OC Counts: A Recap of the Orange County 2020 Census Campaign and Recommendations for 2030

July 2021
ACKNOWLEDGMENTS

It took a village to run the 2020 Census campaign in Orange County – and it took a village to assemble this Playbook as well. The content and spirit of this document stemmed from the contributions of many, and its authors are grateful to all who worked tirelessly on 2020 Census education and outreach efforts. It’s thanks to these partners that we have a Census Playbook at all.

We hope we have accurately captured the incredible collaboration that was the 2020 Census campaign. We also hope this text provides new insights and tools for the work ahead.

With thanks to all,

Charitable Ventures

Special thanks to our editors:

Darlene Moreno, NALEO Educational Fund

Cathleen Otero, Orange County Community Foundation

Land acknowledgments allow us to reconsider practices of power and privilege. They allow us to unveil histories that aren’t shared in contemporary educational systems while uplifting the experiences and visibility of Native peoples. The organization we represent is located in unceded territory in Orange County. We respectfully acknowledge and recognize our responsibility to the original and current caretakers of the land, air, and water; we recognize the Ajachamen, Payómkawichum, Tongva, and Kuumeyay, and all of their ancestors and descendants – past, present, and future. Today this area is home to many Indigenous peoples from all over the world. And we are grateful to live and work on these homelands.
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Since the 2020 Census closed on October 15, 2020, Orange County Census stakeholders involved in the regional count have been assessing what education and outreach tactics and strategies worked, what didn’t work, and how the region can build on lessons learned.

This document is both a final report – an audit, of sorts – on the 2020 Census campaign in Orange County and a guide for 2030. Those who wrote and contributed to this report want it to be a helpful starting point and planning document as our region gears up for the 2030 Census. It is never too early to start planning for the next decennial Census; in fact, the earlier that conversations and coordination can begin, the stronger our results and response rates will be. We also want to honor and capture the effort of 400+ organizations who came together to build the regional Census infrastructure.

California is the most populous and one of the hardest to count states in our nation, due in part to our high population of immigrants and other traditionally Hard-to-Count (HTC) populations. As a result of incredible collective impact efforts, our region ended the 2020 Census with a 76.6% Self-Response Rate (SRR), an amazing feat in the face of political obstacles and a pandemic, and an increase over the 2010 SRR of 71.7%. At the time of this report’s publication, 99.98% of all housing units and addresses nationwide were accounted for in the 2020 Census as of the end of Self-Response and field data collection operations on October 15, 2020. The U.S. Census Bureau released its first set of data in April 2021, including population totals for the nation and the states as well as the congressional apportionment totals for each state; remaining data is expected in August 2021.

The purpose of this report is three-fold:

1. To provide a comprehensive recap of 2020 Census education and outreach efforts;
2. To share lessons learned;
3. And finally, to offer recommendations for the 2030 Census campaign.

We believe this report makes a strong case that the return on investment to Orange County from Census outreach is high. We hope that even more resources will be committed in 2030.
Every decade for most of this nation’s history, the Census has been used to allocate federal funding, determine political balance, and spur economic development in local communities. A fair, valid and reliable Census is central to the fair governance of our nation.

Accurate Census data are essential for the prudent, equitable allocation of government resources, and for the fair distribution of political representation at the national, state and local levels. More than $1.5 trillion1 annually in federal assistance to states, localities, and families is distributed based on Census data. Yet historically, the Census has missed disproportionate numbers of racial and ethnic minorities, immigrants, young children, and low-income individuals, leading to inequality in political power and in access to public funding and private investment for these communities.

Even before COVID-19 hit, the 2020 Census faced unprecedented challenges: limited and delayed funding, resulting in canceled questionnaire testing and scaled back preparations; cybersecurity threats (real and perceived) and the digital divide, as the first high-tech Census rolled out; community reluctance and fear of sharing information with the government; and leadership challenges at the U.S. Census Bureau.

Because a complete and accurate count of California’s population is essential, and because of challenges at the federal level, California launched a statewide effort to ensure a valid count of Californians in the 2020 Census, with a special emphasis on the hardest-to-count Californians. The California Complete Count – Census 2020 Office (California Census Office) coordinated the State’s outreach and communication strategy, which focused on the hardest-to-count residents. Working through local governments, Tribal Governments, community-based organizations and media, the state funded work that complemented work done nationally by the U.S. Census Bureau.

For the 2020 Census, California leaders invested $187.2 million toward a statewide outreach and communication campaign.

This 2020 Census effort – complex and huge – leveraged and aligned public/private partnerships, built effective collaboration models, and raised awareness about the importance of an accurate count.

The work in Orange County paid off, with the region achieving a 76.6% SRR, the fifth highest reporting county in California, behind San Mateo, Santa Clara, Contra Costa, and Ventura. Orange County was in the top 5% by reporting rates of all counties in the U.S.

In California, as of 2017, 72% of all Californians (29 million) belong to a group that has historically been undercounted in the decennial Census. The Public Policy Institute of California (PPIC) has stated that if the Census does “a poor job of reaching hard-to-count populations and immigrant communities, it could miss more than 1.6 million [California] residents”.2

Specifically in Orange County, it’s estimated that approximately 25% of our population is Hard-to-Count (HTC), amounting to 750,000-800,000 individuals. For these already underrepresented communities, an accurate Census count is necessary to prevent further entrenching of unfair distributions of political power, economic investment, and government funding.

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1 Andrew Reamer, Counting for Dollars 2020: The Role of Decennial Census in the Geographic Distribution of Federal Funds, George Washington University, November 2019 (Based on FY 2017 / 316 Program analysis)
2 A Californians and the 2020 Census - Public Policy Institute of California (ppic.org)
The State of California identified 15 populations that are considered HTC:

- Latinos
- African Americans
- Native Americans and Tribal Communities
- Asian-Americans and Pacific Islanders (AAPI)
- Middle-Eastern North Africans (MENA)
- Immigrants and Refugees
- Farm-workers
- People with Disabilities
- Lesbian, Gay, Bisexual, Transgender, and Queer/Questioning (LGBTQ+)
- Seniors/Older Adults
- Homeless Individuals and Families
- Children Ages 0-5
- Veterans
- Areas with low broadband subscription rates and limited or no access
- Households with limited English proficiency

While all of the above communities are present in Orange County, in 2020, we focused our time and efforts on the populations with significant numbers, as well as the smaller populations that had been historically undercounted, such as people with disabilities, Samoans, and Pakistanis, for example.
In Section I above, we touched on some of the challenges facing the 2020 Census. We’d like to dig deeper into those challenges here, which will also be reflected in our lessons learned/recommendations section. The 2020 Census faced several enormous challenges: funding, technology, politics around citizenship, the COVID-19 pandemic, and a push to skew Census results by the Trump administration.

**Challenge 1: Funding**

The decennial Census has been characterized as the United States’ largest peacetime mobilization. It’s a complex exercise that involves 35 separate operations, according to the U.S. Census Bureau.

Given how complicated the logistics are to produce as accurate a count as possible, funding is critical, and a predictable funding stream is necessary for the planning and execution of a successful Census. The 2020 Census lacked predictable funding from the start. Funding for the run-up to the 2020 Census fell below levels provided in the last three decennial Census cycles. Most critically, funding determines whether the Census Bureau will have enough time and reach to prepare for the most accurate count possible. For the 2020 Census, inadequate funding was compounded by vacancies in key leadership positions in crucial early phases of Census planning.

*The Washington Post* reported Census costs have doubled over the last two decades: the 2010 Census cost $96 per American household, up from $70 in 2000 and $39 in 1990. The 2020 Census is expected to cost $15.6 billion – three times more than the 2000 Census.

**Challenge 2: Technology**

Additional funding for the 2020 Census came too late for the U.S. Census Bureau to adequately test questions and new techniques for the online Census forms. The 2020 Census was the first Census to go digital, a fundamental shift in how the Census previously operated.

The Bureau had to cut back on crucial testing in different parts of the country, and in fact, only ran one end-to-end test – in Providence, Rhode Island in 2018. The Bureau also lagged behind getting its IT and cybersecurity systems fully operational in advance of the 2020 Census.

**Challenge 3: Citizenship Question**

The Trump administration’s move to ask about citizenship created confusion and fear in preparation for the 2020 Census.

This addition was unanimously opposed by Census Bureau experts and it became embroiled in a lengthy legal battle with several states, including California. Various states and civil rights groups, including New York Attorney General Letitia James, sued in 2018, alleging the decision violated administrative law. Trial judges in three separate cases agreed, and the administration appealed, arguing that the Bureau needed the citizenship question responses to help enforce the Voting Rights Act.

The Supreme Court eventually blocked the question in June 2019, but the damage had already been done. The debate served to heighten tensions around privacy and public trust and certainly made immigrant communities fearful of responding.
Challenge 4: COVID-19


When COVID hit, the U.S. Census Bureau revisited its epidemic contingency plans that dated at least to 2010, but those plans appear not to have considered the kind of countrywide shutdown that the pandemic delivered.

By mid-March 2020, the Bureau suspended field operations and adjusted its entire Census timeline. With field operations delayed, the Bureau acknowledged there was no way it could complete an accurate and complete count while meeting the stated deadlines to deliver apportionment counts to the President or redistricting counts to the states. Deadlines for apportionment and redistricting counts necessarily moved into 2021. COVID-19 prompted a halt in Census education and outreach efforts around the country. Local governments and frontline nonprofits had to immediately respond to the pandemic, and previously developed outreach strategies became irrelevant. Many key partners’ capacity to promote Census outreach became diminished overnight. Those still able to conduct Census outreach had to quickly shift from in-person events to digital strategies.

The fact that the Census went online in 2020 was a huge boost to Self-Response amid a global pandemic. COVID-19 turned the Census’ digital strategy into a necessity, and enabling online response insulated the Census against what could have been greater damage.

Challenge 5: Political Suppression of an Accurate Count

In addition to the federal government’s complication of the citizenship question, the Trump administration pursued policies to suppress the decennial count – policies that explicitly targeted HTC populations across the country, including immigrants, people of color, and low-income individuals. Then-President Trump sought to exclude undocumented immigrants from Census population counts used to apportion congressional representatives; he politicized the Census process more so than any other Census in history. This politicization caused further distrust in already HTC communities of color.

Furthermore, when the pandemic delayed operations in March, the Census’s end date was pushed back from August 15 to October 31, 2020. But in August, the Census Bureau announced that it would stop soliciting responses by mail, online, or in person on September 30. The agency argued this was necessary to meet the December 31 deadline to provide Census figures to Congress. Court rulings restored the Census deadline to October 31, but the Trump administration was handed a victory by the Supreme Court, and the Census closed on October 15, 2020. This Census end-date uncertainty and the decision to end the Census early could have grave consequences over the next decade.
In 2010, Orange County achieved a 71.7% SRR. That year, there was minimal State funding provided and no local philanthropic funding. But in 2020, both the State and champions in Orange County decided to invest heavily in pursuing a fair and accurate count.

An accurate 2020 count was necessary to ensure appropriate critical revenue for programs and services (based on a 2018 study from The George Washington Institute of Public Policy at George Washington University, California receives more than $76 billion dollars from just the 16 largest federal programs that disburse funds based on Census figures) – and to ensure fair distributions of political power.

We also knew that California was at real risk of losing a congressional seat in 2020 (because the state’s population growth has slowed to historic lows – and we did lose a seat, announced in April 2021) even with an accurate count; any undercount would make this a certainty. And we knew many nonprofits in our region often utilized Census data to conduct research, demonstrate community need, define the target population served, and evaluate their work. Civic organizations, government agencies, and businesses also often utilize Census data to help make economic development decisions that impact the quality of life for Orange County residents.

From the standpoint of equity and access, those with the most to lose are the most at risk of being undercounted in the 2020 Census. We knew we had to count everyone.

As mentioned above, the investment and hard work paid off, with the region achieving a 76.6% SRR, the fifth highest reporting county in California.

What follows below is a play-by-play of Census planning and education and outreach efforts, as outlined by Charitable Ventures and the OC Census Executive Team.
1). California Census Office Framework

In the beginning, the California Census Office grouped California’s 58 counties into 10 regions based on their HTC populations, geographic similarities, capacity of community-based organizations within the counties, and State Census staff workload capabilities. Orange County was named its own region – Region 9.

The Census Office then created an ecosystem of partners to focus on reaching HTC populations, defined by geography and/or specific demographic populations. State funding was distributed both regionally and statewide. The State designated a funding amount for the 10 regions based on their HTC populations. Total spend on outreach by the State amounted to $104.3M.

In an effort to coordinate statewide, the following partners became part of the ecosystem:

Regional Partners:

• **10 Administrative Community-Based Organizations (ACBOs):** Lead nonprofits in each of California’s 10 regions; ACBOs managed trusted messenger sub-contractors and organized a robust outreach campaign throughout an entire region. Many also sub-contracted with local communications and media firms. The 10 ACBOs received a total of $42.9M for Census outreach and education.

• **47 Counties and 1 City:** Counties (and the one city) that accepted funds from the California Census Office contributed administrative and accountability structures to meet requirements for state funding and leveraged relationships with vulnerable populations through their existing on-the-ground activities, such as provision of health services, social services and at libraries to encourage households to respond to the Census. They coordinated with cities and other municipalities, elected officials, community-based organizations, and local media, as well as within their own county government structures. Counties received $36.3M to conduct outreach and education.

Statewide Partners:

• **17 Statewide Community-Based Organizations (CBOs):** These CBOs focused their statewide outreach on demographic groups considered HTC. Examples of Statewide CBOs were: Asian Americans Advancing Justice, California Calls, California Native Vote Project, the Coalition for Humane Immigrant Rights (CHIRLA), First 5 Association, and NALFO Educational Fund. Statewide CBOs received $7.7M for Census outreach and education.

• **33 Tribal Governments:** Of the 110 Tribes across the State of California, the California Census Office held direct partnership with 33 Tribal Government partners; all other Tribes had funding made available through the California Indian Manpower Consortium. These collaboration efforts provided culturally appropriate outreach and education materials to Tribes for promoting the completion of 2020 Census and more specifically on how tribal communities could respond to the race question. Tribal Governments received $2.9M to pursue and promote outreach and education.

• **39 Education Institutions:** The California Census Office contracted with 39 County Offices of Education to engage school communities in reaching students and their families. Outreach efforts ranged from developing curriculum to supplying bags for food delivery at distribution sites during the COVID-19 crisis. Education partners received $7.7M for outreach and education.

• **5 Sector-Focused Organizations:** These partners focused their statewide outreach on demographic groups considered HTC through a sectoral focus. Examples of Sector-Focused organizations were: California Labor Federation, California Primary Care Association, and PICO California. Sector partners received a total of $2.9M for Census outreach and education.

Remaining outreach dollars went toward phone banking, Census PDI (explained in Section 22), and state agencies.

In addition to the partner framework outlined above, the California Census Office awarded Mercury Public Affairs the outreach and public relations campaign contract in the amount of $46.1 million
to develop and execute the statewide media campaign. Mercury developed a master plan to ensure two things – no duplication of the U.S. Census Bureau media campaign efforts and no gaps in the HTC communities where the U.S. Census Bureau overlooked media outlets. Mercury engaged several subcontractors to provide support, subject matter expertise, and regional knowledge.

As it relates to ACBO funding, on December 14, 2018, the California Census Office released the Regional ACBO RFP. ACBOs were defined as large community-based organizations with the administrative capacity and experience to conduct robust outreach, specifically to HTC populations, throughout an entire region.

ACBO proposals were due February 15, 2019 and notification of contract awards was issued in March 2019. A complete list of Regional ACBOs from 2020 can be found here: https://census.ca.gov/wp-content/uploads/sites/4/2019/07/CA-CENSUS-Admin-Community-Based-Organizations-Contacts.pdf.

Additional allocations were provided to certain regions in February 2020 and again in July 2020 for Non-Response Follow-Up (NRFU) outreach.

2). Getting Organized in Orange County

Orange County Community Foundation, OC Grantmakers, OC Human Relations, The Cambodian Family, and a handful of other local organizations and electeds’ offices participated in an initial State Census convening in Orange County in late June 2018. California Census Office Director Ditas Katague spoke at this early convening.

From there, OC Grantmakers featured a 2020 Census session at its October 2018 Annual Funder/Nonprofit Summit, truly kickstarting the Census conversation in Orange County.

In early November 2018, consultancy Mission Up was hired by the Orange County Community Foundation and OC Grantmakers to begin pulling together a Census outreach strategy for local nonprofits and funders.

In early December 2018, a small group of about 15 nonprofits and funders gathered at the Orange County Community Foundation office to begin Census outreach planning. The decision was made to position Charitable Ventures as the ACBO bidder from Region 9 because its fiscal sponsorship and incubation platform allowed for potential partner nonprofits to continue connecting with the community while leveraging Charitable Ventures’ financial, staffing, and coordination infrastructure. Shortly after, Charitable Ventures and Mission Up ran an application process to recruit Orange County Census Executive Team members.

The purpose of the Executive Team was to engage in a shared governance model on behalf of Census outreach and engagement in Orange County’s HTC communities, bringing together different types of service providers and funders toward a common cause. Executive Team members were also expected to work alongside Charitable Ventures to develop the ACBO proposal and serve in a leadership capacity.
In January 2019, 11 Executive Team members were selected – again a mix of nonprofits and funders with significant reach, knowledge, and expertise in Orange County. This Executive Team would oversee Orange County Census outreach strategy; the group became invaluable, helping navigate Census relationships and partnerships, raise private funds for outreach, test messaging, and so much more.

The list of OC Census Executive Team members is below:

### EXECUTIVE TEAM MEMBERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Sandy Chiang</td>
<td>Program Manager, Santa Ana</td>
<td>The California Endowment</td>
</tr>
<tr>
<td>Alison Edwards</td>
<td>CEO</td>
<td>OC Human Relations</td>
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<tr>
<td>Ely Flores</td>
<td>California Director of Civic Engagement</td>
<td>NALEO Educational Fund</td>
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<tr>
<td>Mary Anne Foo</td>
<td>Executive Director</td>
<td>OCAPICA</td>
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<tr>
<td>Curtis Gibbs</td>
<td>Director, Planning &amp; Business Development</td>
<td>Community Action Partnership of Orange County</td>
</tr>
<tr>
<td>Kim Goll</td>
<td>Executive Director</td>
<td>First 5 Orange County</td>
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<tr>
<td>Miguel Hernandez</td>
<td>Executive Director</td>
<td>OCCC CO</td>
</tr>
<tr>
<td>Nahla Kayali</td>
<td>Founder and Executive Director</td>
<td>Access California Services</td>
</tr>
<tr>
<td>Michelle Murphy</td>
<td>Associate Director, Advocacy and Health</td>
<td>OC United Way</td>
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<tr>
<td>Cathleen Otero</td>
<td>VP, Donor Relations and Programs</td>
<td>Orange County Community Foundation</td>
</tr>
<tr>
<td>Taryn Palumbo</td>
<td>Executive Director</td>
<td>OC Grantmakers</td>
</tr>
</tbody>
</table>

The Executive Team was co-chaired by Mary Anne Foo from OCAPICA and Miguel Hernandez from OCCC CO.

As Charitable Ventures and the Executive Team awaited notification from the California Census Office, Mission Up launched the Orange County Census Community Table. The Executive Team immediately became part of the Census Table, and Mission Up focused on connecting with local nonprofits well-poised to offer Census education and outreach. The Table began with 15 members and grew to 453 unique members – mostly nonprofits, but also funders, government, healthcare, education, community and business leaders, private citizens, and more – by the Census’s close in October 2020. Census Table members were encouraged to stay engaged in communication from Mission Up.

### 3). Data Analysis and Tiered Outreach Approach

Before Charitable Ventures began drafting its outreach approach to submit the Regional ACBO proposal, the entire Orange County Executive Team met with Dr. Tom Wong, associate professor of political science and founding director of the U.S. Immigration Policy Center (USIPC) at the University of California, San Diego, and also a member of the statewide California Complete Count Committee. Dr. Wong took the group through an Orange County data dive workshop to understand the region’s HTC communities and needs. From there, it was much clearer as to how we could match HTC populations to our various nonprofit partners. The results of the data workshop informed our ACBO proposal and proposed outreach strategies.
To identify Orange County’s HTC populations, we analyzed American Community Survey (ACS) 2017 Public Use Microdata Sample (PUMS) data by Public Use Microdata Areas (PUMAs). Organizing our approach by PUMA provided the added benefit of offering 18 well-defined geographies that align well with the existing footprint and outreach efforts of sub-contractors and partners. In addition to analyzing ACS data by PUMA, we conducted qualitative surveys of the Executive Team and sub-contractors on barriers, challenges, and opportunities for outreach.

Given the size of the State allocation for Region 9 (approximately $1.4M), and the estimated number of HTC individuals in the region (estimated at 750,000), we knew our outreach plan must carefully target collaborative effort for the greatest regional impact. Our outreach framework was guided by five primary objectives:

1. Targeted and intentional use of public funds to PUMAs with high numbers of HTC
2. Leverage of philanthropy to expand the plan to smaller HTC populations
3. Leverage of partnerships, associations, and regional networks
4. Alignment with County, Regional, and State efforts
5. Strategic and responsive communication to address potential miscommunications and threats to Census outreach

From there, Charitable Ventures and the Executive Team organized our effort and public and private dollars into three tiers:

1. Tier 1: HTC population in at least one PUMA is ≥ 10,000; requires targeted, in-language community outreach and trusted messenger
2. Tier 2: HTC population in at least one PUMA is ≤ 10,000; requires targeted, in-language community outreach and trusted messenger
3. Tier 3: HTC population across all PUMAs is ≥ 25,000; requires regional strategy but not necessarily one-on-one outreach

By following the above approach, we could:

A. Focus public funds on the PUMAs with the highest numbers of HTC individuals, as identified by our data research.
B. Leverage the State contract and additional private funds raised in two additional directions: on smaller, traditionally undercounted populations (Tier 2), and on HTC populations spread throughout the region (Tier 3) which require a non-PUMA specific outreach strategy (example: Veterans).
C. This delineation also allowed us flexibility to strategically align our efforts with County and, at times, city efforts.
**Detailed Outreach Plan by Tier**

**Tier 1 Strategy**

The Tier 1 strategy was to utilize the majority of the $1.4M from the State. Tier 1 prioritizes 11 of the 18 PUMAs in Region 9, which have a majority of the HTC populations described below. The four-digit numbers you see in the chart below signify Orange County cities; for example, PUMAs 5916 and 5917 represent Santa Ana. PUMAs 5090 and 5910 represent Anaheim.

<table>
<thead>
<tr>
<th>HTC Categories</th>
<th>Total in all 18 PUMAS</th>
<th>5916</th>
<th>5917</th>
<th>5909</th>
<th>5910</th>
<th>5904</th>
<th>5913</th>
<th>5907</th>
<th>5912</th>
<th>5908</th>
<th>5903</th>
<th>5905</th>
<th>Total in Target PUMAS</th>
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<td>Residents 200% below poverty</td>
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<td>149</td>
<td>129</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Note: Blank cells have less than 5% of the county population of the specified group, or fewer than 1,500 people (so not reflected).*

**Tier 2 Strategy**

The Tier 2 strategy was designed to engage both funded and non-funded partners working with smaller HTC populations. For this tier, private dollars from the OC Census Fund (further discussed in Section V:5) came into play. If Charitable Ventures could not provide funding for outreach, then technical assistance, messaging, training, and materials would be offered and shared widely.

<table>
<thead>
<tr>
<th>HTC Categories</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native American</td>
<td>6</td>
</tr>
<tr>
<td>Pakistani</td>
<td>4</td>
</tr>
<tr>
<td>Samoan</td>
<td>2</td>
</tr>
<tr>
<td>Thai</td>
<td>4</td>
</tr>
<tr>
<td>Indonesian</td>
<td>2</td>
</tr>
<tr>
<td>Sri Lankan</td>
<td>2</td>
</tr>
</tbody>
</table>

3 We set up the Foreign-born HTC population as a proxy for the population that would have been more challenging to reach if the Trump Administration citizenship question remained. We talk more about the citizenship question in Section IV.

4 While both the Arabic and Cambodian populations show < 10,000, evidence showed that there had been significant undercounts of these populations, justifying the strategy selection.
**Tier 3 Strategy**

The Tier 3 strategy was designed to align with County efforts and utilize private philanthropy to reach larger HTC populations spread evenly (or that were not identifiable) across all 18 PUMAs. Similar to Tier 2, Charitable Ventures also sought to provide technical assistance, resources and materials, and training.

<table>
<thead>
<tr>
<th>HTC Categories</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veterans</td>
<td>108</td>
</tr>
<tr>
<td>Seniors*</td>
<td>458</td>
</tr>
<tr>
<td>African-Americans</td>
<td>49</td>
</tr>
<tr>
<td>Children 0 to 5</td>
<td>223</td>
</tr>
<tr>
<td>LGBTQ</td>
<td>147</td>
</tr>
<tr>
<td>Disabled – Vision</td>
<td>24</td>
</tr>
<tr>
<td>Homeless</td>
<td>5</td>
</tr>
</tbody>
</table>

*Note: 58% of Veterans in OC are senior citizens, so an outreach strategy for seniors also captured Veterans.*

The timeline that Charitable Ventures and our partners worked alongside was as follows (with adjustments from the original due to COVID):

- **Phase I: Education:** 2018 through December 31, 2019
- **Phase II: Motivation:** January – February 2020
- **Phase III: Activation:** March – April 2020
  - Due to COVID and changing operations, activation instead ran through July 31, 2020
- **Phase IV: Non-Response Follow-Up (NRFU) Period:** May – July 2020
  - Due to COVID and changing operations, NRFU ran from August 8 through October 15, 2020

**4). Launching the Effort**

Charitable Ventures received Regional ACBO award notification on March 12, 2019. Soon after, Charitable Ventures leadership formally assembled a core team to begin Census campaign work. We describe the core team’s structure and responsibilities in Appendix 8.

Before the end of March 2019, the Charitable Ventures Census team held its first meeting and also met the Regional Program Manager (RPM) for Long Beach, South Bay, Orange County and AAPI communities. This RPM would serve as our main connection to the California Census Office.

On April 3, 2019, the California Census Office held a kick-off meeting – a “Counties Kick-Off Meeting for Southern California.” This meeting took place at Charitable Ventures, and was attended by a few California Census Office staff, including the Census Office Director, and many other County stakeholders.
While Charitable Ventures was refining its Census outreach strategy, the County of Orange was doing the same. The County of Orange started its ground-strategy by dividing the county into seven HTC “Zones,” and decided to split its available funds for Outreach Services among these seven Zones based on their HTC population proportion. The County issued an RFP in September 2019 and made final decisions in December 2019.

The six Census County sub-contractors were: AltaMed Health Services Corporation, Coalition for Humane Immigrant Rights (CHIRLA), Community Action Partnership of Orange County (CAP OC), Latino Health Access, Multi-Ethnic Collaborative of Community Agencies (MECCA), and Vision y Compromiso. These sub-contractors, while initially focused on their respective Zones (and some Zone work overlapped), dug deeper into Census blocks and tracts as the campaign carried on.

In the early stages of outreach (January through early March 2020), County contractors were responsible for canvassing, phone banking, event outreach, and were also given the flexibility to choose their own strategies. Some of the contractors opted for partnerships with other organizations such as senior food distribution centers, community center outreach, and social media, among many other tactics.

The County also contracted a marketing firm, Westbound Communications, Inc., which was responsible for developing and leading the County's marketing strategy. Westbound created toolkits, flyers, posters, social media kits, promotional giveaways, and a variety of creative content in Region 9’s 13 threshold languages.
As the 2020 Census campaign evolved, and the unfortunate beginning of the COVID-19 pandemic started, the relationship between the County strategy, the outreach contractors, and Westbound became more dynamic. In addition to providing all county-contracted partners, and many others such as cities and schools, with the tools needed to promote and educate people on the Census, the County team worked on responding to the needs and ideas of each group. Due to their expertise in the field, Westbound was able to respond to expedited requests such as: designing, printing and delivering materials for large food distributions; outfitting a group of cars with 2020 Census swag and inviting various media outlets for the Santa Ana 2020 Census Parade; and holding their own mobile QAC events to help enumerate people in the community.

With key partners such as the California Census Office, the City of Santa Ana, Region 9 sub-contractors, schools, and community groups, Charitable Ventures and the County had their hands full preparing for the next innovative and successful outreach strategy, which often times was at the mercy of COVID-19 guidance, resulting in expanded strategies into digital marketing, social media, and more.

With Charitable Ventures’ $1.4M and the County’s $1.5M – both awards from the State – Orange County received nearly $3M for Census outreach. However, according to an April 2019 analysis from the Census Policy Advocacy Network (CPAN), Orange County would need an investment of $8M to ensure a fair and accurate count of its three million residents.

5). The Census Fund: Mobilizing Philanthropic Investments

In April 2019, Charitable Ventures and Mission Up, alongside OCAPICA and a Statewide Census Funders Initiative (affiliated with Grantmakers Concerned with Immigrants and Refugees) consultant, presented to OC Grantmakers members about the value and importance of the 2020 Census and the need for private funding to promote education, outreach, and an accurate count.

A month later, Charitable Ventures, in partnership with the Orange County Community Foundation and OC Grantmakers, launched the OC Census Fund, a private philanthropic pooled fund. Initially, the groups’ goal was to raise $600,000 to augment Charitable Ventures’ State contract and support a tiered approach to outreach. But by October 2019, we had raised $1.02M from 13 regional and local foundations. The OC Census Fund enabled Charitable Ventures to expand its roster of education and outreach partners, provide funding for Questionnaire Assistance Centers (QACs), produce a Census training video, fund additional digital ads, hire a consultant to boost SRRs in low-responding Census tracts with HTC indices, and more.

OC Census Fund contributors were:

- Asian American Futures
- Blue Shield of California Foundation
- Hoag Community Benefit
- James Irvine Foundation
- Orange County Community Foundation
- Pacific Life Foundation
- Sisters of St. Joseph Healthcare Foundation
- Sun Family Foundation
- Swayne Family Foundation
• Tarsadia Foundation
• The California Endowment
• Weingart Foundation
• Other individual donors

See Appendix 4 for OC Census Fund Case for Support.

6). Submission of Orange County Strategic Plan | Activating Lead Sub-Contractors

In early May 2019, Charitable Ventures submitted its strategic plan – a document that looked similar to the Regional ACBO proposal and in which contained the ACBO outreach approach (defined above in Section IV:3) – to the California Census Office. Following approval of the strategic plan, as a first contracted deliverable, Charitable Ventures was allowed to submit an invoice for 30% of the contract fee.

