



2020 Census County of Orange Strategic Plan

**2020 Census Planning Ad Hoc Committee
June 25, 2019 (Amended)**

Table of Contents

Background.....	3
Prior Census Efforts.....	3
Census 2020 Actions by the County of Orange Board of Supervisors	4
Roles of Each Level of Government in the 2020 Census	5
Challenges in 2020.....	5
Strategic Plan	6
1. Outreach Plan.....	6
2. Approach.....	7
3. Partnership Coordination	9
4. Resources and Infrastructure.....	9
5. County Hard-to-Count Maps	11
6. Language Access Plan	17
7. Complete Count Committee	19
8. Workforce Development.....	22
9. Proposed Budget	22
10. Census Activities Timeline	23
11. Accountability & Metrics.....	24

Background

The U.S. decennial census (Census) is an enumeration of every resident, every ten years that is mandated by the U.S. Constitution. Data collected during the Census is used to inform public policy in a number of ways, such as to apportion U.S. House of Representative seats; define legislative and school districts; and appropriate funding for neighborhood improvements, public health, education, and transportation¹. The Census also provides government and community leaders with a unique opportunity to work with cross-sector stakeholders on a common goal: Count everyone once, only once and at the right place.

As a local government that values and understands the strength of cross-sector networks and community engagement, the County of Orange (County) is committed to counting every Orange County resident in the 2020 Census. The County will accomplish a complete count through culturally-sensitive outreach and advertising aimed at educating, motivating and activating residents to participate in the 2020 Census; also referred to as census messaging or outreach efforts².

County 2020 Census Goals:

- **Educate** - Inform the public about the census process, purpose, timeline and importance, as well as inform the public that the census data is confidential.
- **Motivate** - Instill trust that the government will not use this data in a negative way. Utilize trusted messengers to encourage members of the public to participate in the Census.
- **Activate** - Engage the public in trusted environments to help the public participate in the census. Conduct and participate in community gatherings and other forums to rally the public to participate in the Census.

Prior Census Efforts³

In past cycles, the County leveraged its relationships with trusted messengers, cities, faith-based organizations, homeless advocacy groups, and community based organizations (CBOs) to deliver messaging in trusted locations. Additionally, the County engaged constituents who regularly visited our facilities. County departments like the Health Care Agency and Social Services Agency trained line staff to carry the census message to clients at offices, public counters, clinics and homeless shelters.

Moreover, the County implemented strategic messaging for immigrants concerned about the U.S. Census Bureau (Bureau) sharing information with immigration authorities and for large families concerned with the Bureau sharing information with housing authorities and public assistance programs. Additionally, County Staff reminded foster parents to include the children in their care on their household's Census form and educated seniors concerned with fraud on the timeline and activities of the Census.

Partnership and collaboration was essential in previous cycles. The County previously collaborated with Bureau partnership specialists, city representatives, faith-based groups, grassroots organizations and local nonprofits to coordinate strategies and messaging.

¹ "About the Bureau – What We Do." *U.S. Census Bureau*, 13 May. 2019, <https://www.census.gov/about/what.html>

² California Complete Count Office – Census 2020. (6 March 2019). *California Complete Count – Census 2020 and Orange County Agreement #CCC-18-20024*. Sacramento, CA: U.S.

³ County of Orange. (June 2010). *County of Orange Census 2010 County Complete Count Committee California State Grant Final Report*. Santa Ana, CA: U.S.

Previous County Department & Partner Participation

OC Housing Authority	County Executive Office
Veterans Service Office	Public Libraries
OC Workforce Investment Board	Registrar of Voters
Homeless Prevention	OC Waste & Recycling
Office on Aging	District Attorney
CalOptima	John Wayne Airport
Social Services Agency	Auditor-Controller
Health Care Agency	Dana Point Harbor
Child Support Services	Orange County Funders Roundtable

Uses of State Funding

Print and Radio Advertisements	Promotional Materials
Bus Advertising	March 20 th Campaign Events
Banners	

What Worked for Orange County in 2010?

- Micro-targeting – emphasis on the HTC population through nonprofit groups and ethnic media
- Leveraging relationships with trusted partners and delivering messaging in trusted locations
- Advertising – creative use of mass advertising opportunities reinforced grass roots messaging
- County Department activities – implemented enthusiastic and creative Census outreach projects

Census 2020 Actions by the County of Orange Board of Supervisors

On October 30, 2018, the County of Orange Board of Supervisors (Board) passed a resolution reflecting the County’s participation in the 2020 Census effort and appointed a 2020 Census Planning Ad Hoc Committee (Ad Hoc), consisting of Supervisor Andrew Do and Supervisor Doug Chaffee, to identify appropriate partners and subcommittees to form the Orange County Complete Count Committee (OCCCC). Moreover, the Board instructed departments to participate in the OCCCC, wherever appropriate, and as requested by the County Executive Officer (CEO)⁴.

On January 29, 2019, the Board adopted a resolution reflecting the County’s participation in the California Complete Count – Census 2020 Office’s (CCC Office) 2020 Census Outreach Agreement and formally accepted the appropriation of funds⁵.

On February 26, 2019, the Board approved the OCCCC membership structure and authorized the CEO to select representatives for each stakeholder group and make minor modifications, as necessary, to the membership of the OCCCC⁶.

⁴ Orange County Board of Supervisors Meeting (30 Oct. 2018) *‘Item 23: 2020 Census Update and Authorization of Participation’*. Board Hearing Room, Hall of Administration. Retrieved from http://ocgov.granicus.com/DocumentViewer.php?file=ocgov_76401d8afb21b4f513de4f0baee59acd.pdf&view=1

⁵ Orange County Board of Supervisors Meeting (29 Jan. 2019) *‘Item 35: Approve 2020 Census Outreach Agreement’*. Board Hearing Room, Hall of Administration. Retrieved from

http://ocgov.granicus.com/DocumentViewer.php?file=ocgov_1f6a654d4392dc35f5c14d154d5c11d6.pdf&view=1

⁶ Orange County Board of Supervisors Meeting (26 Feb. 2019) *‘Item S45A: 2020 Census Orange County Complete Count Committee Proposed Structure and Membership’*. Board Hearing Room, Hall of Administration. Retrieved from

http://ocgov.granicus.com/DocumentViewer.php?file=ocgov_467242deb32b07c1831fe16d66d8b815.pdf&view=1

Roles of Each Level of Government in the 2020 Census⁷

- Federal Government – is responsible for the content, timing and methodology for collecting Census information
- State of California – has the flexibility in conducting outreach, engaging stakeholders and targeting critical areas
- County of Orange – is not mandated by state or federal statutes but has entered into a Census Outreach Agreement with the State to:
 - Educate the community about the importance of the Census
 - Message information to stakeholders and community members about the purpose of the Census
 - Convene local stakeholders through the establishment of a Complete Count Committee (CCC)
 - Administrate the funding made available by the State to achieve a complete count
 - Assist the CCC Office in reaching Hard-to-Count communities and populations

Challenges in 2020⁸

- Hard-to-Count (HTC) communities and populations – also known as “least likely to respond” groups consist of individuals who are hard to locate, hard to interview, hard to persuade, or hard to contact. California has one of the nation’s highest HTC populations
- Citizenship Question – currently undecided in the Supreme Court, the inclusion of the citizenship question in the census form could deter immigrants from participating in the Census regardless of their status or deter whole households with families of varied documentation status from participating
- The First Online Census – in order to meet budget restrictions, the federal government is relying on digital response and online resources. The reliance on technology may create issues for subpopulations who are less computer literate or lack internet access
- Language Barriers – in addition to English, the online Census form and telephone assistance will be provided in 12 languages while the paper form will be printed in English and Spanish only. Individuals who do not speak one of the top 13 languages will have to rely on Census reference guides or community resources to complete the questionnaire
- Data Security – doubt among some subpopulations about personal information being used for non-census related purposes or accessed by other agencies, such as law enforcement
- 2020 Presidential Election – all residents, including HTC populations may be fatigued by election and census messaging by the time the actual enumeration begins

Orange County has many of these HTC groups⁹:

- 30.3% are foreign-born
- 45.6% speak a language other than English at home
- 5.9% are under 5 years old
- 14.3% are 65 years and over
- 5.1% have a disability
- 11.5% are at or below the poverty rate
- 3.6% are veterans

⁷ California State Association of Counties. (2018). *2020 Census Fact Sheet for County Officials* [Data file]. Retrieved from https://www.counties.org/sites/main/files/file_attachments/census_fact_sheet_for_county_officials_final.pdf

⁸ Ibid

⁹ U.S. Census Bureau. (2018). Quick Facts: Orange County, California. Retrieved from <https://www.census.gov/quickfacts/orangecountycalifornia>

Strategic Plan

1. Outreach Plan

As recommended by the U.S. Census Bureau (Bureau) and the CCC Office, the County is looking to implement a robust local campaign focusing on outreach to HTC groups in trusted locations, with culturally appropriate messages delivered by community leaders, government agencies, community-based organizations (CBO) and trusted messengers.

