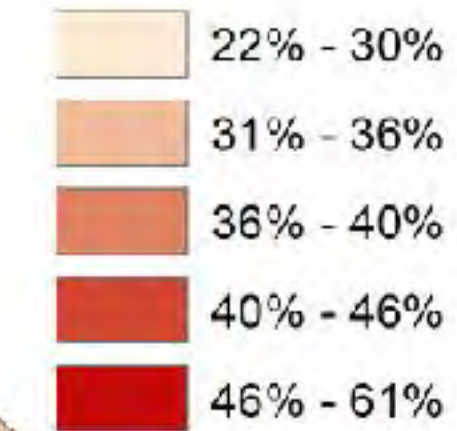
Percentage of Households Paying At Least 30% of Income on Housing by Neighborhood Clusters



Housing Burden in Inland Region County

The Real Cost Measure in California 2021

Percent of Households Paying at Least 30% of Income on Housing



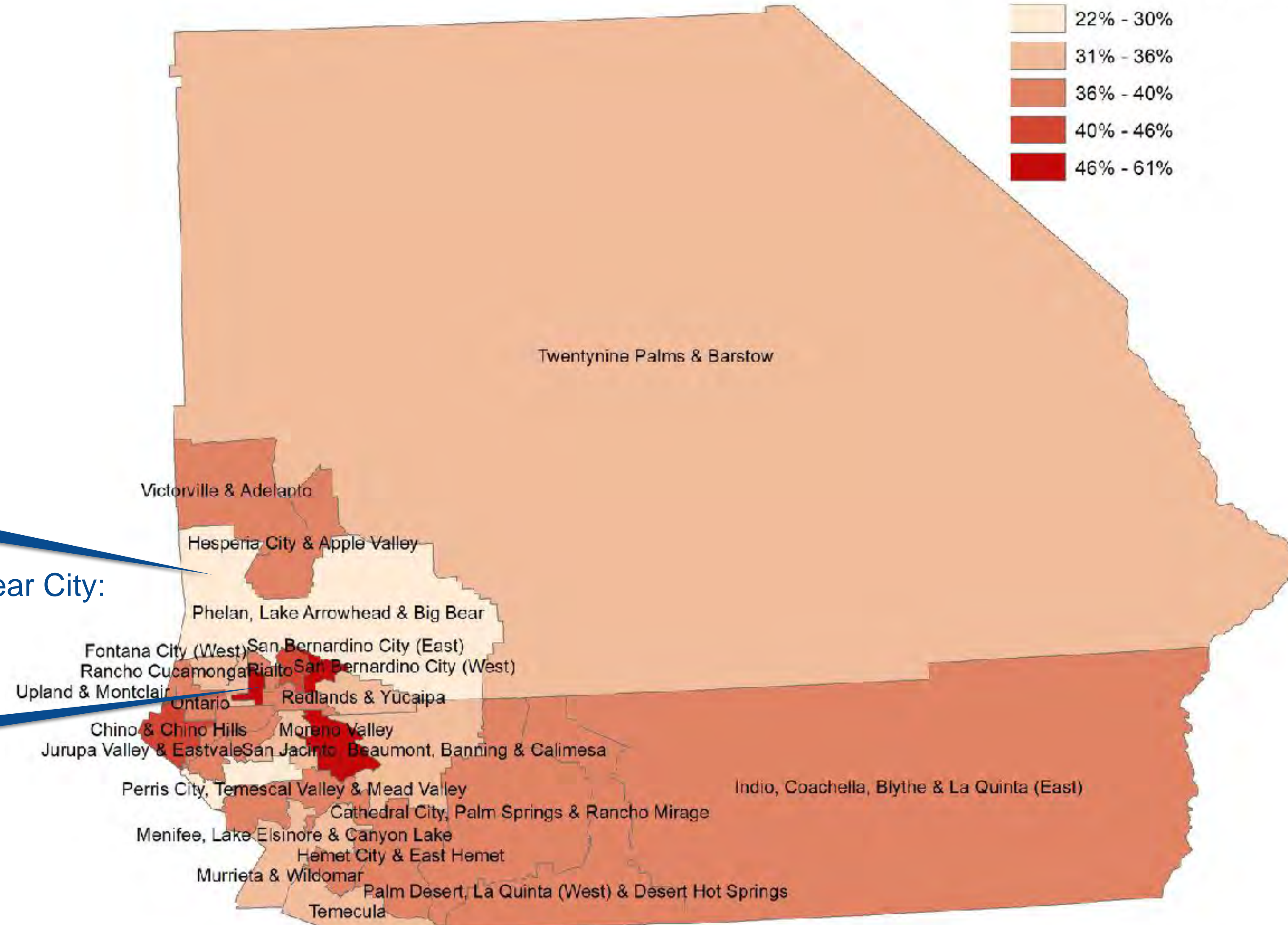
Neighborhood Clusters: **30**
% Housing Burdened: **37%**
Estimated households: **417,473**

