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ORANGE COUNTY
BOARD OF SUPERVISORS

MEMORANDUM

To: Robin Stieler, Clerk of the Board

From: Supervisor Andrew Do, 1st District and Supervisor Doug Chaffee, 4th District

Subject: Supplemental Agenda Item relating to the 2020 Census

S45A

Please add a supplemental item of business to the February 26, 2019 Board Agenda. The title of the supplemental item should read:

2020 Census Orange County Complete Count Committee Proposed Structure and Membership

Meeting Date: 02/26/19
Legal Entity: Board of Supervisors
Board of Supervisors District (s): First District; Fourth District
Submitting Agency/ Department: Supervisor Andrew Do, 1st District
Supervisor Doug Chaffee, 4th District
Department Contact Person: Chris Wangsaporn (714) 834-3110
LaShe Rodriguez (714) 834-3440

Recommended Actions:

1. Approve the Orange County Complete Count Committee proposed membership structure.
2. Authorize County Executive Officer or designee to select representatives for each stakeholder group set forth in the approved Orange County Complete Count membership structure.
3. Authorize the County Executive Officer to make minor modifications, as necessary, to the membership of the Orange County Complete Count Committee.

Summary:

On October 30, 2018, the Board of Supervisors (Board) adopted a resolution reflecting the County's participation in the 2020 California Complete Count census effort. Additionally, the Board authorized the 2020 Census Planning Ad Hoc Committee (Ad Hoc) and instructed the Ad Hoc to bring back for final selection and approval by the Board a list of recommend membership stakeholders for the Orange County Complete Count Committee (OCCCC). On January 29, 2019, the Board authorized the County Executive Officer to enter into the 2020 Census Outreach Agreement with the California Complete Count Census Office. Part of that Agreement includes the formation of a local CCC.

The OCCCC will be the County's primary network and strongest tool to educate, motivate and activate Orange County residents to participate in the Census. The Ad Hoc is recommending a CCC consisting of five subcommittees who will be responsible for achieving the following goals:

OCCCC Subcommittees

1. Government Agencies & Cities
2. Media, Communication & Advertising
3. Immigrant, Limited English & Language Access
4. Homeless, Unconventional Housing & Low-income
5. Outreach, Recruitment, Data Protection & Technology

OCCCC Goals for 2020 Census Outreach

1. Educate County residents on the Census timeline and purpose with a particular emphasis on the Hard-to-Count (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

The OCCCC kick-off meeting is planned for March. The proposed OCCCC structure and membership can be found in Attachment A.

ATTACHMENT(S):

Attachment A – OC Complete Count Committee Governance Structure