In collaboration with the Region 9 Administrative Community-Based Organization (ACBO)¹⁰, Charitable Ventures of Orange County, the County will work on reaching every HTC subpopulation through collaboration with trusted messengers, ethnic community leaders, local media, canvassing, holding or co-sponsoring community events, and leveraging existing outreach efforts to cross promote census messaging. Working closely with the Region 9 ACBO will enable the County to maximize our resources and avoid duplication of efforts. Moreover, the County and census partners will continue to evaluate different opportunities to cross-promote census messaging where HTC populations are currently visiting and feel comfortable engaging in census-related discussions.

Earlier this year the Board established an Ad Hoc Committee and convened our OCCCC. Each of our five subcommittees met in May 2019 to continue to expand and brainstorm on the strategies they recommended at the OCCCC Kickoff on April 16, 2019. The full OCCCC will be meeting in summer 2019 to propose outreach activities, census messaging, events and strategies to help educate and motivate those least likely to respond to the 2020 Census. Furthermore, on August 23, 2019, the County will host the Regional Implementation Plan Workshop where representatives from over 100 different stakeholders' organizations will meet to finalize details regarding the County's Implementation Plan which is due to the CCC Office on September 30, 2019. From October 2019 through February 2020, County Census efforts will focus around enumerator recruitment promotion and making necessary arrangements to implement all strategies identified and approved by the CCC Office. Finally, Census outreach will begin as early as January 2020 and last into the summer of 2020; followed by Non-Response Follow-up Plan activities.

The County established and will maintain a close working relationship with Region 9 ACBO. In addition to sharing members on both the OCCCC and the ACBO Community Table, County and ACBO staff will meet at least once a month in a collaborative setting as well as organically in OCCCC and subcommittee meetings.

To date, the County has identified 66 stakeholder organizations and will continue to expand as more opportunities are identified. The OCCCC consists of representatives from County departments, government agencies, cities, HTC communities, CBOs, school districts, higher education institutions, faith-based organizations, social services, media and communications.

The County and our partners intend to maximize Census outreach funding by leveraging existing contact points with HTC communities, examples include:

- Staffing tables or booths at community events
- Collaborations with schools and faith-based organizations
- Interactions at public service counters
- Sending census informational flyers along with property tax forms, sample ballot information, and other county and city mailers

¹⁰ Administrative Community-Based Organization – a community based-organization with the administrative capacity and experience to manage the State agreement and subcontract to other community based-organizations; expected to work as partners with counties.

- Distributing and discussing census information flyers at the conclusion of applications and renewals for public assistance programs

The County is aware of the valuable opportunity to strengthen and build relationships that the Census and State funding bring to our community which is why the County will leverage existing partnerships such as the homeless provider network utilized to complete Orange County's most accurate Point-in-Time count and ethnic media networks used to promote community services in low-income communities. Furthermore, the Census will provide the County with an opportunity to further engage with all 34 cities and over 30 school districts in our service area.

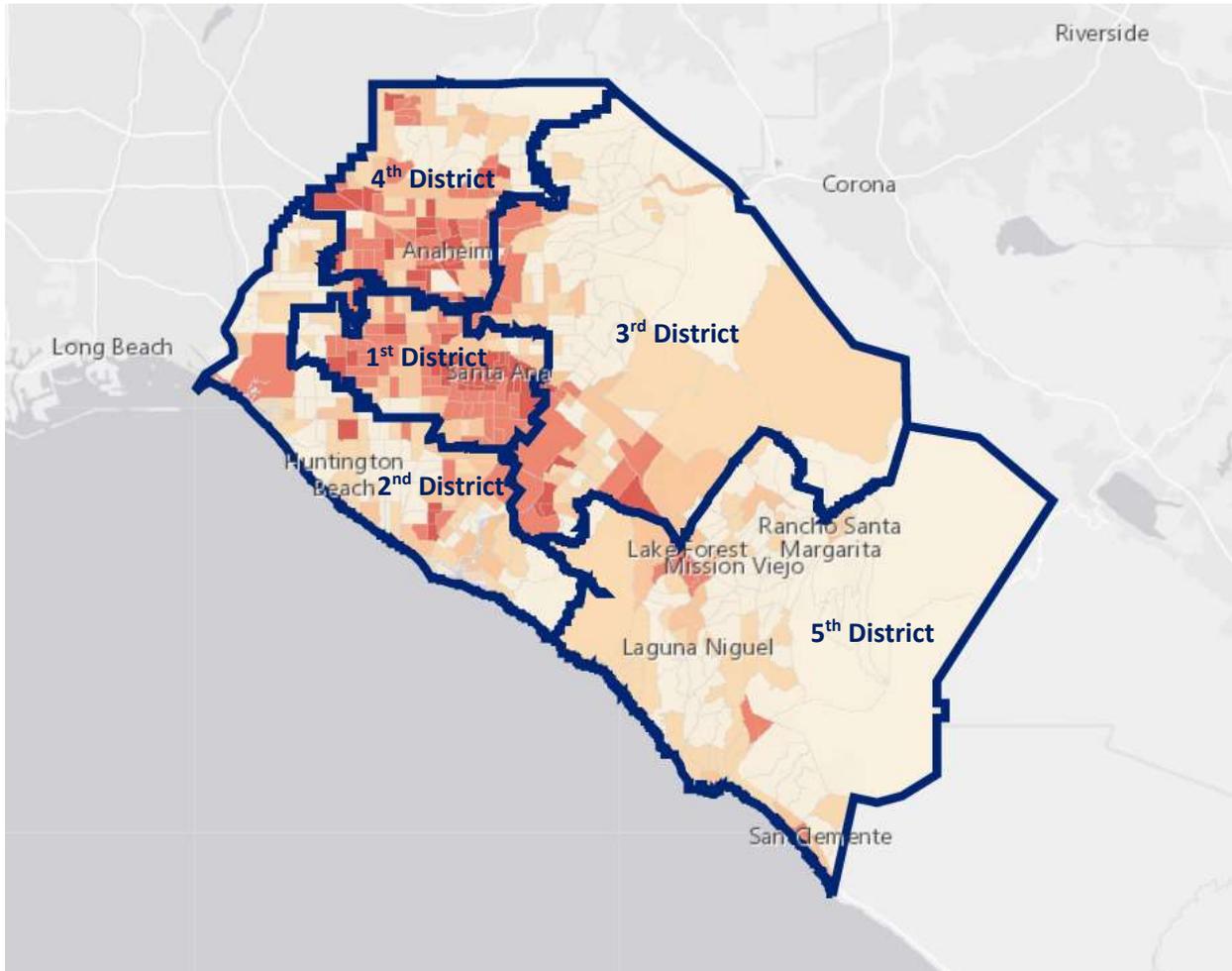
2. Approach

As required under the CCC Office's *Language and Communications Access Standards (LACAS)* report, Orange County has 12 languages with more than 3,000 residents who speak English less than very well. The County plans to address nine of the language needs using existing County, city and CBO infrastructure; covering Spanish, Vietnamese, Korean, Chinese (including Mandarin, Cantonese), Tagalog and Farsi. For the following four languages, Arabic, Japanese, Khmer, and Min Nan Chinese, the County will look to the OCCCC partners to identify strategies for targeted outreach opportunities and community events focused around each individual community.