LOW
26%

Phelan, Lake Arrowhead & Big Bear City:
(San Bernardino County)

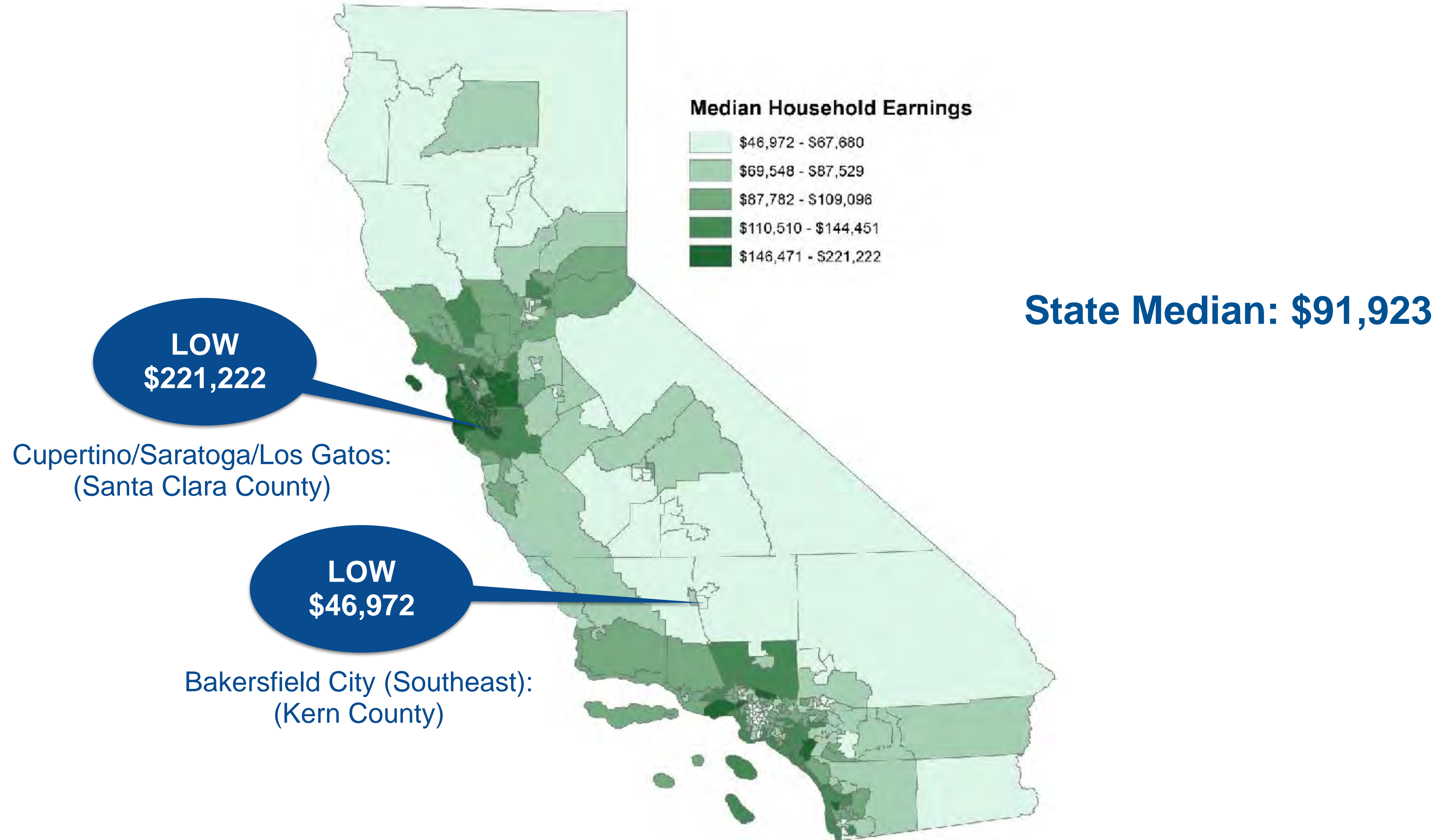
HIGH
51%

Fontana (East):
(San Bernardino County)



