

2020 Census County of Orange Implementation Plan

Contracted Partner Name: County of Orange

Region(s): 9

Submitted by (contact person for contract): Saul Viramontes

Date Submitted: TBD

Goal(s) Example: Ensure that HTC individuals are counted in the 2020 Census.

1. Educate Orange 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

Objective(s):

1. Government Agencies & Cities Subcommittee

1. Leverage existing infrastructure/outlets to maximize Census efforts
2. Reach out to other cities and government groups to assist with the Census effort through social media, events, and marketing
3. Message the Census timeline and Questionnaire Assistance Centers (QACs)

2. Media, Communication, & Advertising Subcommittee

1. Create messaging for County Census effort
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

3. Immigrants, Limited English, & Language Access Subcommittee

1. Establish, maintain and distribute language access tools
2. Identify opportunities to reach immigrants and individuals who speak limited English
3. Provide feedback on best outlets and messages for immigrants and individuals who speak limited English

4. Homeless, Unconventional Housing & Low-income Subcommittee

1. Provide 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)

5. Outreach, Recruitment, Data Protection, & Technology Subcommittee

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

How do stated objectives help count the HTC population in your area?

The objectives above are the goals and responsibilities for the OC Complete Count Committee (OCCCC). When the OCCCC was first created, the goal was to group organizations by functions and task them with objectives that they were best prepared to address.

For example, the Government Agencies & Cities Subcommittee was tasked with leveraging existing infrastructure to create Questionnaire Assistance Center (QACs) and help educate the hard-to-count population using social media, newsletters, and existing touchpoints as they serve the public during their regular program activities. For example, the Santa Ana Unified School District volunteered their well-utilized wellness centers to serve as QACs. After that suggestion, other city leaders and district representatives explored the same opportunities in their schools. Moreover, the County will be training staff such as eligibility and social workers to educate HTC residents on the Census.

The Media, Communication, & Advertising Subcommittee consists of the strongest communicators in the OCCCC and is working to identify the best messaging and media efforts for the 2020 Census. Additionally, this group will work with the contracted public relations firm to direct ad buys, digital outreach, and the design and print of promotional materials.

The Immigrant, Limited English, & Language Access Subcommittee is working on language access solutions and ensuring culturally relevant messaging is created for the Census effort. Moreover, this group is identifying key ethnic community events, organizations to provide outreach, and specific barriers for many of the hardest to count neighborhoods. Recently, this subcommittee met for a working meeting to identify and map all census resources, partners, and QAC locations for the County's city with the highest percentage of HTC individuals.

Similarly, the Homeless, Unconventional Housing, & Low-Income (HUHLI) Subcommittee is currently working with key stakeholders to educate homeless providers on the U.S. Census Bureau's Group Quarter Enumeration process as well as working with the McKinney Vento school liaisons to ensure that all trusted messengers who work with low-income families are activated in the outreach effort (the liaisons serve as one of the primary contacts between homeless families and school staff, district personnel, shelter workers, and other service providers). When these subcommittees were formed, each was tasked with specific barriers and goals. For example, one of the main focuses of the HUHLI subcommittee is to educate low-income families who may have two or three families living in a single family home, or in Section 8 housing. We believe that hearing from these highly trusted messengers will greatly increase participation among this population.

Finally, the Outreach Subcommittee has been tasked with multiplying the efforts of other subcommittees by reaching out to similar partners who want to get involved. For example, Santa Ana College and the California State University of Fullerton helped the County and the OC Board of Education launch a Higher

Education Kickoff where representatives from all over the county, including student body leaders, identified top strategies to raise awareness among students and enlisted their help in the 2020 Census effort. Moreover, at this meeting, the County distributed outreach supplies for those who were eager to get started.

Languages Required - Enter all languages required (separated by commas) based on the Language and Communication Access Plan (LACAP) for your region. Click here to access the LACAP

Spanish, Vietnamese, Korean, Chinese, Mandarin, Cantonese, Min Nan Chinese, Farsi, Tagalog, Arabic, Japanese, Khmer

Other Languages Supported:

N/A

Additional Notes:

In this report, Chinese includes Mandarin, Cantonese, and Min Nan Chinese

Activities – See Attachment B

Questionnaire Assistance Centers (QACs) – See Attachment C

Please list any other funding your organization is receiving from other funding sources related to the Census 2020 outreach, education or media effort:

Funding source (provide funder details): None at this time

Funding amount: None at this time

Description of activities funded: None at this time

Please list any other funding you are aware of in your region related to the Census 2020 outreach, education or marketing effort:

Funding source (provide funder details): ACBO – Charitable Ventures of OC

Funding amount: \$1,400,000

Insight on activities funded: CA Complete Count Office activities

Funding source (provide funder details): OC Board of Education

Funding amount: \$119,683

Insight on activities funded: CA Complete Count Office activities

Please provide the following insights to help inform CCC future plans and potential allocations.