The County is divided into five Supervisorial districts; District 1 (Central), District 2 (Coastal), District 3 (Eastern/Unincorporated), District 4 (Northern), and District 5 (South). As seen in the chart below, a majority of the County's HTC population is clustered within District 1 and District 4, which are represented by members of the Ad Hoc, Supervisor Andrew Do and Supervisor Doug Chafee, respectively.

(See next page for HTC Index Map)

Orange County HTC Index Map



In addition to utilizing the HTC index on the Statewide Outreach and Rapid Deployment tool (SwORD)¹¹, the County will evaluate variables in Appendix D of the March 6, 2019, LACAS report, information on the SwORD system, internal County data and maps, and stakeholder input to identify and prioritize HTC census tracts. Refer to Section 5 for detailed maps.

¹¹ Statewide Outreach and Rapid Deployment tool – a GIS mapping tool created by the CCC Office to help counties identify HTC populations and communities, and respond to Census outreach needs during the 2020 Census cycle.

3. Partnership Coordination

The County understands that strong partnership coordination is essential to the success of a robust Census outreach effort. Thus, the County has established multiple points-of-contact at the Federal, State, City, ACBO, CBO, school district and County department level.

- U.S. Census Bureau
 - Partnership specialists, recruiting managers, and OCCCC representatives
- California Complete Count – Census 2020 Office
 - Regional Program Manager, Sara Pol-Lim, and contacts for contracts, SwORD and media efforts
- City representation
 - Nine of the largest cities are currently represented on the OCCCC, and we are planning to actively engage all 34 cities
- Administrative Community-Based Organization (Region 9)
 - Charitable Ventures of OC's lead, currently sits as a subcommittee co-chair on the OCCCC and a standing monthly meeting has been scheduled to discuss County and ACBO outreach efforts and opportunities for collaboration
- Community-Based Organizations
 - Over 26 CBOs are currently participating in the OCCCC, some of which also sit on the ACBO Community Table
- School Districts
 - Currently, the Orange County Department of Education, which is assisting in connecting the County with representatives from all 33 school districts, and representatives from three higher education institutions sit on the OCCCC
- County Departments
 - The Board has directed County departments to appoint representatives for Census outreach which will allow decisions on outreach to be made and executed effectively and timely at the County level

Refer to Section 7 for a complete list of partners as of May 15, 2019.

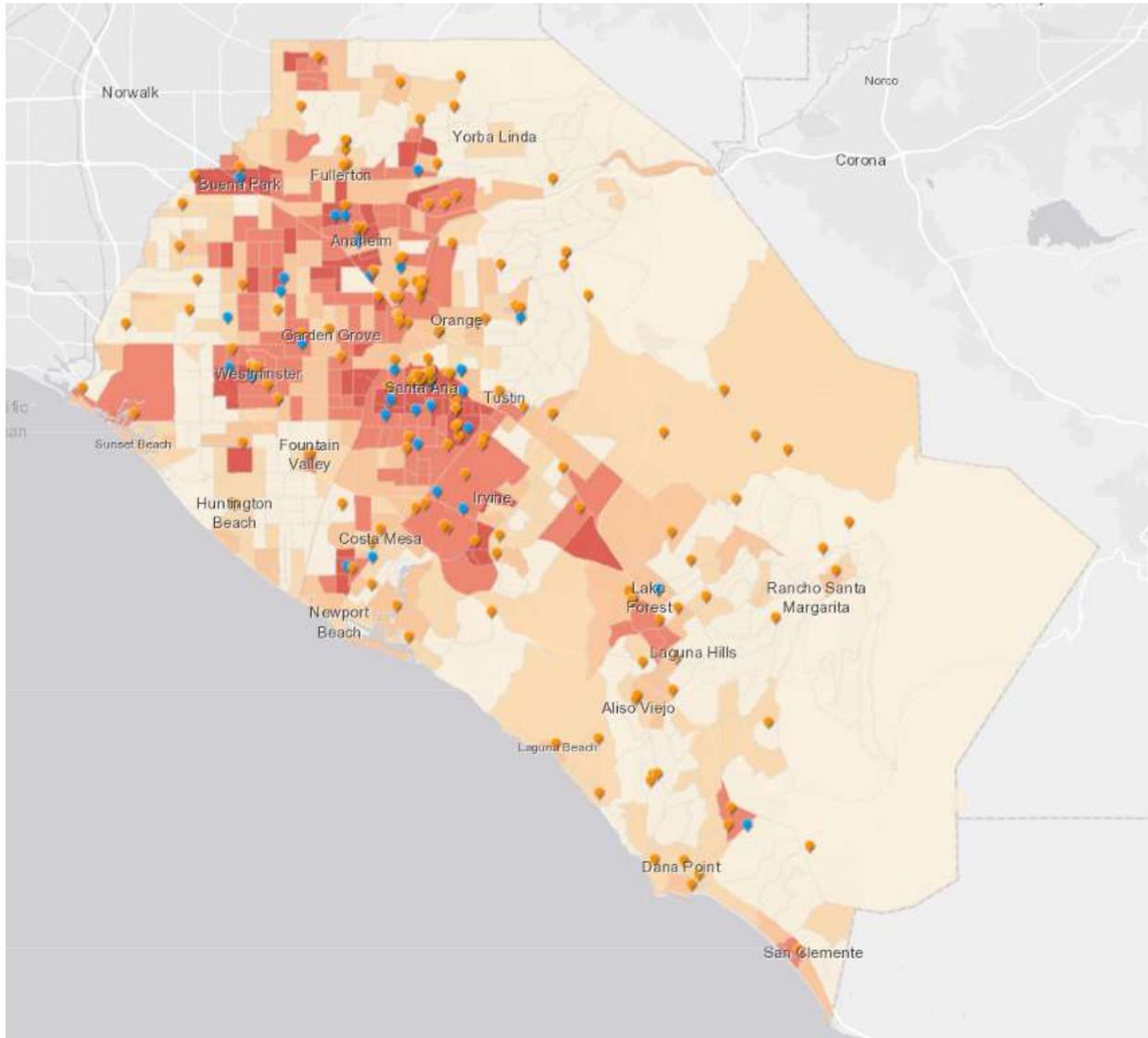
4. Resources and Infrastructure

The County has opted to maintain a single point of contact for all census-related inquiries. Under the direction of the Ad Hoc and CEO, the County Executive Office's Special Projects Manager will serve as the contact for Contract and GIS related inquiries. Additionally, the County's public works GIS unit, who completed the Local Update of Census Addresses (LUCA), will provide advanced mapping support.

As required in the 2020 Census Outreach Agreement, the County plans to establish and maintain locations for all community members to receive assistance completing the Census questionnaire or simply providing a location for individuals to access the internet to submit their Census form.

- Questionnaire Assistance Centers (QACs) are locations staffed with knowledgeable personnel or trained Census volunteers to assist residents in completing their forms. QACs may be established as one-time events or be open throughout the survey period.
- Questionnaire Action Kiosks (QAKs) are Census kiosks that are available for residents to complete their Census questionnaire. The kiosks may be existing computers at libraries or a portable tablet device.