Median Household Income by Neighborhood Clusters

The Real Cost Measure in California 2021



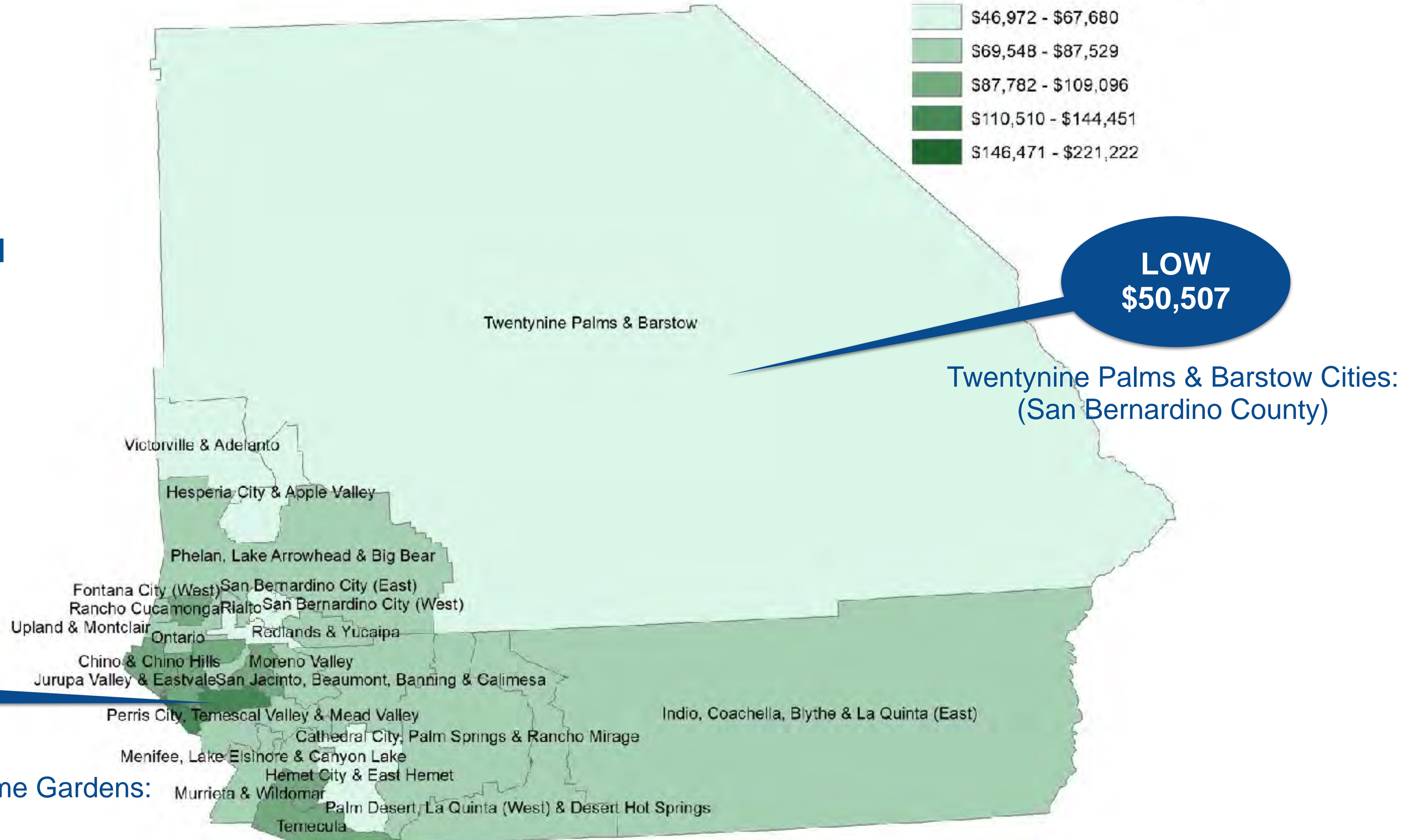
Median Household Income in Inland Region