What communities will your organization not reach due to budget, infrastructure or capacity limitations? What gaps do you anticipate (e.g. specific census tracts, geographic areas or specific populations)? Are there missed opportunities?

Currently, the County is preparing to evaluate responses for the 2020 Census Outreach RFP. The panel will be meeting to evaluate responses and will be making recommendations to the Board before the end of the year. Following the awarding of the RFP, the subcontractors will be working with the County Census Lead to prioritize census tracts and block-groups for person-to-person outreach. The subcontractors will be using County-approved census messaging and will be required to work with local stakeholders such as cities, community-based organizations, and family resource centers.

Using this approach, the County expects to reach the most HTC residents in the most effective way. The Outreach RFP is expected to draw proposers with strong ties to the community and with a large capacity to provide this outreach. For this reason, the County is expecting to have strong coverage for Limited English Proficient (LEP) Spanish, Vietnamese, Korean, and Chinese individuals. While the County hopes that proposing groups will cover LEP Farsi, Tagalog, Arabic, Japanese, and Khmer residents, it is currently unknown whether any subcontractors for these groups proposed.

Through collaboration and regular communication with the Region 9 Administrative Community-Based Organization (ACBO), the County is aware that the ACBO subcontracted organizations with the capacity to reach LEP Spanish, Vietnamese, Korean, Chinese, Farsi, Tagalog, Arabic, Japanese, and Khmer. Currently, the Region 9 Census effort covers all languages required in the Language and Communication Access Plan; however, saturation is a concern.

The biggest gap the County anticipates is the need for enough saturation of information and education to drive behavior. With the current funding of \$1,555,591, the County estimates most HTC residents will receive 1.5 impressions whether in-person or through media efforts. Additional funding can help the County increase the number of times HTC census block-groups are canvassed and the number of times person-to-person contacts are made. The County will be utilizing a pledge strategy to ensure that many residents are touched more than once and that they understand the Census, its purpose, and the correct way to complete the form. During outreach activities, subcontractors will be required to collect pledges in the form of a phone number and spoken language so that HTC individuals may receive reminders and key census information during the 2020 Census effort.

Moreover, additional funding would help the County achieve a robust countywide multi-pronged approach consisting of canvassing by trusted organizations; social and traditional media support for the Census education campaign to make residents more receptive to the canvassing effort; and hyper-targeted media campaigns to drive behavior and increase pledges. The County believes that a carefully coordinated, community-informed approach driven by local stakeholders, delivered by trusted messengers, and supported by technology will give Orange County residents a fair and accurate count.

Additional gaps are related to HTC groups such as seniors, students, children ages 0-5, veterans, and individuals experiencing homeless. These groups will need more creative, targeted, and highly coordinated efforts. Although the County and the OCCCC are currently leveraging many in-kind resources to educate and motivate these populations, additional funding to support dedicated campaigns for these groups will also benefit our LEP population due to the diversity of Orange County. The County and the OCCCC are committed to a unified message coming from the County, cities, schools, health centers, faith-based organizations, community-based organizations, social programs, and all local stakeholders.

Understanding there are not enough resources to fill all gaps, please prioritize the gaps listed above.

The current gap priorities are as follow:

1. Increase saturation for person-to-person outreach and canvassing in the hardest to count census block-groups,

2. Develop creative and highly-targeted campaigns for groups such as seniors, students, children 0-5, veterans, and individuals experiencing homelessness,
3. Maximize all federal, State, County, ACBO, and OCCC efforts by supporting census activities with hyper-targeted local media efforts aimed to educate residents and drive behavior, and
4. Expand language capacity for lower threshold languages

How might your approach be strengthened? What are some viable approaches to fill the gaps listed above?

As mentioned above, the County is confident that the current approach has involved all key stakeholders and trusted messengers as well as incorporated the most effective strategies such as person-to-person outreach and targeted messaging for each stakeholder group. The best way to strengthen the County approach and to achieve a complete count in Orange County is to increase saturation via the priorities identified above. Once the Board has awarded the 2020 Census Outreach RFP contracts we will have a clear picture of the gaps and need for additional resources.

List any known barriers or limitations related to current implementation plan activities or overall approach?

- Time – the biggest barrier/limitation is time. In order to fully implement a robust plan, the County should be notified as soon as possible of any additional State funds made available
- Statewide Media Strategy (support and deliverables) – the County and ACBO, along with many other regions have been in a holding pattern waiting to see what support they will receive from the Mercury contract. In order to avoid duplicating efforts and to maximize the “California for All” brand and campaign, the County and OCCCC needs to know what support, if any, will be provided to Region 9