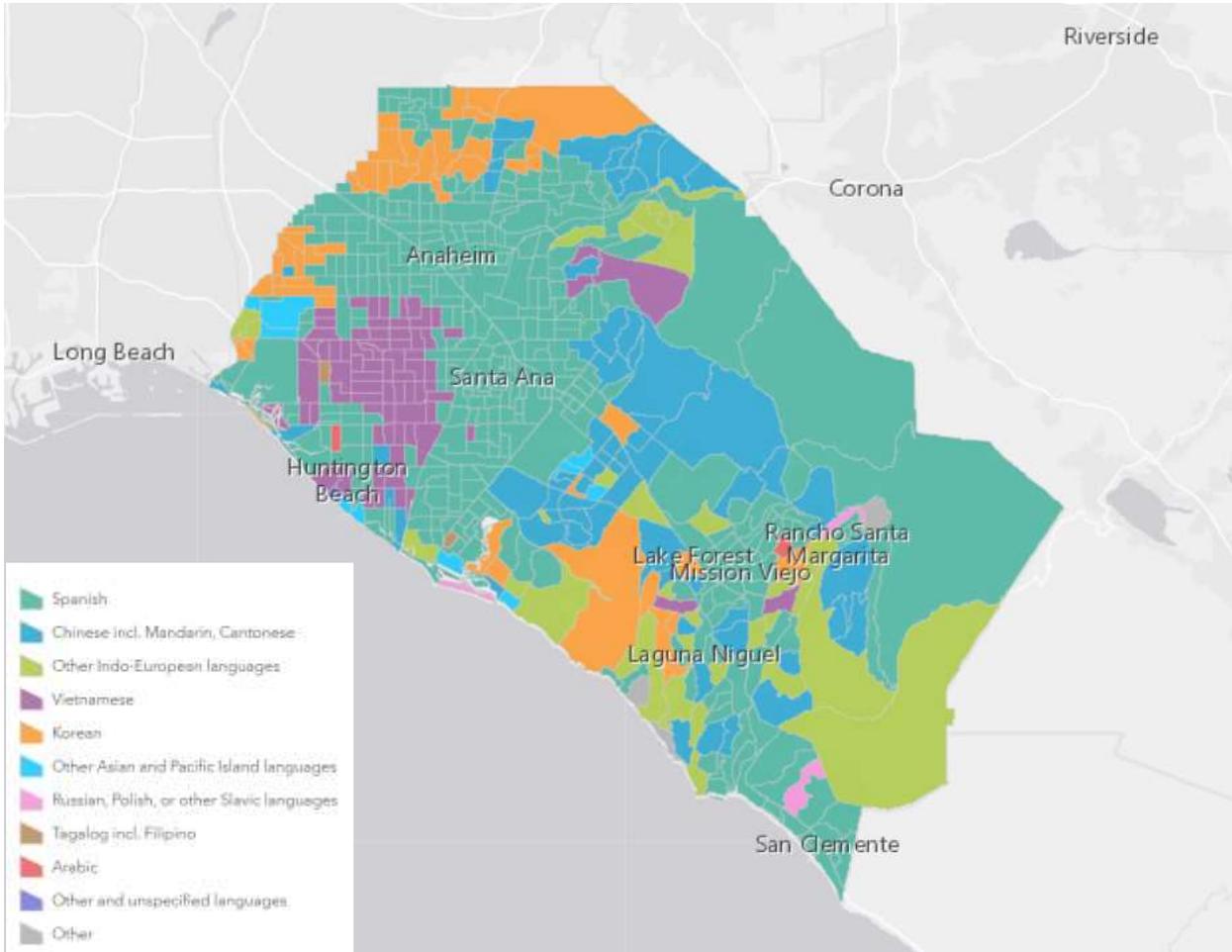
In order to maximize the impact of each QAC and QAK, the County will work with our partners to identify space available in CBO community locations as well as repurposing available space in County lobbies and public counters. As of May 2019, the Region 9 ACBO expects to establish and maintain over 36 QACs/QAKs while the County expects to establish and maintain over 50 QACs/QAKs. Additionally, the County will be engaging all 34 cities to identify their own QACs/QAKs in buildings such as city halls and libraries.



-  Possible County QAC/QAK
-  Possible ACBO QAC/QAK

5. County Hard-to-Count Maps

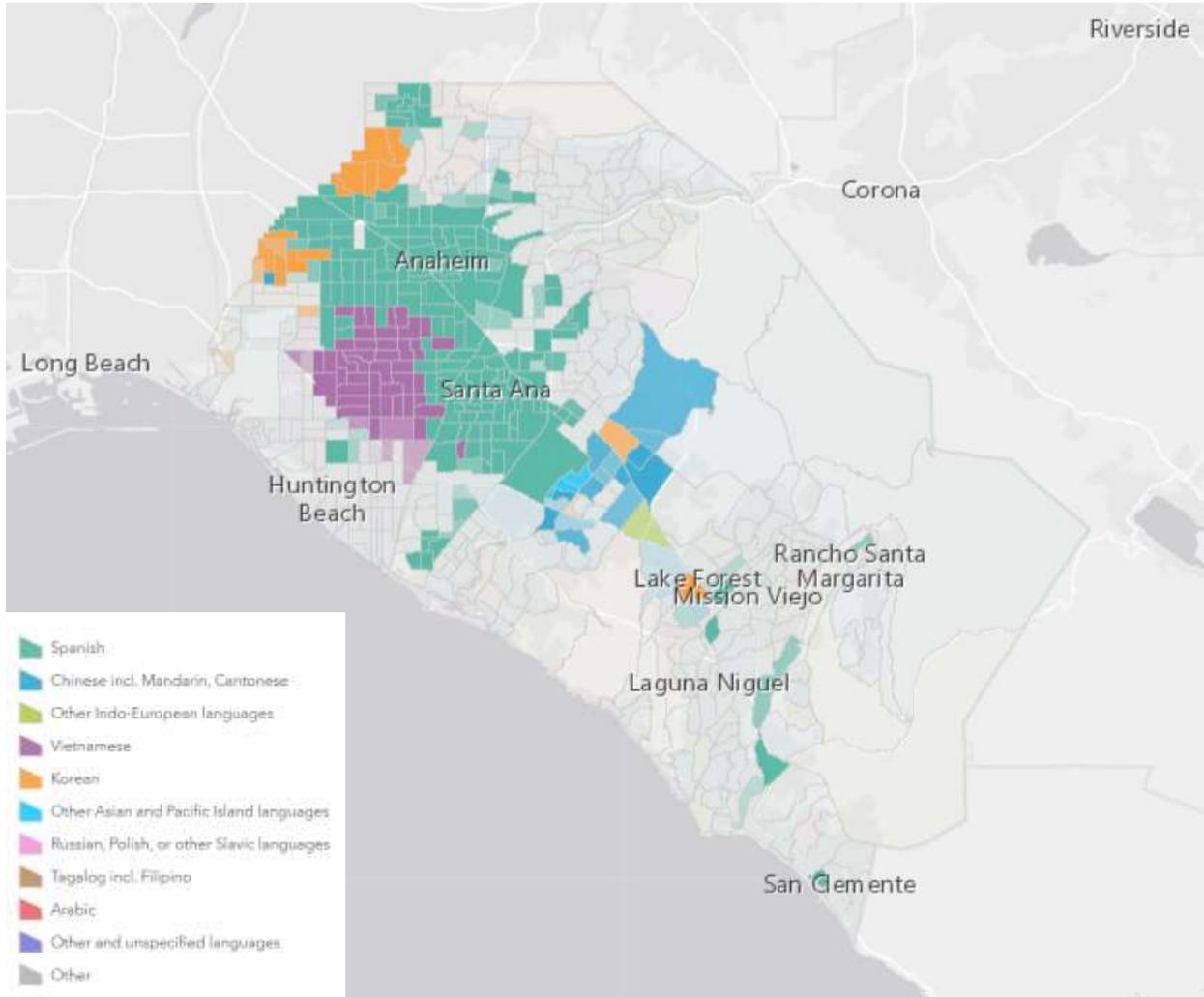
Predominant Non-English Language by Census Tract



(U.S. Census Bureau's American Community Survey (ACS) 2013-2017 5-year estimates)

Modified Predominant Non-English Language by Census Tract

The chart below depicts the primary non-English language that is spoken in each census tract where the percentage of individuals who “speak English less than very well” is higher than the County average (18.4%)¹².