Charitable Ventures submitted its ACBO proposal with lead sub-contractors already in place. Those 10 lead sub-contractors were:

• Access California Services
• Asian Americans Advancing Justice – LA
• CHIOC (Community Health Initiative of Orange County)
• Community Action Partnership of Orange County (CAP OC)
• NALEO Educational Fund
• OCAPICA (Orange County Asian Pacific Islander Community Alliance)
• OCCCNO (Orange County Community Congregation Organization)
• OC Human Relations
• OC United Way
• The Cambodian Family

These lead sub-contractors were selected because of their trusted messenger status in their respective HTC communities, and also because of their size, language access capabilities, reach, and capacity. It’s important to note that the California Census Office asked both Charitable Ventures and the County of Orange to ensure that sub-contractors, through services and Questionnaire Assistance Centers and Questionnaire Assistance Kiosks, would provide language access in these 12 languages identified by the State as: Spanish, Vietnamese, Korean, Chinese, Farsi, Tagalog, Mandarin, Arabic, Japanese, Khmer, Cantonese, and Min Nan Chinese.

It’s also important to note that, although Charitable Ventures submitted its ACBO proposal with lead sub-contractors in place, not all ACBOs did it that way. We chose to do so because we wanted to show the State that we were already mapping out HTC populations to trusted nonprofits – we knew how we wanted to launch Census outreach in Orange County and didn’t want to waste time identifying lead sub-contractors after award notice; we wanted to jump right in and get to work on the Census campaign.
The first sub-contractor meeting took place in mid-May 2019 and shortly thereafter, Charitable Ventures emailed sub-contract agreements to the 11 lead partners. Although sub-contractor grant agreements were executed in June 2019, Charitable Ventures was unable to deploy funding until July 2019, due to a backlog at the California Census Office in getting the ACBO its first tranche of funding.

See Appendix 9 for the full Strategic Plan. See Appendices 2 and 3 for a complete list of all Charitable Ventures public and private sub-contractors.

7). Partnership with the California Census Office Begins

Starting July 2019, the California Census Office set up monthly contractor calls. As the campaign grew in intensity, the calls became bi-weekly and then weekly. All State contractors were expected to participate, as these calls were used to communicate important updates and address contractors’ questions.

The California Census Office expected its contractors to complete quarterly reports, with the purpose of formally sharing updates related to Census outreach, budget, and more. Charitable Ventures submitted its first quarterly report in July 2019.

Between June and September 2019, the California Census Office ran Implementation Plan Workshops (IPWs) across each of California’s regions. These IPWs were intended to support partners in preparing for activating outreach efforts for the 2020 Census.

The Region 9 IPW took place on August 23, 2019 and included presentations from the California Census Office, the County of Orange, and Charitable Ventures. A few elected officials spoke as well. During the IPW, the California Census Office facilitated an afternoon workshop to discuss the development of effective and efficient implementation plans.

Following all IPWs, in September 2019, the California Census Office emailed the Implementation Plan template, plus an Implementation Plan Guide and PowerPoint presentation, to all contractors. Charitable Ventures submitted its Implementation Plan at the end of October.

At this point in Charitable Ventures’ Census journey, there were five key issue areas needing more attention from the California Census Office:

1). QACs and QAKs: No guidelines from the State had been given; both funded and non-funded partners were asking Charitable Ventures for details on setting up QACs and QAKs, including what training, staffing, and operations would be required.

2). Media Buys: There was no plan for media buys at this stage. While we understood that the U.S. Census Bureau and the State of California would be purchasing media, we didn’t know where or when, and we had no sense for Orange County’s Micro-Media Plan.

3). Marketing/PR: The California Census Office had hired Mercury Public Affairs LLC to be the State marketing/PR contractor, but extremely limited information and materials had come forward from Mercury. We learned in a round-about way that Ark Marketing, based in San Diego, would be Mercury’s marketing sub-contractor in Region 9, and we were unable to meet with Ark to discuss a Region 9 Micro-Media plan until Mercury gave the go-ahead (delaying local PR/marketing work further).

4). Additional Funding from the State: The California Census Office had shared that there was an additional $28M set aside for Census outreach in the State budget. But at this point, the State hadn’t shared its plan for distribution of these funds, which made it challenging for contractors to plan and address gaps.

5). Non-Response Follow-Up (NRFU) Period: There were also concerns about NRFU, as the State had not yet shared details on how contractors were expected to best support the NRFU effort.

All of these five above issues would be addressed by the California Census Office eventually, but the timing and delayed receipt of information created challenges in planning and implementation.
8). Building and Leveraging Partnerships in Orange County

We understood from the beginning that to be wholly successful in Region 9, we needed to team up with other significant partners. Charitable Ventures spoke with the County Census team for the first time in December 2018. In April 2019, shortly after we were awarded the Region 9 ACBO contract, we met with the County team to begin understanding each other’s plans and outreach strategies; from that point on, we met on a monthly basis. Indeed, there were many months where our respective teams would jump on the phone and speak several times a week. We built a trusted partnership with the County, one in which we steadily reviewed low-responding Census tracts, collaborated on Census outreach activities (for example, the Santa Ana Census Caravan in May 2020), helped build and enhance the Region 9 Micro-Media Plan, and coordinated education and outreach.

The County also established an **Orange County Complete Count Committee (CCC)** to create Census awareness. A CCC is comprised of a broad spectrum of government and community leaders from advocacy, education, business, healthcare, and elected officials. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response. Mission Up was invited to participate on the County’s CCC, as were other members of the OC Census Executive Team. This CCC met in person just once or twice; the rest of the work was managed via sub-committee.

We also connected with the **OC Department of Education (OCDE)** lead on Census in the fall of 2019. We spoke at OCDE’s events and vice versa, and worked to deepen connections between many of our funded partners and OCDE Census partners (the school districts that signed on to establish QACs, promote Census, etc.). We added OCDE to our monthly meetings with the County beginning in December 2019. After COVID hit, we supported OCDE’s youth art contest to raise awareness about the Census.

Lastly, Charitable Ventures and **First 5 Orange County** joined forces to roll out a 0-5 outreach strategy. We knew that 18,000 children ages 0 to 5 were missed in the 2010 Census, and we didn’t want this critical population to go undercounted again. Our Census team helped to develop and support, with input from First 5 Orange County, an outreach strategy focused on young children, which consisted of working with early learning specialists, HeadStart, preschool teachers, childcare centers, clinics, and nonprofits focused on the 0-5 population. First 5 Orange County invested significant in-kind funds to support this effort.

9). Working With the Local Complete Count Committees

In addition to pursuing the partnerships named in the section above, Charitable Ventures, the OC Census Executive Team, and our partners also sought to be part of Local Complete Count Committees at the city level.

While Local CCCs did not develop in all Orange County cities, there were several created, as you can see by the list below. Cities with an asterisk denote those CCCs in which we had significant subcontractor or partner representation.

- Anaheim*
- Brea
- Buena Park
- Costa Mesa*
- Fullerton
- Garden Grove*
- Huntington Beach
• Irvine*
• Los Alamitos
• Santa Ana*
• South County Cities*
• Stanton

Many of these Local CCCs would meet on a monthly basis during the Census campaign to share news, updates, review low-responding Census tracts, and more.

There were also CCCs that focused on certain HTC populations. Many of these CCCs were kick-started by Charitable Ventures’ funded partners:

• Cambodian CCC – Led by The Cambodian Family
• Chinese CCC – Led by Asian American Senior Citizens Service Center (AASCSC)
• Korean CCC – Led by Korean Community Services
• Latinx CCC – Led by OCCCO
• MENA (Middle East North Africa) CCC – Led by Access California Services
• Orange County Diocesan CCC – Led by the Diocese of Orange’s Office of Life, Justice, and Peace
• Vietnamese CCC – Led by VietRISE
• Veterans CCC – Led by Volunteers of America and the Orange County Veterans & Military Families Collaborative

10). Additional Rounds of Funding

Public Dollars

Following the initial distribution of public dollars to lead sub-contractors in July 2019, Charitable Ventures ran an RFP process in September and October 2019. In December 2019, Charitable Ventures
distributed $1,038,000 in public dollars for organizing and education activities in undercounted communities for the months leading up to the Census. Census sub-contracts went to 11 organizations:

- AltaMed
- Asian American Senior Citizens Service Center, Inc.
- Boys & Girls Clubs of Garden Grove
- CAIR-LA (Council on American Islamic Relations)
- Catholic Charities of Orange County
- CHIRLA (Coalition for Humane Immigrant Rights – LA)
- Korean Community Services
- MOMS Orange County
- OC Labor Federation
- Project Access
- South Asian Network

**Private Dollars**

In September 2019, with initial directed contributions to the OC Census Fund, Charitable Ventures awarded 10 grants for Census outreach and education to:

- Coalition for Orange County Community Clinics
- Korean Community Services
- Korean Resource Center
- LGBTQ Center OC
- Madison Park Neighborhood Association
- OC Civic Engagement Table
- Project Kinship
- Radio Santa Ana/El Centro Cultural
- Resilience OC
- Santa Ana Building Healthy Communities.

Later in the Census campaign, a Grant Review Committee, comprised of OC Census Fund funders and a few members of the OC Census Executive Team, reviewed and scored OC Census Fund proposals submitted through another RFP process (separate from the public dollar RFP process described above), and then made final decisions during an in-person meeting in mid-January 2020. The OC Census Fund scoring rubric assessed HTC populations served, language access, geographic reach, organizational capacity, staffing plan, and resources. This round of funding deployed private dollars.

OC Census Fund grants (ranging from $7,000 to $66,000) totaling $601,000 were awarded to the following 19 organizations:

- California Healthy Nail Salon Collaborative
- Community Action Partnership of Orange County (CAP OC)
- Clergy and Laity United for Economic Justice (CLUE)
- Coalition of Orange County Community Clinics
As new partners came on board, they were immediately oriented by the Charitable Ventures Census team, and quickly joined the 2020 Census outreach effort.

Funding from the OC Census Fund allowed us to be nimble and flexible and turn attention to areas of the campaign that needed boosting. And in fact, in May and June 2020, when we had lots of SRR data to work with and could see the low-performing Census tracts whose rates weren’t budging, we were able to offer grants to CBOs so as to target outreach to particular populations, such as the Vietnamese Catholic population. Funded partners brought on during the summer of 2020 included: HOPE Community Services, Viet-CARE, and THINK Together.

11). State Funding for Outreach to Veterans

In February 2020, the California Census Office gave an additional $27,000 to Charitable Ventures for the specific purpose of outreaching to Veterans.

Orange County is one of the California counties with the most Veterans, and as such, the California Census Office wanted to provide extra funding to reach this population:

<table>
<thead>
<tr>
<th>Top CA Counties with Veterans (2017)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>281,067</td>
</tr>
<tr>
<td>San Diego</td>
<td>243,369</td>
</tr>
<tr>
<td>Riverside</td>
<td>128,680</td>
</tr>
<tr>
<td>Orange</td>
<td>109,928</td>
</tr>
<tr>
<td>San Bernardino</td>
<td>100,236</td>
</tr>
<tr>
<td>Sacramento</td>
<td>84,067</td>
</tr>
</tbody>
</table>
Given that the funding came shortly before the launch of the 2020 Census, Charitable Ventures moved quickly to get the dollars out the door. With the help of the Orange County Community Foundation and the OC Veterans & Military Families Collaborative, we designed the following strategy:

- Five grants of $2,000 each to Veterans-focused organizations. These small grants enabled the partner organizations to promote Census Self-Response in their email and social media communications, as well as during one-on-one conversations with Veteran clients.
  - Funded partners were: Child Guidance Center’s Strong Families Strong Children, Goodwill of Orange County’s Tierney Center for Veteran Services, Integrated Recovery Foundation, Orange County Veterans Business Alliance, and Veterans Legal Institute.
- Additionally, Charitable Ventures sent a direct mail postcard to nearly 50,000 Veterans in Orange County, raising awareness of the Census and encouraging Self-Response.

The California Census Office developed resources as well, including an outreach toolkit, a website, and collateral focused exclusively on Veterans.

Veteran partners worked with Charitable Ventures through July 31, 2020, the end of the Self-Response period.

12). Region 9 Additional Allocation from the California Census Office

In February 2020, the California Census Office offered additional allocation amounts to certain regions, Region 9 being one of them. The amount allocated for Orange County was $507,732.

After discussion with the County of Orange, it was decided that the County and the ACBO would split the funds 50/50, with $253,866 going to each contractor.

The State mandated that the additional allocation must be used to address four key criteria:

1. Providing in-language support at QACs/QAKs;
2. Executing outreach activities in Census tracts where there are currently no activities planned;
3. Bolstering efforts in the hardest to count Census tracts;
4. Establishing a contingency fund for rapid deployment.

The California Census Office also provided the County and the ACBO with additional funds for printing. Charitable Ventures’ printing allocation was $152,100, for a total allocation amendment in the amount of $405,966.

13). The Non-Response Follow-Up Period

The Non-Response Follow-Up (NRFU) period is the final 2020 Census data collection operation to count households that have not yet responded to the Census online, by phone, or by mail. Census takers also follow up with households that have responded to improve and ensure accuracy of the Census.

In a normal, non-pandemic Census year, NRFU would run from May 1 through July 31. The year 2020 was anything but normal. After the U.S. Census Bureau revised its operation plan in April 2020, NRFU shifted to August 8 through October 31, 2020. As a result, the California Census Office asked for NRFU plans from contractors in May 2020. Charitable Ventures submitted a NRFU plan that captured two scenarios – the first describing outreach should shelter-in-place be lifted, and the second outlining outreach should shelter-in-place remain.

At the end of June 2020, the California Census Office once again came to Orange County and offered additional funding. Orange County was one of 21 counties offered funding to focus in on priority Census
tracts with an HTC Index of 69 and above. The County and the ACBO agreed to split the additional funds, with each entity receiving $50,298.

By the time NRFU began in August, we had already organized a staggered timeline with our funded partners to ensure continuity while providing flexibility as priorities shifted in the fall of 2020. Due to encroaching Get Out the Vote work and diminishing capacity, some partners exited our Census cohort on July 31; others on August 31 and still others at the end of September. About 10 of Charitable Ventures’ partners continued to work on Census pro bono in October 2020.

See Appendix 11 for the NRFU plan.

15). Communication, Coordination, and Alignment in Orange County

Communication, coordination, and alignment were of the utmost importance during Census organizing and planning. The Census is complex, and was made even more so by the turmoil of 2020.

Beginning in February 2019, Charitable Ventures began sending regular communication to the OC Census Community Table. These regular communications turned into monthly and then biweekly MailChimp newsletters, with detailed Census information and resources. Via these newsletters, we shared Census news, directed people to training, advertised our Quarterly Census Expos (described immediately below), and so much more.

We built www.occensus.org in June 2019. This website provided news articles, research publications, social media toolkits, training materials, PSAs, video tutorials, details on Local Complete Count Committees, information on rounds of funding, QAC/QAK resources, and other information and resources. When we received inquiries from various Region 9 stakeholders, it was important to point them to our website for assistance and resources.

We also launched OC Census Facebook and Twitter accounts in June 2019. We posted regularly to these accounts and boosted countless posts between March and August 2020. Our best month on social media was July 2020, during which we reached 208,000 page impressions on Facebook and nearly 13,000 impressions on Twitter.

While Charitable Ventures ended up sub-contracting with and re-granting to about 100 nonprofit organizations across Region 9, we realized the immense value that would come from bringing all Orange County partners and stakeholders together. To that end, we hosted Quarterly Census Expos starting in June 2019 and running through September 2020 during NRFU. These Expos – in which at times 200 attendees participated – served as coordination and alignment opportunities. We facilitated design-thinking workshops in which participants dug into geographies across Orange County and strategized on how to reach HTC neighbors. We brought in speakers from the US Census Bureau, California Complete Count Office, County of Orange, and OC Department of Education, and also brought in groups like Count the Nation out of USC’s Annenberg Innovation Lab to give us creative ideas on Census outreach. For the January 2020 Census Expo, we teamed up with UCI’s Community-based Participatory Research Initiative (CbRI) at the Newkirk Center for Science & Society to design an Overlap and Gap Analysis Workshop; UCI grad students also facilitated workshop conversations at this Expo. Once COVID hit, we facilitated the Census Expos over Zoom.
We also knew we had to stay in close contact with all of our funded partners, and ensure that we had the utmost coordination and alignment with this group. While the OC Census Table received monthly and bi-weekly MailChimp newsletters, our funded partner cohort received weekly (and sometimes more frequent) emails from the ACBO team. We also facilitated monthly funded partner meetings and “Space to Share” webinars. These opportunities to gather – initially in person and then virtually – went a long way toward forming a cohesive and tight partner group that was aligned on education and outreach (and could jump to fill gaps). In fact, the “Space to Share” webinars were oft-cited in funded partners’ final reports to Charitable Ventures as much appreciated knowledge-sharing and troubleshooting opportunities.

16). QACs and QAKs

The California Census Office placed great emphasis on a QAC and QAK strategy, which Charitable Ventures planned and prepared for. QACs are Questionnaire Assistance Centers and QAKs are Questionnaire Assistance Kiosks. They are both designated “Census spaces” that were intended to be quiet, semi-private, and ADA accessible for completing the Census questionnaire. The difference between QACs and QAKs is that QACs are staffed; there is someone present to answer community members’ questions. QAKs are not staffed; there is simply a phone or a device with a secure internet connection.

QACs and QAKs were designed to be physically, digitally, and linguistically accessible to all visitors. There was a requirement that at each QAC/QAK, there would be at least one designated desktop, laptop, or tablet device with secure Wi-Fi, LAN, or mobile internet connection that could link directly to the 2020Census.gov site.

Charitable Ventures’ lead sub-contractors were contractually obligated to set up QACs/QAKs. We encouraged funded partners from Rounds 2 and 3 to also establish QACs/QAKs.

With private dollars from the OC Census Fund, Charitable Ventures ran a Mini-Grants Program from December 2019 through January 31, 2020 to support organizations wishing to set up QACs; $1,500 grants were awarded. Applications were received and reviewed on a rolling basis. Those who were awarded a Mini-Grant were expected to have their QACs operational from March 12, 2020 through the end of July.

Charitable Ventures awarded $48,000 in total to 32 small CBOs to set up QACs.

There were significant delays in receiving QAC/QAK information and materials from the California Census Office before the count began. For example, it was late January by the time we received the State’s QAC/QAK details and training. We also encountered issues receiving our QAC-In-A-Box kits, which included one banner, two lawn signs, two posters, 10 tabletop displays, and one set of language guides (containing all 59 U.S. Census Bureau language guides). These delays were disruptive to the planning and execution of our QAC/QAK strategy.

Prior to COVID-19 upsetting plans, Charitable Ventures oversaw the establishment of 111 QACs and QAKs – between our public and private dollar sub-contractors. While every QAC and QAK had to be ADA-accessible, there were two sites in particular that focused on people with disabilities.

Throughout COVID, we had about 25 operational QACs/QAKs. These QACs were able to remain operational at essential service sites and did so following strict social distancing and sanitation procedures. Others found ways to transition to phone and online assistance. For the sites that simply were unable to open during the Census campaign, they found other ways to message around Census. For example, many organizations posted social media content around the Census, printed flyers and distributed them as best they could; one city organization even inserted “respond to the Census” motivational language into its water bill, which reached 15,000 residents.

The loss of our QAC/QAK strategy was felt deeply. QACs and QAKs had been a key pillar of Census outreach strategy to HTC communities – and suddenly, with COVID, this strategy nearly vanished.

See Appendix 7 for a list of all QAC/QAK sites recruited prior to COVID.
17). Statewide Outreach and Rapid Deployment (SwORD) Tool

For the 2020 Census, the California Census Office collaborated with Redlands-based mapping and spatial technology company Esri to create the Statewide Outreach and Rapid Deployment (SwORD) internal mapping portal, and worked with data scientists from the state Department of Finance on its public-facing version, the California Hard-to-Count Interactive Map. SwORD could be described as a big engine of maps – both prepopulated and customizable/creatable to match the users’ needs and answer questions they might have specific to their region or population.

As part of Charitable Ventures’ contract requirements with the California Census Office, we were required to regularly update all outreach efforts into the SwORD system. The California Census Office provided a reporting template for contractors and their sub-contractors. Beginning September 2019, Charitable Ventures requested sub-contractors (and later, willing OC Census Fund outreach grantees – those private sub-contractors), to record outreach data on a weekly basis.

Funded partners received high-touch technical assistance related to SwORD. The Charitable Ventures data team trained and coached funded partners in the reporting process; combed through the weekly outreach reporting template for quality control; and uploaded weekly outreach impressions into SwORD.

The State provided an excel document that allowed Charitable Ventures to upload all partners’ work into SwORD regularly. This State-mandated form ensured data integrity. The upload document included fields indicating the address of the outreach event, type of event (e.g., speaking engagement, social media, advertisement, community forum, etc.), HTC population targeted, the total number of community members outreached to as well as the percentage of those who could be considered part of any of the aforementioned HTC communities.

The upload document continued to be edited and changed throughout the Self-Response period, which created some difficulties and confusion for partners. Once our partners became used to the new required fields and learned to properly complete the form, a new version was created. It was difficult for them to keep up with the new required fields and caused some delays in the uploading of planned and actual outreach activities throughout the county. Charitable Ventures worked with partners and assisted them where possible to make the process easier and more streamlined. The original upload form allowed Charitable Ventures
to batch upload multiple outreach forms to the portal at once. However, with the new forms, this was not the case. Reports had to be uploaded one by one, greatly slowing down the process.

Once the U.S. Census Bureau began reporting SRRs, Charitable Ventures used SwORD to inform outreach activities throughout the region. The team exported and disseminated real-time data to funded partners and demonstrated both the Census tracts and the HTC communities throughout the region that were consistently reporting low SRRs on a weekly basis. This information was then used as a tool to ‘recruit’ partners who reported that they had a following in those communities or felt a connection to those particular HTC communities and who had the resources to conduct more outreach and education on the importance of completing the Census.

Additionally, Charitable Ventures created enlarged maps of the five Supervisorial Districts with an overlay of the HTC Census tracts as part of activities at our quarterly Census Expos. Partners were then asked to point out ‘hot spots,’ or places in the community where we might target additional outreach efforts in the hopes of increasing SRRs. As we entered COVID-19, the weekly spreadsheets with real-time SRR data from SwORD helped to dictate where our now pivoted outreach efforts would produce the largest reach. SRR data was used to plan Census Caravans, strategically placed advertisements, digital marketing, and more.

The data and mapping software from SwORD proved useful in our efforts to achieve a complete count in Orange County.

18). Training

Training was a critical component for 2020 Census education and outreach success. While NALEO Educational Fund (NEF) presented a Census 101 training for Charitable Ventures’ partners and other interested CBOs in the fall of 2019, training really didn’t get underway until early 2020.

Charitable Ventures sub-contracted with NEF and Asian Americans Advancing Justice – LA (AAAJ-LA) to provide several trainings across Orange County. Additionally, through directed funding from The California Endowment, OC Civic Engagement Table (OCCET) facilitated two trainings focused on supporting CBOs with their civic engagement efforts.

Between NEF and AAAJ-LA, 10 trainings were delivered to any interested partner and CBO between January and early March 2020. Topics ranged from an overview of Census operations to reviewing the Hispanic Origin and Race question on the Census survey to discussing confidentiality concerns.

Charitable Ventures also sub-contracted with Count the Nation (CTN), an initiative of USC’s Annenberg Innovation Lab. CTN is a collective of academics, entertainment industry, and nonprofit professionals dedicated to empowering the next generation of young leaders – with a focus on Gen Z. CTN created media across platforms to increase awareness of the Census, dispel misinformation and inform, engage, and entertain with information about the Census’ centrality to democracy. CTN trained 200+ participants at the January 2020 Census Expo; the training was designed to encourage Region 9 Census stakeholders to get creative with Census outreach and inspire youth user-generated content online.

Charitable Ventures utilized dollars from the OC Census Fund to produce a training video, which was released in January 2020. The video featured “hard questions” from various HTC communities; the “actors” were funded partners and a few of their clients. The video was posted to the occensus.org website, shared at the January 2020 Census Expo, and distributed via email to the OC Census Community Table.
Nonprofit partners used the vignettes that resonated with their populations as a way to ensure the confidentiality and safety of responding to the 2020 Census. You can view the video here: https://occensus.org/wp-content/uploads/2020/01/Census-2020-FINAL.mp4.

Finally, Charitable Ventures offered an intense focus on QACs during February and March (pre-COVID) 2020, facilitating 11 QAC/QAK trainings over the course of three weeks. It was mandatory for any Charitable Ventures funded partner to participate (and all OC Census Community Table members were invited); there was no max on the number of representatives each partner could send to the training. Following the training, each participant received an electronic packet consisting of a QAC/QAK reference handout, the California Census Office Questionnaire Assistance Toolkit, templates for QAC/QAK signage, a one-sheet of the U.S. Census Bureau call lines, a ‘Welcome to this QAK’ sign, and additional QAC/QAK signage to print and post.

Please see Appendix 12 for QAC/QAK training materials.

### 19). Community Motivator Tool

In February 2020, Charitable Ventures made CommunityConnect Labs’ Community Motivator tool available to any interested organization in Orange County. CommunityConnect Labs was a private dollar sub-contractor, and as such, the tool itself was quickly activated for partners’ use.

The Community Motivator was and is a mobile messaging engagement solution used to build and activate lists of constituents through a digital pledge experience. Orange County residents could text in to receive a digital Pledge card (as in, “I pledge to complete the Census”) and were signed up to receive automatic updates on how to complete the Census, or they received a message from a trusted messenger in the county inviting them to participate.

Charitable Ventures offered the Community Motivator in five languages: English, Spanish, Vietnamese, Korean, and Chinese.

Three Charitable Ventures funded partners – CAIR-LA, CHIOC, and Pretend City – opted to use the Community Motivator texting tool to contact their own contact lists. Results from those outbound messages are shared below:

<table>
<thead>
<tr>
<th>Partner</th>
<th>Contacts</th>
<th>Opted-out of Reminders</th>
<th>Opted-In for Reminders</th>
<th>Already Completed Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pretend City</td>
<td>6,576</td>
<td>17 (0.3%)</td>
<td>18 (0.3%)</td>
<td></td>
</tr>
<tr>
<td>Community Health Initiative</td>
<td>991</td>
<td>1 (0.1%)</td>
<td>6 (0.6%)</td>
<td>26 (2.6%)</td>
</tr>
<tr>
<td>CAIR-LA</td>
<td>1090</td>
<td>4 (0.3%)</td>
<td>0 (0%)</td>
<td>6 (0.5%)</td>
</tr>
</tbody>
</table>

With limited outreach and in-person activities, additional outbound sends through partner orgs can help increase engagements.
In sum, more than 17,197 unique participants from across Orange County were contacted via the Community Motivator, with 50% opting in for reminders.

Unfortunately, community partners didn’t engage with this tool as expected. There was reticence among partners to do outreach to their existing contact lists.

We got a later start to the Community Motivator than preferred. Had we launched the Community Motivator in late 2019, we could have built more awareness around this tool and encouraged much higher opt-in rates.

That said, in our digital pandemic world, having the ability to text was an important component to our overall Census outreach toolkit.

20). Materials, Swag, and Marketing

Early on in the Educate phase, we knew we needed to have outreach materials to distribute that captured the spirit of the campaign and that were accessible in many languages. We created Census postcards in multiple languages and then kept going – putting flyers together, newsletter blurbs, banners, doorhangers, and more. By the time the Motivate phase began, we had placed orders for Census pens, stickers, buttons, shirts, and tote bags. Once COVID hit, we ordered Census face masks and hand sanitizer. The California Census Office offered contracted partners PPE supplies and additional flyers, postcards, and doorhangers; these items were helpful, although delayed in reaching the Charitable Ventures office. We ordered extra tote bags and Census flyers to deploy to the OC Food Bank, Second Harvest Food Bank, and the OC Diaper Bank. Each of these organizations was conducting massive outreach once the Safer-at-Home orders came out, and we knew we could reach our HTC neighbors through the various large-scale distributions.

In terms of marketing, both Charitable Ventures and the County of Orange worked extremely closely with Ark Marketing, the Region 9 marketing/PR sub-contractor identified by Mercury Public Affairs, to develop the Region 9 Micro-Media Plan. We provided information and resources to Ark Marketing and planned to leverage local sports teams and influencers pre-COVID. Once COVID hit, we revisited our media buy with Ark and instead invested in digital strategies, including in-app gaming, streaming radio, and getting collateral into convenience and grocery stores. We worked with Ark in a significant manner from January 2020 through August 2020.

Charitable Ventures did not end up hiring a marketing and PR sub-contractor, as we had initially planned in January 2019. Once we knew of Mercury’s on-boarding and that there would be a Mercury sub-contractor assigned to Region 9, we decided to re-direct the dollars we would have spent on marketing and PR toward outreach. In hindsight, we should have hired our own sub-contractor. It would have been beneficial to our team to work with professionals who could have helped us think creatively, reach constituents more broadly, and freed us up to do more on outreach, coordination, and communications. While Ark Marketing was a helpful partner, the agency did not have a firm understanding of Orange County (as it was based in San Diego) and the delayed start significantly impeded what should have been a much longer and stronger awareness-raising campaign.

The Charitable Ventures Census team did take on a lot of the legwork to raise awareness and visibility of the Census locally. Beginning in May 2019, Charitable Ventures actively sought to spread the word about Census via traditional and social media. Charitable Ventures was quoted in five OC Register and Daily Pilot/LA Times articles between May 2019 and July 2020. We received mention in a small number of ethnic media outlets. And Sarah Middleton with Mission Up, Census Consultant for Charitable Ventures, published one op-ed in Voice of OC.
Additionally, Charitable Ventures’ work – and that of the OC Census Community Table’s – was featured in the 2019 and 2020 Orange County Community Indicators Reports as well as an October 2019 OC Forum event.

We had a Census blurb teed up to be featured in the April 2020 *Orange Coast* magazine issue, but due to COVID-19, the Census text didn’t make it to print.

Links to the above-mentioned outlets are listed in Appendix 15.

Samples of Census collateral material are shown in Appendix 17.

### 21). Statewide Convenings

Beginning in December 2018, the Census 2020 California Statewide Funders’ Initiative, co-chaired by The California Endowment and The Latino Community Foundation and facilitated in part by Grantmakers Concerned with Immigrants and Refugees (GCIR), met on a quarterly basis (through March 2021) to share updates, talk outreach strategies and tactics, hear from California Census Office staff, understand ACBO activity up and down the State of California, and later on, discuss evaluation of Census funding efforts.

In August 2019, the James Irvine Foundation hosted a Statewide 2020 Census Convening for ACBOs and Statewide CBOs. The California Community Foundation in Los Angeles provided space for the meeting. ACBOs shared core strategies and strengths while CBOs discussed their work. The California Census Office provided updates in the afternoon, and invited Mercury Public Affairs LLC – the new State marketing/PR contractor – to speak. Former Secretary of State Alex Padilla also spoke.
This ACBO/CBO convening was incredibly helpful. It offered Charitable Ventures an opportunity to meet counterparts in other parts of the state, and also understand the role of the various statewide CBOs. It was an opportunity to engage in frank conversation about the 2020 Census.