The Real Cost Measure in California 2021

Median Household Earnings



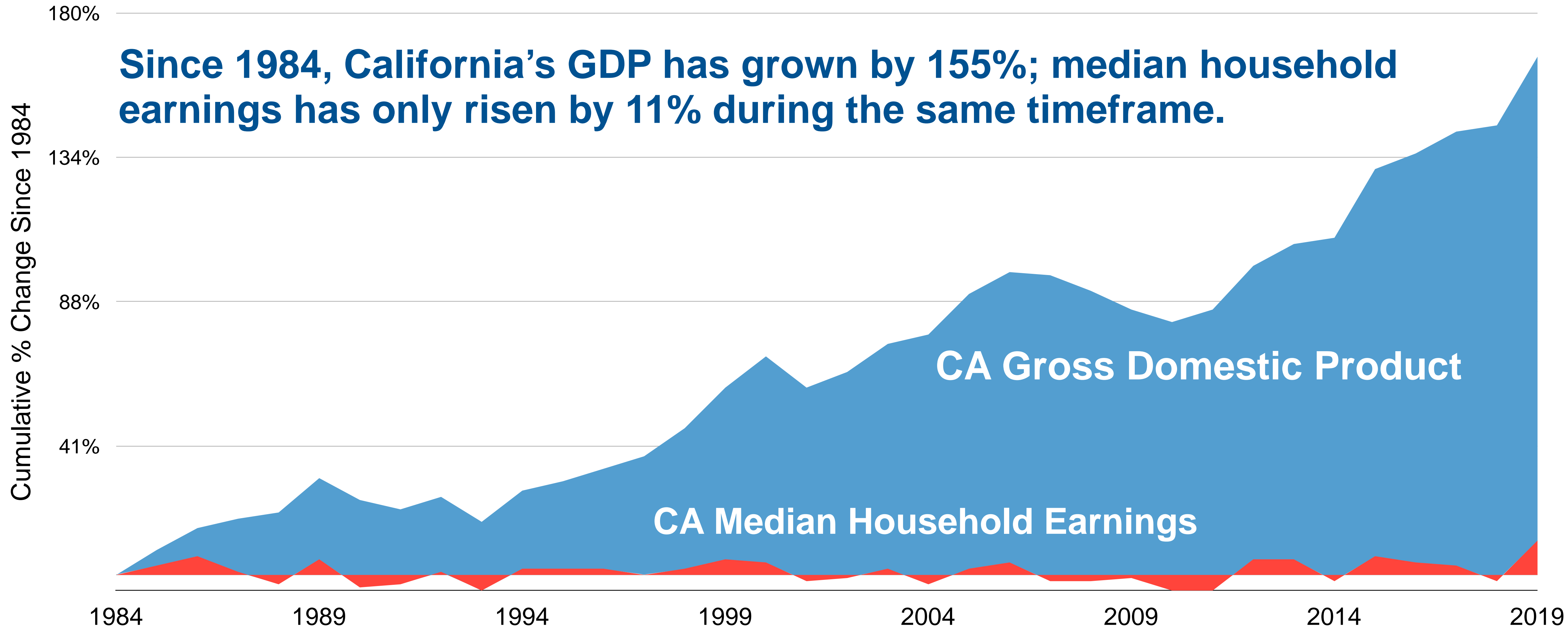
State Median: **\$91,923**
Inland Region Median: **\$78,791**