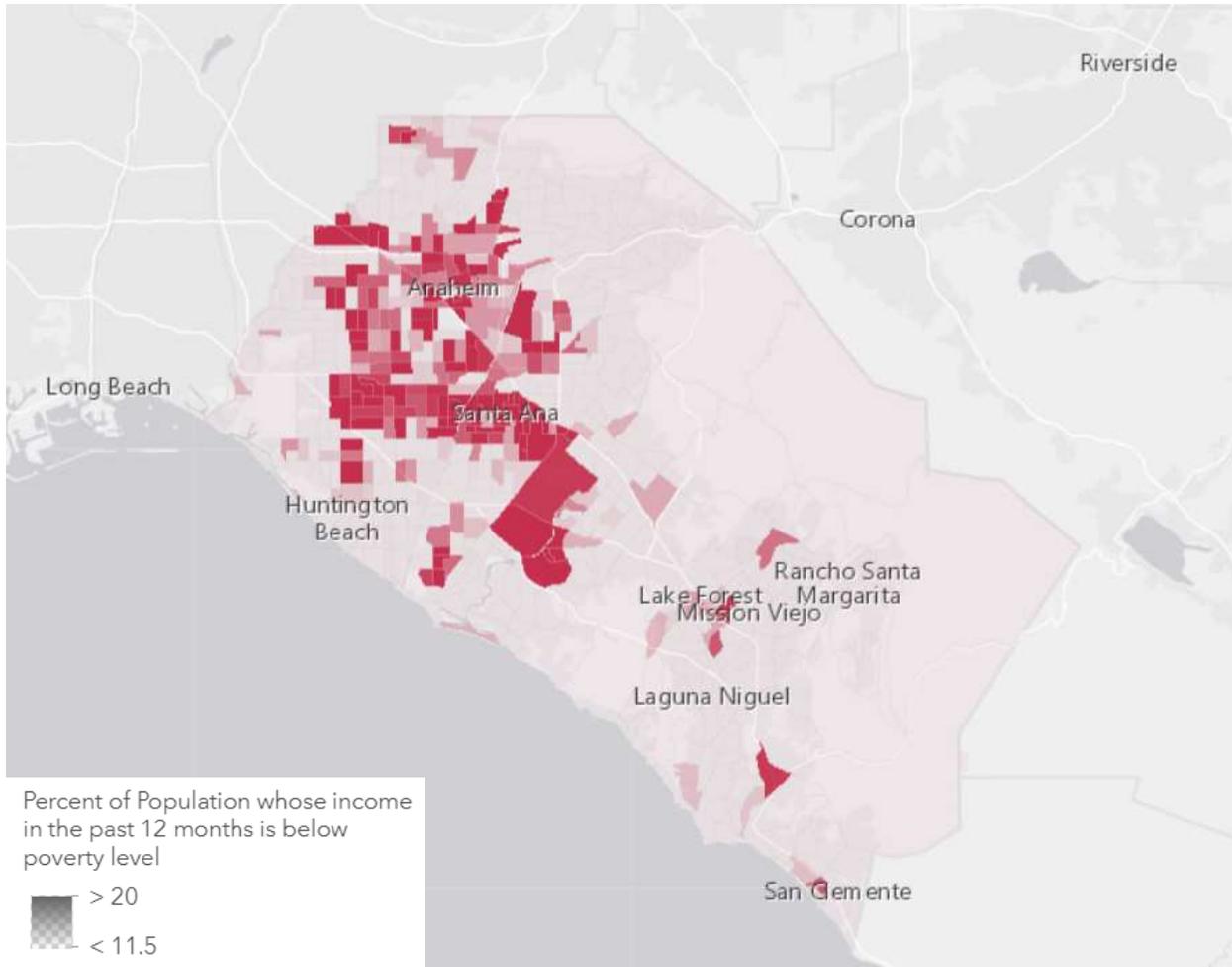


(U.S. Census Bureau's American Community Survey (ACS) 2013-2017 5-year estimates)

¹² California Complete Count Office – Census 2020. (2020). Orange County: Estimated Limited-English Proficiency. Retrieved from <https://census.ca.gov/wp-content/uploads/sites/4/2019/05/Orange.pdf>

Population Whose Income in the Past 12 Months Fell Below the Federal Poverty Level

The chart below highlights the census tracts where the percentage of individuals who are living in poverty* is higher than the County average (11.5%)¹³.

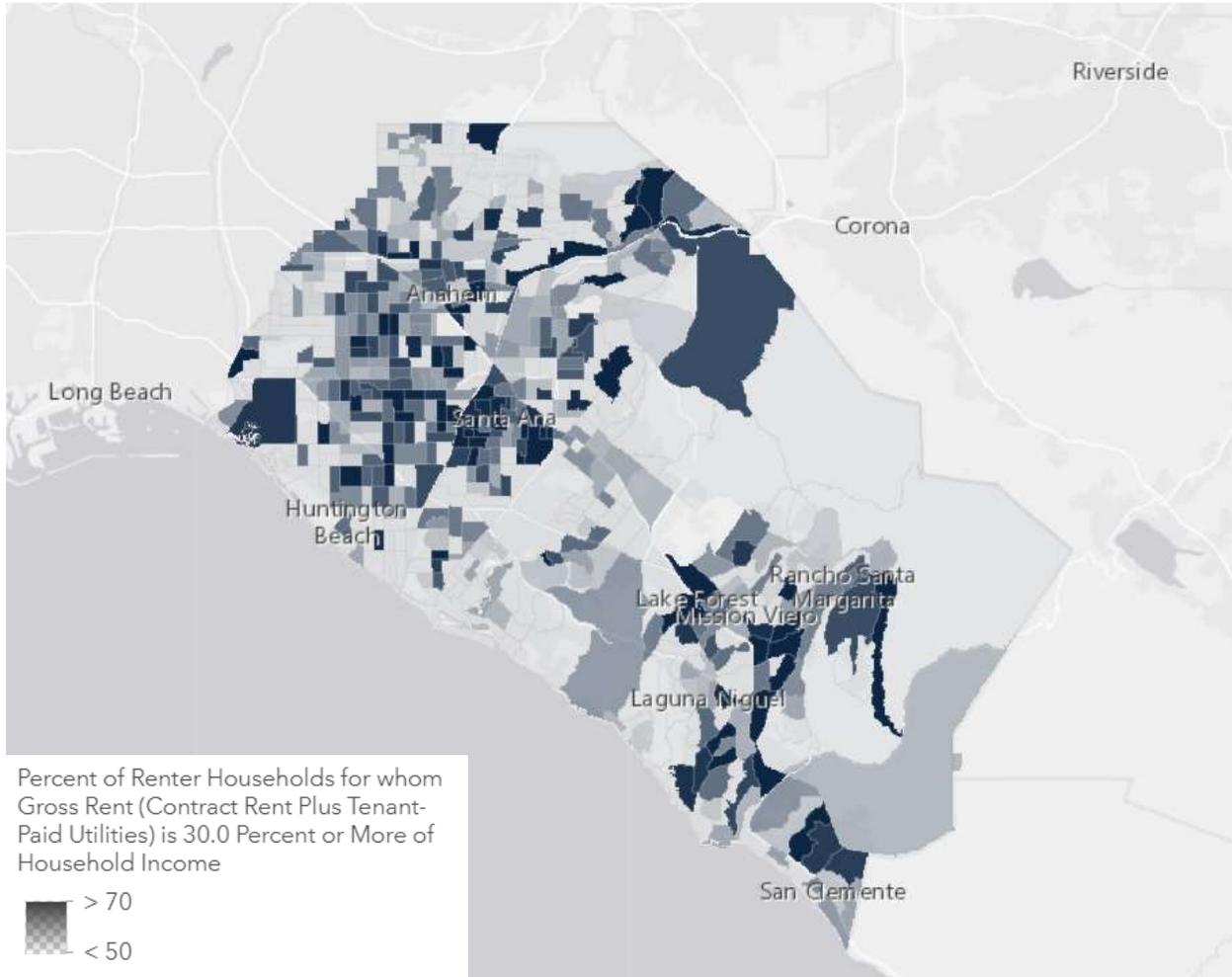


(U.S. Census Bureau's American Community Survey (ACS) 2013-2017 5-year estimates, Table B17020)

¹³ U.S. Census Bureau. (2018). Quick Facts: Orange County, California. Retrieved from <https://www.census.gov/quickfacts/orangecountycalifornia>

Percent of Renter Households for whom Gross Rent is 30% or More of Household Income

The chart below depicts the census tracts where the highest renter populations in Orange County are concentrated. Although, renters were not identified as a HTC group in the CCC Office’s Outreach Agreement the Bureau identified renters as a group that was less likely to respond to the 2020 Census¹⁴.