Following this August 2019 convening, the California Census Office received feedback that a similar convening would be quite beneficial ahead of the launch of the 2020 Census.

To that end, on February 24-25, 2020, the State of California and the California Community Foundation co-hosted a statewide Census convening in Sacramento. Goals for this meeting included:

- To strengthen coordination, collaboration, and alignment across organizations and Regions;
- To clarify the State’s Census process and coordination efforts;
- To share practices and outreach strategies.

This February convening was helpful in that all California Census Office contractors participated, including Counties, and all participants were able to talk through risk management scenarios (including the onset of a global pandemic).

GCIR facilitated additional informational and beneficial convenings through the Census 2020 California Statewide Funders’ Initiative.

### 22). Outreach Tactics

Below, we separate outreach activities into those that took place pre-COVID, and those partners employed once COVID hit in March 2020.

#### Pre-COVID Outreach Activities

Charitable Ventures’ initial round of sub-contractors began outreach in earnest in the summer of 2019. Our second round of partners joined our efforts in November 2019, and the third round of partners jumped on board in January 2020. Here is a sampling of partners’ outreach activities that worked well leading up to COVID:

- Tabling at local events, fairs and festivals
- Presenting at workshops, meetings and conferences
  - Joining various Task Force group meetings; for instance, presenting about Census at a Fall 2019 Orange County Health Access & Enrollment Task Force meeting
- Placing flyers in food boxes distributed by the OC Food Bank and Second Harvest Food Bank, the two largest food bank organizations in Region 9
  - Also coordinating with food bank agencies to promote the 2020 Census
- Presenting at various Back-to-School events in targeted cities/districts in August and September 2019
- Presenting at various DELAC (District English Learner Advisory Committee) meetings across Orange County
- Coordinating with Family Resource Centers (FRCs), Boys and Girls Clubs, WIC Centers, and Veterans Centers to share Census information
- Canvassing in high HTC neighborhoods
- Phone banking and text banking
• Promoting Census information and assurance over social media; driving social media awareness campaigns
• Working with small, local businesses to post Census flyers and information at their locations
• Recruiting college student volunteers, training professors, and working with local colleges/universities to engage college students in strategies that can help their families learn more about Census
• Training community-based organizations on the value and importance of the Census; running many Train-the-Trainer series
• Coordinating with congregations and faith-based entities across Region 9
• Hosting 2020 Census Town Hall events
• Promoting Census in earned media

Post-COVID: Phone Banking and Text Banking

Once COVID-19 hit and all in-person activities grounded to a halt, our funded partners immediately transitioned to phone and text banking efforts. Charitable Ventures quickly amassed several phone banking scripts to share out and began researching call lists to use once partners’ own contact lists had been exhausted (we made a decision early on to not use Census PDI; see * at the end of this section for a detailed explanation). We purchased call lists from L2 Political, a trusted and non-partisan voter and non-voter file provider, in May 2020; we were able to use the data all the way through to October. Furthermore, alongside partners CAP OC and NALEO Educational Fund, we hosted a large-scale Get Out the Count phone banking effort during Census Week of Action in July and a one-day effort during our “OC Hispanic Day of Action” in September. Several partners also used funding from Charitable Ventures to purchase texting platforms.

*Census PDI (PDI stands for Political Data Inc. and is a California provider of voter information and political campaign management software) was the California Census Office’s Census canvassing app. The California Census Office partnered with PDI to bring the power of canvassing with PDI to the Census. There were mixed reviews on the efficacy and utilization of Census PDI, and after gathering insights from other ACBOs, Charitable Ventures opted not to use this tool.

Post-COVID: Digital Ads

We ran a digital ad campaign using the slogan “Your presence is power” in English and Spanish from late August through late September 2020. The campaign performed remarkably well, garnering 1.2 million impressions. We used geofencing to target specific HTC populations across Region 9.

Post-COVID: Census Outreach Consultant

By May 2020 there were a few Census tracts whose SRRs were not improving, which led the team to brainstorm new ideas to address this concern. We hired a local nonprofit and education consultant to join our team for three months and boost SRRs in parts of Costa Mesa and Huntington Beach. This consultant enjoyed deep relationships in Costa Mesa and Huntington Beach, particularly among HTC populations. She worked with local city staff, school districts, nonprofits, neighborhoods, and more to boost SRRs – and her high-touch approach was incredibly successful.

Post-COVID: Census Caravans

Shortly after COVID-19 curtailed canvassing and traditional outreach opportunities, communities pulled together Census Caravans that swept through California and the country. In Region 9, Charitable Ventures partnered with the County of Orange, the City of Santa Ana, and several of our funded nonprofit partners to run the first Census Caravan in Orange County in late May. During the week after the Caravan, we did see the SRRs in certain HTC Census tracts increase. In all Census tracts where our team and partners played
a role in Census Caravans – Costa Mesa, Garden Grove, Stanton, Westminster, Irvine, La Habra – we saw SRRs increase in the week following the parade.

23). The COVID-19 Transition

As we’ve previously shared, COVID-19 completely derailed Census outreach plans. To address COVID-related challenges, Charitable Ventures was in close communication with funded partners when California entered Safer-at-Home. By end of March 2020, we had issued a Pulse Survey to understand the various ways in which partners had transitioned outreach and gauge immediate needs. Response to needs was swift – training was put in place, webinars were facilitated, speaking points and social media toolkits shared, phone banking scripts compiled, and more.

In April 2020, Charitable Ventures brought in a social media consultant, Positive Equation, to facilitate a webinar entitled ‘Transitioning Census Plans into Digital Actionable Strategies,’ and it was extremely well-received. Positive Equation provided coaching via a private Facebook group for the month of April. That same month, alongside the California Community Foundation, Charitable Ventures conducted a deep-dive phone banking webinar that featured three partners (one large, one mid-sized, and one small) who shared inspiring practices around phone banking. These trainings were extremely well-received, and helped to position partners for outreach success in a newly-virtual world.

COVID-19 also made it challenging to distribute Census materials and swag to our partners. For a long time, the Charitable Ventures office was closed; Census swag ordered pre-COVID had to be re-routed to a local warehouse in Santa Ana until the office was ready to re-open, and then we had to run multiple distribution days to push all the product out to partners.

Unfortunately, by the time July rolled around, partners were tired; everyone was feeling some level of Census exhaustion, which made it challenging to give ourselves space to think creatively.
Compounding partners’ exhaustion was the ever-changing Census deadline. From April 2020 on, we understood the deadline to be October 31, 2020. The shift to this deadline was challenging, and required throwing out some printed materials with now an incorrect end date, but we were able to adjust. And then in early August, the Census Bureau announced it would cease operations on September 30. In late September, a federal judge issued an injunction and said the Census Bureau must keep the Census open through the end of October. Additional back-and-forth ensued, and it was a constantly shifting story. The Census wrapped early, ending on October 15, 2020. The yo-yo’ing of the Census deadline confused many of our funded partners, confounded the public, and made it quite challenging to push out remaining resources and materials. It was difficult for us and our partners to plan effectively for Census wrap-up.

24). From Funded Partners: A Snapshot of Success

The funded partner cohort that Charitable Ventures had the honor of working with during the Census campaign was a phenomenal group. We spent a lot of time with our funded partners. We’ve already mentioned our monthly funded partner meetings and “Space to Share” webinars; these “gathering” opportunities served as learning conversations, brainstorming events, and morale boosters. We know we’ve contributed to capacity-building for the region. Several partners shared in their final reports to Charitable Ventures that they’re hungry to take on more civic engagement work – that the Census was a catalyst for them.

Below, we share with you a snapshot of success from partners:

AASCSC’s Board of Advisors, dressed in their Census t-shirts, are ready for Census outreach.

**Asian American Senior Citizens Service Center (AASCSC)**

“The relationships we developed over the years with the senior apartment managers was critical. While other organizations were banned entry into senior living facilities, AASCSC had direct access. We were able to engage the HTC even during the pandemic. Our team within the facilities directly helped older adults and families to complete their Census online and by phone.

We were cognizant of incorporating the 2020 Census message into every program and outreach. For example, for Mother’s Day, Father’s Day, and other holidays such as Dragon Boat Festival, we conducted outreach in multiple languages (Chinese, Vietnamese, Spanish, Tagalog, etc.) to the low-income senior apartments in Santa Ana, Anaheim, and other HTC areas.

AASCSC’s niche is providing multi-lingual support to the diverse Chinese communities of immigrants and refugees.”
**AltaMed**

“Despite COVID-19, we are pleased to report that we met our outreach objectives and surpassed our expectations. We were not able to reopen our QACs after the mid-March Stay-at-Home state orders, and were not able to do any door-to-door canvassing, but we were able to successfully surpass both our active and passive objectives with our phone and text banking, as well as other not previously planned strategies including partnerships with social media influencers, a billboard campaign, and different digital strategies like Facebook Live events and media strategies.”

**California Healthy Nail Salon Collaborative**

“…[W]e went beyond the original proposed objectives and implemented the following additional activities: text banking, [virtual] college classroom presentations, Vietnamese radio and television engagements, and a press conference. In total, we were able to reach over 239,630 people.”

**Jamboree Housing Corporation**

“As essential workers responsible for getting food to our residents, we took that opportunity to paste flyers and stickers about the Census on food boxes as an additional way to get the word out.”

**Korean Community Services**

“Our original outreach objectives were met during the COVID-19 crisis. Many planned in-person outreach events were cancelled. We had to replace them with virtual meetings and attendance was not as robust as hoped. Nonetheless, we outreached to more than 45,000 Korean-Americans.

KCS organized KCCC (Korean Complete Count Committee) in collaboration with the US Census Bureau [Local Partnership Specialist team] and collaborated with a diverse group of community leaders to solidify outreach and engagement activities. Those partners were Korean Church leaders, Korean-American PTA members, Korean disability services, Korean-American senior centers and other Korean-American business groups. KCCC provided education events, workshops, and technical assistance for their own communities. KCS had great success in outreach to the undocumented through the large population served at KCS through CIRF (California Immigrant Resilience Fund) in collaboration with GCIR.

It was a rewarding experience when Korean-American seniors called us to ask for assistance on the 2020 Census. Their participation is meaningful because it not only benefits them but also younger generations for the next 10 years. It was touching and rewarding at the same time to explain and help them in the process. I only wish we could’ve helped through a physical meeting that they are used to rather than phone calls.”
Latino Health Access

“During the pandemic, we integrated Census information into all of our outreach efforts given the minimal face-to-face contact. This included our weekly food and diaper distribution which serves over 1,000 households, and we equipped our Infomobile (a van with a loudspeaker) to blast Census messages through HTC neighborhoods. When LHA launched the COVID-19 response program with mobile site testing, a seven-day call center, and street outreach on COVID-19 (in the most impacted zip codes of Orange County), we also equipped that team with Census educational material to include in their outreach.

We were unable to open our in-person QAC, but shifted to a Tele-QAC model with a phone number that people could call with questions or support filling out the Census. This was somewhat successful, but we did not receive as many calls as we expected.

All of the threats on the national political stage created a narrative that confused and scared the public – especially HTC populations we were seeking to reach, including immigrant families, undocumented members of our community, and those without easy access to the internet. In order to address this, our outreach efforts included a lot of education on why the Census is important, demystifying myths that increase fear, sharing legal updates, encouraging people to get themselves counted pro-actively, and ensuring people of the confidentiality.”

LGBTQ Center OC

“A great example of one of our most successful Census marketing campaigns (that caught the attention of a local Congressman as well as the OC Register) was our “Queer the Census” campaign. The campaign was made possible thanks to our partnership with Community Action Partnership of Orange County. Through this campaign, we were able to enlist the assistance of two well-known drag performers, Yuhua Hamasaki from RuPaul’s Drag Race and established local performer Nomi B, to share with our LGBTQ community the importance of the Census.”

Project Access

“Each of our onsite Family Resource Centers hosted a Questionnaire Assistance Kiosk and conducted Census outreach activities. Eight locations were able to host Census kick-off events before the safer-at-home orders were implemented. Collaboration with property management and restaurants made these events our most successful outreach tactic. Other locations hosted their kick-off events virtually.

Translation support was our most popular service, especially over the phone, and 46 households used our computer labs to complete their Census. Hundreds of families were able to complete their Census in their own homes because their children received Chromebooks loaned out by school districts for distance learning.

Our primary challenge during the funding period was adapting our outreach methods to safely and successfully connect with residents who lack basic access to technology. The technology divide
We also collaborated with Orange County-based donut shops in a donut-themed Census campaign, where we offered free donut coupons to those who had yet to complete their forms. The Cambodian Family led the effort, working with local donut shops to provide incentives for completing the Census.

Independent donut shops are often run by Cambodian families, and our goal was to promote awareness of the Census in a culturally relevant and approachable way. While this helped us reach non-voters in a meaningful, face-to-face way, turnout was not as high as we expected. COVID-19 limited the number of people making physical trips to restaurants, and while independent donut shops are largely run by HTC communities, their patrons were not necessarily HTC themselves.

We adjusted our efforts based on response rates in that we specifically targeted low-response areas in the last stretch of our outreach, and our activities were necessarily adjusted due to COVID-19 (more virtual outreach, limited tabling, etc.).

The [funded partner] cohort was very helpful. Not only was support readily available from Charitable Ventures, but from other organizations as well. The content sharing, creative brainstorming, and willingness to collaborate all supported our ability to successfully outreach.

The leadership and tools from Charitable Ventures empowered us to maximize effectiveness. The pandemic conditions exacerbated the financial needs of the community when school district laptops were not available and our computer labs had limited accessibility. To address this challenge, we worked with housing developers to increase wi-fi accessibility in our communities, ran a technology drive that provided over 100 families with a laptop or tablet, and doubled down on the paper-based outreach that was working well.

OC Counts: A Recap of the Orange County 2020 Census
OC Counts: A Recap of the Orange County 2020 Census

Between the State contract, additional allocation amendments, and the OC Census Fund, Charitable Ventures received a total of $2,955,000 to support the 2020 Census in Orange County. Effective partnership and collaboration were integral to our campaign efforts. We saw incredible coordination among funded partners; it was stunning to watch partners come together and co-create creative Census outreach.

The Census Bureau has improved their counting techniques, and 2010 was the most accurate Census ever, with almost no net undercount. However, the undercount rate was dramatically different based on race/ethnicity. The estimated undercount rate for Hispanics was double that of whites, and was about 40% for Asians.

This trend informed our efforts in outreach, and while we were successful in improving SRRs, Hispanic Self-Response still lagged somewhat, as demonstrated by the chart below.

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>OC SRR</th>
<th>CA SRR</th>
<th>National SRR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>76.6</td>
<td>69.6</td>
<td>66.7</td>
</tr>
<tr>
<td>White, non-Hispanic</td>
<td>79.8</td>
<td>72.3</td>
<td>69.0</td>
</tr>
<tr>
<td>Hispanic</td>
<td>75.6</td>
<td>65.5</td>
<td>60.8</td>
</tr>
<tr>
<td>Asian</td>
<td>78.8</td>
<td>76.4</td>
<td>71.3</td>
</tr>
<tr>
<td>Hispanic SRR Difference</td>
<td>-1.0</td>
<td>-4.1</td>
<td>-5.9</td>
</tr>
</tbody>
</table>

While the lag in SRR for Hispanics was better than California and national averages, and the overall Hispanic SRR was much higher, it still raises concerns of a slight undercount among Orange County’s Hispanic population.

In late April 2021, the U.S. Census Bureau released its first set of results from the 2020 Census – and California is one of seven states to have lost a congressional seat. In addition to California, Illinois, Michigan, New York, Ohio, Pennsylvania, and West Virginia each lost one seat. Colorado, Florida, Montana, North Carolina, Oregon, and Texas each gained one seat.

Information about race, ethnicity, age and sex, as well as population numbers for counties, cities, towns and other smaller areas, will be released by the Bureau in August 2021 (as stated by the Census Bureau in April 2021).

VI. LESSONS LEARNED AND RECOMMENDATIONS FOR 2030

Between the State contract, additional allocation amendments, and the OC Census Fund, Charitable Ventures received a total of $2,955,000 to support the 2020 Census in Orange County. Effective partnership and collaboration were integral to our campaign efforts. We saw incredible coordination among funded partners; it was stunning to watch partners come together and co-create creative Census outreach.

Throughout the Census campaign, we funded about 100 nonprofits to provide outreach, tools, and resources in 23 languages: English, Spanish, Chinese (including Min Nan, Cantonese, Mandarin, Taiwanese, Fukien, and Teochew), Vietnamese, Thai, Korean, Samoan, Tongan, Arabic, Persian/Farsi, Tagalog, Pashtu/Pashto, Hindi, Sinhalese, Gujarati, Hindi, Urdu, Hmong, Khmer, Japanese, French, Chamorro, and Ilonggo.
The collaborative that formed to tackle the 2020 Census has changed the social landscape of our region. We formed a close working relationship with the County that we hope will continue; we know we can continue to partner with the OC Department of Education on civic engagement initiatives; we continue to work with First 5 Orange County to bring equity to young children and families; and now we have a tight network of trusted nonprofits that will continue to work and grow together, and bring others along with them.

While we are proud of the collaborative success of the 2020 Census count in Orange County, there are certainly some components that, if given the chance, we would handle differently. Through focus groups and discussion with Census partners, as well as Charitable Ventures’ own lessons learned on contract management, we were able to identify important challenges and lessons learned through the process.

The table below captures those findings by key area of effort.

<table>
<thead>
<tr>
<th>Area of Effort</th>
<th>Challenges</th>
<th>Recommendations</th>
</tr>
</thead>
</table>
| **Timeline and Planning** | Both the U.S. Census Bureau (USCB) and the California Census Office faced roadblocks and delays in planning for 2020. In Orange County, conversations didn’t get going until late 2018. | o Assemble Executive Team earlier to begin building strategy;  
o Launch trainings earlier to educate on importance of Census (sprinkle more “Census 101” training opportunities in the fall before the Census year);  
o Begin discussing Census with funders in early 2028;  
o Make education/outreach tools available by April 2029 (ex: Community Motivator, call lists);  
o Calendar events and inflection points by Summer 2029, recruit a committee to plan and execute (ex: Census Days/Weeks of Action, Expos). Obviously, some events may arise more “last minute” during the Census campaign, but as much as possible, plan ahead and get dates on calendars. |
<p>| <strong>Government Affairs</strong> | Late communication with key elected officials complicated the launch of the Region 9 ACBO strategy and contract. | As soon as the ACBO is awarded its State contract, hire a government affairs consultant (or ensure there’s a team member with familiarity of government affairs already on board) to begin liaising with local electeds’ offices. Elected officials need to be kept apprised of what the ACBO’s plan is and how that plan is unfolding. |</p>
<table>
<thead>
<tr>
<th>Area of Effort</th>
<th>Challenges</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting Coordination</td>
<td>While organizing data by PUMA worked for initial Census outreach planning, by the time Census SRRs began coming in, it became much more challenging for Charitable Ventures to accurately coordinate and align efforts (on behalf of funded partners, with the County, in tandem with the California Census Office, etc.), given that data was presented by Census tract and block.</td>
<td>For the 2030 Census, approach the outreach plan by Census tract and/or block level.</td>
</tr>
<tr>
<td></td>
<td>Coordination and alignment of effort among funded partners.</td>
<td>o Refine coordination among partners; co-plan outreach so as not to duplicate efforts;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>o Assemble a “best practices” document to prevent duplication among CBOs and Census stakeholders and promote coordination;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>o Provide additional support for CCCs formed by CBOs. If possible, lend an ACBO staff person (suggested: Coordinator) to sit in on CCC meetings, review resources and opportunities that the ACBO can provide, help ensure open and effective communications.</td>
</tr>
<tr>
<td></td>
<td>Coordination and communication with QAC/QAK partners. Some QAC/QAK partners were not also outreach partners, and thus not included in all communications. (The State may not require this strategy in 2030.)</td>
<td>o For those QAC/QAK partners that are not also outreach partners, ensure a dedicated and consistent communications effort. Once COVID hit in March 2020, it became challenging to reach some of these QAC/QAK sites, as robust communications efforts had not been previously in place;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>o The QAC/QAK partners need to be treated with just as much care and concern and consistency as outreach partners, so as to establish trust, share resources, troubleshoot issues, etc. in real, not delayed, time;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>o There should be one ACBO point of contact for all QACs/QAKs that are not outreach partners, and this point of contact needs to be in constant communication with all sites.</td>
</tr>
<tr>
<td></td>
<td>At times, presentations and meetings were duplicative for more experienced partners.</td>
<td>o Group sub-contractors based on the various rounds of funding, knowledge, and capacity;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>o Focus more heavily on Get Out the Count (GOTC) strategies and HTC messaging at meetings versus technical content.</td>
</tr>
<tr>
<td></td>
<td>While the funded partner cohort model was extremely helpful, the group could have benefited from more explicit opportunities to network and engage with each other. It was difficult for organizations to individually connect during monthly meetings and quarterly Census Expos, and the smaller meetings were still 20+ partners.</td>
<td>In 2030, be intentional about arranging and facilitating smaller, more intimate groups of Census funded partners, so as to allow for relationship-building and more in-depth discussion.</td>
</tr>
<tr>
<td>Area of Effort</td>
<td>Challenges</td>
<td>Recommendations</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Supporting Communication and Marketing</td>
<td>Difficulty working with State-assigned PR/marketing firm led to disconnect from original local media strategies.</td>
<td>Hire a PR/marketing firm local in Orange County.</td>
</tr>
<tr>
<td></td>
<td>Requests for materials, swag, and multiple Expos stretched staff thin.</td>
<td>Hire a Census Coordinator 6-9 months out from March 2030.</td>
</tr>
<tr>
<td></td>
<td>Delay in marketing/PR support given to Orange County. No “bank” from which to withdraw collateral during much of education phase.</td>
<td>Work alongside local marketing/PR firm and non-profit advisory board to put materials and templates together at the outset of the Census campaign. Refine throughout campaign.</td>
</tr>
<tr>
<td></td>
<td>Collateral from the California Census Office was often delayed (QAC-In-a-Box Kits, Census Week flyers/posters/door hangers, etc.).</td>
<td>Order and distribute collateral and give-aways sooner; have ready to go by August 2029.</td>
</tr>
<tr>
<td>Outreach Tactics</td>
<td>While Charitable Ventures was able to secure the Community Motivator texting tool for partners, the tool came too late (February 2020) and was under-utilized by partners.</td>
<td>Assuming that texting is still a viable strategy in 2030, deploy a texting tool for the 2030 Census, but make it available no later than December 2029. Provide trainings on the texting tool, and splash the text-into number on every single piece of collateral.</td>
</tr>
<tr>
<td></td>
<td>The additional phone lists from L2 Political were quite useful for partners after they had exhausted their own contact lists. However, the lists were riddled with errors and unreliable numbers.</td>
<td>Anticipate and get ahead of this need in 2030. Begin research on potential call list vendors well in advance; try to team up with other ACBOs (or the State, if this is an area the State can support) to purchase lists with greater economic efficiency.</td>
</tr>
<tr>
<td>State Contract Reporting</td>
<td>The State’s weekly reporting requirements wore on partners, although the result was rich data.</td>
<td>Move reporting requirement from weekly to bi-weekly; Offer regular SWORD (the State data collection system) trainings for interested partners.</td>
</tr>
</tbody>
</table>
There is widely held consensus that the civic engagement network built in Orange County to support this important count – across philanthropy, government, community-based organizations, and community leaders – is a precious asset that should be built on and not disbanded. But how?

In February 2021, Charitable Ventures launched OC Census+, an effort to engage Orange County Census stakeholders – nonprofits, funders, government agencies, academic partners, healthcare providers, citizens, and more – in staying connected, coordinated, and civically engaged, Census to Census.

OC Census+ is now part of the broader Census Legacies, an initiative powered by the Center for Social Innovation at the University of California, Riverside. Census Legacies will:

• Build on the foundation of Census coalitions to create stronger and more equitable communities;

• Ensure that regional solutions are built from the bottom-up, with cross-sector collaborations that honor the expertise of community members and community-serving organizations;

• Ensure Census partners are still engaged in important civic engagement work and are directly outreaching to hard-to-reach communities, focusing now on redistricting, COVID education, vaccine access, and other important community issues.

In partnership with Census Legacies, and in collaboration with organizations focused on creating more inclusive and equitable communities, OC Census+ builds on all our efforts to make Orange County a stronger, healthier, more just region.

To sign up for OC Census+ monthly communications, or understand how Census Legacies is building in Orange County, please email OCCensus@charitableventuresoc.org.
GLOSSARY OF TERMS

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Appendix 3: List of Sub-Contractors Receiving Public Dollars
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Glossary of Terms

ACBO – Administrative Community-Based Organization
CCC – Complete Count Committee
CCCO – California Complete Count Office
GOTC – Get Out the Count
HTC – Hard-to-Count
LCCC – Local Complete Count Committee
NRFU – Non-Response Follow-Up
QAC – Questionnaire Assistance Center
QAK – Questionnaire Assistance Kiosk
PUMA – Public Use Microdata Area
RPM – Regional Program Manager
SRR – Self-Response Rate
SwORD – Statewide Outreach and Rapid Deployment
USCB – U.S. Census Bureau
APPENDICES RELATED TO PLANNING AND FUND DISTRIBUTION
Appendix 1: 2020 Census Timeline and Milestones

2018

• Tribal leader, governor, or highest elected local official or community leader determines Complete Count Committees (CCCs) structure

• CCCs receive 2020 Census training

2019

• Continue establishing CCCs

• January – September: U.S. Census Bureau opens 200+ Area Census Offices.

• September and onward: Census Bureau recruits and hires temporary Census field staff.

• CCCs develop strategy and work plan

2020

• January 21: The Census Bureau started counting the population in remote Alaska. The count officially began in the rural Alaskan village of Toksook Bay.

• March 11: COVID-19 declared a global pandemic.

• March 12 – March 20: Households received official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail.

• April 1: This is Census Day, a key reference date for the 2020 Census—not a deadline. This day is used to determine who is counted and where in the 2020 Census.

Please see section below entitled “Adjustments to 2020 Census Operations Due to COVID-19” for complete details on the remaining 2020 timeline and milestones.

2021

• April 26, 2021: The first results for the 2020 Census were released on April 26, 2021. On the same day, the Census Bureau also released analysis comparing the Census results to other population benchmarks as well as a variety of operational quality metrics.

• May 28, 2021: The Census Bureau released additional operational quality metrics on the 2020 Census. These metrics provide further insight into how housing units were enumerated and include information on occupied and vacant housing units and the size of occupied units.

• By August 16, 2021: States will receive the data they need to begin redistricting in August. The Census Bureau will also share this information with the public. However, the data will be in a format that requires additional handling and software to extract familiar tables. COVID-19-related delays and prioritizing the delivery of the apportionment results delayed the Bureau’s original redistricting data delivery plan.

• By September 30, 2021: The Census Bureau will deliver the final redistricting data toolkit to all states and the public. This will include digital tools which provides access to an integrated software browsing tool for official recipients, as well access to the online Data Explorer tool for both official recipients and the public.
Adjustments to 2020 Census Operations Due to COVID-19

Self-Response Phase
Online, phone and mailed self-responses continued throughout the data collection process.

<table>
<thead>
<tr>
<th>Planned Schedule</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12 - July 31, 2020</td>
<td>March 12 – October 15, 2020</td>
</tr>
</tbody>
</table>

Non-Response Follow-Up (NRFU)
Census takers interviewed households in person. New dates covered areas previously scheduled for “Early NRFU.”

<table>
<thead>
<tr>
<th>Planned Schedule</th>
<th>Revised Schedule</th>
</tr>
</thead>
</table>

Group Quarters (E-Response & Paper Enumeration)
Many group quarters responded through the Bureau’s e-Response enumeration option.

<table>
<thead>
<tr>
<th>Planned Schedule</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2 - June 5, 2020</td>
<td>April 2 - September 3, 2020</td>
</tr>
</tbody>
</table>

Field Offices at Peak Operations
Managers and staff commenced administrative, training, deployment and support activities for peak data collection operations. This included selecting and hiring field staff.

<table>
<thead>
<tr>
<th>Planned Schedule</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 1, 2020</td>
<td>Phased re-opening occurred between May 4 and June 12, 2020.</td>
</tr>
</tbody>
</table>

Update Leave - Stateside
Census takers dropped off invitations to respond and paper questionnaires at the front doors of 5 million households stateside while updating their addresses.

<table>
<thead>
<tr>
<th>Planned Schedule</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 15 – April 17, 2020</td>
<td>Phased re-opening occurred between May 4 and June 12, 2020.</td>
</tr>
</tbody>
</table>
In-Person Group Quarters Enumeration

Group Quarters that remain as part of the Bureau’s in-person group quarters enumeration efforts began in July.

<table>
<thead>
<tr>
<th>Planned Schedule</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2 – June 5, 2020</td>
<td>July 1 – September 3, 2020</td>
</tr>
</tbody>
</table>

Service Based Enumeration

The Bureau worked with service providers at soup kitchens, shelters, and regularly scheduled food vans to count the people they serve.

<table>
<thead>
<tr>
<th>Planned Schedule</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 30 – April 1, 2020</td>
<td>September 22 – 24, 2020</td>
</tr>
</tbody>
</table>

Mobile Questionnaire Assistance

Census Bureau staff assisted people with responding online at places people gather (events, grocery stores, etc.).

<table>
<thead>
<tr>
<th>Planned Schedule</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 30 – July 31, 2020</td>
<td>Through October 15, 2020 with limited capacity</td>
</tr>
</tbody>
</table>

Count of People Experiencing Homelessness Outdoors

Census takers counted people under bridges, in parks, in all-night businesses, etc.

<table>
<thead>
<tr>
<th>Planned Schedule</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1, 2020</td>
<td>September 23 - 24, 2020</td>
</tr>
</tbody>
</table>

Enumeration of Transitory Locations

Census takers counted people staying at campgrounds, RV parks, marinas, and hotels –if those people did not usually live elsewhere.

<table>
<thead>
<tr>
<th>Planned Schedule</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 9 – May 4, 2020</td>
<td>September 3 – 28, 2020</td>
</tr>
</tbody>
</table>

Process Apportionment Counts

Upon completion of the collection activities, Census Bureau experts ran and reviewed output from programs to unduplicate responses, determine final housing unit status, populate any missing housing unit data on household size, and finalize the universe to be included in the apportionment count file. The statutory deadline to provide apportionment counts is December 31, 2020. The Census Bureau delivered the apportionment counts on April 26, 2021.

<table>
<thead>
<tr>
<th>Planned Schedule</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>By December 31, 2020</td>
<td>April 26, 2021</td>
</tr>
</tbody>
</table>
Process Redistricting Data

Census Bureau experts run and review programs to populate any missing demographic data for each household, run differential privacy programs to ensure confidentiality and run tabulation programs for each state delivery. The statutory deadline to provide redistricting data is March 31, 2021. The Census Bureau plans to provide the redistricting data in a legacy format on its public FTP site by August 16, 2021, and plans to deliver the states and the public with the same redistricting data in an easier-to-use format by September 30, 2021.