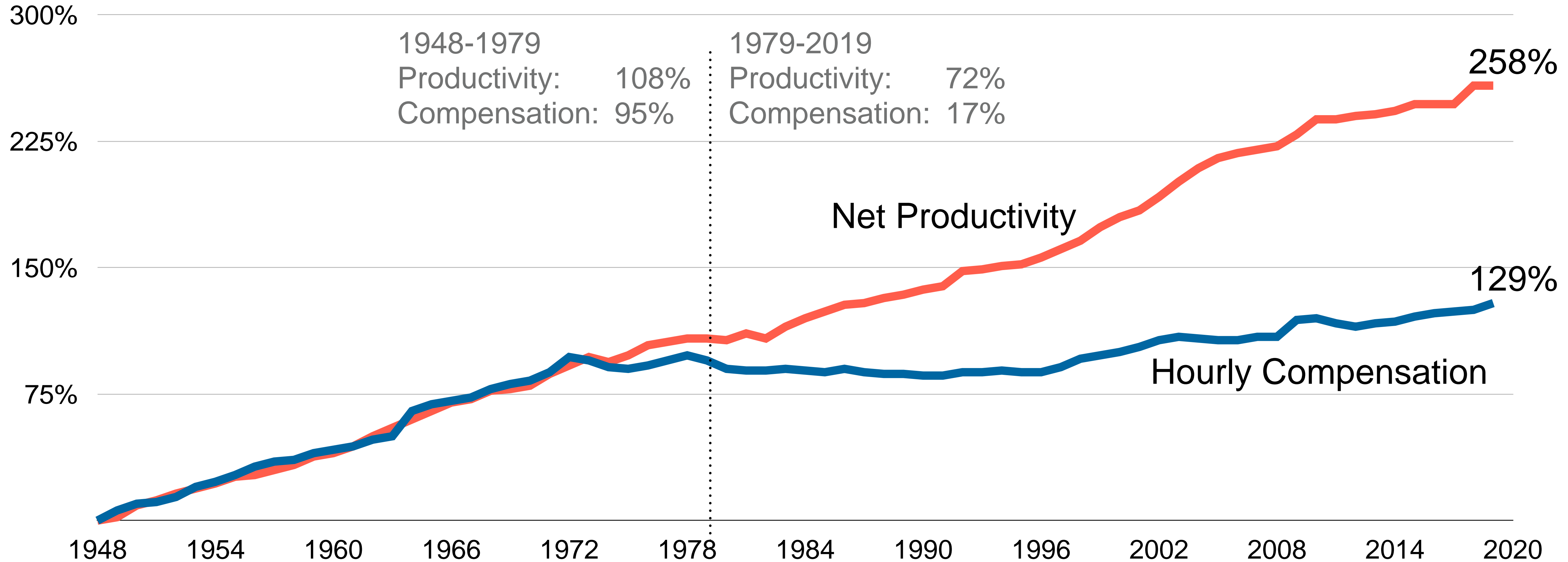
CA GDP and Median Household Earnings

The Real Cost Measure in California 2021

Since 1984, California's GDP has grown by 155%; median household earnings has only risen by 11% during the same timeframe.



Hourly Compensation and Net Productivity in United States 1948-2019



Data Source: EPI analysis of unpublished Total Economy Productivity data from Bureau of Labor Statistics (BLS) Labor Productivity and Costs program, wage data from the BLS Current Employment Statistics, BLS Employment Cost Trends, BLS Consumer Price Index, and Bureau of Economic Analysis National Income and Product Accounts Updated from Figure A in *Raising America's Pay: Why It's Our Central Economic Policy Challenge* (Bivens et al. 2014). <https://www.epi.org/productivity-pay-gap>.