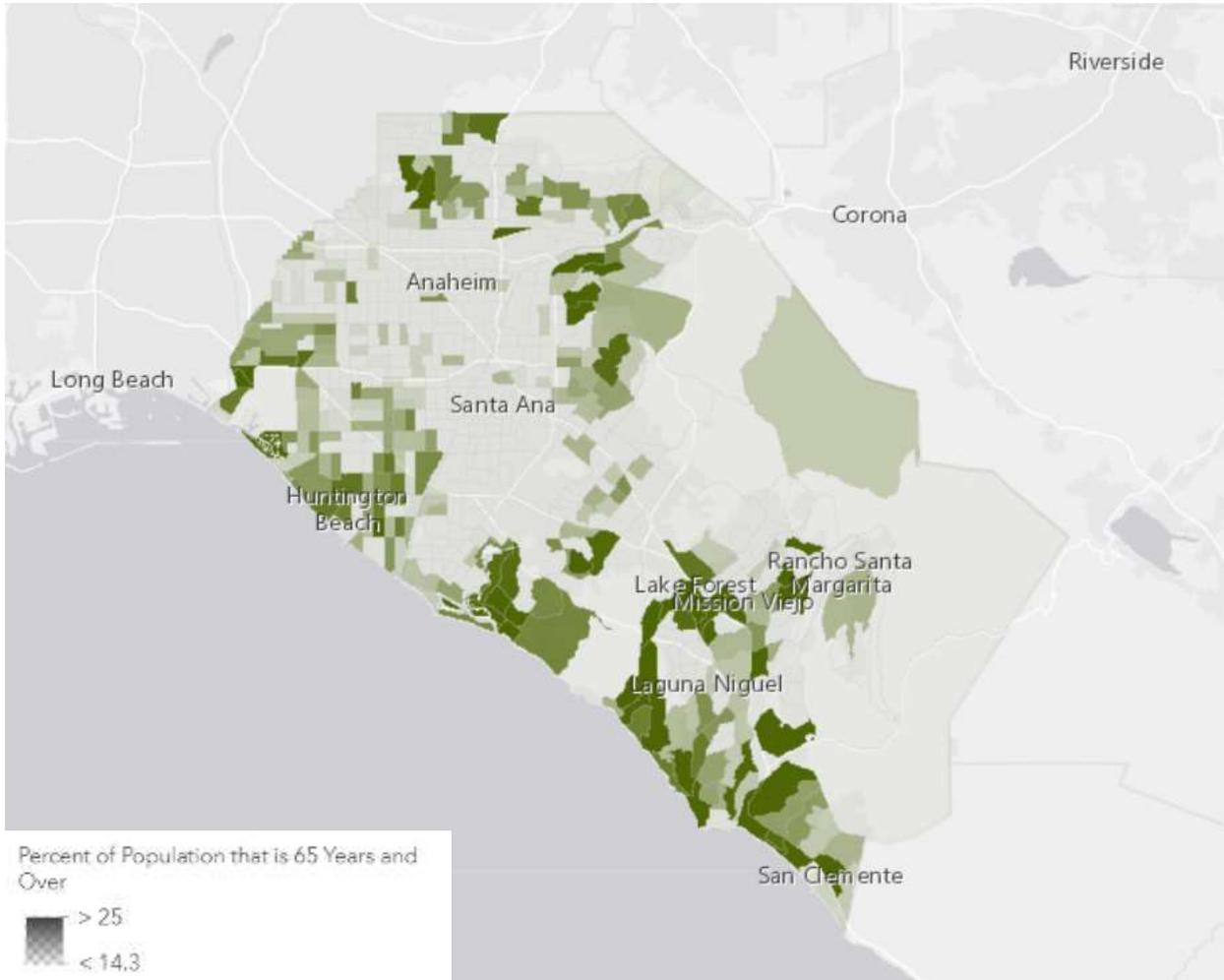


(U.S. Census Bureau's American Community Survey (ACS) 2013-2017 5-year estimates, Table(s) B25070, B25091)

¹⁴ U.S. Census Bureau. (2018). 2020 Complete Count Committee Guide. Retrieved from <https://www.census.gov/content/dam/Census/newsroom/press-kits/2018/ccc-guide-d-1280.pdf>

Percent of Population that is 65 Years and Over

The chart below highlights the census tracts where the percentage of seniors is higher than the County average (14.3%)¹⁵.

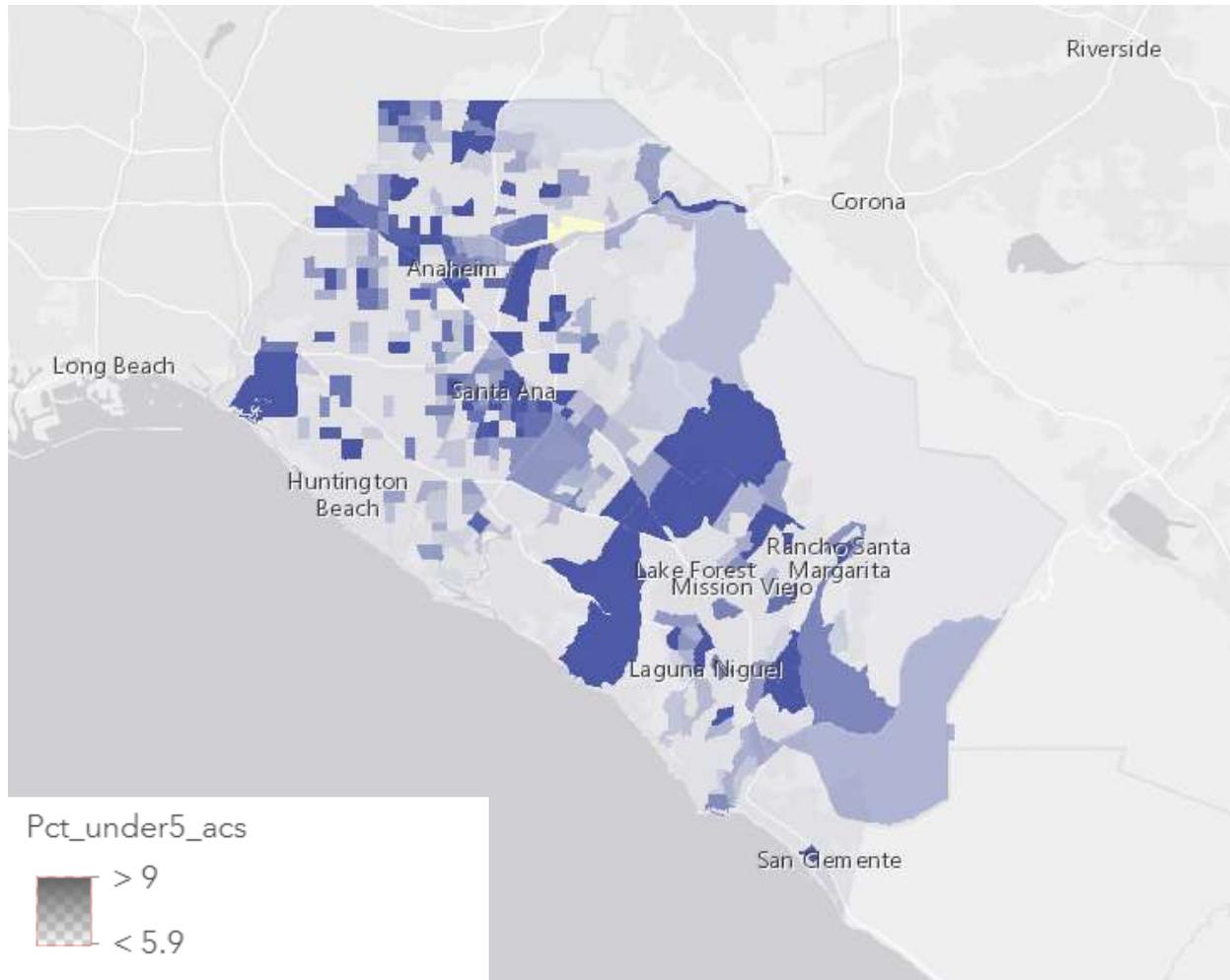


(U.S. Census Bureau's American Community Survey (ACS) 2013-2017 5-year estimates, Table B01001)