<table>
<thead>
<tr>
<th>Planned Schedule</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>By March 31, 2021</td>
<td>August 16 and September 30, 2021</td>
</tr>
</tbody>
</table>
# Appendix 2: List of Charitable Ventures Sub-Contractors Receiving Public Dollars

## A List of Charitable Ventures’ Sub-Contractors

**Those Organizations Receiving Public Dollars**

<table>
<thead>
<tr>
<th>Name of Sub-Contractor</th>
<th>HTC Focus</th>
<th>Outreach Impressions (unduplicated)</th>
<th>Subcontract Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access California Services</td>
<td>MENA, LEP Persian, LEP Arabic, HTC residents living 200% below poverty line.</td>
<td>49,130</td>
<td>$50,000</td>
</tr>
<tr>
<td>AltaMed</td>
<td>Residents living below 200% poverty line, Foreign born, MENA, LEP Spanish, Seniors, Children 0-5</td>
<td>778,143</td>
<td>$44,344</td>
</tr>
<tr>
<td>Asian American Senior Citizen Service Center</td>
<td>Seniors, Immigrants and Refugees, LEP Chinese, Asian Americans and Pacific Islanders, Residents living below 200% poverty line.</td>
<td>108,829</td>
<td>$35,000</td>
</tr>
<tr>
<td>Asian Americans Advancing Justice – LA</td>
<td>AAAJ-LA was a training partner</td>
<td>n/a</td>
<td>$25,000</td>
</tr>
<tr>
<td>Boys &amp; Girls Clubs of Garden Grove</td>
<td>Residents living below 200% poverty line, LEP Vietnamese, LEP Spanish, Children 0-5</td>
<td>9,079</td>
<td>$15,000</td>
</tr>
<tr>
<td>CAIR-LA</td>
<td>Foreign born, LEP Persian, LEP Arabic, Pakistani, Indonesian, MENA, Seniors</td>
<td>25,677</td>
<td>$90,000</td>
</tr>
<tr>
<td>Catholic Charities of Orange County</td>
<td>Residents living below 200% poverty line, Foreign born, MENA, LEP Spanish, LEP Vietnamese, LEP Korean, Seniors, Children 0-5, Homeless</td>
<td>20,360</td>
<td>$40,000</td>
</tr>
<tr>
<td>Child Guidance Center</td>
<td>Veterans</td>
<td>2,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>CHIRLA</td>
<td>Foreign born, LEP Spanish</td>
<td>26,757</td>
<td>$47,500</td>
</tr>
<tr>
<td>Community Action Partnership of Orange County</td>
<td>LEP Spanish (Children 0-5, Residents living 200% below poverty line, Homeless), Seniors (Foreign born, LEP Vietnamese, Veterans, African-Americans, Homeless, Residents living 200% below poverty line)</td>
<td>413,444</td>
<td>$75,000</td>
</tr>
<tr>
<td>Community Health Initiative of Orange County</td>
<td>Residents living 200% below poverty line, Foreign born, LEP Spanish, Children 0-5</td>
<td>12,316</td>
<td>$20,000</td>
</tr>
<tr>
<td>Count the Nation</td>
<td>CTN was a training partner</td>
<td>n/a</td>
<td>$40,000</td>
</tr>
<tr>
<td>Integrated Recovery Foundation</td>
<td>Veterans</td>
<td>400</td>
<td>$2,000</td>
</tr>
<tr>
<td>Korean Community Services</td>
<td>LEP Korean</td>
<td>134,257</td>
<td>$47,500</td>
</tr>
<tr>
<td>MOMS Orange County</td>
<td>Children 0-5, LEP Spanish, LEP Vietnamese, Residents living 200% below poverty line</td>
<td>11,947</td>
<td>$74,522</td>
</tr>
<tr>
<td>NALEO Educational Fund</td>
<td>LEP Spanish, Seniors, Children 0-5, Residents living 200% below poverty line, Foreign born</td>
<td>59,402</td>
<td>$100,000</td>
</tr>
</tbody>
</table>

NALEO was also a training partner
<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
<th>Count</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCAPICA</td>
<td>All HTC groups, with a focus on Asian-Americans</td>
<td>209,747</td>
<td>$160,000</td>
</tr>
<tr>
<td>OCCCO</td>
<td>Residents living 200% below poverty line, Foreign born, LEP Spanish</td>
<td>58,379</td>
<td>$75,000</td>
</tr>
<tr>
<td>OC Goodwill’s Tierney Center for Veteran Services</td>
<td>Veterans</td>
<td>9,422</td>
<td>$2,000</td>
</tr>
<tr>
<td>OC Human Relations</td>
<td>LEP Spanish, Foreign born, LGBTQ</td>
<td>82,138</td>
<td>$75,000</td>
</tr>
<tr>
<td>OC Labor Federation</td>
<td>Residents living 200% below poverty line, Foreign born, LEP Spanish, LEP Vietnamese, LEP Tagalog, Veterans, Seniors, Children 0-5, LGBTQ</td>
<td>87,941</td>
<td>$30,000</td>
</tr>
<tr>
<td>OC United Way</td>
<td>Residents living 200% below poverty line, LEP Spanish, LEP Korean, LEP Vietnamese, LEP Persian, Homeless, Veterans, Seniors</td>
<td>1,015,437</td>
<td>$50,000</td>
</tr>
<tr>
<td>OC Veterans Business Alliance</td>
<td>Veterans</td>
<td>64,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Project Access</td>
<td>LEP Spanish, LEP Korean, LEP Chinese, LEP Arabic, Seniors, LEP Vietnamese, African-Americans, Latinos, Pakistani, Limited/no internet access, Children 0-5</td>
<td>2,697</td>
<td>$15,000</td>
</tr>
<tr>
<td>South Asian Network</td>
<td>Residents living below 200% poverty line, foreign born, MENA, Pakistani, Sri Lankan, Indian, Bangladeshi, Nepali, Children 0-5, LGBTQ, Seniors</td>
<td>112,469</td>
<td>$15,000</td>
</tr>
<tr>
<td>The Cambodian Family</td>
<td>LEP Cambodian, LEP Spanish</td>
<td>296,315</td>
<td>$58,000</td>
</tr>
<tr>
<td>The G.R.E.E.N. Foundation</td>
<td>African-Americans</td>
<td>3,590</td>
<td>$10,000</td>
</tr>
<tr>
<td>Veterans Legal Institute</td>
<td>Veterans</td>
<td>1,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Viet-CARE</td>
<td>LEP Vietnamese, residents living 200% below poverty line, seniors</td>
<td>36,192</td>
<td>$5,000</td>
</tr>
</tbody>
</table>
# Appendix 3: List of Charitable Ventures Grantees Receiving Private Dollars

## A List of Charitable Ventures’ Education and Outreach Grantees

**Those Organizations Receiving Private Dollars from the OC Census Fund**

<table>
<thead>
<tr>
<th>Name of Grantee</th>
<th>HTC Focus</th>
<th>Outreach Impressions</th>
<th>Grant Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>211OC</td>
<td>All HTC Groups</td>
<td>34,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>California Healthy Nail Salon Collaborative</td>
<td>LEP Vietnamese, Foreign born, Seniors, Residents living 200% below poverty line</td>
<td>13,249</td>
<td>$15,000</td>
</tr>
<tr>
<td>CLUE</td>
<td>LEP Spanish</td>
<td>6,794</td>
<td>$12,500</td>
</tr>
<tr>
<td>Coalition for Orange County Community Health Clinics</td>
<td>All HTC Groups</td>
<td>15,633</td>
<td>$47,500</td>
</tr>
<tr>
<td>Community Action Partnership of Orange County*</td>
<td>LEP Spanish (Children 0-5, Residents living 200% below poverty line, Homeless), Seniors (Foreign born, LEP Vietnamese, Veterans, African-Americans, Homeless, Residents living 200% below poverty line)</td>
<td>415,206</td>
<td>$50,000</td>
</tr>
<tr>
<td>CommunityConnect Labs</td>
<td>Technology partner</td>
<td>17,197+</td>
<td>$66,267</td>
</tr>
<tr>
<td>Community Health Initiative of Orange County*</td>
<td>Residents living 200% below poverty line, Foreign born, LEP Spanish, Children 0-5</td>
<td>12,316</td>
<td>$7,000</td>
</tr>
<tr>
<td>Discovery Cube Orange County</td>
<td>LEP Spanish</td>
<td>15,897</td>
<td>$50,000</td>
</tr>
<tr>
<td>Help Me Grow – CHOC Foundation</td>
<td>Latinx</td>
<td>4,988</td>
<td>$10,000</td>
</tr>
<tr>
<td>Institute for Healthcare Advancement</td>
<td>Veterans, Seniors, Latinx, Disabled, LEO, Immigrants, Homeless, Children 0-5</td>
<td>56,613</td>
<td>$30,500</td>
</tr>
<tr>
<td>Jamboree Housing Corporation</td>
<td>Immigrants, Residents living 200% below poverty line, LEP Spanish, LEP Vietnamese, LEP Arabic, LEP Khmer, LEP Persian/Farsi</td>
<td>5,789</td>
<td>$15,000</td>
</tr>
<tr>
<td>HOPE Community Services</td>
<td>LEP Vietnamese, Foreign born</td>
<td>22,100</td>
<td>$5,000</td>
</tr>
<tr>
<td>Korean Community Services*</td>
<td>LEP Korean</td>
<td>45,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Korean Resource Center</td>
<td>LEP Korean</td>
<td>18,566</td>
<td>$10,000</td>
</tr>
<tr>
<td>Latino Health Access</td>
<td>Residents living 200% below poverty line, Foreign born, LEP Spanish, Seniors, Children 0-5</td>
<td>2,830,029</td>
<td>$17,500</td>
</tr>
<tr>
<td>LGBTQ Center OC</td>
<td>LGBTQ, LEP Spanish, Seniors, Foreign born</td>
<td>176,901</td>
<td>$40,000</td>
</tr>
<tr>
<td>Madison Park Neighborhood Association</td>
<td>Latinx, Low Broadband, LEP, Immigrants</td>
<td>Estimated 3,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>OC Herald Center</td>
<td>API, Immigrants and Refugees, Seniors, Foreign born</td>
<td>41,027</td>
<td>$20,000</td>
</tr>
<tr>
<td>OC Labor Federation*</td>
<td>Residents living 200% below poverty line, Foreign born, LEP Spanish, LEP Vietnamese, LEP Tagalog, Veterans, Seniors, Children 0-5, LGBTQ</td>
<td>87,941</td>
<td>$50,000</td>
</tr>
<tr>
<td>Orange County Civic Engagement Table</td>
<td>API, Latinx, Immigrants</td>
<td>111,544</td>
<td>$35,000</td>
</tr>
<tr>
<td>Pretend City</td>
<td>Children 0-5</td>
<td>16,150</td>
<td>$25,000</td>
</tr>
<tr>
<td>Project Kinship</td>
<td>Formerly Incarcerated</td>
<td>Final number not yet reported</td>
<td>$17,500</td>
</tr>
</tbody>
</table>

*Signifies organizations that also received a State sub-contract. Private funds were used to enhance their outreach. Numbers shown in this table are in addition to what’s shared on the sub-contractor table above.
<table>
<thead>
<tr>
<th>Organization</th>
<th>Language(s)</th>
<th>Final number</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resilience OC</td>
<td>Youth across all HTC</td>
<td>5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Santa Ana Building Healthy Communities</td>
<td>LEP Spanish</td>
<td>11,780</td>
<td>$30,000</td>
</tr>
<tr>
<td>Southland Integrated Services, Inc.</td>
<td>Residents living below 200% poverty, Foreign born, LEP Vietnamese, Seniors, Homeless</td>
<td>18,807</td>
<td>$50,000</td>
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<td>The Kennedy Commission</td>
<td>LEP Spanish, Residents living 200% below poverty line, Children 0-5</td>
<td>8,395</td>
<td>$35,000</td>
</tr>
<tr>
<td>THINK Together</td>
<td>LEP Spanish, Residents living 200% below poverty line, Children 0-5</td>
<td>4,356</td>
<td>$9,000</td>
</tr>
<tr>
<td>VietRISE</td>
<td>LEP Vietnamese, Foreign Born, Residents living 200% below poverty, line Seniors</td>
<td>12,037</td>
<td>$35,000</td>
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<tr>
<td>WAVE</td>
<td>Latinx, Immigrants and Refugees, LEP, Seniors/Older Adults, Children 0-5</td>
<td>68,112</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

*Signifies organizations that also received a State sub-contract. Private funds were used to enhance their outreach. Numbers shown in this table are in addition to what’s shared on the sub-contractor table above.
Every decade for most of this nation’s history, the Census has been used to allocate federal funding, determine political balance, and spur economic development in local communities. An accurate, valid and reliable Census is central to the fair governance of our nation. In 2020, however, we are at-risk of a serious undercount – reduced Census resources, a transition in leadership, new technology and the proposed addition of an untested citizenship question all threaten to dramatically reduce the accuracy of the count.

In California, 75% of our 39.5 million residents belongs to a group that has historically been undercounted in the decennial Census. The Public Policy Institute of California (PPIC) has stated that if the Census does “a poor job of reaching hard-to-count populations and immigrant communities, it could miss more than 1.6 million [California] residents.”

If PPIC’s prognosis becomes fact, then we will all be living with the enormous consequences for the next decade. With $1,950 per person per year in federal funding at stake, a failed Orange County Census could jeopardize $15 billion in resources to our most under-represented and disenfranchised communities over the next 10 years.

To ensure an accurate count in Orange County, we need an all-hands-on-deck approach. What will be required to support such an extensive effort? Community leaders, trusted messengers, education and training, technical assistance, marketing and messaging, and much more; all of which will require significant investment by both the public and private sectors. According to recent analysis by CPAN (Census Policy Advocacy Network), it is estimated that it would cost up to $8M to ensure a fair and accurate county of Orange County.

In order to ensure that Orange County achieves as complete a count as possible in the 2020 Census, a collaborative of regional leaders and funders are spearheading fundraising efforts for Orange County, as described below. We are determined to raise at least $4M to catalyze planned efforts to achieve a fair and accurate Census count in Orange County – and we are delighted to report that we’ve already raised nearly $3M toward this goal.

The Importance of the Census

The United States Census is the oldest regularly recurring data gathering exercise in the world. Required by the Constitution, it provides invaluable information about who makes up our large, diverse country, and helps us analyze how we’re changing over time. Because the Census will not occur again until 2030, results from the 2020 count will have decade-long implications for how particular communities are represented and how resources are distributed across our cities and neighborhoods. On a practical level, the Census is used to draw political boundaries, assign the number of Congressional representatives, and direct government resources that support critical public programs, including schools and funding for health care. It is also used by business leaders and other community stakeholders to make decisions that affect the future of our region.

To ensure the accuracy of the data driving these important decisions, the 2020 Census effort must reach an unprecedented scale. Census 2010 was billed as the largest peacetime mobilization in American history, and the 2020 Census is becoming even larger.

However, as shared in our opening paragraph, there is serious concern about the 2020 Census: It is clear that existing resources are not sufficient to achieve a fair and accurate count, and we’re dealing with controversy, widespread fear, and extreme gaps in outreach and messaging.
What’s at Stake for Orange County?

An accurate Census is particularly important for Orange County. In this region, it’s estimated that nearly 25% of the County’s more than three million residents are Hard-to-Count (HTC), representing 750,000 to 800,000 individuals. As defined by the State of California, HTC communities include those in unstable housing, individuals with limited English proficiency, immigrants, veterans, seniors, LGBTQ persons, individuals with disabilities, and children 0-5 years old. For these already underrepresented communities, an accurate 2020 Census Count is essential to prevent further reinforcing inequitable distributions of political voice, economic investment, and funding for critical public services.

California receives $76 billion from 16 sources of federal funding whose allocations are based on Census data, including funds that support basic health and safety net programs such as healthcare, housing, food assistance, and education. Country-wide, Census data directly affect allocations of resources for more than 300 federal programs.

Building the Plan – Regional Collaboration with Trusted Partners

The State of California has allocated $90.3 million to support Census outreach and education, case worker training and local Complete Count Committees. **Orange County was awarded $1.5M** to support enumeration and outreach efforts, which will be managed by the County’s Executive Office. **Charitable Ventures was awarded $1.4M** to specifically engage the HTC communities in the Census in partnership with the County and other nonprofits. Between the County and Charitable Ventures, we’ve **raised nearly $3M for Orange County thus far**.

Ensuring an accurate count, particularly for Orange County’s HTC communities, requires strong partnerships and collaboration between trusted leaders in the community. To provide guidance and leadership in supporting Census outreach and engagement for our HTC communities, the Orange County Community Foundation, OC Grantmakers and Charitable Ventures have developed the Orange County Census Community Table. The Table, with 180+ engaged individuals and 165 organizations, and growing, is led by an Executive Team of funders and nonprofits who supported the development of the regional strategy, are engaged in the Census and who advocate for HTC populations, including representatives from:

- Access California Services
- Community Action Partnership of Orange County
- First 5 Orange County
- NALEO (National Association of Latino Elected and Appointed Officials) Educational Fund
- Orange County Asian and Pacific Islander Community Alliance (OCAPICA)
- Orange County Congregation Community Organization (OCCCO)
- Orange County Community Foundation
- Orange County Grantmakers
- Orange County Human Relations
- Orange County United Way
- The California Endowment

This Table will interact with and assist the OC Complete Count Committee led by the County Executive Office, but with a specific mandate to initiate coordinated marketing and messaging around the Census, promote education about the Census, train trusted messengers, and mobilize resources for outreach in our HTC communities.
Orange County's nonprofit community is ideally suited to encourage HTC communities to be counted. Nonprofits serving in HTC communities have well-established relationships through their long history of culturally-competent services and advocacy efforts, speak the communities’ languages, and are generally regarded with a higher level of trust than public agencies or unfamiliar philanthropic partners.

An Opportunity for Philanthropy

As stated on the first page, our goal is to raise $4M and we’ve already raised close to $3M, leaving about $1M to go.

The OC Census Community Table’s Executive Team has constructed a targeted strategy for use of public funds, using past Census data to identify exactly where our hardest HTC populations reside, and which partners are best positioned to reach them with clear and culturally-competent messaging. In addition, part of the strategy is to seek out and retain in-kind and other resources being generated by the State and other stakeholders for specific HTC populations, including technical assistance, materials, messaging plans, and more. However, these public dollars will not extend so far as to provide outreach to some of our historically underrepresented but smaller HTC populations – for instance, smaller ethnic groups (such as Samoan, Thai, Pakistani), LGBTQ, veterans, seniors, the disabled, the homeless. Strategies for these above-named groups are being developed, in anticipation of either in-kind effort/distribution of messaging and resources or private support.

There is an important opportunity for philanthropy to leverage both the regional plan and allocated State funds in two ways:

1. **Leverage Outreach Efforts** – Private philanthropic investments can leverage public sector investments to catapult outreach and support efforts, ensuring that ALL our HTC communities are successfully completing the 2020 Census.

2. **Expand Partnerships** – State requirements limit the types of organizations and strategies that can be supported with State funds. There are many qualified organizations across Orange County with deep connections and abilities to mobilize our HTC communities that will not be eligible to receive State funding. Private philanthropy can bring those organizations and their track record of success in reaching HTC communities to the table to substantially strengthen our collective efforts.

Our goal is to create a coordinated, comprehensive plan to engage the hardest-to-count residents to make sure that all Orange County residents count. It is only through the strength of collaborative efforts, representing OC’s diverse community leaders, that we will ensure a complete count in our region.

The Orange County Census Fund: Addressing Needs, Filling Gaps

A reduction in federal allocations will hit philanthropy hard, as communities everywhere will need to address critical infrastructure issues and community needs through private dollars. Because we believe that philanthropists do have a stake in the Census, we are establishing the Orange County Census Fund, with the goal of raising $1M through private philanthropy, thereby reaching our goal of raising $4M in total for Census outreach (County: $1.5M; Charitable Ventures: $1.4M). This Fund will be housed at Charitable Ventures, so that our collaborative can better align public and private dollars across our efforts and our identified partners.

We aim to raise all monies by October 2019, so that we can invite nonprofits interested in supporting the count to apply for funding in November, which will allow us to deploy funds into the community in Q1 of 2020 – the ideal time to position these new partners in advance of the Census count.

Our goal is to position organizations to raise awareness about the Census, make plans, coordinate efforts, and understand their community needs and gaps that need to be addressed for a full Census count.
Ways to Support the Census Fund

We hope Orange County funders will get involved in the 2020 Census and join our Census Fund. Below are the strategies that will be funded by private contributions and grants, and that will leverage the publicly funded effort for maximum alignment and efficiency.

- **Census Education and Outreach**: Nonprofit partners will be conducting education and outreach in diverse communities to raise awareness about the Census. Funding can support language translation, workshops, events, booths, tabling, the setting up of QACs/QAKs (Questionnaire Assistance Centers/Kiosks), and other integration of Census-related activities into grantees’ programmatic activities.

- **Marketing and Messaging**: Our collaborative will launch a public education campaign, which will be supported by a media/communications strategy. We are seeking support for campaign strategy, from high-level campaign management down to production of postcards and flyers.

- **Technology Tools**: CommunityConnect Labs has developed a set of Census outreach tools, which will be available to cities, counties and nonprofits. This technology is premised on the belief that multiple touch-points will be necessary to motivate HTC individuals to participate in the Census. Some outreach tools are intended to help nonprofits maximize the impact of in-person outreach by increasing the intensity and consistency of their contacts via digital interactions:
  - Community Motivator: App-based program that allows nonprofits to automatically follow up with contacts multiple times over the course of the Census
  - Help Desk: Text messaging system that provides answers to Census questions quickly and confidentially via a chatbot available 24/7 in 8 languages

- **Technical Assistance**: While some of the public dollars managed by Charitable Ventures will be focused on technical assistance, we know the need will outstrip our current allocation. We’re seeking support to provide ongoing technical assistance to local organizations, including assisting with convenings and trainings. Additionally, we intend to teach local partners how to use State and Census maps and refine their field strategy as real-time data on Census response rates is received.

- **Evaluation of Census Efforts**: We are interested in conducting an evaluation to assess regional Census efforts, specifically how effective grantees were in reaching HTC populations. Such a report will also document the developed strategies, infrastructure and expanded capacity for future counts and regional outreach initiatives. Capturing lessons learned can leverage the hard work around the Census for future movement building and codifying best practices for coordination.

- **In-Kind Contributions**: If you can’t provide grant funds, but still want to support, we welcome your creative ideas! In-kind contributions like video production for PSAs, printing marketing materials, producing t-shirts and collateral for dissemination, sending your staff to convenings to stay informed, getting your staff to participate in the Census, spreading the word about enumeration and field staff job opportunities, communicating opportunities for engagement with your grantees, donating computers or iPads to set up Questionnaire Assistance Kiosks at nonprofit sites that don’t have extra equipment – we will gratefully take it all!

Thank You

Thank you for making sure Orange County gets counted in 2020. For more information or to take next steps to support the Census Fund, please contact Anne Olin (anne.olin@charitableventuresoc.org) or Sarah Middleton (sarah.middleton@missionup.co).

For additional ways to get involved in Census outreach, above and beyond grantmaking, please connect with Sarah Middleton.
Thank you for your interest in conducting 2020 Census community outreach in Orange County. Selected grantees will serve as trusted messengers to educate, motivate, and activate Hard-to-Count (HTC) communities to participate in the Census. Proposals for this cycle are due by 5:00 p.m. PT, Monday, December 2, 2019.

Please review the following application requirements and submittal instructions below.

OVERVIEW OF FUNDING OPPORTUNITY

Grant Opportunity
The OC Census Fund, administered by Charitable Ventures, will support State and regional efforts to prepare for and conduct outreach to encourage full participation in the 2020 Census in Orange County, with a focus on historically undercounted and Hard-to-Count (HTC) populations. Grants will be awarded to organizations engaging in Census education and outreach to ensure a fair and accurate count. Grant applications should include specific target populations and plans to educate and encourage participation in the Census.

Source of Funding
Private philanthropy has contributed the available monies in this funding cycle. We are extremely grateful to the following foundations for their donations to the OC Census Fund: Blue Shield of California Foundation, James Irvine Foundation, National Asian American Community Foundation, Orange County Community Foundation, Pacific Life Foundation, Sisters of St. Joseph Healthcare Foundation, Sun Family Foundation, Swayne Family Foundation, The California Endowment, Weingart Foundation and Wells Fargo.

Expectations of Grantees
Grant awardees must meet the OC Census Fund’s eligibility requirements, and submit a final financial and narrative report upon completion of the grant award. Additionally, grantees may be asked to provide data to support on-going efforts to assess outreach activity and gaps, and be willing and available to talk with funders who have contributed into the Fund if requested.

Grantees will also be expected to participate in convenings and key training opportunities to enhance Census strategy and outreach and support alignment of various efforts.

Finally, in an effort to learn and improve future Census efforts, grantees will be asked to participate in post-Census evaluation to share information on project activities, best practices and overall experience.

What Constitutes Census Outreach?
We realize some applicants may seek to understand what “Census outreach” means. Outreach activities can include, but are not limited to:

- Education events or workshops for members of HTC communities to learn more about the 2020 Census, the risks to an accurate count and why it is important to participate;
- Setting up Questionnaire Assistance Centers (QACs) or Questionnaire Action Kiosks (QAKs);
- Door-to-door canvassing to encourage households to complete the Census form;
- Social media campaigns to raise awareness and educate members of HTC communities about the 2020 Census;
- Technical assistance for nonprofit organizations that are helping communities complete the Census form;
- Media outreach to traditional or digital outlets.

Range of Grant Awards
There are two types of grant awards available through the OC Census Fund:

Appendix 5: OC Census Fund RFP – Issued November 2019
1) Outreach Grants

2) Mini-Grants for Questionnaire Assistance Centers (QACs)

**Outreach Grants:** Award amounts will range between $10,000 and $50,000 and must be expended between January and July of 2020. An organization requesting $50,000 should be able to reach 25,000 – 50,000 residents. An organization requesting $10,000 should be able to reach 2,500 – 5,000 residents.

**Mini-Grants for QACs:** Questionnaire Assistance Centers (QACs) will be set up throughout the County to help residents who do not have broadband access fill out their survey online. Organizations willing to dedicate staff time and a computer for residents to use between March 15 and July 31, 2020 will be provided mini-grants in the amount of $1,500. See here for more information on how to set up a QAC; see here for the one-page application.

**2020 Census Timeline**

The timeline that potential grantees will be working alongside is as follows:

- **Phase I:** Education: In process now; will run through 2019 year-end
- **Phase II:** Motivation: January – February 2020
- **Phase III:** Activation: March – April 2020
- **Phase IV:** Non-Response Follow-Up Period: May – July 2020

For a complete understanding of the U.S. Census Bureau’s 2020 Census operational timeline, please visit: https://2020census.gov/en/important-dates.html.

**Proposal Eligibility Criteria**

- Organizations that serve and demonstrate significant service to Orange County will be considered.
- Organizations must fall into one of the following categories: those with a 501(c)(3) designation, those that have a fiscal sponsor with a 501(c)(3) designation, public agencies, collaborations of nonprofit and public agencies, or other entities that have a designated charitable purpose. For-profit businesses are not directly eligible for this opportunity but may partner with an eligible organization.
- Organizations must not discriminate based on race, color, national origin, citizenship status, creed, religion, religious affiliation, age, gender, marital status, sexual orientation, gender identity, gender orientation, disability, veteran status or any other protected status under applicable law.

**Project Proposal Characteristics**

Priority will be given to proposals that show a cohesive overall strategy and those that best describe how their efforts will be coordinated and implemented, including key anticipated milestones, the timeframe for completion and assessment of impact. We are interested in partnering with organizations that are open to learning, sharing and developing new solutions to challenging problems.

**A Note About the Review Process**

Applications will be vetted and reviewed by a grant review committee comprised of Charitable Ventures staff, County of Orange Complete Count Committee staff, regional foundations, and members of the Orange County 2020 Census Executive Committee, which oversees the strategic deployment of Charitable Ventures’ State of California contract and overall outreach plan.

Eligible applicants must demonstrate previous experience conducting successful community engagement and outreach work, including but not limited to providing details on similar work experiences, dates/times, and scope of work. Eligible applicants must demonstrate the organizational capacity to manage any contractual scope of work agreed upon by the applicant and Charitable Ventures (the fiscal agent).

The following criteria will also be used to evaluate proposals:

- Outreach work is conducted in and/or across Orange County with a focus on Hard-to-Count (HTC) populations;
- Experience working with HTC communities and issues that impact them;
Application Requirements

All applicants must provide the following:

1. A completed General Information form (see below)
2. A proposal narrative not to exceed ten pages (see instructions on page 6)
3. Most recent organization budget, including explanation of any deficit or operating reserve
4. Most recent audited or reviewed financial statements
5. Most recent IRS Form 990 – first 8 pages
6. A copy of IRS determination letter
7. A program budget, showing planned expenditures (that reflects the narrative)

A complete application will have responses to each question and required documents attached. If your organization does not have all of the required documents, please enclose a letter with your proposal explaining why.

Please note that during the review period, applicants may be contacted to provide or discuss additional information. Final grant amounts and scope of project may differ from the amount requested.

Grant Applicant Technical Assistance

Questions regarding the application will be accepted by email through November 15. Formal responses to all questions received will be posted to the website (www.occensus.org) by November 20. All questions must be received in writing and submitted to 2020census@charitableventuresoc.org for inclusion in this process.

Submittal Instructions

We recommend the following formatting guidelines for the proposal narrative:

• Single-sided, 8.5” x 11” paper
• 1” margins
• Typed, double-spaced
• Legible size font (e.g., Arial 11 or Times New Roman 12)
• Page numbers and header or footer identifying request and organization

Applications must be submitted by EMAIL only. The applicant must submit a copy by EMAIL by 5:00PM PT, Monday, December 2, 2019. Late applications will not be accepted. EMAIL one copy of the proposal in a single PDF file to 2020census@charitableventuresoc.org.

Applicants will be notified in early January concerning the status of their request. Grant agreements will be executed by mid-January 2020.

Thank you for your application. We look forward to reading your proposal.
Grant Application: General Information

Part I: Contact Details and Questions

Name: ______________________________ Title:___________________________________________
Organization:____________________________________________________________________
Address: ______________________________ City: __________________ State:_____ Zip:_______
Email Address:________________________ Phone Number:___________________________

Mission Statement:
________________________________________________________________________________
________________________________________________________________________________

Key Project Leader(s):
Name:________________________ Title:______________________________________________
Email Address:________________________ Phone Number:___________________________
Name:________________________ Title:______________________________________________
Email Address:________________________ Phone Number:___________________________

Amount Requested: __________________ Duration of Project (in months): ________________

Has your organization experienced any significant leadership changes in the past year?______

ORGANIZATION’S REQUIRED SIGNATURE

___________________________________   __________________________________________
Authorized Representative Signature   Type Name and Title With Date

Part II: Identified Hard-to-Count (HTC) Populations

a). Which historically undercounted populations do you serve? Check all that apply.

