



**AGENDA STAFF REPORT**

Agenda Item **S74B**

ASR Control 19-00XXXX

**MEETING DATE:** 5/21/2019  
**TO:** Orange County Clerk of the Board  
**LEGAL ENTITY TAKING ACTION:** Board of Supervisors  
**SUBMITTING AGENCY/DEPARTMENT:** Supervisor Do, Supervisor Chaffee  
**DEPARTMENT CONTACT PERSON(S):** Chris Wangsaporn (714) 834-3110  
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 2019 MAY 14 PM 4:19  
 CLERK OF THE BOARD  
 ORANGE COUNTY  
 BOARD OF SUPERVISORS

**CATEGORY:** Discussion

**SUBJECT:** 2020 Census County of Orange Strategic Plan

**Prior Board Action:** 10/30/2018 #23; 01/29/2019 #35; 02/26/2019 #S45A

**RECOMMENDED ACTION:**

1. Approve the proposed 2020 Census County of Orange Strategic Plan.
2. Authorize the County Executive Officer, or his designee, to make minor modifications to the Strategic Plan, as necessary, in order to meet the requirements dictated by the Outreach Agreement with the California Complete Count Census 2020 Office, or as directed by the 2020 Census Planning Ad Hoc Committee.

**SUMMARY/BACKGROUND:**

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 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. On February 26, 2019, the Board authorized the proposed structure and membership of the OCCCC.

In accordance with the Outreach Agreement with the California Complete Count Census 2020 Office (CCC Office), the Ad Hoc is submitting for Board approval the 2020 Census County of Orange Strategic Plan. The Strategic Plan was drafted with input from the Ad Hoc, County Census staff, County Counsel, the OCCCC and the CCC Office. The purpose of the Strategic Plan is to:

- Create a framework for the County's overall census outreach effort
- Identify local and grassroots approaches for reaching individuals who are considered least likely to respond to the Census
- Identify collaborations, partnerships and infrastructure to leverage in the census outreach effort
- Identify communities and populations who are least likely to respond

- Identify strategies to assist the U.S. Census Bureau in the recruitment of qualified enumerators from all parts of Orange County
- Establish a general timeline and tactics to be used to educate and motivate Orange County residents to respond to the Census
- Establish possible locations for Questionnaire Assistance Centers and Questionnaire Action Kiosks
- Establish non-English language needs and strategies to address those needs

It is important to note that the Strategic Plan is a general framework of the County's Census outreach efforts. Strategies used to engage Hard-to-Count populations; partnerships identified to provide outreach and deliver census messaging; and the identification of Hard-to-Count populations are subject to Board and stakeholder input. The County Census staff will continue to work closely with all stakeholders to ensure Orange County has a complete and accurate count.

The Strategic Plan will lay the framework for the development of the Implementation Plan which is due to the State by September 30, 2019.

**ATTACHMENT(S):**

Attachment A – 2020 Census County of Orange Strategic Plan

Attachment B – Summary of the Major Provisions and Requirements of the Ralph M Brown Act

Attachment C – Orange County Complete Count Committee Bylaws

**COUNTY COUNSEL REVIEW:**