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[unitedwaysca.org/realcost](https://www.unitedwaysca.org/realcost)



Real Cost Measure Features

Executive Summary

Household Budgets Calculator

Real Cost Measure Dashboard **(NEW)**

Neighborhood and County Maps

State, Region and County Fact Sheets **(NEW)**

Public Data Set

Press Articles

www.unitedwaysca.org/realcost



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How to Adopt the Real Cost Measure

Engage Fellow Partners about the Cost of Living in your Community

Incorporate Findings into Government, Nonprofit and Foundation Decision-making

Grantwriting tool for Nonprofits

Engage your own Family on Cost of Living

Financial Literacy Tool

Compliment the Real Cost Measure with other Research/Community Data

Advocacy Tool to Help Families Move Up



THE MEASURE OF AMERICA SERIES

A PORTRAIT OF CALIFORNIA 2021-2022

Kristen Lewis

HUMAN DEVELOPMENT
AND HOUSING JUSTICE



New California Human Development Report

Modeled after internationally recognized United Nations study

Measures well-being in health, education and financial stability

Supported by California United Ways

Read full report at [https://
measureofamerica.org/california2021-22/](https://measureofamerica.org/california2021-22/)

Contact Information

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United Ways of California

The Real Cost Measure Questions

Henry Gascon (He/Him)
Director, Program and
Policy Development



United Ways of California

Please use the Q&A function in your
Zoom window.



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Inland SoCal 211+ Data

Stephanie Lao (She/Her)
Data Analyst



Inland SoCal 211+

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Roadmap

Outline of 211 Data Presentation:

- General overview of 211 callers for 2021.
- ISCUW 211+ Caller Data in relation to 2021 Real Cost Measures Data.
- Needs of callers in the Inland Region.

What are the main takeaways?

- Understanding the identity of the service population of San Bernardino and Riverside County.
- Using the data to address urgent needs of population and the complexity of the cycle of poverty.



ISCUW 211+ 2021 Contact Data

- **Demographics of 211 Callers**

- Female (67%)
- 50+(65%)
- Hispanic (44%)
- White (30%)

- **Key Target Populations**

- Aging Adult (25%)
- Disabled (21%)
- Homeless (21%)

