



County Executive Office

Memorandum

December 12, 2019

To: Clerk of the Board of Supervisors
From: Frank Kim, County Executive Officer
Subject: Exception to Rule 21

RECEIVED
2019 DEC 13 AM 7:47
CLERK OF THE BOARD OF SUPERVISORS
COUNTY OF ORANGE

S32B

The County Executive Office is requesting a Supplemental Agenda Staff Report for the December 17, 2017, Board Hearing.

Agency: County Executive Office
Subject: Community-Based Outreach Services for Hard to Count Communities for the 2020 Census
Districts: All Districts

Reason for supplemental: The County Executive Office is requesting that this item be added to the December 17, 2019, Board agenda as a Supplemental Item as this is a time-sensitive item related to the 2020 Census and the contracts need to be in place prior to January 1, 2020. This Agenda Staff Report and attachments were finalized after the filing deadline to the Clerk of the Board.

Concur:

Chairwoman Lisa A. Bartlett, Supervisor, Fifth District

cc: Board of Supervisors
County Executive Office
County Counsel



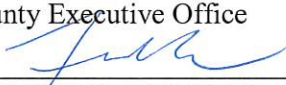
SUPPLEMENTAL AGENDA ITEM AGENDA STAFF REPORT

MEETING DATE: 12/17/19

LEGAL ENTITY TAKING ACTION: Board of Supervisors

BOARD OF SUPERVISORS DISTRICT(S): All Districts

SUBMITTING AGENCY/DEPARTMENT: County Executive Office

DEPARTMENT HEAD REVIEW: 
Department Head Signature

DEPARTMENT CONTACT PERSON(S): Saul Viramontes (714) 834-4755
Jessica Witt (714) 834-7250

RECEIVED
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 CLERK OF THE BOARD
 ORANGE COUNTY
 BOARD OF SUPERVISORS


SUBJECT: COMMUNITY-BASED OUTREACH SERVICES FOR HARD TO COUNT COMMUNITIES FOR THE 2020 CENSUS

CEO CONCUR



CEO Signature

COUNTY COUNSEL REVIEW

Approve as to form
Action


County Counsel Signature

CLERK OF THE BOARD

Discussion
3 Votes Board Majority

Budgeted: Yes

Current Year Cost: \$765,029

Annual Cost: N/A

Staffing Impact: N/A

of Positions:

Sole Source: N/A

Current Fiscal Year Revenue: N/A

Funding Source: State: 100% (Census)

County Audit in last 3 years No

Prior Board Action: 11/05/2019 #19, 05/21/2019 #S74B, 02/26/2019 #S45A, 01/29/2019 #35

RECOMMENDED ACTION(S)

1. Approve Contract with AltaMed Health Services Corporation for Regional Community-Based Outreach Services for the 2020 Census, effective upon the approval of the Board of Supervisors, through September 30, 2020, in a total amount not to exceed \$120,000.
2. Approve Contract with Coalition for Humane Immigrant Rights for Regional Community-Based Outreach Services for the 2020 Census, effective upon the approval of the Board of Supervisors, through September 30, 2020, in a total amount not to exceed \$68,253.
3. Approve Contract with Community Action Partnership of Orange County for Regional Community-Based Outreach Services for the 2020 Census, effective upon the approval of the Board of Supervisors, through September 30, 2020, in a total amount not to exceed \$60,000.

4. Approve Contract with Latino Health Access for Regional Community-Based Outreach Services for the 2020 Census, effective upon the approval of the Board of Supervisors, through September 30, 2020, in a total amount not to exceed \$65,000.
5. Approve Contract with Multi-Ethnic Collaborative of Community Agencies for Regional Community-Based Outreach Services for the 2020 Census, effective upon the approval of the Board of Supervisors, through September 30, 2020, in a total amount not to exceed \$270,728.
6. Approve Contract with Vision y Compromiso for Regional Community-Based Outreach Services for the 2020 Census, effective upon the approval of the Board of Supervisors, through September 30, 2020, in a total amount not to exceed \$111,500.
7. Authorize the County Executive Officer or authorized Deputy to execute the contracts as referenced in Recommended Actions 1 through 6.
8. Pursuant to Contract Policy Manual Section 3.3-113, authorize the County Procurement Officer or authorized deputy to exercise a 10 percent contingency contract cost increase for each Contract in an amount not to exceed a total \$69,548, which may be used over the entire term of the Contract, including extensions, and within the scope of work set forth in the Contract, and to execute all documents necessary for the contingency contract cost increase. The use of this contingency contract cost increase is subject to approval requirements established by the County Procurement Officer.