☐ Latinos
☐ African Americans
☐ Native Americans and Tribal Communities
☐ Asian Americans and Pacific Islanders (API)
☐ Middle Eastern North Africans (MENA)
☐ Immigrants and Refugees
☐ Farmworkers
☐ People with Disabilities
☐ Lesbian, Gay, Bisexual, Transgender and Queer/Questioning (LGBTQ)
☐ Seniors/Older Adults
☐ Homeless Individuals and Families
☐ Children Ages 0-5
☐ Veterans
☐ Areas with low broadband subscription rates and limited or no access
☐ Households with limited English proficiency

b). How does your organization’s leadership and/or staff reflect the culture, race, ethnicity and/or languages spoken of the identified community?
______________________________________________________________________________
______________________________________ ______________________________________

 c). Describe in 2-3 brief sentences why your organization is a trusted messenger for the above communities you selected.
______________________________________________________________________________
______________________________________________________________________________

Part III: Identified Geographic Areas

Which cities below are you confident you can conduct outreach in? Please note these Orange County cities are listed as PUMAs, Public Use Micro-Data Areas, a geographic unit used by the U.S. Census. Check all that apply.

☐ Anaheim
☐ Santa Ana
☐ Garden Grove
☐ Irvine
☐ Orange
☐ Yorba Linda, La Habra, Brea
☐ Buena Park, Cypress, La Palma, Los Alamitos, Seal Beach
☐ Fullerton and Placentia
☐ Westminster and Stanton
☐ Costa Mesa, Fountain Valley
☐ Huntington Beach
☐ Newport Beach, Aliso Viejo, Laguna Hills, Laguna Woods, Laguna Beach
☐ Lake Forest, Tustin, Silverado
☐ Mission Viejo
☐ San Clemente, Laguna Niguel, Dana Point and San Juan Capistrano
☐ Rancho Santa Margarita, Coto de Caza, Las Flores, Ladera Ranch

Part IV: FTE Staffing

a). How many FTE staffing can you dedicate to 2020 Census outreach? Note that this is asking for Full Time Equivalences, so if you have four people who will each spend half of their time on the Census, you should enter 2.0, not 4: ____________________________

b). How many total staff people does your answer above represent?____________________

c). In which languages are the people you counted above proficient?_____________________

Part V: Volunteers

a). How many volunteers does your organization currently work with, on an annual basis?______________

b). Do you plan on using volunteers to support your work with the 2020 Census? ☐ Yes ☐ No

c). If you plan on using volunteers, please list up to five roles (ex: presenters, event staffing, phone banking, etc.) you expect volunteers to play:____________________________________________________________

Part VI: Organizations and Collaboratives

What partnerships, associations, or collaborative networks could you leverage for Census outreach and successful implementation of your proposed activities. Please list up to five organizations, with names only.

1. 
2. 
3. 
4. 
5.
Part VII: Proposal Narrative

Please provide the following narrative responses in a separately formatted document:

a. An overview of your organization’s mission, current services, and past experience of conducting outreach. Please provide at least one recent example of successful community outreach and engagement. (Not to exceed 500 words.)

b. A description of your organization’s ability to communicate effectively with the identified HTC populations you selected in Part II. Please specifically describe how you will target effective messaging that will resonate with your HTC populations. (Not to exceed 500 words.)

c. A description of your outreach and engagement plan and selected strategies, including number and types of events and engagements. (Not to exceed 1,000 words.)

d. Based on your outreach and engagement plan, a description of how you will assess/track outcomes of outreach. (Not to exceed 300 words.)

e. A description of your staffing model. (Not to exceed 500 words.)

f. A description of how funding will be used in support of the program – a budget narrative. (Not to exceed 500 words.)

g. A description of how this project aligns with your existing work and/or organizational goals. If your organization is engaged in civic engagement and movement building, please describe how your 2020 Census outreach plan advances those strategies. (Not to exceed 300 words.)

Part VIII: Project Budget

Please fill out the budget form below, listing key expenses related to your outreach plan. Expense categories can include, but are not limited to: Salaries, Stipends, Marketing, Events, Materials, Incentives, Overhead. Please Note: Per State guidelines, overhead cannot exceed 10% of total sub-contract award.

<table>
<thead>
<tr>
<th>Outreach Expenditure</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Overhead (no more than 10% of award)</td>
<td></td>
</tr>
<tr>
<td>Employees (Salaries and Benefits)</td>
<td></td>
</tr>
<tr>
<td>Translation</td>
<td></td>
</tr>
<tr>
<td>Outreach Materials and Supplies</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>TOTAL BUDGET</td>
<td></td>
</tr>
</tbody>
</table>
Thank you for your interest in supporting the 2020 Census in Orange County. The OC Census Fund Mini-Grants Program is designed to help establish Questionnaire Assistance Centers (QACs) at accessible locations throughout Orange County. Proposals for the Mini-Grants Program will be received on a rolling basis through January 31, 2020.

Please review the following application requirements and submittal instructions below.

**Mini-Grant Opportunity**

Mini-grants in the amount of $1,500 are available to support organizations planning to establish a Questionnaire Assistance Center (QAC) at their site to help Orange County residents who do not have broadband access fill out their survey online. Organizations must be willing to dedicate staff time and a computer for residents to use between March 15 and July 31, 2020. Click here to better understand what it takes to set up a QAC.

**Source of Funding**

The OC Census Fund, administered by Charitable Ventures, is a pooled fund dedicated to supporting regional efforts to encourage full participation in the 2020 Census in Orange County, with a focus on historically undercounted and Hard-to-Count (HTC) populations. Private philanthropy has contributed the available monies for the Mini-Grants Program. We are extremely grateful to the following foundations for their donations to the OC Census Fund: Blue Shield of California Foundation, James Irvine Foundation, National Asian American Community Foundation, Orange County Community Foundation, Pacific Life Foundation, Sisters of St. Joseph Healthcare Foundation, Sun Family Foundation, Swayne Family Foundation, The California Endowment, Weingart Foundation and Wells Fargo.

**Expectations of Grantees**

- Mini-grant awardees must establish at least one QAC at their site, pursuant to State guidelines
- Awardees must attend a 2020 Census training, as advertised by Charitable Ventures
- Awardees must use collateral material provided by Charitable Ventures to promote their status as a QAC

**Applicant Eligibility Criteria**

- Organizations that serve and demonstrate significant service to Orange County will be considered
- Organizations must fall into one of the following categories: those with a 501(c)(3) designation, those that have a fiscal sponsor with a 501(c)(3) designation, public agencies, collaborations of nonprofit and public agencies, or other entities that have a designated charitable purpose.
- Organizations must not discriminate based on race, color, national origin, citizenship status, creed, religion, religious affiliation, age, gender, marital status, sexual orientation, gender identity, gender orientation, disability, veteran status or any other protected status under applicable law.
**2020 Census Timeline**

The timeline that potential grantees will be working alongside is as follows:

- Phase I: Education: Through 2019 year-end
- Phase II: Motivation: January – February 2020
- Phase III: Activation: March – April 2020 (this is the period in which QACs must be active)
- Phase IV: Non-Response Follow-Up Period: May – July 2020

**Mini-Grant Amount Range and Duration**

- Grant amount: $1,500
- Mini-grant period: March – July 2020

**How to Apply**

- Complete the application on the following page and email to 2020census@charitableventuresoc.org
- Applications will be accepted on a rolling basis through January 31, 2020

**Questions**

- For more information or assistance, please email 2020census@charitableventuresoc.org
Mini-Grant Application: $1,500 Questionnaire Assistance Center (QAC) Award

Organization:______________________________________________________________

Address:__________________________________________ City:____________ State:___ Zip:_____

Website:__________________________________________ Phone Number:________________________

Mission Statement: ________________________________________________________________

Contact Name:_____________________________Title:__________________________________

Email Address:_____________________________ Phone Number:__________________________

Please share the following information about your proposed QAC(s):

1). Complete address of the QAC location(s):_________________________________________

2). Days and hours of operation:___________________________________________________

ORGANIZATION’S REQUIRED SIGNATURE

___________________________________   ___________________________ _________

Authorized Representative Signature   Type Name and Title with Date

Please complete:

1). What is the geographic area/reach of your Questionnaire Assistance Center? Include specific geographic description (e.g., census tracts, maps, or street boundaries).

______________________________________________________________________________

2). Which Hard-to-Count areas and populations do you intend to work with?

______________________________________________________________________________

3). How many people do you expect to access your QAC? _______________________________

4). How will you staff your QAC? Who from your organization will attend Census training?

______________________________________________________________________________

5). In what languages can you provide support?_______________________________________

6). How will you communicate to your community that your QAC is open and available for residents?______________________________________________________________

Please email this application and your IRS determination letter to 2020census@charitableventuresoc.org.
Appendix 7: List of QAC/QAK Sites Funded and Supported by Charitable Ventures

Asian American Senior Citizen Service Center (AASCSC) Headquarters and Santa Ana satellite site
Abrazar, Inc. (confidential location; only for Abrazar clients)
Access California Services
AltaMed Medical (multiple AltaMed locations)
Anaheim Independencia Family Resource Center
Boys & Girls Club of Garden Grove
Boys & Girls Club of the South Coast Area
Building Skills Partnership
CAIR-LA (multiple locations)
Catholic Charities of Orange County (multiple locations)
CHIOC/Children’s Health Initiative of Orange County (multiple locations)
CHIRLA
City of Buena Park
City of Garden Grove (multiple locations)
City of Stanton
City of Tustin
Community Action Partnership of Orange County (multiple locations)
Dayle McIntosh Center for the Disabled
Discovery Cube OC
Family Assistance Ministries
Friendship Shelter
Give for a Smile
St. John Maron Maronite Catholic Church
Housecalls Doctors DNA 360 Healthcare
ICNA Relief USA
Korean Community Services (multiple locations)
Korean Resource Center
La Habra Family Resource Center
Latino Health Access
LGBTQ Center OC
Madison Elementary School, managed by Madison Park Neighborhood Association
MOMS Orange County
Network of Arab American Professionals of Orange County
OC Human Relations
OC United Way
OCAPICA (multiple locations)
OCCCO
Orange County Deaf Equal Access Foundation
Orange County Herald Center
Orange County Korean US Citizens League
Orange County Labor Federation
Pretend City Children’s Museum
Project Access (multiple confidential locations; for Project Access clients only)
Redpoint Realty, managed by Korean Real Estate Brokers Association of So Cal
South Asian Network
Southland Integrated Services, Inc.
Strength in Support
Thanksgiving Church
The Cambodian Family (multiple locations)
The Coalition of Orange County Community Health Centers
Thien Quang Buddhist Church
Unidos South Orange County
VietRISE
Viet-CARE
Vietnamese American Cancer Foundation
Vietnamese Community of Southern California
Vietnamese Community of the Southern Californians
WAVE (multiple locations)
YWCA Orange County
Appendix 8: Census Core Team Structure and Responsibilities

The Charitable Ventures Census core team was structured as follows:

<table>
<thead>
<tr>
<th>Title</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director of Client Services</td>
<td>Overseeing data compilation and analysis</td>
</tr>
<tr>
<td>Client Specialist/Data Manager</td>
<td>Managing data compilation and analysis; overseeing the State’s SwORD system</td>
</tr>
<tr>
<td>Census 2020 Project Manager</td>
<td>Overseeing all administrative aspects of the State contract; managing sub-contracts and grants</td>
</tr>
<tr>
<td>President and CEO, Mission Up</td>
<td>Overseeing partnership coordination; managing Census communications; funder engagement; liaising with US Census Bureau, State, County, OCDE and other Census stakeholders</td>
</tr>
<tr>
<td>Founder and Principal, Principle Strategic Advisors</td>
<td>Overseeing communications with local electeds; government affairs</td>
</tr>
</tbody>
</table>

And the core team’s responsibilities were as follows:

**Director of Client Services**

I. Charitable Ventures Internal
   - Liaison between Census staff and CV processes and operations
   - Support Project Manager in work with Finance; providing approvals from time to time
   - Serve as senior CV staff/representative in most meetings and events

II. County of Orange Partnerships
   - Support partnership with County and First 5 Orange County as needed
   - Approve invoices and contracts with First 5 Orange County consultant

III. Communications
   - Support communication efforts and content as needed

IV. Meetings and Events
   - Attend all team, funded partner, Space to Share, and Expo meetings
   - Support logistics and planning of meetings and events

V. Data and Evaluation
   - Work closely with Data Manager to ensure data and evaluation needs are met and to develop tools, presentations, reports, and processes for data usage
   - Ensure compliance with SwORD usage and reporting needs
   - Communicate on data needs and findings with state, county, and funders

VI. Materials and Swag
   - Coordinate with Charitable Ventures staff on delivery, storage, and distribution of materials and other swag
VII. Oversight

- Supervise work of Data Manager and Census Coordinator
- Serve as thought partner to staff and consultants on all work
- Support reporting to State, County, and funders

Client Specialist/Data Manager

- Send weekly outreach reporting emails to all funded partners
- Receive weekly outreach reports, correct any errors, track number of HTC impressions made in ‘HTC Targets Reached’ spreadsheet, save each report in respective subcontractor’s folder
- Upload weekly outreach reports to SwORD system
- Reach out to SwORD team with any issues or questions relating to outreach reporting
- Attend SwORD webinars to learn about new system features
- Field outreach reporting questions from subcontractors
- Train partners on use of HTC Targets Reached tool
- Irregular checks of Community Motivator Tool progress and usage
- Update ‘Funded Partners’ spreadsheet with funded partner information, especially areas of county and HTC groups targeted (taken from work plans)
- Create maps of Orange County showing HTC areas for use at Census Expos and to inform outreach activities
- Score QAC/Mini Grants program applications

Census 2020 Project Manager, Charitable Ventures

I. Serve as the main point of contact for Charitable Ventures as ACBO

- Respond to and forward inquiries, including management of 2020 Census email alias

II. Subcontractors and Grantees

- Draft Grant and Subcontractor agreements and exhibits and coordinate review for updates
- Manage execution of agreements
- Coordinate approval process of payments
- Facilitate process for progress reports

III. California Census Office

- Manage regular communication with the Regional Program Manager and update on activities
- Participate in biweekly webinar meetings and other meetings as scheduled
- Draft reports to the California Census Office as required

IV. Finance

- Generate and forward check requests for Census-related expenses
• Engage with Finance on behalf of the Census (approve expenses, maintain Partner Payment Spreadsheet, etc.

V. QACs/QAKs

• Update QAC/QAK master document and upload to SwORD as changes to QACs and QAKs are received.

President and CEO, Mission Up

I. California Census Office Relations

• Liaison between the California Census Office outreach team and Charitable Ventures
  o Primarily communicate with California Census Office staff
• Liaison between the California Census Office communications team, Ark Marketing and Charitable Ventures

II. County of Orange and OCDE Partnerships

• Frequent communicator with County and OCDE Census leads
• Participant in monthly County/OCDE/ACBO meetings

III. Communications

• Communication with all funded partners
• Weekly-ish MailChimps to OC Census Community Table
• Monthly communications to the OC Census Fund contributors
• As-needed communications to the OC Census Executive Team
• 1:1 communication with funded partners
• Draft Census press releases
• Act as CV Census spokesperson on an as-needed basis

IV. Website and Social

• Maintain and update occensus.org on a weekly basis
• Run Facebook @OCCensus and Twitter @OCCensus2020 accounts

V. Marketing

• Promote Community Motivator texting tool among all partners; get usage up
• Make sure we’re pushing marketing as best we can

VI. Meetings and Events

• Draft agenda for and run weekly team meetings
• Responsible for drafting agendas for monthly funded partner meetings
• Responsible for designing quarterly Census Expos
• Attend Census events, CCC meetings, presentations, trainings on behalf of CV
VII. Local Electeds

- Provide ACBO updates at monthly Coffee & Donuts event

VIII. Training

- Oversee training by contracted partners
- Conduct Census trainings on an as-needed basis

IX. Veterans

- Charitable Ventures lead on Veterans funding and strategy

X. Materials and Swag

- Liaison with vendors to order Census swag
- Work with graphic designer on design for product
- Manage all orders and deliveries

XI. Oversight

- Ensure that we have an accurate listing of all QACs and QAKs
- Make sure we’ve got all contracts and agreements in process
- Ensure that all spreadsheets (OC Census Table, master funded partner list, etc) are accurate and current
- Ensure that questions coming in to our team are answered accurately and within 24 hours
- Ensure that there are processes in place for adding new QACs/QAKs, getting funds out the door, distributing materials, etc.

Founder and Principal, Principle Strategic Advisors

- Keep local electeds’ offices apprised of Charitable Ventures’ Census work
- Schedule regular touchpoints with each to apprise all offices of Charitable Ventures’ and partners’ outreach efforts
- Schedule “Coffee and Donuts” events for local officials and their staff beginning December 2019 and running through April 2020. The entire Orange County delegation was invited to these monthly morning meetings.
- Help lead the Children 0-5 outreach strategy in partnership with and sponsored by First 5 Orange County. Work in tandem with First 5 Orange County to host a Children 0-5 Expo in November 2019, and work with the First 5 Association of California to leverage resources, media resources, and more.

1.1 Outreach Approach:

To identify OC’s HTC populations, we analyzed American Community Survey (ACS) 2017 Public Use Microdata Sample (PUMS) data by Public Use Microdata Areas (PUMAs). Organizing our approach by PUMA provides the added benefit of offering 18 well-defined geographies that align well with the existing footprint and outreach efforts of sub-contractors and partners. In addition to analyzing ACS data by PUMA, we conducted qualitative surveys of the ET and sub-contractors on barriers, challenges, and opportunities for outreach. The Strategic Outreach Plan and Framework detailed below represent our synthesis of these data.

Given the size of the state allocation for Region 9 - Orange County (approximately $1.4 million), and the estimated number of HTC individuals in the region (estimated at 750,000), the OC Regional ACBO Strategic Outreach Plan must carefully target collaborative effort for the greatest regional impact. Our Outreach Framework is guided by five primary objectives:

1) Targeted and intentional use of public funds to PUMAs with high numbers of HTC
2) Leverage of philanthropy to expand the plan to smaller HTC populations
3) Leverage of partnerships, associations and regional networks
4) Alignment with County, Regional and State efforts
5) Strategic and responsive communication to address potential miscommunications and threats to Census outreach
In anticipation of the awarded contract, the addition of donations, grants and in-kind resources to leverage the State contract ($120,000 of which has already been identified), and opportunities to leverage local, County and State efforts, we are dividing our effort/investment into three tiers:

- **Tier 1** – HTC Population in at least one PUMA is $\geq$ 10,000, requires targeted, in-language community outreach and trusted messenger
- **Tier 2** – HTC Population in at least one PUMA is $\leq$ 10,000, requires targeted, in-language community outreach and trusted messenger
- **Tier 3** – HTC Population across all PUMAs is $\geq$ 25,000, requires regional strategy but not necessarily one-on-one outreach

This approach allows the OC ACBO Regional strategy to focus public funds on the PUMAs with the highest numbers of HTC individuals, as identified by our data research. Additionally, it outlines how to leverage our potential state contract and additional private funds raised, in two additional directions: on smaller, traditionally undercounted populations (Tier 2), and on HTC populations spread throughout the region (Tier 3) which require a non-PUMA specific outreach strategy. This delineation also allows us flexibility to strategically align our efforts with County and City efforts.

**Identified Strategies**: Our OC Regional ACBO collaborative will build a communication network and provide resources to educate partners across the County on the importance of the Census and promote active involvement to ensure a complete count. We will work with foundations, CBOs, Census representatives, and local and state officials to execute our outreach strategy. To educate, motivate and activate OC’s HTC populations and reach a complete count, we will:

- Recruit, train and deploy trusted messengers, in-language, for one-on-one conversations with HTC populations as well as a “Get-Out-The-Count Campaign”
- Develop and disseminate regional Census promotional materials with culturally and linguistically appropriate messages
- Plan and execute a media launch in diverse markets and a public education strategy
- Raise funds to support a philanthropic collaborative that will give grants to CBOs performing Census outreach
- Provide technical assistance via QACs, QAKs, sub-contractors and partners
- Set up special events or partner with other organizations’ events, such as community events/fairs and presentations, education events, and other community forums
- Develop a 2020 Census community activity calendar, in which CBOs choose a month in which they will sponsor Census activities or promote Census awareness
- During the Non-Response Follow-Up period, we will perform all of the above activities on a targeted, rapid-fire basis to those that have not responded.
- Repurpose outreach materials developed for the HTC communities for countywide distribution through leveraged, in-kind partnerships

**Detailed Outreach Plan by Tier**: The Tier 1 strategy will utilize the majority of the $1.4 million state allocation. Tier 1 prioritizes 11 of the 18 PUMAs in Region 9, which have a majority of the HTC populations described below.

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*Funding received from The California Endowment and Tarsadia Foundation; other proposals pending.*
Tier 1 – HTC Populations in PUMA ≥ 10,000 + Language Access (numbers in thousands)

<table>
<thead>
<tr>
<th>HTC Categories</th>
<th>TOTAL IN ALL 18 PUMAS</th>
<th>5916 5917</th>
<th>5909 5910</th>
<th>5904</th>
<th>5913</th>
<th>5907</th>
<th>5912</th>
<th>5908</th>
<th>5903</th>
<th>5905</th>
<th>TOTAL IN TARGETPUMAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents 200% below poverty</td>
<td>838</td>
<td>149</td>
<td>129</td>
<td>58</td>
<td>63</td>
<td>55</td>
<td>65</td>
<td>43</td>
<td>33</td>
<td>39</td>
<td>634</td>
</tr>
<tr>
<td>Foreign born³</td>
<td>963</td>
<td>144</td>
<td>128</td>
<td>96</td>
<td>79</td>
<td>57</td>
<td>66</td>
<td>60</td>
<td>46</td>
<td>63</td>
<td>694</td>
</tr>
<tr>
<td>MENA</td>
<td>96</td>
<td>10</td>
<td>24</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>8</td>
<td>5</td>
<td>6</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>LEP Spanish</td>
<td>318</td>
<td>111</td>
<td>58</td>
<td>16</td>
<td>19</td>
<td>15</td>
<td>219</td>
<td></td>
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<tr>
<td>LEP Vietnamese</td>
<td>117</td>
<td>14</td>
<td>11</td>
<td>38</td>
<td>31</td>
<td>94</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEP Korean</td>
<td>38</td>
<td>6</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>6</td>
<td>2</td>
<td>27</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEP Chinese</td>
<td>38</td>
<td>2</td>
<td>3</td>
<td>10</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEP Persian</td>
<td>15</td>
<td>3</td>
<td></td>
<td>2</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEP Tagalog</td>
<td>13</td>
<td>2</td>
<td></td>
<td>2</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEP Arabic⁶</td>
<td>7</td>
<td>2</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEP Cambodian³</td>
<td>6</td>
<td>4</td>
<td></td>
<td></td>
<td>4</td>
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<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

³ The Foreign Born HTC population is a proxy for the population that will be more challenging to reach if the citizenship question remains.

Note: Blank cells have less than 5% of the county population of the specified group, or fewer than 1,500 people.

The Tier 2 strategy engages non-funded partners working with smaller HTC populations, who will be provided with technical assistance, messaging, training and materials. We will also utilize private philanthropy to bolster efforts to reach smaller HTC populations.

The Tier 3 strategy will align to County efforts and utilize private philanthropy to reach larger HTC populations spread evenly (or that are not identifiable) across all 18 PUMAs. We will also support non-funded partners engaged with these populations as in Tier 2 strategy. Although a smaller population, we are including the homeless population in this strategy to best align with County efforts.

| Tier 2 – HTC Populations in PUMA ≤ 10,000, across all PUMAs (numbers in thousands) |
|--------------------------------------|----------------------------------|
| HTC Categories                       | Total                            |
| Native American                      | 6                                |
| Pakistani                            | 4                                |
| Samoan                               | 2                                |
| Thai                                 | 4                                |
| Indonesian                           | 2                                |
| Sri Lankan                           | 2                                |

| Tier 3 – HTC Populations ≥ 25,000 Across all PUMAs (numbers in thousands) |
|-----------------------------|------------------------|
| HTC Categories              | Total                  |
| Veterans                    | 108                    |
| Seniors*                    | 458                    |
| African-Americans           | 49                     |
| Children 0 to 5             | 223                    |
| LGBTQ                      | 147                    |
| Disabled – Vision           | 24                     |
| Homeless                    | 5                      |

*58% of veterans in OC are senior citizens, so an outreach strategy for seniors may also capture veterans.

⁶ While both the Arabic and Cambodian populations show < 10,000, there is evidence that there had been significant undercounts of these populations, justifying the strategy selection.
1.2 Partnership Coordination

To provide an integrated and coordinated approach to our partnerships, Charitable Ventures will sub-contract with Mission Up, a social change consultancy that works alongside companies, nonprofits and movements. Since November 2018, Sarah Middleton, President and CEO of Mission Up, has been working to bring together OC funders and CBOs to ensure an accurate 2020 Census count. Mission Up in concert with CV has assembled an Orange County Census Community Table comprised of more than 70 individuals representing more than 50 local foundations and CBOs. The members of the Community Table continue to grow as other organizations and individuals with interest and the ability to outreach to HTC populations are identified. A subset of this Community Table has formed our ACBO Executive Team, ensuring that the entirety of the County can be reached through this effort.

Mission Up will oversee partnership coordination and convening and will bring funders, nonprofits, the County, the U.S. Census Bureau and other agencies together to achieve strategic and effective coordination. Mission Up has been collaborating with County staff to ensure alignment of efforts and has made recommendations to the County regarding its formation of the Orange County Complete Count Committee (CCC), and is in regular dialogue with the County. Mission Up has spoken with the Anaheim and Santa Ana City Census leads, representing Orange County’s two largest cities. Ms. Middleton and another team member will join the Santa Ana CCC; other Executive Team members will join the Anaheim, Huntington Beach, Fullerton, Garden Grove, Irvine, and Orange CCCs. We anticipate these CCC connections will spur optimal partnerships and coordination. Mission Up is also working with Bao Nguyen, the Census Bureau Partnership Specialist for Orange County.

Mission Up will seek ways to involve and align with the Orange County Department of Education and school districts and schools in HTC communities. Through our Executive Team member First 5 Orange County Children and Families Commission, we will provide outreach and messaging for every County school district. Mission Up has been in touch with the Orange County Business Council, a network representing the Orange County business community.

Going forward, Mission Up will facilitate monthly meetings/communications with the ACBO Executive Team, and on a quarterly basis beginning June 2019, plan meetings with the entire Census Community Table. These quarterly meetings will also include local government representatives, other CBOs, schools, libraries, etc. – those entities that will be part of our OC Census ecosystem. Mission Up will also maintain constant communication with sub-contractors, partners, and funders. CV sub-contractors conducting outreach are OCAPICA, Access CA, OCCC, NALEO Educational Fund, Community Action Partnership of Orange County, OC United Way, The Cambodian Family, Community Health Initiative of OC, and 211 OC. OCAPICA and other partners will be in constant communication with CV to bring in other potential partners to join the OC Census Community Table and to be considered for future funding as sub-contractor in this grant or for future private funding. CV sub-contractors for training are Asian Americans Advancing Justice (AAAJ) and NALEO Educational Fund. As we get closer to April 1, 2020, the partnership coordination component will build in intensity. Mission Up will be fluid in its approach to allow for shifting strategies and resource deployment capabilities.

We are also actively looking to expand our outreach to the HTC populations through further identification of CBO partners. We have established a running list of interested CBOs that align with our HTC populations, and will be looking to distribute remaining public funds, as well as private funds we anticipate will be raised by October 2019. One such example of this expansion effort is our connection to the Korean American Center, a past partner with OCAPICA and a vital player in reaching the Korean population. We will be meeting and convening all of our sub-contractors to make sure that efforts are complimentary, and not duplicative.

For each sub-contractor identified to work with CV, Sub-Contractor Agreements will be individually designed and prepared. These sub-contracts will define the parameters for the agreement and will include exhibits that delineate Scopes of Work and Budgets. The individualized budgets will ensure that the ad-
ministrations costs do not exceed the 10% threshold as defined in the State’s rules and include high level budget breakdowns.

OCAPICA is identified as our largest sub-contractor and is involved with the 2020 Census through a variety of funding channels. The scope of work that will be outlined in their sub-contract will ensure that their work as a CV sub-contractor is differentiated from any other work they are conducting related to the 2020 Census.

In terms of specific sectors and how our ACBO can enhance the developing Sector Outreach Strategy, we can share that our currently identified sub-contractors fit into the following areas:

a). Health Services: Community Health Initiative of OC

b). Faith-based: OC Congregation Community Organization

c). Labor/Unions: We’re unable to sub-contract with OC Labor as it’s a 501c4 organization, but this group is part of our OC Census Community Table and we intend to work closely together; it’s possible we can identify private philanthropic dollars to support OC Labor’s efforts.

d). Business/Corporate: While we are not subcontracting with any businesses, we are subcontracting with OC United Way, which conducts more than 1,000 workplace campaigns around the county and can raise awareness with these corporates about the Census. Additionally, as mentioned above, we are also in touch with the OC Business Council.

e). 0-5 Service Providers/Transitional Kindergarten/Parent Organizations: While not a sub-contractor, First 5 OC is an Executive Team member.

f). K-12 Service Providers/Schools/Districts: Mission Up has spoken with a board member from the OC Department of Education Board, but we do not have sub-contractors or partners identified from this sector.

g). Higher Education (Community College, Cal State, UC, private universities): The Director of Government Relations and Advocacy from Cal State Fullerton is on the OC Census Community Table, and we are conducting outreach to UCI, Chapman University and local community colleges. We intend to bring other representatives from higher education to our Table and overall effort, but we do not have higher education sub-contractors.

h). Libraries: Not yet identified.

i). Adult Education/Vocational: We will outreach to current partners and to the North Orange Continuing Education ESL Program to enhance our outreach strategies through vocational programs

1.3 Resources and Infrastructure

Our Director of Evaluation and Assessment, Paul Bonfanti, will oversee SwORD, and the data management expertise of our evaluation team includes GIS knowledge.