¹⁵ U.S. Census Bureau. (2018). Quick Facts: Orange County, California. Retrieved from <https://www.census.gov/quickfacts/orangecountycalifornia>

Percent of Children under 5

The chart below highlights the census tracts where the percentage of children under 5 is higher than the County average (5.9%)¹⁶.



(U.S. Census Bureau's American Community Survey (ACS) 2013-2017 5-year estimates, Table B01001)

¹⁶ U.S. Census Bureau. (2018). Quick Facts: Orange County, California. Retrieved from <https://www.census.gov/quickfacts/orangecountycalifornia>

6. Language Access Plan

Over 45% of Orange County residents speak a language other than English at home¹⁷, with over 18.4% of the total County population speaking English less than very well¹⁸. The table below illustrates the language demographics of Orange County.

Orange County Population Who Speak English Less Than Very Well (SELTWV)¹⁹

Language	Estimate	% of Pop. Who SELTWV	County Infrastructure Available	Questionnaire Available Online in Native Language	CBO Partnership Coverage
Spanish	327,538	55.6%	X	X	X
Vietnamese	105,099	17.8%	X	X	X
Korean	42,880	7.3%	X	X	X
Chinese	23,458	4.0%	X	X	X
Farsi	12,224	2.1%	X		X
Tagalog	9,688	1.6%	X	X	X
Mandarin	9,301	1.6%	X	X	X
Arabic	8,083	1.4%		X	X
Japanese	7,304	1.2%		X	X
Khmer	3,717	0.6%			X
Cantonese	3,181	0.5%	X	X	X
Min Nan Chinese	3,128	0.5%			X

(California Complete Count Office – Census 2020, Orange County: Estimated Limited-English Proficiency)

According to the LACAS report, Orange County’s top nine non-English languages include Spanish, Vietnamese, Korean, Chinese (simplified, Mandarin, and Cantonese), Tagalog and Farsi. The County already has established resources to assist these nine languages such as bilingual County staff and interpretation services. Additionally, seven of the eight languages, all but Farsi, are expected to have the Census questionnaire available in the native language online.

For Arabic, Japanese, Khmer (official language of Cambodia) and Min Nan Chinese, we are focusing on identifying tailored strategies to reach these communities through trusted messengers, key community events, and other strategies involving the CBOs who work most closely with these HTC communities. Fortunately, Arabic and Japanese are also expected to have the Census questionnaire available in the native language online. For Khmer, the County will take a different approach since very limited federal and County resources presently exist. The Cambodian Family CBO – a member of our OCCCC – estimates that the Cambodian community experienced a significant undercount in 2010. Therefore, the County will be working closely with The Cambodian Family to ensure a robust micro-targeted outreach effort tailored to the Cambodian community; subsequently resulting in a more accurate count this census cycle. For Min Nan Chinese, the County is in the process of identifying appropriate trusted messengers and CBOs to help deliver census messaging.

¹⁷ U.S. Census Bureau. (2018). Quick Facts: Orange County, California. Retrieved from <https://www.census.gov/quickfacts/orangecountycalifornia>

¹⁸ California Complete Count Office – Census 2020. (2020). Orange County: Estimated Limited-English Proficiency. Retrieved from <https://census.ca.gov/wp-content/uploads/sites/4/2019/05/Orange.pdf>

¹⁹ Ibid

In addition to establishing QACs/QAKs at County locations, where HTC individuals visit and trust, we will look for additional opportunities to repurpose and expand existing County language access services. Moreover, the County plans to focus on where these individuals are, instead of solely relying on them to come to us. Our initial OCCCC brainstorming session and subsequent survey have already generated many creative ideas such as:

- Referring individuals with language barriers to a social services office or 211OC for assistance with Census questionnaires
- Cross-promoting the Census as part of the Camino de Amistad where individuals go door-to-door to remind families about high school registration and the first day of high school in Santa Ana
- CBOs hosting Census town halls to answer questions that members of the community may have regarding the Census and the use of the information collected
- Tabling/setting up booths at large ethnic community events and distributing Census branded promotional items
- Adding Census messaging and announcements to existing community engagement activities, such as the County's *Movies at the Park* and *Summer Concert Series* and California State University of Fullerton's *Concert Under the Stars*
- Adding census messaging to all County and City electronic boards and websites to show a unified campaign among all trusted community brands
- Working with grass roots organizations such as *Las Promotoras* to provide door-to-door census messaging in the hardest to count census tracts

7. Complete Count Committee



The Ad Hoc opted to go with a five subcommittee structure with each subcommittee grouped by function. The idea behind the subcommittee structure would be for each group to focus on their own strengths (e.g. communications staff focusing on media, government agencies focusing on leveraging existing public infrastructure, and CBOs on cross-promoting services to HTC communities at existing contact points).

Goals for all OCCCC members and subcommittees:

1. Educate County residents on the Census timeline and purpose with a particular emphasis on the HTC populations
2. Identify HTC populations and best strategies to educate them on the Census
3. Reduce the HTC populations' fear and distrust of government
4. Build trust around the Census
5. Motivate HTC populations to participate in the Census
6. Reduce barriers for HTC populations to participate in the Census
7. Establish and maintain QACs/QAKs

Goals for each subcommittee:

Government Agencies & Cities (GAC) Subcommittee

1. Leverage existing infrastructure to maximize Census efforts
2. Reach out to other cities, government agencies and special districts to assist with Census efforts through social media, events and marketing
3. Message the Census timeline and QACs/QAKs locations

Homeless, Unconventional Housing & Low-income (HUHL) Subcommittee

1. Outreach to homeless individuals and shelters
2. Provide feedback on best outlets and messages for individuals experiencing homelessness and living in unconventional housing
3. Educate families living in unconventional housing about the proper way to complete the Census form (+9 members)

Immigrants, Limited English, & Language Access (ILELA) Subcommittee

1. Establish, maintain and distribute language access tools
2. Promote enumerator recruitments to qualified members of HTC communities
3. Identify opportunities to reach immigrants and individuals who speak limited English in trusted environments
4. Provide feedback on best outlets and messages for immigrants and individuals who speak limited English

Media, Communication, & Advertising (MCA) Subcommittee

1. Create culturally-sensitive messaging in various languages for the County Census effort (informed by members of ILELA Subcommittee)
2. Manage media efforts – earned, paid and social
3. Identify and recommend ad buys
4. Create and manage social media campaigns
5. Design, print and distribute posters, banners and promotional items

Outreach, Recruitment, Data Protection, & Technology (Outreach) Subcommittee

1. Educate and motivate seniors, renters, veterans, college students and parents of children under five (HTC groups)
2. Establish, maintain and promote QACs/QAKs
3. Cross-promote strategies to other groups (e.g. reach out to other cities/ departments/organizations to promote social media messaging campaign created by the GAC Subcommittee)
4. Promote U.S. Census Bureau enumerator recruitment
5. Identify technology solutions for educating and motivating HTC populations

As of May 2019, the OCCCC is expected to meet every two to three months while each subcommittee is expected to meet monthly. Each subcommittee consists of two co-chairs, one County employee and one volunteer from the group. Members of the public are encouraged to provide input and will be provided information regarding meeting dates and discussion items.