SUMMARY:

Award of contracts to the various contractors for regional community-based outreach services for the 2020 Census Hard-to-Count (HTC) communities and populations will allow the County to fulfill contractual requirements with the California Complete Count Office for the 2020 Census Complete Count effort and will assist the County in educating and motivating Orange County residents to participate in the 2020 Census.

BACKGROUND INFORMATION:

The County of Orange entered into a contract with the California Complete Count Office (CCC Office) to provide outreach and education for the 2020 Census to Hard-to-Count (HTC) communities and populations. HTC communities and populations are those who have been identified by the U.S. Census Bureau as least likely to participate in the 2020 Census, including young children, highly mobile persons, racial and ethnic minorities, non-English speakers, low income persons, persons experiencing homelessness, undocumented immigrants, persons who distrust the government, LGBTQ persons, persons with mental or physical disabilities, and persons who do not live in traditional housing. In accordance with the County's agreement with the CCC Office, the following steps have been taken to ensure a complete count in Orange County:

- 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 CCC Office.

- On February 26, 2019, the Board authorized the proposed structure and membership of the OCCCC. On April 16, 2019, the OCCCC convened and has been meeting in subcommittees since.
- On May 21, 2019, the Board approved the 2020 Census County of Orange Strategic Plan.
- On November 5, 2019, the Board approved the 2020 Census County of Orange Implementation Plan.

This agenda item presents the contractors recommended to accomplish the tasks highlighted in the 2020 Census County of Orange Implementation Plan. The 2020 Census Outreach effort begins in January 2020 and will end by May 31, 2020. The County Executive Office is asking for a 10 percent contingency to provide flexibility when implementing the Non-Response Follow-up Plan (NRFU), per our Agreement with the CCC Office. The NRFU will begin in late-May and can last through July, and will be the County’s final push to encourage all residents to participate in the 2020 Census.

Under the direction of the Ad Hoc, County Census staff released a Request for Proposal (RFP) for Regional Community-Based Outreach Services for the 2020 Census. The RFP aimed to solicit proposals from contractors with strong ties to HTC communities and populations who could serve as trusted messengers to educate and motivate members of the HTC communities and populations to participate in the 2020 Census. These trusted messengers will communicate with HTC communities regarding the purpose of the 2020 Census, the confidentiality protections of the 2020 Census and the importance of participating in the 2020 Census to secure equitable representation and resources for the County. The CCC Office awarded the County a total of \$1,555,519; approximately \$699,983 was set aside for direct outreach services while the remainder was set aside to cover project personnel, promotional and outreach materials, a media and advertising campaign, the establishment of Questionnaire Assistance Centers and the NRFU.

To increase the possibility that every HTC community and population would be paired with an appropriate trusted messenger, the County was divided into seven HTC zones. See Attachment A for HTC Zones Map Index.

County staff notified over 220 members of the OCCCC including the OC Census Roundtable, a network of community-based organizations led by Charitable Ventures of Orange County, which notified an additional 200 community organization representatives about the opportunity. In addition to advertising the RFP to all census stakeholders, subscribers to BidSync were also notified.

Contractors were asked to submit proposals for one or two types of activities (Activity Type 1 and Activity Type 2) in one or more of the seven HTC zones through which the contractors would engage with members of the HTC community to encourage and motivate the HTC communities and populations to participate in the 2020 Census. Activity Type 1 consists of a boots-on-the-ground effort focused around the locations where HTC individuals live, such as canvassing and block walks. Activity Type 2 consists of innovative strategies to engage with community members, such as tabling at grocery stores in HTC census tracts, holding art contests for students and hosting neighborhood forums.

Breakdown of HTC Zones:

A description of the HTC zones, including the cities served and the HTC populations, is included in the table below.

Zone	Cities Served	HTC Population	% of Total HTC
1	Fullerton, La Habra, *Buena Park, *Placentia	124,121	12%
2	Anaheim, *Buena Park, Orange, *Placentia, *Stanton	256,906	25%

3	Garden Grove, *Stanton	97,892	10%
4	Westminster	60,819	6%
5	Santa Ana, Tustin	294,468	29%
6	Irvine	99,853	10%
7	Costa Mesa, Laguna Hills, Laguna Woods, San Clemente, San Juan Capistrano, Seal Beach, Fountain Valley, Huntington Beach	86,558	8%

*City belongs to more than one zone

Evaluation of Proposals:

The County received eight proposals with a cumulative bid amount of \$1,424,562 worth of services. A five-member evaluation panel, consisting of representatives from the County Executive Office, OC Social Services Agency and OC Community Resources, evaluated the eight proposals based on the following weighted criteria:

