



Revision to ASR and/or Attachments

Date: December 16, 2019
To: Clerk of the Board of Supervisors
CC: County Executive Office *JK*
From: Frank Kim, County Executive Officer
Re: ASR Control #: N/A, Meeting Date 12/17/19, Item No. # S32B
Subject: Community-Based Outreach Services for Hard to Count Communities for the 2020 Census

RECEIVED
2019 DEC 16 PM 3:18
CLERK OF THE BOARD
ORANGE COUNTY
BOARD OF SUPERVISORS

Explanation:

Replace Attachment J – Contract Summary Form

Revised Recommended Action(s)

Make modifications to the:

Subject Background Information Summary Financial Impact

Revised Attachments (attach revised attachment(s) and redlined copy(s))

Attachment J – Contract Summary Forms

CONTRACT SUMMARY FORM**REGIONAL COMMUNITY-BASED OUTREACH SERVICES FOR THE 2020 CENSUS****SUMMARY OF SIGNIFICANT CHANGES**

N/A, this is a new contract

SUBCONTRACTORS

This contract does include subcontractors or pass through to other providers.

CONTRACT OPERATING EXPENSES**TYPES OF SERVICES:**a) **Activity Type 1:** Door-to-Door/Boots-on-the-Ground Outreach

Activities in this category consist of person-to-person outreach in pre-determined Census tracts or block-groups considered HTC (Attachment D, HTC Zones). Contractor must engage the public through canvassing and other geographic-based activities. Activities must include facilitating conversations about the Census and using County-approved talking points to communicate the importance of the Census. Contractor is required to collect pledges from HTC residents by collecting phone numbers to be used later for text messages or phone calls regarding the 2020 Census timeline, education, and resources.

b) **Activity Type 2:** Innovative Outreach

County is aware that door-to-door strategies will not work with all HTC communities and populations and that there is a need for innovative outreach. Activities in this category consist of innovative and cost-effective ideas to engage with and to educate HTC communities and populations on the Census (see Section IV Objectives below) and/or to collect pledges from HTC residents by collecting phone numbers to be used later for text messages or phone calls regarding the 2020 Census timeline, education, and resources. Some alternate ideas may include, but are not limited to:

- Booths/tabling at community events, fairs, and highly visited areas, such as in front of businesses and supermarkets in HTC Zones (as identified in Attachment D)
- Hosting community events to discuss the 2020 Census, its purpose and key elements
- Establishing Questionnaire Assistance Centers (QAC) in high traffic areas where HTC residents frequently visit.
- Contractor-hosted Census community events, town halls, forums, etc.
- Outreach at faith-based locations
- Connecting with groups using popular and culturally appropriate platforms

c) Contractors may propose as part of their proposed strategic plan, which may be incorporated into their final strategic plan, volunteer, no cost to County, in-kind resources such as access to community events, email blasts, social media presence, phone/text message banking, newsletters and other communications assets.

In-kind activities may include:

- Providing Census messaging deliverables during regular visits to HTC residents during the Contractor's existing operations
- Promoting the Census in newsletters or other communication mediums owned by the contractor
- Offering no-cost advertising space for Census branding and educational communications

d) Contractor is required to perform all activities included in the final strategic plan approved by the County based on their respective Scope of Services.

CONTRACTORS SERVICES AND PRICING:**I. VISION Y COMPROMISO****A. SERVICES**

- Contractor shall provide the following regional community-based outreach services for the 2020 Census:
 - a) Activity Type 1 outreach services in HTC Zone 1; and,
 - b) Activity Type 1 outreach services in HTC Zone 2.
 - c) Activity Type 1 outreach services in HTZ Zone 5.

B. PRICING

Contractor shall receive the fee specified in the table below for the applicable Activity Type 1 outreach services in each HTC Zone.

Item	Zone Number	Activities	Population to reach	Flat Fee for Project
001	Zone 1	Activity Type 1	HTC Latinos	\$42,000.00
002	Zone 2	Activity Type 1	HTC Latinos	\$27,500.00
005	Zone 5	Activity Type 1	HTC Latinos	\$42,000.00

C. SUB-CONTRACTORS

- Give for a Smile

II. COALITION FOR HUMANE IMMIGRANT RIGHTS (CHIRLA)**A. SERVICES**

- Contractor shall provide the following regional community-based outreach services for the 2020 Census:
 - a) Activity Type 1 and Activity Type 2 outreach services in HTC Zone 1;
 - b) Activity Type 1 and Activity Type 2 outreach services in HTC Zone 5;
 - c) Activity Type 1 and Activity Type 2 outreach services in HTC Zone 6; and

B. PRICING:

Contractor shall receive the fee specified in the table below for the applicable Activity Type 1 and/or Activity Type 2 outreach services in each HTC Zone.