The chart below enumerates the potential number of QAC locations across three potential site locations – 1) Inside offices of identified sub-contractors; 2) Inside offices of identified non-funded partners; 3) QACs set up by County. We anticipate a minimum of one kiosk per QAC, but possibly more will be set up. Through our sub-contractors, we will establish about 40 QACs and QAKs across 16 of our region’s 18 PUMAs. Most of these QACs/QAKs will be located in our 11 target PUMAs and will address appropriate language access. We understand that the state has established a 2% language access threshold and are mindful that usage of State funding will not be used in accessing populations through languages that do not meet this threshold. However, should we find languages that do not meet the 2% level, we will plan to utilize partner efforts and/or private funding to ensure maximized outreach.
Sub-contractors, through services and QACs/QAKs will provide language access in at least 12 languages to include the following: Spanish, Vietnamese, Korean, Chinese, Farsi, Tagalog, Mandarin, Arabic, Japanese, Khmer, Cantonese, and Min Nan Chinese.

It is our goal to establish 2-5 additional QACs/QAKs in each target PUMA to bolster the 40+ being managed by sub-contractors. For instance, we are in conversation with the YMCA of Orange County and the region’s Family Resource Center network to discuss whether we can place QACs/QAKs in their facilities throughout the region. We are currently in touch with several non-funded partners about placing QACs/QAKs at their locations and will have more concrete details to share in late Summer 2019. We are also in touch with the County of Orange regarding their QACs/QAKs, and will drive traffic to those locations once the map is finalized. Please see attached list of existing QAC/QAK locations.

In terms of announcing our QAC and QAK locations, we will utilize trusted messengers to spread the word, a media campaign (including social and ethnic media), potentially text alerts, via website marketing (we are establishing an Orange County Census webpage (occensus.org) which will have a map of all established locations throughout the region), our sub-contractors’ and partners’ respective communication channels, printed and strategically-placed collateral, and through partnership with our County CEO team. This is not an exhaustive list, but merely the strategy we have in place as of April 2019.

We also understand that per SwORD, Santa Ana, Anaheim and Garden Grove have the most HTC in Orange County. It therefore follows that there will be a concentration of QACs and QAKs in these cities. Specifically, at trainings and quarterly Expos, best practices for managing QACs and QAKs will be shared. Seasoned Census-experienced individuals and organizations will provide important, learned tools for how to set up QACs and QAKs.
We also understand that per SwORD, Santa Ana, Anaheim and Garden Grove have the most HTC in Orange County. It therefore follows that there will be a concentration of QACs and QAKs in these cities. Specifically, at trainings and quarterly Expos, best practices for managing QACs and QAKs will be shared. Seasoned Census-experienced individuals and organizations will provide important, learned tools for how to set up QACs and QAKs.

<table>
<thead>
<tr>
<th>Location and Number of QAC/QAKs, Sub-Contractor and Non-Funded Partner Locations by PUMA</th>
<th>Location and Number of QACs – Sub-Contractor Partners</th>
<th>Location and Number of QAC – Non-Funded Partners</th>
<th>Location and Number of QAC/QAKs - County</th>
</tr>
</thead>
<tbody>
<tr>
<td>5901 San Clemente, Laguna Niguel, SJ Capistrano, Dana Point</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5902 Mission Viejo</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5903 Newport Beach, Aliso Viejo, Laguna Hills, Woods &amp; Beach</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5904 Irvine</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5905 Lake Forest, Tustin, Silverado</td>
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<tr>
<td>5918 Costa Mesa &amp; Fountain Valley</td>
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**TOTALS** 42 64-97 TBD

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7 We plan to partner with non-funded entities and community-based organizations that have multiple locations throughout the region including: United Way Spark Centers (5), publicly-funded Family Resource Centers (15), Early Learning Centers, School Districts, YMCAs, Goodwill, and others.
1.4 Training Methods

To provide training, we are sub-contracting Asian Americans Advancing Justice-Los Angeles (AAAJ) and NALEO Educational Fund, trainers experienced with previous Census work. Both of these sub-contractors utilize “Train-the-Trainer” methods and webinars to help our nonprofits and coalitions maximize their efforts and ensure an accurate count. Training topics will include canvassing community events, messaging, and enumerator recruitment. These interactive trainings will help implement the necessary outreach efforts to highlight the significance of responding to the Census, and will prepare organizations in supporting communities to self-respond to the Census via paper form, online, or over the phone, and if needed, seek direct assistance through the QACs/QAKs, Census Bureau hotline, and NALEO’s Census Hotline. Templates, tools and best practices will be introduced in the training to identify and employ an array of community resources that help increase public awareness of the importance and confidentiality of the Census.

Trainers will also make recommendations on providing outreach to HTC populations based on culture. For example, for those nonprofit staff and volunteers outreaching to the LEP Korean population, they will be advised to offer seniority, politeness, and honorific markers, and emphasize no negative consequences. To ensure quality control, we will have a dedicated SwORD data manager at Charitable Ventures (referenced above in 1.3), and all SwORD management will run through him. This will reserve resources that would otherwise be used for SwORD training for outreach training.

AAAJ-LA will conduct trainings during Summer 2019 and NALEO will provide trainings in Q4 2019 and Q1 2020. Our ACBO will work with AAAJ and NALEO to identify no-cost or low-cost locations to host these trainings, and our budget will cover AV, materials, refreshments and staffing costs. Post-training, AAAJ-LA’s staff and NALEO’s Orange County Regional Census Campaign Manager will address follow-up questions and needs, and will provide technical assistance (site visits, phone calls, follow-up webinars, etc.).

Furthermore, our ACBO will be providing training and technical assistance to support the set-up and management of QACs/QAKs. We’ll be working with all of our partners on marketing and messaging, ensuring that our OC stakeholders are using consistent, culturally appropriate, in-language materials and messaging that we can shepherd and coordinate. Similarly, we’ll be helping partners get set up on social media; it’s our plan to create social media posts and graphics that partners can then re-post and easily share. As part of our marketing and messaging effort, we’ll enlist our partners’ help in tamping down mis-information campaigns. Finally, we’ll also be offering training and technical assistance to help our sub-contractors and partners utilize SwORD. With these comprehensive trainings and robust technical assistance, we hope to guide our OC stakeholders to use all of the outreach tools and mechanisms at their disposal, in our goal toward achieving an accurate count in our region.

1.5 Data Management

We understand that it will be critically important to track outreach activities for HTC populations and impact of that outreach in real time. Our data management work will be informed by our original “data dive” into the demographic characteristics of Orange County, which has helped us identify our primary HTC populations and our targeted strategy outlined above and in the charts. Using both GIS mapping and traditional charts and tables, we will identify potential areas of concern before the Census begins in an effort to increase mail-back and online responses. In partnership with the State and using the full resources provided by SwORD, our assigned data management team will produce a regular dashboard and GIS maps, available to our partners, with response rates available by Census tract and block group, and projected rates across demographic categories. The team will also provide training and on-going technical assistance to all sub-contracted partners to ensure data quality and timely reporting after each outreach event or activity.

Charitable Ventures has deep knowledge of the geography, communities, opportunities, and challenges of Orange County, and is extremely well-versed in the available demographic data and data management
techniques. We frequently work with Census and American Community Survey data and connect it with other data sources such as client records and service locations. Our team has extensive experience working with “big data” (in excess of 60,000 records and 100 variables) and advanced statistical techniques, and has worked with all major file formats, such as .xls, .csv, and .txt files. We are proficient in the use of Excel, Access, SPSS, and GIS mapping software. Staff members have worked with highly sensitive unit-record level data within FERPA and HIPPA protected environments and are very familiar with best practices for ensuring confidentiality and data protection.

1.6 Language and Communication Access Standards (LACAs)

The top seven non-English languages spoken in Orange County among those with low English proficiency (LEP) are Spanish (318,000 individuals), Vietnamese (117,000), Korean (38,000), Chinese dialects (38,000), Persian/Farsi (15,000), Tagalog (13,000) and Arabic (7,000). We have also chosen to target Khmer speakers, as this population has historically been undercounted in Orange County. See Charts in Outreach Approach section for population estimates by PUMA of our LEP speakers.

We will recruit and train nonprofit staff to assist with education and outreach in-language. Furthermore, we will rely on a vast network of trusted messengers to educate our HTC LEP populations about the Census and encourage them to participate. We will create linguistically appropriate “How To” documents that teach HTC populations how to fill out the Census form using diagrams and instructions. Some of our sub-contractors will create online in-language tutorials that will be shared among our partners and disseminated via social media. We will host in-person information sessions, create in-language short YouTube videos, and host Facebook Live chats to reach our LEP populations. Extra support for the Farsi and Khmer speakers will be necessary as the online Census form will not be translated in either language.

Sub-contractors will carry multilingual paper questionnaires and provide translation assistance for non-English and Spanish-speaking individuals completing the form. We also intend to utilize robo-calling and send out prerecorded, in-language messages. For those sub-contractors working in adult schools and ESL programs, CBO staff will have LEP students practice using the phone to complete their Census forms. We will partner with other nonprofit organizations, churches/temples, schools, community colleges, libraries, and other local institutions that can assist, and provide multi-lingual support for individuals who desire to complete the Census via telephone or paper questionnaire. For those individuals who may have vision, hearing or cognitive impairment, we plan to work with partner organizations, such as Goodwill Orange County and the Dayle McIntosh Center for the Disabled, to ensure appropriate access.

Through our sub-contractors, we will establish 42 QACs and QAKs across 16 of our region’s 18 PUMAs. Most of these QACs/QAKs will be located in our 11 target PUMAs and will address appropriate language access. It is our goal to establish 2-5 additional QACs/QAKs in each target PUMA to bolster the 42 being managed by sub-contractors. We have been in touch with the County of Orange regarding their QACs/QAKs, and will drive traffic to those locations once the map is finalized. See Chart in Resources and Infrastructure section for location and number of QACs/QAKs.

1.7 Workforce Development

A. We will work closely with US Census Bureau and County representatives to disseminate job announcements and recruit for enumerators that know OC’s HTC populations. We have already engaged with Bao Nyugen, the Census Bureau Partnership Specialist, to support his job promotion efforts. Through local job posting sites, social sector listservs and e-communications, we will get the word out. One example of such a communication network is Families and Communities Together (FaCT) a project run by Charitable Ventures that disseminates a bi-weekly e-blast to over 1,000 nonprofit professionals who currently work throughout OC’s communities.
B.1. Every member of our current Executive Team and subcontracting organizations is considered a trusted messenger in their OC communities. With well-trained staff, and a long tenure of engagement in the region, the nonprofits themselves are well-known. The community outreach workers hired to be trusted messengers of this outreach process will represent the communities that are underserved and HTC.

B.2. It is the policy of Charitable Ventures to conduct fingerprint background checks, using California Department of Justice's Live Scan, for any employees or volunteers working with vulnerable populations, including children. Once a conditional offer of employment has been made, our candidate completes a request for Live Scan Service Form with their personal information and takes the form to a Live Scan operator. Authorized personnel retrieve the results and review the accompanying report, and then conduct an assessment of any conviction(s). Following State law, before taking any adverse action, the individual is provided with a pre-adverse action notice, along with the report and any state required documents. If adverse action is deemed necessary, the candidate is provided with an adverse action notice. Charitable Ventures consults with Human Resources professionals and legal counsel prior to taking any adverse action. We will require all sub-contractors to follow Charitable Ventures’ policies and procedures for the community outreach workers.

1.7 Budget

The budget template and notes below delineate planned expenses for the OC ACBO effort, including set-asides for maximum flexibility to respond to low response rates. The majority of the contract (79%) will be distributed to sub-contractors for direct outreach work, partnership coordination, training, marketing and messaging. No one sub-contractor is receiving 25% or more of the budget. Nine percent of the budget will be used for administrative purposes across the 17-month contract. This fee will cover a .50 FTE Project Director who will be engaged in meeting the administrative requirements of the contract, monthly financial support from the ACBO’s Controller and Account Manager, and anticipated regular oversight from the ACBO’s CEO, COO and Director of Programs. Range of salaries for paid employees assigned to this contract range from $70,000 to $175,000. Administrative funds also cover payroll processing and benefits for paid staff, IT, legal, supplies and other overhead costs.

CV will have signed agreements with each Sub-contractor that we provide funding to. These agreements will include (among other legally-required and date terms and information) a summary of the project and their purpose as a sub-contractor, payment schedule and reporting requirements, a breakdown of budget expenditures and a scope of work. CV has a well-established history of creating agreements with partners for the purpose of clarifying relationships and distributing funds.
Orange County Regional ACBO (OCACBO) Strategic Outreach Plan

2019-2020 Budget

<table>
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<tr>
<th>BIDDER (REGIONAL) EXPENSES</th>
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<th>BIDDER (REGIONAL) EXPENSES</th>
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**TOTAL** | **$1,402,245.00** | **100.0%** |

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1. The allocations reflect both the administrative requirements of the state contract, as well as proportional allocations for outreach based on selected outreach strategies/PUMAs.

2. While each sub-contractor will be responsible for ethnic and social media outreach, we plan to develop regional materials that can be used across HTC populations once translated.

3. This line item will support software and hardware purchases for all partners and to bolster the efforts of non-funded partners. Unused funds will be redistributed to sub-contractor set-asides.

4. We are planning to contract with a vendor that has experience in messaging to hard to reach populations; we are in talks with Berkeley Media Studies Group, Imprenta, and Rally.
1.9  **Timeline and Calendar**

We will work closely with our Regional Project Manager to comply with all contract requirements. We will have monthly Executive Team meetings, partner communications, engagement with County and City Census committees, initial and continuing training activity, and more meetings as required. Special community outreach events will occur throughout the contract period. We would like to set up a ‘Be Counted California’ event in March at the Honda Center (seating capacity: 18,000+ seats) immediately prior to an Anaheim Ducks weekend game. Our ‘Be Counted’ April event will be a family-friendly weekend affair with food, bounce houses, face-painting and more at a large park in Santa Ana. See attached Timeline for Calendar of Activities.

1.10  **Volunteers Plan**

Through our sub-contractors, we have the capacity to activate more than 27,000 volunteers to engage in Census outreach to our HTC communities: 1) As canvassers: Aided by their respective CBOs, volunteers with cultural and linguistic skills will canvass in target areas. 2) As educators, motivators and activators: Trained volunteers will deliver presentations on the Census at various locations. Train-the-trainer sessions for volunteers will address Census misinformation and prepare more trusted messengers for deployment. Volunteers will be trained as hotline operators, will conduct phone banks to engage households in hard-to-count neighborhoods, and will host info booths and conduct outreach at local community and CBO events. 3) As trusted messengers: Volunteers will be trained as trusted messengers so they can reassure wary residents, especially immigrants and minorities, that their answers to the Census survey are confidential and will only be used for statistics. We will deploy volunteers to local gathering spots including markets, shops, restaurants, work places and houses of worship. 4) As online Census guides: Some members of our communities will face technology barriers to filling out the Census online. Trained volunteers can provide assistance with filling out the form and language translation. Our volunteers will help staff QACs and QAKs around the County. 5) As marketers: Volunteers will be asked to advertise the Census via CBO and personal social media accounts, and to distribute informational and marketing materials related to the Census to other CBOs, public institutions and local businesses.

1.11  **Social Media and Non-Traditional Communications Methods**

Sub-contractors and partners will utilize their social media and non-traditional communication networks for culturally and linguistically competent outreach. The current reach of the ET’s non-traditional communications includes over 56,000 listserv/E-newsletter subscribers, 75,000 Facebook followers, 37,000 Twitter followers, and 7,700 Instagram followers. Additionally, API constituents are reached through WeChat, Kakao, and Line. ET members already utilize seven outreach languages in these channels. Sub-contractors will be expected to leverage their networks to distribute information about the Census, and will be provided digital media artifacts in the relevant languages. If partners complete translations of information and/or materials in additional languages (e.g., Khmer, Pashto, or Urdu), they will share these translations. In-language social media outreach from trusted messengers will disseminate information about the Census, advertise resources (including QACs), promote events, recruit workers and volunteers, and address misinformation. Sub-contractors and partners will leverage their experience to perform nuanced outreach. For example, outreach to younger residents through Instagram can encourage them to help their HTC parents complete the Census.
1.12 Ethnic and Hyper-Local Media Plan

Executive Team members regularly communicate through ethnic media in the region’s seven outreach languages\(^8\). Additional sub-contractors and partners will be encouraged to utilize their ethnic and hyper-local media connections with the appropriate resources (media artifacts, training) and funding (to cover strategic media spots if they are not provided in-kind). Volunteers and staff conducting Census outreach for the 2020 Count will utilize hyper-local media strategies such as distributing flyers door-to-door in HTC communities, phone banking, providing information at church services and through ministry groups, and distributing media materials and flyers through CBOs and businesses (e.g., collaborating with ethnic grocery stores, senior meal delivery services, and 33 mobile food distribution sites to disseminate flyers). In previous Census outreach programs, these strategies achieved outcomes such as reaching 12,000 shoppers in ethnic grocery stores.

Charitable Ventures will draw upon the knowledge and experience of our key staff, augmented by our ET, sub-contractors, and partners, who all have a deep understanding of both OC and our diverse HTC communities. It is only through the strength of collaborative, representing OC’s most respected community leaders, that we will ensure a complete count in our region.

\(^8\) In addition to English, these organizations communicate in Spanish (Univision, Telemundo, Entravision), Vietnamese (Nguoi Viet Daily News), Korean (Korea Daily), Chinese (Sing Tao Daily), Farsi (Sada E-Haq television station), and Arabic (Al Akhbar Newspaper, Al Arab Newspaper, Al Enteshar Newspaper).
Implementation Plan – Narrative Responses

Goal(s)
Ensure that Hard to Count (HTC) individuals are counted in the 2020 Census.

Objective(s)- list 3-5 objectives

1. Target intentional use of public funds to PUMAs and Census Tracts with high numbers of HTC through multi-pronged outreach efforts that reach individuals in many ways through community-based organizations (CBOs).

2. Leverage philanthropic support to expand the plan to smaller HTC populations.

3. Leverage partnerships, associations and regional networks to maximize outreach and education about the Census.

4. Align with County, Regional, State, and Federal efforts to increase effectiveness of Census outreach and education.

5. Promote strategic and responsive communication to address potential miscommunications and threats to Census outreach.

How do stated objectives help count the HTC population in your area?
The objectives will help to count the HTC populations in Orange County in the following ways:

• Recruit, train and deploy trusted messengers that are culturally competent and in-language for one-on-one conversations with HTC populations as well as a “Get-Out-The-Count Campaign”

• Develop and disseminate regional Census promotional materials with culturally and linguistically appropriate messages

• Plan and execute a media launch in diverse markets and a public education strategy, working in coordination with the state-contracted media partner

• Raise funds to support a philanthropic collaborative that will give grants to CBOs performing Census outreach

• Provide technical assistance via QACs, QAKs, sub-contractors and partners

• Set up special events or partner with other organizations’ events, such as community events/fairs and presentations, education events, and other community forums

• Develop a 2020 Census community activity calendar through our census website occensus.org

• During the Non-Response Follow-Up period, we will perform all of the above activities on a targeted, rapid-fire basis to those that have not responded

• Repurpose outreach materials developed for the HTC communities for countywide distribution through leveraged, in-kind partnerships
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


Other Languages Supported:
Taiwanese, Fukien, and Teochew, Thai, Samoan, Tongan, Pashtu/Pashto, Hindi, Sinhalese, Gujarati, Urdu, Hmong, Ilonggo, French, Wolof, and Laotian. We are dedicated to providing language access to all of those needing specific access and thus commit to seeking translators in any language presented.

Additional Funding Sources

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):
To date, Charitable Ventures has received funds from the following organizations:

• Blue Shield of California Foundation
• James Irvine Foundation
• National Asian American Community Foundation
• Orange County Community Foundation
• Pacific Life Foundation
• Sisters of St. Joseph Healthcare Foundation
• Sun Family Foundation
• Swayne Family Foundation
• The California Endowment
• Weingart Foundation
• Wells Fargo

We are anticipating funds from the following organizations:

• St. Joseph Health Community Partnership Fund
• Tarsadia Foundation

Funding amount:
To date, Charitable Ventures has received funds from philanthropic organizations totaling $850,000. Our fundraising goal is $1M.

Description of activities funded:

Some of the funds have been provided in private restricted funds to organizations to provide outreach, civic engagement and grass-roots strategies for the 2020 Census in Orange County. Community Based Organizations funded through these restricted funds include: The Orange County Civic Engagement Table,
Santa Ana Building Healthy Communities, Project Kinship, the Coalition of Community Clinics, the Korean Resource Center, Radio Santa Ana/El Centro Cultural de Mexico, Korean Community Services, LGBT Center OC, Resilience OC and the Madison Park Neighborhood Association. Charitable Ventures will be providing additional private funding through an RFP process that will be released November 1.

Charitable Ventures has established a partnership with First 5 Orange County and First Five Association to complete the count of children ages 0-5 in Orange County. The funds through Charitable Venture’s State contract are not being utilized for this, but this partnership has resulted in significant outreach efforts that includes funding of a staff person, Heather Stratman. Under this effort, a strategic implementation plan specific for the HTC 0-5 population has been developed.

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

We are aware that The California Endowment has provided funding to Ark Marketing, the San Diego-based PR/marketing firm to which Mercury has sub-contracted. TCE’s funding is allowing for an outdoor campaign in certain Hard-to-Count zip codes in Orange County. We also work closely with the County of Orange that has contracted funds from the State CCC for the Census 2020.

Funding source (provide funder details):
The California Endowment

Funding amount:
Unknown

Insight on activities funded:
The following zip codes are targeted: 92701, 92703, 92707, 92704, 92705, 92706, 90621, 90620, 90623, 92843, 92801, 92805.

TCE is providing for 4 digital boards, 24 food truck posters, window posters in laundromats and convenience stores, and POP panels in supermarkets – all in English and Spanish.

Implementation Plan Partner Insights

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

Partner Inputs

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?

In California, more than 70% of our population belongs to a group that has historically been under-counted in the decennial Census. The Public Policy Institute of California believes that that as many as 1.6 million Californians could be missed in the 2020 count, nearly 800,00 of whom are Orange County residents. According to recent analysis by CPAN (Census Policy Advocacy Network), done in partnership with Asian Americans Advancing Justice, it is estimated that it would cost up to $8M to ensure a fair and accurate count of Orange County. Charitable Ventures has secured nearly $1M in privately-raised funds to support Orange County 2020 Census outreach efforts. This, together with the $1.4M that the State CCC has awarded Charitable Ventures through this grant and the $1.5M awarded to the County of Orange, is still far short of the estimated cost. To help complete the count, a multi-pronged approach must include outreach efforts that engage individuals more than once. To that end, more efforts in the hardest to count...
cities in Orange County, Santa Ana, Anaheim and Garden Grove, will increase the number individual contacts. Additionally, there are pockets of HTC throughout Orange County, including areas in Costa Mesa, Huntington Beach and parts of South Orange County that are smaller and likely not being as focused upon in Census outreach.

**Understanding there are not enough resources to fill all gaps, please prioritize the gaps listed above.** Following the awarding of remaining state funds and additional private funds through organized RFP and review processes, specific gap areas will be more clearly illuminated based upon the need areas identified but not funded due to the limit of resources.

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

**ACBO Sub-Contractor and Grantee Proposals Not Chosen for Funding**
Charitable Ventures is currently engaging in a formal process for review of proposals that were received from the RFP for additional public funding through our current State contract. We will be releasing an additional RFP for distribution of the private, philanthropic funds being raised by Charitable Ventures on November 1. There will undoubtedly be proposals submitted that will not be funded due to the restricted nature of funds. If the State provides Charitable Ventures with additional funds, some of them could be used to fund unselected and appropriate proposals. Should additional funding from the State be awarded, we would immediately be able to deploy these additional funds to deserving organizations that are ready to conduct census outreach work in Orange County. For example, in this last RFP round, we received 25 requests valued at $920,000, and we have $350,000 available.

**QAC/QAK Coordination**
We know that deployment of QACs and QAKs will play a critical role in completing the count for the Census 2020 in Orange County. We have already dedicated time and focus on this component, requiring sub-contractors to include QACs and QAKs as part of their plans and have developed a flyer on guidelines for setting up QACs and QAKs. To further strengthen this area, Charitable Ventures identifies the following:

- Hire a QAC/QAK Coordinator who will provide support to locations to explain requirements, facilitate certification designated by the US Census Bureau, provide training to QAC workers, and connect with and/or provide appropriate and necessary materials.

- Fund computers or tablets and set up of QACs and QAKs in locations identified as key, gap areas of need for the 2020 Census count.

**Census Events/Festivals**
Additional gap areas could be filled through for execution of Census events/festivals once the Census begins. Charitable Ventures envisions community-centered events that would be enticing and inviting to communities and also have mobile QACs (computers, trained staff and supportive materials) so that people can complete the Census questionnaires while at the event.

**List any known barriers or limitations related to current implementation plan activities or overall approach?**
One barrier to our approach moving forward is not knowing about the timing and amount of potential additional State monies so that they can be most effectively deployed for census outreach efforts. We would also like to better understand from the State how the State wants QACs and QAKs to work, including how we should be processing QAC staff through Title 13. We have concerns about marketing/PR around the Census in Orange County, namely because Charitable Ventures’ funds are not sufficient to run an impactful marketing campaign and it is still unclear what Mercury is planning to provide us.
Appendix 11: Charitable Ventures’ Non-Response Follow-Up (NRFU) Plan

NRFU Plan for State Submission | Submitted to the California Census Office in May 2020

The plan should outline anticipated outreach activities that address two scenarios during NRFU: 1) if shelter-in-place remains in effect and 2) if shelter-in-place is lifted during NRFU. Please use the template to describe resources and expected outreach activities. All outreach activities should be entered into State-wide Outreach Rapid Deployment (SwORD).

Please Note: Charitable Ventures as the Region 9 ACBO has plans to support Census outreach through July 31, 2020. Following July 31, we anticipate that about half of our partners will need to transition to Get Out the Vote efforts and others simply won’t have the capacity to continue Census work.

The below answers describe what our NRFU activities will be with this “Census lite” approach below.

1) NRFU Approaches: Identify and describe the activities your organization is planning to engage communities in low response Census tracts during the NRFU period. Indicate which activities are currently occurring.

If shelter in place remains in effect during NRFU:

Charitable Ventures (CV) and our funded partners (subcontractors and grantees) have been nimble and creative in responding to COVID-19 while continuing to work toward a complete Census count in Region 9.

If shelter in place remains in effect during NRFU, we will perform the following activities:

- Phone Banking
  - Our partners have increased phone banking amid COVID-19 and will continue to do so if SIP remains through NRFU.
  - Alongside the California Community Foundation, CV conducted a deep-dive phone banking webinar that featured three partners (one large, one mid-sized and one small) who shared inspiring practices around phone banking.
  - CV is currently exploring and reviewing best practices to that we can assist in providing call lists and opportunities for expanding phone banking.
• Social Media

  o CV and our partners have recognized the importance of social media in the current climate. While all partners incorporated social media into their work plans, they have relied more heavily on Census promotion digitally since the stay at home orders came through in March 2020.

  o In April, CV brought in social media consultant Dana Snyder from Positive Equation to facilitate a webinar entitled ‘Transitioning Census Plans Into Digital Actionable Strategies,’ and it was extremely well-received. Dana provided coaching via a private Facebook group for the month of April. If needed, we will bring Dana back in August or September for some follow-on consulting services to our partners.

• Digital Events

  o Pre-COVID, our partners had planned several in-person events during both Self-Response and NRFU.

  o Partners have since transitioned to virtual events such as Cambodian New Year celebrations, Census concerts, Census contests, selfie challenges, and more. These digital events will continue during NRFU.

  o CV held its most recent Expo virtually, which included a host of speakers sharing helpful information and strategies for partners and participating OC Census stakeholders. The event was attended by 180 people.

  o During NRFU, partners will continue to participate in Local CCC meetings to share updates on their work and guide discussion.

  o CV will host another virtual Expo in September 2020.

• Census Parades

  o In concert with the County of Orange, the City of Santa Ana and several partners, we are piloting a Census Parade effort in Santa Ana on May 29, 2020. If successful, we will facilitate additional parades in other low-responding Census tracts, and we will carry this idea through to NRFU.

• Engaging with Distribution Centers

  o Unfortunately, this health crisis has resulted in many in our county struggling to meet basic needs, such as food and infant supplies.

  o As a result, CV and our partners have been creative in finding ways to promote Census response via CBOs triaging this sudden increase in need.

  o For example, CV has provided Census tote bags and two large banners for Second Harvest Food Bank’s large-scale food distribution site at the Honda Center in Anaheim.

  o CV is procuring additional Census tote bags to deliver to the Orange County Diaper Bank.

  o If SIP remains during NRFU, we will seek additional opportunities to amplify Census messaging at these and similar distribution centers.

• QACs and QAKs

  o Some partners who planned to operate QACs and QAKs are considered to be essential services. Over 25 sites have continued to run their QAC and QAK sites amid COVID.
o Many of our partners who planned to have QACs and QAKs but are not deemed essential services have transitioned to providing virtual Census assistance.

o We anticipate that many, but not all, QAC and QAK sites will operate during NRFU, even if SIP remains.

• Engagement with Regional Partners

o CV coordinates and strategizes regularly with the County of Orange. Together, we engage in reviews of SwORD data, micro-targeting in low-response HTC Census tracts, and creative ideas for Census outreach.

o CV also participates in regular meetings with the following:
  • CCCO Regional Program Manager
  • Orange County Department of Education
  • Ark Marketing
  • USCB local partnership specialists
  • Elected officials throughout the region

o Training partners -We anticipate keeping these interactions frequent and meaningful during NRFU, with or without SIP.

• Direct Mail:

o In May 2020, CV worked with its veterans-focused partners to send a direct mail postcard to the nearly 50,000 veterans living in Orange County. If SIP remains during NRFU, we will consider another direct mail piece to households in low responding Census tracts.

• Art

o Partners have used art to promote the Census among their communities and we will continue to do so during NRFU.

o For example, one partner has been encouraging its families and children to make homemade signs about the Census and post these signs in their home windows. We’ll encourage Census chalk drawings on sidewalks during NRFU, too.

If shelter in place is lifted during NRFU:
If SIP is lifted during NRFU, we anticipate our efforts will look similar to the efforts we described above under SIP.

Additionally, depending on how in-person events progress, partners may host information tables at small meetings or local events.

Some additional QAC and QAK sites will re-open to provide limited in-person assistance.

We intend to resume distribution of Census swag in a safe manner for partners/individuals to share (e.g., buttons, stickers, flyers, tote bags, t-shirts, etc.).

We will also deploy rapid response funds to partners working in tracts that are lagging severely behind.
2) How will your organization monitor and adjust (week to week or in “real-time”) outreach efforts during the NRFU period?

If shelter in place remains in effect during NRFU:

We continue to be engaged in deep dives into the data on low-performing Census tracts. Each week, we identify the top 20 lowest performing Census tracts in our region. Discussions occur with our RPM and partners at the County of Orange to identify organizations and key individuals in those areas. Collaboratively, we all reach out to the organizations and individuals identified to find out how we can reach the HTC families and encourage them to complete the Census. Depending on how response rates change (or don’t change) during NRFU, we will ask partners to step up outreach in various tracts.