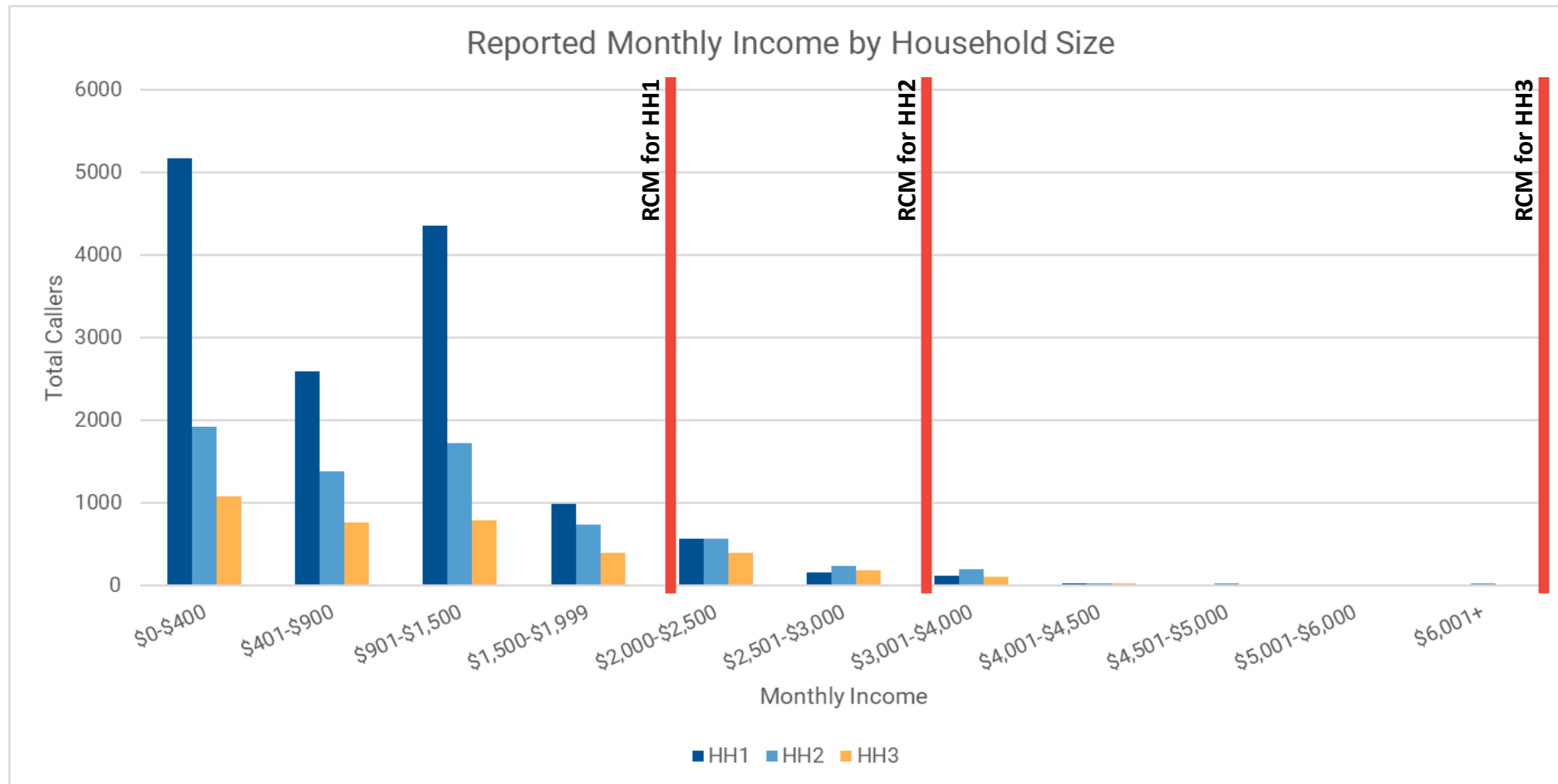
- **Source of Income**

- None (27%)
- SSI (26%)
- Employed (19%)

2021 Call Volume by City in both Riverside and San Bernardino County

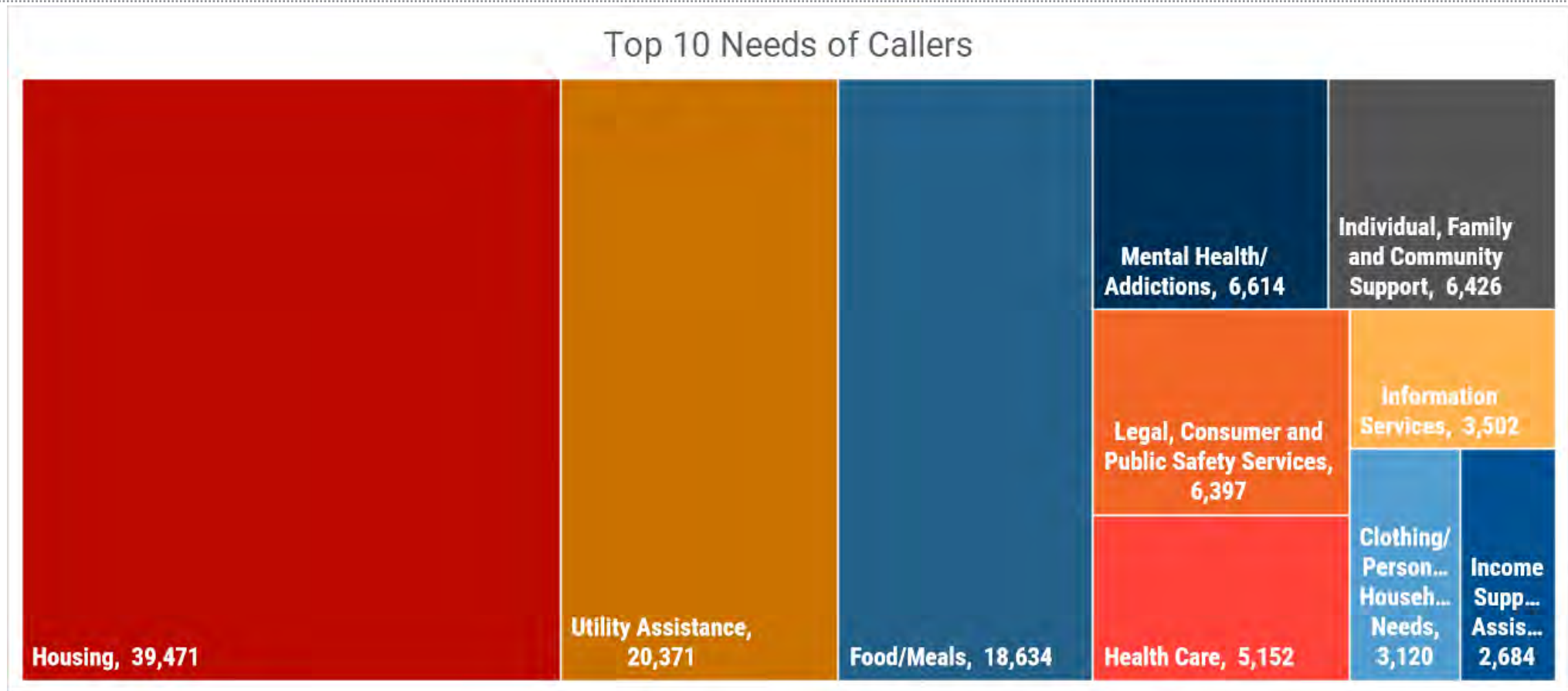
TOP 10 CITIES
Riverside
San Bernardino
Hemet
Moreno Valley
Victorville
Corona
Ontario
Fontana
Palm Desert
Indio