No.	Evaluation Criteria	Weights
1	Respondent's background, qualifications, references and related experience	20%
2	Respondent's key personnel, experience and resumes (Staffing Plan)	20%
3	Respondent's strategic plan, scope of services and evaluation of methodology to engage the community	35%
4	Respondent's proposed cost	15%
5	Organization, completeness of Proposal response, overall quality and degree of compliance with Model Contract	10%

The RFP provided the County flexibility to award contracts to one or more contractors for each HTC zone and/or to award contracts to contractors on all or some of the activity types set forth in their proposals, as necessary to serve the best interests of the County. Funding for each HTC zone was determined proportionately according to each HTC zone's share of Orange County's HTC communities and populations.

Recommended Contract Awards:

The evaluation panel provided a memorandum of recommendation that includes the ranking of all proposals based on the aggregate scores (see Attachment C). After reviewing the evaluation results, the County Executive Officer specified a different recommendation for Zone 5 to ensure the best coverage to the HTC communities and populations in that zone. The following table shows the evaluation panel's recommendation of contract awards for each zone, broken down by HTC zone and Activity Type, except for Zone 5 that shows the County Executive Officer's recommendation of contract award for that zone.

Zone	Proposer(s)	Evaluation Panel Score	Activity Type(s)	Contract Award
1.	Multi-Ethnic Collaborative of Community Agencies (MECCA)	71	1	\$21,000
	Coalition for Humane Immigrant Rights (CHIRLA)	69	1, 2	\$14,880.21

	Vision y Compromiso	69	1	\$42,000
2.	AltaMed Health Services Corporation (AltaMed)	78	1, 2	\$65,000
	MECCA	71	1, 2	\$80,536
	Vision y Compromiso	69	1	\$27,500
3.	Community Action Partnership of Orange County (CAP-OC)	88	1, 2	\$60,000
4.	MECCA	71	1, 2	\$43,203
5.	AltaMed	78	1, 2	\$55,000
	Latino Health Access	72	1, 2	\$30,000
	MECCA	71	1, 2	\$57,786
	CHIRLA	69	1, 2	\$37,888
	Vision y Compromiso	69	1	\$42,000
6.	MECCA	71	1, 2	\$43,203
	CHIRLA	69	1, 2	\$15,484.59
7.	Latino Health Access	72	1, 2	\$35,000
	MECCA	71	1	\$25,000

These contracts includes subcontractors. See Attachment J for information regarding subcontractors and Contract Summary Forms. Department staff have conducted due diligence on the vendors. Reference checks were satisfactory and completed with the following vendors regarding similar projects:

Vendor	References	Avg. Rate (5,4,3,2-0)
AltaMed	CA Community Foundation (CCF)	5
	Telemundo 52 LA	4.5
	NALEO Educational Fund	5
CHIRLA	California Community Foundation	5
	CA Complete County Office	5
	St. Joseph Health Mission Hospital	5
CAP-OC	OC United Way – VITA CalEITEC Outreach	4.5
	City of Garden Grove	5
	Mission Up	5
Latino Health Access	The CA Endowment	5
	Marguerite Casey Foundation	5
	Mission Hospital	5
MECCA	The CA Endowment	5
	Mind-OC-Be Well (In-Kind Services)	5
	CA Pan-Ethnic Health Network	5
Vision y Compromiso	County of Tulare	5
	National Asian Pacific American Families Against Substance Abuse	5
	Hill & Co.	5

FINANCIAL IMPACT:

Appropriations for this Contract are included in Budget Control 017 FY 2019-20 Budget.

These Contracts contain language that allow the County to terminate the Contract if specific milestones are not met, reduce the level of services for underperformance and/or renegotiate the levels of services to be provided.

STAFFING IMPACT:

N/A

ATTACHMENT(S):

Attachment A – County of Orange – HTC Zones Map Index

Attachment B – RFP for Regional Community-Based Outreach Services for the 2020 Census

Attachment C – Rating Summary and Finalized Individual Scoring Sheets

Attachment D – Contract MA-017-20010774 with AltaMed Health Services Corporation

Attachment E – Contract MA-017-20010774 with Coalition for Humane Immigrant Rights

Attachment F – Contract MA-017-20010774 with Community Action Partnership of Orange County

Attachment G – Contract MA-017-20010774 with Latino Health Access

Attachment H – Contract MA-017-20010774 with Multi-Ethnic Collaborative of Community Agencies

Attachment I – Contract MA-017-20010774 with Vision y Compromiso

Attachment J – Contract Summary Forms