Item	Zone Number	Activities	Population to reach	Flat Fee for Project
001	Zone 1	Activity Type 1	Latinos, Immigrants and Refugees	\$12,507.00
		Activity Type 2	Latinos, Immigrants and Refugees	\$2,373.21
005	Zone 5	Activity Type 1	Latinos, Immigrants and Refugees	\$31,844.76
		Activity Type 2	Latinos, Immigrants and Refugees	\$6,042.58
006	Zone 6	Activity Type 1	Latinos, Immigrants and Refugees	\$13,014.98
		Activity Type 2	Latinos, Immigrants and Refugees	\$2,469.61

III. COMMUNITY ACTION PARTNERSHIP OF ORANGE COUNTY**A. SERVICES**

- Contractor shall provide the following regional community-based outreach services for the 2020 Census:
 - a) Activity Type 1 and Activity Type 2 outreach services in HTC Zone 3.

B. PRICING

Contractor shall receive the fee specified in the table below for the applicable Activity Type 1 and Activity Type 2 outreach services in each HTC Zone.

Item	Zone Number	Activities	Population to reach	Flat Fee for Project
003	Zone 3	Activity Type 1	HTC Spanish and Vietnamese, plus Korean, Chinese, Tagalog & Arabic	\$37,000.00
		Activity Type 2	HTC English, Spanish and Vietnamese.	\$23,000.00

C. SUB-CONTRACTORS

- City of Garden Grove

IV. ALTAMED HEALTH SERVICES CORPORATION**A. SERVICES**

- Contractor shall provide the following regional community-based outreach services for the 2020 Census:
 - a) Activity Type 1 and Activity Type 2 outreach services in HTC Zone 2.
 - b) Activity Type 1 and Activity Type 2 outreach services in HTC Zone 5

B. PRICING

Contractor shall receive the fee specified in the table below for the applicable Activity Type 1 and/or Activity Type 2 outreach services in each HTC Zone.

Item	Zone Number	Activities	Population to reach	Flat Fee for Project
001	Zone 2	Activity Type 1	15,000	\$30,000.00
		Activity Type 2	35,000	\$35,000.00
005	Zone 5	Activity Type 1	15,000	\$30,000.00
		Activity Type 2	25,000	\$25,000.00

V. MULTI-ETHNIC COLLABORATIVE OF COMMUNITY AGENCIES (MECCA)**A. SERVICES**

- Contractor shall provide the following regional community-based outreach services for the 2020 Census:
 - a) Activity Type 1 outreach services in HTC Zone 1;
 - b) Activity Type 1 and Activity Type 2 outreach services in HTC Zone 2;

- c) Activity Type 1 and Activity Type 2 outreach services in HTC Zone 4;
- d) Activity Type 1 and Activity Type 2 outreach services in HTC Zone 5;
- e) Activity Type 1 and Activity Type 2 outreach services in HTC Zone 6; and
- f) Activity Type 1 outreach services in HTC Zone 7, but with the below listed modification to Scope of Services for Zone 7 only:
 - No Census Activities in November and December.
 - No canvassing activities in San Clemente, San Juan Capistrano, Laguna Woods and Seal Beach

B. PRICING

Contractor shall receive the fee specified in the table below for the applicable Activity Type 1 and/or Activity Type 2 outreach services in each HTC Zone.

Item	Zone Number	Activities	Population to reach	Flat Fee for Project
001	Zone 1	Activity Type 1	HTC - ALL	\$21,000.00
002	Zone 2	Activity Type 1	HTC - ALL	\$61,250.00
		Activity Type 2	HTC - ALL	\$19,286.00
004	Zone 4	Activity Type 1	HTC - ALL	\$23,917.00
		Activity Type 2	HTC - ALL	\$19,286.00
005	Zone 5	Activity Type 1	HTC - ALL	\$38,500.00
		Activity Type 2	HTC - ALL	\$19,286.00
006	Zone 6	Activity Type 1	HTC - ALL	\$23,917.00
		Activity Type 2	HTC - ALL	\$19,286.00
007	Zone 7	Activity Type 1	HTC - ALL	\$25,000.00

C. SUB-CONTRACTORS (COLLABORATIVE AGENCIES)

- Abrazar, Inc.
- Access California Services
- Korean Community Services
- Omid Multicultural Institute for Development
- Southland Integrated Services, Inc.
- Orange County Children's Therapeutic Arts Center
- The Cambodian Family

D. SUB-CONTRACTORS (AFFILIATE AGENCIES)

- Asian American Senior Citizen Services Center
- Early Childhood Orange County
- California Native Vote Project

VI. LATINO HEALTH ACCESS

A. SERVICES

- Contractor shall provide the following regional community-based outreach services for the 2020 Census:
 - a) Activity Type 1 and Activity Type 2 outreach services in HTC Zone 5

b) Activity Type 1 and Activity Type 2 outreach services in HTC Zone 7.

B. PRICING

Contractor shall receive the fee specified in the table below for the applicable Activity Type 1 and/or Activity Type 2 outreach services in each HTC Zone.

Item	Zone Number	Activities	Population to reach	Flat Fee for Project
005	Zone 5	Activity Type 1	4,000	\$25,000.00
		Activity Type 2	2,000	\$5,000.00
007	Zone 7	Activity Type 1	6,000	\$30,000.00
		Activity Type 2	2,000	\$5,000.00

TOTAL NOT TO EXCEED CONTRACT AMOUNT: \$699,983.55

Contractor's Expense: Included in the monthly fee listed in above, are all expenses, including but not limited to office, office furnishings, computers, staff, mail, travel, and telephone. The County will not provide free parking for any service in the County Civic Center.