In just the past few weeks, CV has brought on a few additional partners to home in on certain areas with low response rates. We will reserve rapid response funds during NRFU in an effort to deeply target such areas.

All of our partners report their outreach activities on the SwORD template weekly. CV reviews the data and uploads it into SwORD. Periodically, at least once per month, CV reviews the data being submitted and compares this to the outreach targets partners previously provided. If partners are reporting numbers that do not align with their goals, we discuss and troubleshoot with partners. We are also consistent in providing positive feedback to our partners who are meeting or exceeding their performance goals.

If shelter in place is lifted during NRFU:

Even if SIP is lifted during NRFU, we will monitor and adjust outreach efforts weekly as described above. As more QACs/QAKs, Family Resource Centers, businesses and other establishments open, we will be provided opportunities for additional outreach options.

CV will attend events and provide connections between organizations where relevant.

3) What are anticipated barriers or challenges your organization will need to overcome during the NRFU Period? What are some potentially effective approaches that could be used to overcome challenges?

If shelter in place remains in effect during NRFU:

Capacity – As the NRFU period is now running August through October, we have concerns about capacity. Our team will scale down after July 31 and we know various partners will have diminished capacity. Partners who want to continue Census outreach efforts in August, September and October will need additional funds. We are right now digging into our budget to determine what funds, in addition to rapid response dollars, we can make available during NRFU.

Phone Banking – Our ACBO has explored Census PDI and has made the determination that it does not meet our needs. The feedback we have received from partners using Census PDI is that it is challenging to work with many phone numbers not working. We also decided that CallEvo would not work for us. We have explored alternative options over the past month, but have had to learn as we go. It would be great if the CCCO could communicate with all contracted partners about purchasing additional call lists. We could leverage economies of scale if several contracted partners purchased lists through one vendor. We know that partners are running out of contacts lists for phone banking efforts, and we aim to supply these groups with additional HTC numbers to call.

QACs and QAKs – As described previously, some of our QACs and QAKs are currently open. For the remainder, however, engaging with potential Census takers has been challenging. To overcome this challenge, some of the QACs and QAKs are providing phone and internet assistance. Through this assistance,
inquisitors can be directed on how to complete their Census, and provide links for phone call questionnaire responses and also in-language resources.

A good example of finding ways to overcome this challenge is the Dayle McIntosh Center. As a center for people with disabilities, they were the recipient of a mini-grant from CV, through privately raised funds, to become trained and operate a QAC. While their QAC is currently not available for in-person use, they have offered video assistance for deaf members of the community to use for assistance in completing their questionnaire.

**Creative Outreach Efforts** – One of the largest challenges of the stay at home order is the lack of connection with people. As previously mentioned, CV is planning a Santa Ana Census Parade/Caravan with the County of Orange, the City of Santa Ana, and other key partners. As this concept seems to have spread across the State, it would be helpful for the CCCO to collect and aggregate best practices and share out with all contracted partners. We are hopeful that our Santa Ana pilot will be successful and we can take the idea to other HTC areas of our county. We love that partners up and down the State are coming up with creative modes for outreach (like the car parade), and would love to understand different examples and best/inspiring practices.

If shelter in place is lifted during NRFU:

If shelter in place is lifted, obviously, there will be tremendous challenges about when and how to open up. We stand ready to help partners negotiate challenges as they arise pertaining to Census outreach.

4) How can the CCCO support you to address any challenges?

CCCO can be helpful in ensuring that relevant materials are available. We had difficulty tracking down QAC-in-a-boxes for our partners currently operating in essential service locations. As soon as closings began happening, we supplied CCCO and our RPM with addresses of the QACs still in operation. Those partners are hungry for collateral material to promote their activities. Additionally, partners have been waiting for in-language materials to assist them in their assistance, which we’ve had much difficulty tracking down. We need responses and efficiency in order to do our work effectively.

We would very much appreciate updated collateral, reflecting the new Census deadline of October 31 – and sharing why, during this pandemic, it’s more important than ever to respond to the Census.

5) Please provide additional comments related to NRFU Period Implementation:

After conducting a survey of partners, we found that some partners are willing and able to continue Census work past our contracted date of July 31. About half of our partners can work through October 31, many of them only if extra funding is provided.

A small number of partners can work to August 31, and about one fourth of partners cannot work past July 31.
APPENDICES RELATED TO TRAINING AND TECHNICAL ASSISTANCE
2020 CENSUS QUESTIONNAIRE ASSISTANCE TOOLKIT

Updated February 16, 2020
ABOUT THIS TOOLKIT

The 2020 Census Questionnaire Assistance Toolkit is a free resource for Complete Count partners operating Questionnaire Assistance Centers (QAC) and/or Questionnaire Assistance Kiosks (QAK) in the Orange County “OC Counts” network.

**GOAL**: To create safe, accessible places for our hardest-to-reach community members to complete the census, and to facilitate a consistent, respectful, and easy experience for community members regardless of which QAC/QAK they access.

**Website**: [www.occensus.org](http://www.occensus.org)
**Contact**: 2020Census@charitableventuresoc.org
**Social**: FB: @OCCensus | Twitter: @OCCensus2020 | #OCCounts
## QAC/QAK SET-UP CHECKLIST

<table>
<thead>
<tr>
<th>What Makes a QAC/QAK?</th>
<th>Set-Up</th>
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<tbody>
<tr>
<td><strong>SPACE:</strong> A designated “Census space” that is quiet, semi-private, and ADA accessible.</td>
<td><strong>Required</strong></td>
</tr>
<tr>
<td>□ Post “CA Census Bill of Rights” in a clearly visible location.</td>
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<tr>
<td>□ Post promotional/educational materials (visit occensus.org) to create a welcome, informative, and encouraging space.</td>
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<tr>
<td>□ Place “Welcome to this Census Questionnaire Assistance Kiosk” 2-pager at each kiosk.</td>
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<tr>
<td>□ Place pens and confirmation cards at each kiosk so that respondents can record their confirmation numbers.</td>
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<tr>
<td>□ <strong>QACs only:</strong> Provide copies of Visitor Interaction Form to staff/volunteers.</td>
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<tr>
<td>□ <strong>QAKs only:</strong> Create your own “tally sheet” to track visitors and place next to kiosk.</td>
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<tr>
<td><strong>Optional</strong></td>
<td></td>
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<tr>
<td>□ Create a separate, designated “waiting area.”</td>
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<tr>
<td>□ Set up stations with two chairs instead of one.</td>
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<tr>
<td>□ Play promotional videos or slide decks.</td>
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<tr>
<td>□ Place multilingual informational collateral in visible area for respondents to take and read.</td>
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<tr>
<td>□ Provide refreshments.</td>
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<tr>
<td>□ Provide childcare/books/toys.</td>
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<p>| <strong>TECHNOLOGY:</strong> At least one designated desktop, laptop, or tablet device with secure Wi-Fi, LAN, or mobile internet connection that can link directly to the census site. | <strong>Required</strong> |
| □ Set up internet-connected desktop(s), laptop(s), and/or tablet(s). | |
| □ Ensure devices are updated with the latest software versions/updates. | |
| □ Ensure web browsers are the most recent versions of Internet Explorer, Chrome, safari, Firefox, Edge, and/or Samsung Native Browser. | |
| □ Add desktop icon linking to official Census response site (2020census.gov) | |
| <strong>Optional</strong> | |
| □ Review attached checklist of device security best practices and complete as many as you are able. | |
| □ Designate at least one phone line for respondents to take their census by phone. | |
| □ Use provided desktop background template. | |</p>
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<tr>
<td></td>
<td>Set browser homepage to official Census response site (2020census.gov).</td>
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</table>

| 3 | ACCESSIBILITY: Kiosk/Center is physically, digitally, and linguistically accessible to all visitors. |
|   | Required |
|   | □ Set up kiosk/center in compliance with ADA standards. |
|   | □ Place USCB language guides at each kiosk; print and place additional language guides as necessary. |
|   | □ Volunteers should indicate if they speak a language other than English on their official volunteer nametag. |
|   | □ Designate Community Outreach Worker(s) to serve as a primary resource for coordinating accessibility. |
|   | Optional |
|   | □ Review attached checklist of accessibility best practices and complete as many as you are able. |

| 4 | BRANDING: Clear signage outdoors & indoors indicating QAC/QAK resources and affiliation. |
|   | Required |
|   | □ Fill out exterior signage template with QAC/QAK dates, hours of operation, language supports, and available resources. |
|   | □ Post sign(s) in a visible location outside of your facility to indicate the presence of a QAC/QAK. |
|   | □ Post interior directional signs in visible locations to direct respondents to the appropriate location(s). |
|   | Optional |
|   | □ Promote QAC/QAK on social media, email/newsletters using provided guide. |

| 5 | (QACs only) STAFFING: When QAC is operational, there should be at least one trained staff/volunteer (“Community Outreach Worker”) available to provide questionnaire assistance in one or more languages. |
|   | Required |
|   | □ At least one staff person must participate in Charitable Ventures’ QAC training – and ideally, all who will be staffing the QAC should participate. |
|   | □ Use Training Participant Guide for support. |
|   | □ Provide official QAC badge to staff/volunteers. Monitor badge use closely and report missing badges to Charitable Ventures. |
|   | □ Ensure Community Outreach Workers are scheduled to be available during all hours of QAC operations; designate roles. |
|   | Optional |
|   | □ Utilize an organization-specific lanyard to hold the official badge. Community Outreach Workers MUST NOT wear US Census Bureau lanyards or pins. |
ACCESSIBILITY BEST PRACTICES

Accessibility is all about inclusion – making sure that community members have the physical, digital, and linguistic access they need to respond to the Census. Below is a list of accessibility best practices; please complete as many items on this checklist as you are able.

For more on accessibility, visit disabilitycounts2020.org.

A physically accessible location:

- Has an entrance that does not require using stairs and that is easy to find.
- Has a wheelchair accessible entrance (completely flat and well-marked).
- Has doors that are easily opened by someone with limited mobility (or a designated staff member responsible for helping with the door).
- Is easy to navigate for manual, power chair and/or scooter users, seniors who use canes or have mobility disabilities, and people with vision impairments.
- Is clear of furniture or other items that would prevent ease of movement within the space by a blind person or wheelchair user (routes are at least 36” wide).
- Has kiosk/stations where the desks can provide clearance for a wheelchair.
- Has all printed materials in size 14 font or larger.

A digitally accessible location:

- Has screen reader software installed (Voiceover on Macs, Narrator on PCs).
- Has large font / high contrast / screen zoom features enabled.
- Has staff who know how to activate accessibility feature on the devices.

A linguistically accessible location:

- Features signage in multiple languages.

Source: Disability Rights Education & Defense Fund and California Foundation for Independent Living Centers
DEVICE SECURITY BEST PRACTICES

Device security measures help ensure the privacy and protection of community members and their census response. Below is a list of device security best practices; please complete as many items on this checklist as you are able.

For more on cybersecurity, visit www.us-cert.gov/ncas/tips.

Physical Security

- Position devices so that no one else can see the responses a community member is entering (e.g. space dividers, pointing device to wall, etc.).
- Install privacy screens for monitors.
- Physically secure devices to stands/desks.

Connectivity

- Turn off Bluetooth.
- Set device to access only password-enabled Wi-Fi networks (e.g. WPA2/PSK with strong password). Avoid public Wi-Fi.
- Enable firewall (ensure firewall is not disabled or editable).
- Turn off remote administration.

Device Configuration

- Disable administrator functions.
- Install virus protection/malware.
- Enable automatic software updates to device.
- Configure device timeout.
- Disable device ports.
- Lock function to 2020census.gov site.
Thank you for setting up a QAC/QAK through Charitable Ventures, the Orange County/Region 9 Administrative Community-Based Organization through the California Complete Count Office.

We appreciate you taking time to join our recent QAC training. Below, please find quick reference points for some of the items mentioned in the training.

*Please Note:* QAC/QAKs must be open starting March 12, 2020, which is the very first day of Census Self-Response. Ideally, we want your QAC/QAK to remain open through July 31, 2020. If keeping your QAC/QAK open through July is an issue, please contact Mariana Bruno at mariana.bruno@charitableventuresoc.org.

**Census Timeline:**

- March 12 – April 30, 2020: Self-Response
- May 1 – July 31, 2020: Non-Response Follow-Up Period

**Access the 2020 Census Survey Here (survey will not go live until March 12):**
Use to set up landing page for 2020 Census Survey: [https://2020census.gov/](https://2020census.gov/)

**Download and Print the Census Bill of Rights and Please Put Up In Your QAC/QAK:**

**59 Language Guides from the US Census Bureau:**

**Large Print Version of the USCB Language Guide in English:**

**USCB Language Guide in Braille:**
Call 800-923-8282 to request a Braille guide from a USCB customer service representative.

**Watch the US Census Bureau’s 2020 Census Video Language Guide:**

**Census Counts Resource on 2020 Census Cybersecurity:**
[https://censusscounts.org/resources/census-2020-technology-faqs/](https://censusscounts.org/resources/census-2020-technology-faqs/)

**Census In-Language Phone Assistance:**
See page 13 of the Training Participant Handout; this same document is also found in the signage template

**Census Confirmation Code Template:**
See page 17 of the Training Participant Handout

**QAC Visitor Interaction Form:**
See page 18 of the Training Participant Handout

**Wondering Who to Count on Your Census?:**
For a complete list of who should be counted, please visit [https://2020census.gov/en/who-to-count.html](https://2020census.gov/en/who-to-count.html)

**Tips for Providing Accommodations and How to Assist People with Disabilities and 2020 Census Disability Community Toolkit:**

**Welcome Sign for QAK:**
Please see enclosed “Welcome to this QAK” two-pager. You can post this note at any Census kiosk your organization may have set up.

**Additional helpful websites:**
[www.occensus.org](http://www.occensus.org)
[www.californiacensus.org](http://www.californiacensus.org)
[https://census.ca.gov/](https://census.ca.gov/)
Welcome to this Questionnaire Assistance Kiosk!

This station is set up for you to be able to take the 2020 Census online via the official response site, 2020census.gov. It should take you about 10 minutes to complete.

For your security and for the security of your neighbors, **DO NOT** log into your email or social media, and do not download anything to this device. Misuse of this device is prohibited – please report any suspicious activity to a staff member.

Once you finish taking the Census, you will be shown a confirmation page. If you do not see the confirmation page, your response has not been submitted. Feel free to utilize the pen and paper provided to write down the confirmation number for your records.

Be sure to close the web browser once you are finished.

**READ THESE FOUR THINGS BEFORE YOU BEGIN:**

1. The Census response website is **safe and secure** with sophisticated cybersecurity measures.

2. Your census response is protected by **extremely strong laws**. The Census Bureau is **NOT allowed** to share your personal information with anyone, including ICE, police, local government, or the public. The Census Bureau can only use your response to create **general information about the population**, like how many people live in your city, and statistics about age, gender, and race. Your response cannot be used to determine eligibility for government benefits or for immigration enforcement.

3. You do **NOT** need a mailer/code or permanent address to take the census. If you have one, enter it when prompted. If you do not have one, follow the instructions on the screen.

4. The Census will **NEVER** ask you for your Social Security Number, your bank account or credit card number, or money or donations. The Census will also never text or email you about filling out the form.

**FOR ADDITIONAL HELP:**

Please refer to the guides in the binder or call the US Census Bureau at the numbers listed below for in-language phone assistance.
<table>
<thead>
<tr>
<th>English</th>
<th>Español (Spanish)</th>
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<tr>
<td>844-330-2020</td>
<td>844-468-2020</td>
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<tr>
<th>中文 (Chinese – Mandarin)</th>
<th>廣東話 (Chinese – Cantonese)</th>
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<td>844-391-2020</td>
<td>844-398-2020</td>
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<th>Tiếng Việt (Vietnamese)</th>
<th>한국어 (Korean)</th>
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<th>русский (Russian)</th>
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<th>Tagalog (Tagalog)</th>
<th>Polskie (Polish)</th>
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<td>844-478-2020</td>
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<th>Français (French)</th>
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<th>Português (Portuguese)</th>
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<th>Telephone Display Device (TDD)</th>
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<td>844-467-2020</td>
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If this location is staffed with a **Community Outreach Worker** (see badge/lanyard for identification), they may be able to provide assistance.

Community Outreach Workers are **not** Census Bureau employees. However, they **will** keep your information confidential.
Sample Script #1

PHONE BANKING GUIDE – DURING Census

Call the house on your assigned list.

Introduce yourself, ask if the resident has completed the Census, offer to answer any questions.

Follow script for remaining interaction (see following pages).
SCRIPT – DURING Census

Introduce yourself and ask how the resident is doing.
   Hi, my name is _______ and I am from _____.
   We’re an organization working to help ensure a complete count in Orange County for the 2020 Census.

I know it’s a challenging time for many people. How are you doing?

Ask if the resident has completed the Census yet.
   Have you completed the Census yet?

Offer to answer any questions about the Census.
   Are there any questions about the Census that I can answer for you?

If resident has completed the Census
Thank resident for their time and for helping our community.
   Thank you so much for taking the time to speak with me and for also doing your part for our community. I hope you take care.

If resident has not yet completed the Census
Remind resident about timeline: Census takers start visiting in late May.
   Remember, Census participation is required for everyone, and you can do it today online or over the phone. The Census Bureau will be following up in person starting in late May for people who have not yet responded.

Additional Talking Points
   • The Census is still happening and it’s important that you participate, especially in a public health crisis like this.
   • The government uses Census data to decide how $1.5 trillion is distributed in the nation every year. When you respond to the Census, you help your community get its fair share of that $1.5 trillion to fund education, roads, health care, social services and housing.
   • It takes about 10 minutes and your response is confidential.
   • Get it done early - respond online or by phone today. If you don't respond by late May, a Census Bureau employee will be coming to knock on your door and interview you in person.

Provide Census website (my2020census.gov) or phone number as needed. Double check if they have their ID code from the mail (but this is not required).
   You should have received a few pieces of mail from the Census Bureau. They have an ID code for you to use when you go online or call to take the Census.

Ask resident if they would like to sign up for text reminders.
   Would you like to sign up to receive text message reminders about the Census? We will only message you about the Census, we won’t share your phone number with anyone, and we will delete your phone number after the Census is over.
If answer is yes, share information about Community Motivator with them:

Phone number: 714-276-1996

The start words are:
- English: PLEDGE
- Spanish: CENSO
- Korean: 인구조사
- Chinese: 人口普查
- Vietnamese: CAM KẾT

Thank resident for their time.
Thank you so much for taking the time to speak with me and for also doing your part for our community. I hope you take care. Remember to take the Census soon!
KEY TALKING POINTS
FOR COMMUNITY OUTREACH WORKERS

**IMPORTANT**: It is illegal to impersonate a federal employee. It is important to make clear that you are not a Census Bureau employee and not subject to the same confidentiality laws as Bureau employees, but also that you will not share the respondent’s information.

Census Response Website: my2020census.gov

**5 Things to Share about Census 2020**

1. Respondents should answer by phone or online by April 30, 2020 (online and phone response is available from March 13 – August 14, 2020).

2. The Census is safe – individual Census responses are confidential and protected by law.

3. The Census is important – the Census count determines federal funding and political representation for the next 10 years.

4. The Census does not ask about citizenship or immigration status.

5. Everyone counts – count all people living at your address, even if you are not related.
Safety, Security, Confidentiality
The Census response website is safe and secure with sophisticated cybersecurity measures.

Your Census response is protected by extremely strong laws. The Census Bureau is NOT allowed to share your personal information with anyone, including police, local government, or the public.

The Census Bureau can only use your response to create general information about the population, like how many people live in your city, and statistics about age, gender, and race.

Your individual Census response cannot be seen or used by DHS and other parts of government to determine your eligibility for government benefits. It cannot be seen or used against you for immigration enforcement.

All Census Bureau staff are bound for life to protect your personal information. If they violate this, they will face a penalty of up to $250,000 and/or up to five years in prison.

2020 Census Questions
The census will ask 9 basic questions about each person in your household. The questions will focus on three basic information areas: number of household members, type of housing, and basic demographic information (sex, age, and race).

Whom to Count
You should count everyone who is living at your address when you respond to the Census. This includes any friends or family members who are living and sleeping there most of the time. If someone is staying in your home on April 1, and has no usual home elsewhere, you should count them, too.

Be sure to count roommates, young children, newborns, and anyone who is renting a space in your home. This also includes citizens and noncitizens, legal permanent residents, foreign students in the U.S. on student visas, and other foreign citizens who reside in the U.S.

No Census ID Code or Mailing Address
You do not need a permanent address or household ID number to take the Census. You can still respond online and enter in an address, intersection, or public place where you sleep most of the time. If there is no place where you sleep most of the time, enter the location where are on April 1, 2020.

Unsure if Already Counted
It is ok to complete the form even if you think someone else at your address has already completed it. The Census Bureau will de-duplicate your response as appropriate.

Fix a mistake or add someone to a form
If you made a mistake on your form, you cannot re-open it to make changes. To fix your mistake, you should submit a new, complete, and accurate form. Don't worry about submitting duplicates – the Census Bureau will resolve it if there are duplicate responses for an address.

Other Languages
You can take the Census by phone or online in Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

If you don’t take the Census by April, a paper questionnaire will be mailed to you in English and Spanish.

Census Bureau Language Access Guides are available in 59 languages here: https://2020census.gov/en/languages.html

**Potential Scams**
The Census will **NEVER** ask you for your Social Security Number, your bank account or credit card number, or money or donations.

**Identifying Census Takers**
Census Enumerators will have Census Bureau ID badge to prove that they work for the Census Bureau. You can also confirm that they work for the Census Bureau by contacting the Regional Census Center at 800-992-3530 (TDD 818-904-6249 for people with hearing disabilities).
### US Census Bureau In-Language Phone Assistance

<table>
<thead>
<tr>
<th>Language</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>844-330-2020</td>
</tr>
<tr>
<td>Arabic</td>
<td>844-416-2020</td>
</tr>
<tr>
<td>Chinese – Cantonese</td>
<td>844-398-2020</td>
</tr>
<tr>
<td>Chinese – Mandarin</td>
<td>844-391-2020</td>
</tr>
<tr>
<td>French</td>
<td>844-494-2020</td>
</tr>
<tr>
<td>Haitian Creole</td>
<td>844-477-2020</td>
</tr>
<tr>
<td>Japanese</td>
<td>844-460-2020</td>
</tr>
<tr>
<td>Korean</td>
<td>844-392-2020</td>
</tr>
<tr>
<td>Polish</td>
<td>844-479-2020</td>
</tr>
<tr>
<td>Portuguese</td>
<td>844-474-2020</td>
</tr>
<tr>
<td>Russian</td>
<td>844-417-2020</td>
</tr>
<tr>
<td>Spanish</td>
<td>844-468-2020</td>
</tr>
<tr>
<td>Tagalog</td>
<td>844-478-2020</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>844-461-2020</td>
</tr>
<tr>
<td>Telephone Display Device (TDD)</td>
<td>844-467-2020</td>
</tr>
</tbody>
</table>
## Census Information Hotlines
(National Community Outreach Partners)

<table>
<thead>
<tr>
<th>Organization</th>
<th>Hotline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Asian Americans Advancing Justice Census Hotline</strong></td>
<td>844-2020-API (844-202-0274)</td>
</tr>
<tr>
<td></td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
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<tr>
<td></td>
<td>Vietnamese</td>
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<td>Korean</td>
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<tr>
<td></td>
<td>Bengali</td>
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<td></td>
<td>Urdu</td>
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<td></td>
<td>Hindi</td>
</tr>
<tr>
<td></td>
<td>Tagalog</td>
</tr>
<tr>
<td><strong>NALEO Educational Fund Census Hotline</strong></td>
<td>877-352-3676</td>
</tr>
<tr>
<td></td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Spanish</td>
</tr>
<tr>
<td><strong>YallaCountMeIn Census Hotline</strong></td>
<td>833-3DD-OUNI (833-333-6864)</td>
</tr>
<tr>
<td></td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Arabic</td>
</tr>
</tbody>
</table>
ALTAMED – CENSUS SCRIPT – PHONES AND WALKS

Hi, is ____ home? My name is _____ and I’m here (or calling) on behalf of AltaMed, a community healthcare provider. We’re talking with folks about the 2020 Census. Have you heard much about the Census?

Every ten years our country counts EVERY person living in the United States – citizens and non-citizens. The information gathered from the Census determines how billions of federal dollars are spent on programs like Medicare, school lunches, early childhood education, housing assistance, veterans’ programs, even our streets and sidewalks. More people counted in the census means more funding for our community for the next decade.

You’ll be receiving a mailing from the census that will explain how to participate. You can fill out the form online, on the phone or have a paper form mailed to you.

Can we count on you to join with your neighbors and complete the Census for your household? (code response)

IF YES
That’s great, it really makes a difference. You’ll be getting information from the Census Bureau by April 1st. Please respond right away.

Do you think you’ll fill out the Census 1. Online, 2. By Phone, or 3. on a Paper form? (record response)

Can we follow up with you via SMS/text messages? (record response and check to see if the cell number we have for them is correct if we have one and if not ask for their cell # - make the correction or add in the info)

If you want to grab pen I can give you the phone number for the Census Assistance line in case you need help – it’s ( for English: 844-330-2020 and Spanish: 844-468-2020) and if you want to fill out the form online you can go to www.my2020census.gov. Or you can come to one of our AltaMed clinics. We’ll have Census kiosks set up and be able to help you fill out the Census online. (Give the nearest AltaMed clinic address.) Thanks for your time and your commitment to completing the Census. Have a good day/ evening.

(record which language you used with the person you spoke with – English or Spanish)

IF UNDECIDED or NO
Can I ask why you’re unsure about completing the Census? (use the FAQs to address their concern and ASK AGAIN)

If now YES will complete Census – use the info above.

If still UND or NO – I hope when you learn more about the Census you’ll participate. Thanks for your time, goodbye.
I’m not a U.S. Citizen. Can I take the Census?
- Yes, you can take the Census. The Census counts everyone regardless of citizenship. Per the U.S. Constitution, the Census has to count everyone living in the country every ten years – citizens and non-citizens. Everyone.

Doesn’t affect me | Don’t care
- According to the California Department of Finance, an undercount of people living in California means that our state will lose $1,000 per person per year for the next 10 years in funding for critical programs and services
- It’s about fair representation: Every 10 years, the results of the Census are used to reapportion the House of Representatives, determining how many seats each state gets.
- It’s about redistricting: After each decade’s Census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Don’t have time
- Responding to the 2020 Census is quick and easy and you can do it online, by phone or by mail
- The US Census Bureau estimates that completing the questionnaire will take 10 minutes on average

Data security/privacy concerns | Don’t want government having my data | Don’t trust the government | Afraid of getting scammed
- The United States Census Bureau (USCB) is required by law to protect any personal information it collects and keep it confidential. The USCB is bound by Title 13 of the United States Code.
- USCB employees are sworn to protect confidentiality. Anyone who violates this law will face severe penalties, including a federal prison sentence of up to five years, a fine of up to $250,000, or both.
- Answers cannot be used for law enforcement purposes or to determine personal eligibility for government benefits. Personal information cannot be used against respondents for the purposes of immigration enforcement.

Don’t need to do it
- All people living in the United States, are required by law to be counted in the 2020 Census.
- By the same law, the Census Bureau can only use your responses to produce statistics. Your answers are kept completely confidential

Immigration | Trump
- The United States Census Bureau (USCB) is bound by Title 13 of the United States Code. The USCB is required by law to protect any personal information it collects and keep it confidential.
- Answers CANNOT be used for law enforcement purposes or immigration enforcement. Personal information cannot be used against respondents for the purposes of immigration enforcement. USCB employees are sworn to protect confidentiality.

Don’t have computer/internet
- You can come to an AltaMed clinic and fill out the Census there at a kiosk. (give the closest clinic address)
- You can also complete the Census via mail or over the phone

I rent my house. I am not the owner of the property, do I have to take the Census? Won’t my landlord take it?
- Yes. You as a renter should fill out the Census, especially if you are the one that receives the invitation in the mail with the Census pre-assigned ID Code from the U.S. Census Bureau. You should include everyone living at your address in your Census form responses.
If fact, if you don’t receive the ID Code or are unsure whether your landlord will include you, your family or others at your address in the questionnaire, you can self-respond online without the pre-assigned code. Anyone can self-respond to the 2020 Census without the code, online, by mail, or by phone.