OCCCC Participants include:

1. 32 Por Mexico
2. Abrazar, Inc
3. Access California Services
4. AltaMed Health Services
5. Amistad Senior Clinic
6. Anaheim Housing Authority
7. CA Complete Count Committee Office
8. California Assembly Member Phillip Chen, 55th State Assembly District
9. California Senator Ling Ling Chang, 29th State Senate District
10. California Senator Tom Umberg, 34th State Senate District
11. CalOptima
12. Cambodian Family
13. Catholic Diocese of OC
14. Charitable Ventures of OC
15. City Net
16. City of Anaheim
17. City of Costa Mesa
18. City of Fullerton
19. City of Garden Grove
20. City of Huntington Beach
21. City of Irvine
22. City of Santa Ana
23. City of Tustin
24. City of Westminster
25. Community Action Partnership of OC
26. Community Health Initiative of Orange County
27. Council on American-Islamic Relations (CAIR) California
28. County Executive Office
29. County Office of Care Coordination
30. California State University of Fullerton
31. Dayle McIntosh Center
32. First 5 - OC Children and Families Commission
33. Garden Grove Housing Authority
34. Health Care Agency
35. Hospital Association of Southern California (Orange County)
36. Korean Community Services
37. Multi-Ethnic Collaborative of Community Organizations (MECCA)
38. Mercy House
39. Midnight Mission
40. NALEO Educational Fund
41. OC Asian Pacific Islander Community Alliance (OCAPICA)
42. OC Child Care Development Planning Council
43. OC Children's Therapeutic Arts Center
44. OC Community Resources
45. OC Congregation Community Organization
46. OC Grantmakers
47. OC Housing Authority
48. OC Human Relations
49. OC Interfaith Network
50. OC Labor Federation
51. OC League of Women Voters
52. OC Community Resources
53. OC Social Services Agency
54. OMID Multicultural Institute for Development
55. Orange County Business Council
56. Orange County Department of Education
57. Orange County United Way
58. Santa Ana College
59. Santa Ana Housing Authority
60. Santa Ana Unified School District
61. Santa Anita Neighborhood Association
62. Southland Integrated Services, Inc.
63. Templo Calvario (Calvary Chapel)
64. The Coalition of Orange County Community Health Centers
65. U.S. Representative Katie Porter, California's 45th Congressional District
66. U.S. Representative Lou Correa, California's 46th Congressional District

As previously referenced, the Board created the OCCCC making the committee a Brown Act body. Therefore, bylaws were established to help organize procedures governing the OCCCC and to ensure the success of the County's Census efforts. A Summary of the Major Provisions and Requirements of the Ralph M Brown Act (Attachment B) and the OCCCC Bylaws (Attachment C) can be found as attachments to this Strategic Plan.

8. Workforce Development

An accurate enumeration in Orange County requires many accurate assumptions. The Bureau’s *2020 Census Barriers, Attitudes, and Motivators Study*²⁰ found that individuals from HTC communities would be more receptive to discussing the Census with someone from their community rather than a stranger who “looks and acts different” (citation). The County is committed to assisting in the recruitment of the +1,800 enumerators; the number estimated by the Bureau that is required to count all households in Orange County.

Since March 2019, County staff have been connecting Bureau recruitment contacts with County Human Resource Analysts to help promote Bureau recruitments on and across all County recruitment avenues, including posting a recruitment link on the County’s job portal, distributing Bureau enumeration recruitment flyers at job fairs, and inviting the Bureau to job fair events. Moreover, Bureau recruitments are featured on County social media accounts, distributed through email blasts and promoted at job fairs. Lastly, OCCCC partners have identified the opportunity to promote census jobs at CBO places of business, college campuses, County facilities and are currently evaluating more ways promote enumerator positions for Orange County including promoting Census jobs at:

- High school graduations
- College campuses
- Public assistance offices
- County and city buildings
- County and city electronic reader boards
- Board of Supervisors newsletters
- County elected and appointed officials’ public engagements

9. Proposed Budget

Administration			
<i>Overhead (including fiscal agent, contract management, HR, facilities etc.)</i>	10%	\$	155,551.90
Project Outreach			
Sub-contractors	45%	\$	699,983.55
<i>Contract calls for partnership at the ground level to reach “trusted messengers”</i>			
Media & Outreach	25%	\$	391,983.55
Outreach events; space, venue, food, collateral			
Outreach promotional materials			
Project Staff, Data staff, etc.			
Advertising & PR Consulting	10%	\$	154,000.00
Questionnaire Assistance Centers/Questionnaire Action Kiosks	5%	\$	77,000.00
Non-Response Follow-Up	5%	\$	77,000.00
<i>Reserve for contingency plan, set-aside for Non-Response Follow-Up</i>			
Total Contract Award Amount		\$	1,555,519.00

²⁰ U.S. Census Bureau. (24 Jan 2019). 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Focus Group Final Report. Retrieved from <https://www2.census.gov/programs-surveys/decennial/2020/program-management/final-analysis-reports/2020-report-cbams-focus-group.pdf>

10. Census Activities Timeline

	Spring 2019	Summer 2019	Fall 2019	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
Administration	X	X	X	X	X	X	X	X	X	X	X	X
Partner Coordination	X	X	X	X	X	X	X	X	X	X	X	X
RPM Meeting	X	X	X	X	X	X	X	X	X	X	X	X
1st Quarterly Report	X											
2nd Quarterly Report		X										
3rd Quarterly Report				X								
4th Quarterly Report							X					
5th Quarterly Report										X		
Final Report												X
Alignment w. ACBO Plan		X	X	X	X	X	X	X	X	X	X	X
Strategic Plan	X											
Implementation Plan		X	X									
NRFU Plan				X	X	X	X	X	X	X	X	X
Door-to-Door Canvassing		X				X	X					
Phone Banking					X	X	X	X				
Peer-to-peer Texting					X	X	X	X	X	X	X	X
Booths/Tabling at Events		X	X	X	X	X	X	X	X	X	X	X
Faith Group Announcements					X	X	X	X				
Be Counted California Events							X	X	X			
NRFU Implementation							X	X	X	X	X	X
Social Media Campaign		X	X	X	X	X	X	X	X	X	X	X
Paid/Non-Paid Media				X	X	X	X	X	X	X	X	X
Production of Collateral				X	X							
T-shirts and Giveaways				X	X	X	X	X	X	X	X	X
In-Office Marketing					X	X	X	X	X			
Elected Speaking Opportunities	X	X	X	X	X	X	X	X	X	X	X	X
Census on Campus Activities				X	X	X	X	X	X	X	X	X
Messaging on Paystubs, Invoices and mailings					X	X	X	X	X			

11. Accountability & Metrics

The following data will be collected to evaluate the impact of the County's outreach efforts:

OCCCC Partners

- Location
- HTC population served
- Audience reach
- Meeting attendance
- Level of engagement

QACs/QAKs

- Location
- Language capability
- HTC population served

Workforce Development

- Number of jobs promoted
- Number of avenues for promotion
- Reach of outreach activities
- Percentage of desired staffing level for Census Enumeration

Speaking Engagements

- Location
- Service Area and Reach
- HTC population served
- Type of event
- Perceived success of activity
- Actual effect of activity on self-response rate

Advertising/Media

- Impressions
- Media mentions
- Click-through-rates
- Reach, shares and likes

Data to be Collected for Outreach Events

- Location
- Service Area and Reach
- HTC population served
- Type of activity
- Perceived success of activity
- Actual effect of activity on self-response rate

Final Evaluation

- Rankings versus other counties compared to past cycles
- Rankings versus other southern counties compared to past cycles
- Rankings versus urban counties compared to past cycles
- 2020 vs 2010 mail response rates