ISC211+ Data in Relation to RCM Data



Overall Needs of Callers

Top 10 Needs of Callers



Inland SoCal 211+ Questions

Stephanie Lao (She/Her)
Data Analyst



Inland SoCal 211+

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Financial Challenges in Community

B. Hall (He/Him)
Grants Coordinator



Inland SoCal United Way

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Data Utilization

Kevin Mahaney (He/Him)
Director of Government
Products & Enrollment



A Public Entity

Inland Empire Health Plan



Data Utilization

Senator Connie M. Leyva (She/Her)
Representing the 20th District



<https://sd20.senate.ca.gov/>



Policies and Programs

Danielle Kilchenstein (She/Her)
Executive Director,
Government Relations



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Policies and Programs

Figure 1. Social Determinants of Health



Source: Healthy People 2030, U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. Retrieved October 2021 from <https://health.gov/healthypeople/objectives-and-data/social-determinants-health>

B Metropolitan Policy Program
at BROOKINGS

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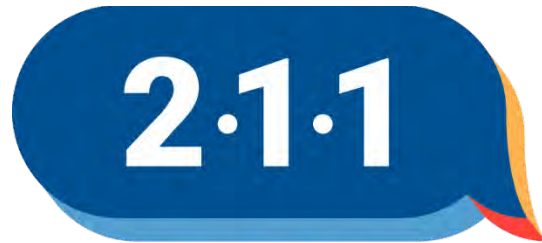
Policies and Programs

- ✓ **AB 1515 (Santiago) Cal EITC** - Outreach and Education Program, Free Tax Prep
- ✓ **SB 860 (Rubio) Young Child Tax Credit** - removes earning requirement and adjusts for inflation
- ✓ **SB 843 (Glazer) Renter Tax Credit** - Refundable credit increased to adjust for inflation (to \$1,000 for joint filers/those with dependents)

Reference: Centers for Disease Control. Interventions Addressing Social Determinants of Health
<https://www.cdc.gov/policy/hst/hi5/taxcredits/index.html>

Collaboration Opportunities

Christopher Darbee (He/Him)
Director of Data and Outreach



Inland SoCal 211+

Hometown: Riverside
Email: cdarbee@iscuw.org



Collaboration Opportunities

Question:

What efforts or policies are you supporting to improve economic mobility results for people in our region?

Collaboration Opportunities

211 Data Request Form

<https://inlandsocaluw.org/request-211-data>

Call to Action:

Determine how to use and incorporate 211 data in your role, e.g., program redesign, reporting, etc.

Step 1: Familiarize yourself with the 211 data

Step 2: Utilize data in your role

Step 3: Scale-up, e.g., use for grant apps

THANK YOU FOR JOINING US TODAY!

Inland SoCal United Way & Inland SoCal 211+
(909) 751-1180

<https://inlandsocaluw.org>

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