**Limited English**

- The 2020 Census questionnaire online version will be available in 12 non-English languages: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese
- The paper questionnaire will be available in English and Spanish
- The language glossaries, language identification card and language guides will be available in 59 non-English languages
First Quarterly Census Expo Agenda
June 19, 2019 | 8:45am: Check-In | Event: 9:00-11:30am | Delhi Center

I. Welcoming Remarks and Vision for Success (9:00am)
   • Mary Anne Foo, Founder and Executive Director, OCAPICA
   • Sara Pol-Lim, Regional Program Manager, California Complete Count – Census 2020
   • Saul Viramontes, Special Projects Manager, County CEO Office

II. The Nation’s Second Largest Population Group and the Citizenship Question (9:30am)
    Presented by Sandra Perez, National Director of Civic Engagement, and Nancy Avila, Regional Census Campaign Manager, NALEO Educational Fund and Miguel Hernandez, Executive Director, OCCCOC

III. Our Plan: OC ACBO Outreach Strategy (9:50am)
     Reaching OC’s Hard-to-Count (HTC) Populations
     Presented by Mary Anne Foo, Founder and Executive Director, OCAPICA
     Expanding Our Effort
     Presented by Cathleen Otero, Vice President of Donor Relations and Programs, Orange County Community Foundation
     Training for CBOs
     Presented by Nancy Avila, Orange County Regional Census Campaign Manager, NALEO and An Le, 2020 Census Statewide Network Manager, Asian Americans Advancing Justice

IV. Call to Action – Get Involved (10:25am)
    Presented by Sarah Middleton, Census Consultant for OC ACBO and OC Census Community Table, and Bao Nguyen, Partnership Specialist, US Census Bureau

V. Questions & Answers (10:50am)

VI. Adjourn (11:15am)

**Next Census Expo: Thursday, September 19, 2019 from 9am-12pm at the Delhi Center**
Agenda for Second Quarterly Census Expo

Thursday, September 19, 2019 | 8:30am: Check-In | Event: 9:00am-12:00pm | Delhi Center, Santa Ana

VII. Gathering (9am; 5 minutes)

VIII. Welcoming Remarks and Vision for Success (9:05am; 15 minutes)
--Mary Anne Foo, Executive Director, OCAPICA, and Miguel Hernandez, Executive Director, OCCCO; Co-Chairs of the OC Census Executive Team
--Sara Pol-Lim, California Complete Count – Census 2020 Office Regional Program Manager
--Saul Viramontes, Special Projects Manager with the County Executive Office
--Bao Nguyen, US Census Bureau Partnership Specialist Team Lead

IX. Let’s Talk Messaging and Strategy (9:20am; 20 minutes)
--Presented by Mercury Public Affairs, Statewide Marketing/PR Contractor

X. How the Orange County Civic Engagement Table Can Support Census Efforts (9:40am; 15 minutes)
--Presented by Tracy La, Executive Director, VietRISE, and Claudia Perez, Executive Director, Resilience OC

XI. Framing the Workshopping (9:55am; 5 minutes)
--Presented by Sarah Middleton, Census Consultant for OC ACBO and OC Census Community Table

10am-10:15am: BREAK

XII. Workshopping Outreach Plans and Strategies (10:15am; 45 minutes)
Breakout groups to include:

1. Latinx
2. API
3. MENA
4. Children 0-5
5. LGBTQ
6. People with Disabilities
7. Seniors
8. Veterans
9. Homeless
10. African Americans and Native Americans

VI. Post-Workshopping Report-Out (11:00am; 30 minutes)
--Facilitated by Sarah Middleton

VII. Updates and Next Steps (11:30am; 5 minutes)
--Presented by Sarah Middleton

VIII. Q&A (11:35am; 25 minutes)
--Facilitated by Sarah Middleton
--All speakers to come back on stage

IX. Adjourn (12pm)
January 22 Census Expo: Agenda

I. **Welcome and Purpose for the Day**
   9:00am-9:15am
   *Speakers: Mary Anne Foo, Founder and Executive Director, OCAPICA, and Miguel Hernandez, Executive Director, OCCCO*

II. **The Time Is Now**
    9:15am-9:25am
    *Speaker: Ditas Katague, Director, California Complete Count Office – Census 2020*

III. **Key Partner Updates**
     9:25am-9:50am
     1. U.S. Census Bureau
        *Speakers: Ambreen Ahmed (Santa Ana ACO) and Gregg Cochran (Fullerton ACO), Recruiting Managers for the U.S. Census Bureau*
     2. County of Orange
        *Speaker: Saul Viramontes, Special Projects Manager, CEO Office*
     3. OC Department of Education
        *Speaker: Marika Manos, History/Social Sciences/Civics Coordinator, Educational Services*
     4. First 5 Orange County
        *Speaker: Heather Stratman, First 5 Consultant*
     5. California Complete Count | External Affairs and Media Relations
        *Speaker: Dayanna Macias-Carlos, Communications Specialist*

IV. **Updates for Outreach Providers from Charitable Ventures**
    9:50am-10:05am
    *Speaker: Sarah Middleton, Census Consultant, Charitable Ventures*

V. **Census “Hard Questions” Training Video**
    10:05am-10:15am

IV. **Q&A on Above Agenda Items/Updates**
    10:15am-10:30am
    *Speakers: All morning presenters*

V. **Count the Nation Training and Q&A**
    10:30am-11:30am
    *Speaker: Colin Maclay, Director, Count the Nation*
<table>
<thead>
<tr>
<th></th>
<th>Event</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>VI.</td>
<td><strong>Break</strong></td>
<td>11:30am</td>
</tr>
<tr>
<td></td>
<td><em>A pizza lunch will be provided for those individuals staying for the speed-conversation workshop.</em></td>
<td></td>
</tr>
<tr>
<td>VII.</td>
<td><strong>Group-Based Speed-Conversation by Region</strong></td>
<td>11:45am-12:45pm</td>
</tr>
<tr>
<td></td>
<td><em>Please self-select your group; groups are divided by Orange County District. Head for the District in which your organization works. UCI grad students will facilitate your group’s speed-conversation.</em></td>
<td></td>
</tr>
<tr>
<td>VIII.</td>
<td><strong>Wrap-Up and Next Steps</strong></td>
<td>12:45pm-1:00pm</td>
</tr>
<tr>
<td></td>
<td><em>Speaker: Miguel Hernandez, Executive Director, OCCCO</em></td>
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<tr>
<td>IX.</td>
<td><strong>Event Close</strong></td>
<td>1:00pm</td>
</tr>
</tbody>
</table>
April 22 Census Expo: Agenda

I. Welcome 9:00am-9:05am  
*Speaker: Mary Anne Foo, Founder and Executive Director, OCAPICA*

II. Zoom Housekeeping 9:05am-9:10am  
*Speaker: Sarah Middleton*

III. Key Partner Updates 9:10am-9:35am  
a. California Complete Count Office – Census 2020  
*Speaker: Quintilia Ávila, Regional Program Manager – Southern California Lead*
b. County of Orange  
*Speaker: Saul Viramontes, Special Projects Manager, CEO Office*
c. OC Department of Education  
*Speaker: Marika Manos, History/Social Sciences/Civics Coordinator, Educational Services*
d. First 5 Orange County  
*Speaker: Heather Stratman, Census Consultant, First 5 Orange County*
e. Charitable Ventures  
*Speaker: Sarah Middleton, Census Consultant, Charitable Ventures*

IV. Census Outreach Amid COVID-19 9:35am-9:51am  
* Speakers: Darlene Moreno, Regional Census Campaign Manager, NALEO Educational Fund; and Sophia Chhoeng, Program Director, and Mea Lath, Census Outreach Specialist, The Cambodian Family*

V. Census Self-Response Rates in Orange County 9:51am-10:10am  
*Speaker: Paul Bonfanti, Director of Evaluation and Planning, Charitable Ventures*

VI. Q&A 10:10am-10:23am

VII. Message from the Director of the California Complete Count Office 10:23am-10:28am  
*Speaker: Ditas Katague, Director, California Complete Count Office – 2020 Census*

VIII. Next Steps & Event Close 10:28am-10:30am  
*Speaker: Miguel Hernandez, Executive Director, OCCCCO*
September 23 Census Expo: Agenda

IV. Welcome 10:00am-10:05am
   Speaker: Mary Anne Foo, Founder and Executive Director, OCAPICA

V. Zoom Housekeeping 10:05am-10:10am
   Speaker: Sarah Middleton

VI. Self-Response in Orange County 10:10am-10:15am

VII. Key Partner Updates 10:15am-10:45am
   1. California Complete Count Office – Census 2020
      Speaker: Quintilia Ávila, Regional Program Manager – Southern California Lead
   2. U.S. Census Bureau
      Speaker: Bao Nguyen, Local Partnership Specialist Lead
   3. County of Orange
      Speaker: Saul Viramontes, Special Projects Manager, CEO Office
   4. OC Department of Education
      Speaker: Marika Manos, History/Social Sciences/Civics Coordinator, Educational Services
   5. Charitable Ventures
      Speaker: Sarah Middleton, Census Consultant

VIII. Announcing Events on September 28 10:45-10:50am
      Speakers: Yesenia Hernandez, Community Outreach Coordinator, CAP OC and Darlene Moreno, Regional Census Campaign Manager, NALEO Educational Fund

IX. Share Fair 10:50-11:10am
     Speakers: Ernesta Wright, Executive and Program Director, The G.R.E.E.N. Foundation and Jonatan Gutierrez, Immigration Outreach Coordinator, LGBTQ Center OC

X. What’s Next 11:10-11:20am
   Speaker: Miguel Hernandez, Executive Director, OCCCO

XI. Q&A 11:20-11:25am

XII. Thank You & Event Close 11:25am-11:30am
    Speaker: Miguel Hernandez, Executive Director, OCCCO
Appendix 15: List of Media Articles

NEWS ARTICLES:
https://www.ocregister.com/2019/05/14/volunteers-activists-state-officials-all-are-working-to-make-sure-every-californian-is-counted-in-2020-census/
https://www.ocregister.com/2020/07/24/queer-the-census-this-year-yes/

OP-ED:
https://voiceofoc.org/2020/04/middleton-the-2020-census-is-here-stand-up-be-counted/

2019 and 2020 COMMUNITY INDICATORS REPORTS:

OCTOBER 2019 OC FORUM:
https://www.youtube.com/watch?v=SRgrqyh53-o&t=481s
Appendix 17: OC Census Collateral

AltaMed

CENSUS 2020 Get Counted! March 12 – October 31, 2020

You can respond to the 9 questions in 10 minutes — by phone, by mail, or online.

Visit My2020Census.gov to fill out your form.

- Every 10 years the census counts everyone regardless of age, race, ethnicity, or citizenship.
- Census data determines how federal funds are spent on schools, hospitals, and programs like Medi-Cal, Medicare and SNAP/CalFresh.
- Each person counted equals $2,000 per person per year for health and community services for our communities.
- For more information, visit any AltaMed location or call the NALEO Census Hotline at 877-EL-CENSO (877-352-3676).
Every 10 years, the U.S. Census counts everyone living in our country. By completing the Census, you are doing your part to determine how federal funds are distributed to your community. The Census shapes key services and resources for your family and your community. It is safe and everyone counts.
**Everybody Counts!** Include all infants, toddlers and children living at your address in the 2020 Census form.

<table>
<thead>
<tr>
<th>What / Why</th>
<th>Who</th>
<th>When</th>
<th>How</th>
</tr>
</thead>
<tbody>
<tr>
<td>The U.S. Census is our nation’s population count and happens once every 10 years.</td>
<td>Our constitution requires everyone living in the U.S. to be counted in the census, regardless of age, race, sex and employment or citizenship status. This includes children ages 0-4, so please include them on your census form!</td>
<td>March 2020: You will be mailed an invitation to complete the census form online, by phone or by mail. Please include everyone living at your address on the form, even if they are not family members.</td>
<td>Completing the census form is fast, simple and convenient. In about 10 minutes, you can complete the form online, by phone, on paper, or by visiting one of the Census Action Kiosks throughout the county. Dial 311 to find a kiosk near you.</td>
</tr>
<tr>
<td>When you complete the census form, you contribute to an accurate count, which helps determine the amount of money California will receive for early childhood education, schools, healthcare, housing, transportation and other vital programs. The population count also determines the number of seats California has in the House of Representatives.</td>
<td>By law, your answers are kept confidential, are used only for producing statistics, and cannot be used against you in any way. The census form will not ask about your immigration status, citizenship status, or your social security number.</td>
<td>April 2020: Households that haven’t responded will receive a reminder postcard, and some may also receive a paper census form.</td>
<td>The online form will be available in 13 languages, and there will be guides in 60 languages to help you complete the questions.</td>
</tr>
</tbody>
</table>

For bilingual assistance (English and Spanish) with the 2020 Census, call NALEO Educational Fund’s toll-free hotline 877-EL-CENSO (877-352-3676).
Our Kids Count

In our community, we believe every person counts. And we believe every person should get their fair share — especially little kids.

A big way our community gets money for child and family programs is by participating in the U.S. Census. The state and federal government uses census information to fund programs like child care, free and low-cost school lunches, and Medi-Cal.

Here are just a few reasons why your participation in the census matters:

When you and your kids are part of the census count, the community receives its fair share of money for important programs like Medi-Cal, WIC, Head Start, the National School Lunch Program, CHIP, and child care.

California receives more than $115 billion every year based on census data. We must count everyone so we don't lose these resources.

The number of people California has in Congress is based on the census count.

About one million kids under age 5 in the United States were not counted in the last census.

Here is how it works:

(1) In March 2020, you will get a census reminder in the mail.

(2) Complete the census form online, or over the phone.

(3) Request a paper form, or wait to receive a paper form in the mail, if you prefer to respond that way. Please complete by end of April to avoid a home visit from a census official.

Please be counted so your community gets the funding and services it deserves.

For information and assistance, call NALEO Educational Fund's toll-free bilingual hotline: 1-877-EL-CENSO (352-3676)
CENSUS is a seed
to our future & hope!

Don't forget to fill out your CENSUS today!

my2020census.gov
OC CENSUS SCAVENGER HUNT
SAT, AUG 29th 2020 | 3 - 5 PM

FIND US AT OUR 5 STOPS!

STAFFED BY OUR AMAZING PARTNERS!

Complete YOUR Census at one of our booths, then tag @OCAPICA97 and #WeCountOC for a chance to win a $100 Target gift card!

BRING A MASK!*  
*Required.
The Cambodian Family

DOUGHNUT FORGET TO COMPLETE THE 2020 CENSUS!
GET A FREE DOUGHNUT ON THE CAMBODIAN FAMILY!

VISIT WWW.MY2020CENSUS.GOV TO FILL OUT YOUR CENSUS FORM

Friday, August 21st 8:30am-12:00pm
DONUT STAR
404 N GRAND AVENUE, STE E
SANTA ANA, CA 92701

QUESTIONNAIRE ASSISTANCE IS AVAILABLE

ONLY AVAILABLE AT SELECT LOCATIONS. LIMIT 1 PER HOUSEHOLD WHILE SUPPLIES LAST. SUPPORT YOUR LOCAL SMALL BUSINESSES.

For assistance, please contact:
The Cambodian Family Community Center:
census2020@chambodianfamily.org
(714) 581-0114

2020 Census Counts
United States Census 2020
The Cambodian Family
HAGASE CONTIA
MECCA
Building Healthy Communities
The New Americans Campaign
CENSUS 2020
40TH ANNIVERSARY THE CAMBODIAN FAMILY
MULTISTACK COLLABORATIVE OF COMMUNITY AGENCIES
LIVE CENSUS SERIES

LET’S DO IT TOGETHER!

Join live to get help with completing the
2020 Census

MAKE YOUR VOICE COUNT

Live Dates:
- Tuesday, June 29, 2020 @ 11 am
- Thursday, June 16, 2020 @ 11 am
- Wednesday, June 29, 2020 @ 11 am

TAKE 10 MINS TO CHANGE THE NEXT 10 YEARS

Scan to Join Meeting on Zoom or
Call 1-669-900-9128, Enter Meeting ID: 714 7560027# Enter
Password: 997936#

For more info, contact Alicia: Call 714-756-0027 or email info@thegreenfoundation.net
Stanton – Garden Grove Census Caravan
Friday, July 24 from 1:00 to 5:00 p.m.

1 - 2 p.m. in Stanton
2:30 - 3:30 p.m. in Garden Grove
4:00 - 5:00 p.m. in Garden Grove

Enter to win raffle prizes including gift cards and more!
- Complete your census between July 24 - July 31,
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OC Counts: A Recap of the Orange County 2020 Census
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To respond to the 2020 Census and secure funding and political power for your community. Here's how:

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**AMERICA NEEDS A FAIR AND ACCURATE #2020CENSUS #CountMeIn**

**MY FUTURE COUNTS**
APPENDICES RELATED TO OUTREACH
We share with you two stories that offer a close view of the impact of Census outreach in Orange County:

**Story #1: Phone Banking During the July 2020 Census Week of Action**

At the Charitable Ventures’ June Funded Partner meeting, our cohort discussed the upcoming Census Week of Action in July. We wanted to do something big and impactful. Community Action Partnership of Orange County, NALEO Educational Fund and Charitable Ventures teamed up to plan a large-scale Census Town Hall and phone banking effort.

The week turned out to be incredible. We kicked off the late July Census Week of Action with a live Census Town Hall on StreamYard, livestreamed to eight different Facebook, Twitter and YouTube destinations. Town Hall speakers included trusted nonprofits, US Congressman Lou Correa, the US Census Bureau and the County of Orange. From Tuesday through Friday, we facilitated phone banks. About 50 volunteers (including several youths; grandparents, too!) gave their time each day, and AltaMed, the LGBTQ Center OC, The G.R.E.E.N. Foundation and the Coalition of Orange County Community Health Centers led each of the four phone banks. State Senator Tom Umberg jumped into one of the phone banks and both surprised and thanked all the volunteers.

The phone banking effort reached a total of 5,126 households over the four days. The templates we used for phone banking were, afterward, used again by organizations wanting to do remote phone banking.

**Quotes from Census Week of Action phone banking volunteers:**

“I feel good about the contacts I made, especially one young woman who had a new baby and didn’t understand the meaning of the Census. She said they still had the form and now she would fill it out because she understands it is important.”

“I was one of the phone banking members for all four days last week. The experience was definitely new and enlightening for me as I’ve never done any service like this before. It gave me a new perspective on what the Census aims to do.”

“I’ve been working with some of the staff in our library to develop units for my students that use Census records, so actually being a part of the process in 2020 is really enlightening for me. I appreciate so much the enthusiasm and motivation that came across in the training today and am excited to be a part of it.”
Story #2: Census Outreach Via Diaper Distributions

First 5 Orange County, with the support of Charitable Ventures, crafted a 2020 Census strategic plan to outreach and engage with families of young children in an effort to ensure all children 0-5 were counted in our region.

Once Shelter-in-Place orders began in March 2020, First 5 Orange County looked for opportunities to continue outreach and engagement with young families while adhering to social distancing requirements.
To that end, First 5 Orange County collaborated with several community partners and groups to create mini-diaper distributions focused on Orange County’s under-reporting neighborhoods and Census tracts.

Between March and August, hundreds of thousands of diapers were donated by First 5 Orange County to support the Census diaper distribution effort. Charitable Ventures supplied Census tote bags to hold the diapers, and various other groups provided Census collateral.

In partnership with H&S Ventures and the Honda Center, the diapers were stored in-kind, which allowed First 5 Orange County to scale and distribute the diapers at food distribution sites across the County and in targeted neighborhoods.

Once distribution opportunities had been logistically established with First 5 community partners, the diapers – along with the tote bags and designed-for-parents educational materials – were prepared for thousands of families.

The diaper distributions were held in conjunction with food distributions between June and October. The strategy was to attract as many families as possible through the dual distribution of food and diapers. Many of the community partners provided iPads to support individuals who were willing to fill out their Census when picking up materials.

The program was an overwhelming success; it provided opportunities to reach families and increase Census response rates, and it also enabled First 5 Orange County and partners to educate and engage parents in community resources.
Appendix 19: Outreach Examples

Please find below a sampling of outreach strategies employed by Charitable Ventures funded partners.

From Access California Services:

The 2020 Census marked Access California Services’ third decade participating in this critical effort to count our nation’s constituents – and this by far – has been the most exciting and challenging Census yet! AccessCal, through the generous support of Charitable Ventures, had the pleasure of conducting education and outreach for the 2020 Census throughout Orange County. AccessCal, because of its unique trusted experience in serving hard-to-count populations, was responsible for conducting outreach for some of the county’s most vulnerable, marginalized and low-income communities, including: the Middle Eastern and North African population (MENA), South Asian, Afghan, immigrant and refugee populations and limited English proficiency communities.

AccessCal’s culturally and linguistically competent team delivered multiple diverse strategies to effectively deliver the importance of the Census during pre-COVID-19 era and during this pandemic. AccessCal was successfully able to pivot from traditional in-person education and outreach to innovative online and virtual techniques to keep communities educated – even from a distance. AccessCal created both print media and online media to educate community members about the Census. AccessCal created informational postcards about the Census in 6 different languages to be distributed during in-person outreach. Languages included: Arabic, English, Farsi, Pashto, Urdu, and Spanish. Print-media also included information in ethnic-based newspapers that were circulated to thousands of MENA community members in Orange County. In-person outreach was primarily conducted at the following venues: places of worship, i.e. ethnically-based mosques and churches, cultural festivals, community meetings, ethnic-based schools, as well as one-on-one educational sessions in the office as well as group workshops. Trained staff were ready to present about the Census at these venues and speak to the importance of hard to count populations participating.

AccessCal established the Complete Count Committee for the MENA population in Orange County, in which identified community leaders and other active community members were invited to strategize on innovative outreach methods to reach the community. The MENA Complete Count Committee was instrumental in reaching a broader MENA Orange County population through the participants’ own networks.

Another effective outreach and education strategy was AccessCal’s ability to be a QAK/QAC for the community. AccessCal is considered a trusted messenger in the community and had its doors open for community members who needed assistance with completing the Census questionnaire. AccessCal ensured all staff were trained to assist with any Census questions. AccessCal kept open its computer lab also available for clients who wished to complete the Census questionnaire on site. Pre-COVID-19, AccessCal was also able to help with Census questionnaires off-site through its QAK at different venues where there were high concentrations of the hard-to-count populations.

When COVID-19 began, AccessCal instantly strategized how to continue promoting the Census through online platforms. AccessCal leveraged its social media platforms including Facebook, Instagram, Twitter, and TikTok to post information as well as videos to reach the population. One of AccessCal’s most effective methods for outreach during this time has been our work on the EZ texting platform, which allowed AccessCal to text out Census educational messages as well as voice messages to targeted populations within our own list serve. These types of messages instantly were a success as community members were happy to receive the information via their phones and the follow-up was incredible. Community members were calling in for support on how to complete the Census questionnaire.

AccessCal also incorporated Census education in all its Zoom webinars including its most recent Peace of Mind Mental Health Wellness Conference which included over 600 registered participants. AccessCal did continue with a few large in-person outreach events but kept them in compliance with CDC safety
measures. AccessCal hosted a drive-thru food distribution which helped an estimated 2,500 individuals. Each car was given Census information. AccessCal also hosted curb-side pick-up for gallons of milk, diapers, school supplies, and toys. With these events, clients were always given Census information and assistance when needed. AccessCal also continued to repeat on our lobby’s television screen Census videos and other information materials.

From AltaMed:

AltaMed’s Census outreach efforts focused predominantly on Latino HTC neighborhoods in Central Orange County, including Santa Ana, Anaheim, Orange, and Garden Grove. However, for the sake of this [Charitable Ventures] grant, our outreach efforts were concentrated in Orange and Garden Grove.

Health Center Outreach: Our tactics and strategies centered on leveraging our health clinics and health center staff to help promote Census participation to HTC residents coming through our clinic doors. We launched a robust Phase 1 training effort at the onset of our grant to ensure all our health center staff were adequately trained and knowledgeable Census messengers. Additionally, we developed Census outreach signage, flyers, handouts, and other collateral for distribution at our clinics. Our clinics became hubs for trusted spaces for Census promotion and participation throughout our grant period. Our clinic outreach also included large posters on exam walls, computer screensavers, TV commercials, and PSA playing in our clinics.

Additionally, to maximize our reach to HTC households, many of which are our patients, we also texted our patients Census messages through our internal texting platform, Genesis; sent Census mailings to our patients, and included both After Patient Summary and hold music recordings about the Census for our patients.

Peer-to-Peer Outreach: In addition to our clinic outreach, our Phase 2-4 outreach tactics and strategies also included peer-to-peer outreach that included Questionnaire Assistance Centers (QACs), door-to-door canvassing, and phone and text banking. However, due to COVID-19, we were forced to adjust our peer-to-peer outreach and were forced to shut down our QACs and eliminate our door-to-door canvassing. Instead, we shifted our efforts to virtual outreach. We established a 20-person remote virtual phone bank where our Census promotoras who had been previously scheduled to staff our QACs were able to outreach to HTC households via phone calls, text messages, and utilizing a “deep dive” call script to answer questions about how to complete the Census thoroughly. Our virtual outreach was conducted via a combination of Census PDI and PDI contact lists.

During COVID-19 in mid-March, our outreach efforts further shifted, and we began to integrate Census outreach at our COVID-19 evaluation and testing centers, including at our AltaMed-Huntington Beach COVID-19 testing center at 8041 Newman Ave, Huntington Beach, CA 92647. At the testing sites, we included Census signage, yard signs, and banners that promoted Census participation and the my2020Census.gov URL. Additionally, our staff provided ½ page handouts to patients and community members coming through our sites, and wore Census promotional buttons and gave out Census giveaways when appropriate.

Despite COVID-19, we are pleased to report that we met our outreach objectives and surpassed our expectations. We were not able to reopen our QACs after the mid-March Stay at Home state orders, and were not able to do any door-to-door canvassing, but we were able to successfully surpass both our active and passive objectives with our phone and text banking, as well as other not previously planned strategies including partnerships with social media influencers, a billboard campaign, and different digital strategies like Facebook Live events and media strategies.
**From LGBTQ Center OC:**

Our directive at the LGBTQ Center OC was to ensure that our LGBTQ community was counted and represented accurately and fairly for the 2020 Census. Historically, the LGBTQ community has been underrepresented and undercounted, so we focused on providing information, assistance, and the resources necessary to ensure that the LGBTQ community knew the importance of filling out the Census. It is important to emphasize, however, that our primary goal was to ensure that all of Orange County received a fair and accurate count for the Census. In addition to our focus in the LGBTQ+ community, we also focused our outreach efforts in LEP Spanish individuals, Seniors, as well as foreign-born individuals. In our proposed plan, we emphasized the importance of focusing this outreach in the following cities: Santa Ana, Fullerton, Garden Grove, Anaheim, and Irvine. However, given the fact that starting in March 2020, our in-person outreach efforts were impacted by the COVID-19 pandemic, we had to shift strategies. We still focused on these cities when doing our outreach, however, we had to focus more on digital outreach. Due to our #QueerTheCensus marketing campaign, phone banking, and multiple virtual workshops that we hosted, our Census outreach encompassed all of California as well as the broader United States.

Outreach work for the Census began in July 2019. We started to incorporate Census information material into our outreach events, and through our partnership with the Mexican Consulate, specifically Venta- nilai de Salud, we tabled at this location 3-4 times a week from July 2019-March 2020. This in-person tactic was extremely successful because the individuals who visit this location are more likely to engage in conversation regarding their worries or concern about the Census with someone that speaks their native language, in this case, Spanish. Once we received shelter in place orders from Governor Newsom, we had to shift our strategies and continue our work among various digital platforms. From March 2020- August 2020, we conducted approximately 100 social media campaigns that had various levels of success. We discovered in our social media campaigns that although individuals were spending more time online, their level of interaction with our Census material varied. If these campaigns were more informative and just spoke about facts, individuals were most likely to not interact with them. However, if the posts were more fun and engaging, while at the same time educational, individuals were more engaged.

A great example of one of our most successful Census marketing campaigns that even caught the attention of a local Congressman as well as the OC Register, was our “#QueerTheCensus campaign.” The campaign was made possible thanks to our partnership with Community Action Partnership of Orange County. Through this campaign we were able to enlist the assistance of two very well-known drag performers, Yuhua Hamasaki from RuPaul’s Drag Race, as well as established local performer Nomi B, to share with our LGBTQ community the importance of the Census. Seeing how these two individuals are trusted messengers among our community, and the fact that we engaged the help of staff members from both CAP OC as well as the LGBTQ Center OC, our creation of the #QueerTheCensus PSAs were extremely well received. Not only that, but thanks to our continued partnership with CAP OC, we were able to assist in various events that emphasized the importance of the Census. Jonatan, our Census administrator, hosted the “Rock the Count: Census Virtual Concert” as well as a phone banking training and led a phone banking event during the “OC Census Week of Action,” all of which were well received and extremely successful.

**From MOMS Orange County:**

MOMS Orange County’s Census outreach efforts targeted participants of our Maternal-Child Health Coordination and Group Health Education classes. Participants live in every city and community in Orange County. Our efforts targeted Latinos, African Americans, Asian Americans, Middle Easterners, Immigrants and Refugees, homeless individuals and families, children aged 0-5, families with limited English proficiency, and families with limited or no internet access.

MOMS’ Home Visitors and Health Educators targeted women and families participating in our one-on-one Maternal Health Coordination program and group health education classes. Home Visitors shared census information at each monthly one-on-one visitation with participants of the Maternal Child Health
Coordination program. At the first home visit, extensive Census information was shared. At each subsequent monthly encounter, follow-up Census information (including new collateral materials) was shared and we inquired if the client had already completed the Census or explored any barriers or questions they may have had. These follow-up activities occurred throughout the client’s participation with MOMS Orange County. Health Educators shared Census information at each group health education class. MOMS’ Home Visitors and Health Educators are bilingual in English and Spanish or Vietnamese and meet with our participants on a regular basis, allowing them to establish rapport and trust with each participant. MOMS’ staff also included Census materials in Diaper Bank packages distributed to clients.

**From NALEO Educational Fund:**

NALEO Educational Fund sub-contracted with AltaMed for the 2020 Census outreach efforts, and through this grant, focused predominantly on Latino HTC neighborhoods in Santa Ana and Anaheim. NALEO Educational Fund coordinated closely with AltaMed and local partners for the facilitation of training, operational updates, and dissemination of collateral. (Please see the AltaMed write-up for a review of AltaMed’s outreach tactics.)

Throughout their outreach campaign, AltaMed collaborated with various partners on events. They worked with NALEO Educational Fund to lead an OC Census Week of Action phone bank on July 29, 2020, partnered with Santa Ana Unified School District on an outreach fair prior to COVID-19, and Santa Ana and Anaheim Complete Count Committees to disseminate collateral. Additionally, they worked with the Latinx CCC and executed a successful caravan parade in Santa Ana on May 29, 2020.

Despite COVID-19, AltaMed successfully surpassed their objectives in regards to phone and text banking, as well as other strategies that were not previously planned, including partnerships with social media influencers, a billboard campaign, and digital strategies like Facebook Live events.

NALEO Educational Fund provided enhanced outreach in Santa Ana and Anaheim by equipping partner organizations, public offices, and schools with Census messaging for Latinos, collateral, and technical assistance. Our team compiled data on the most effective messaging for Latinos across our three campaigns: Hagase Contar, Hazme Contar, and The Present is Latina. This messaging was used in outreach efforts across the county, including the Santa Ana Census Caravan. We supplied our partners with thousands of Census promotional materials, including flyers, postcards, stickers, tote bags, t-shirts, pens, cellphone card holders, posters, and buttons.

Due to COVID-19, NALEO Educational Fund transitioned to digital work which included creating a resource guide for all statewide and congressional public officials to support their direct outreach work. NALEO Educational Fund also spearheaded the OC Census Week of Action, which reached nearly 1,000 people through a Virtual Town Hall, and more than 5,000 households through a four-day phone banking effort.

**From OCAPICA:**

OCAPICA utilized the following outreach strategies: Social media, radio and broadcast, press conferences/press releases, participating in speaker’s series, town hall meetings, participation on CCCs, ethnic specific outreach (made in-language outreach easier), integration with agency services, materials distribution, phone banking and text banking, small business partnerships, ambassadorships with schools and colleges, in-community outreach.

Town hall meetings were most effective due to their frequency and high attendance numbers. This allowed us to outreach to large groups of people in different cities/communities. Coordinating our outreach efforts with Census staff on the local and federal level was also very effective. This allowed us to maximize partnerships and avoid overlapping on our outreach efforts.
We found CCCs often more attended by city officials and not as accessible to community members. Also, attempts at collaborating with small businesses were difficult amidst the pandemic.

Our regular Meet & Eat (a coalition of approximately 50 community organizations and leaders) meetings brought together multiple entities, making outreach efforts and training of staff much more efficient. We were able to build capacity as a collaborative/coalition and to think strategically on how to do the work, building upon each other and supporting each other. Nonprofit staff received training together, learning how to integrate Census outreach into their current work within the community.

This collaboration also allowed for better social media outreach efforts. As a collaborative, we tied Census back to COVID, BLM, etc., making Census relevant to issues of the day. We focused outreach efforts on how important Census data was in all sectors of our society (not enough healthcare, no protections of essential workers). Native Hawaiian and Pacific Islander groups collaborated with (5) radio and (10) podcasters to promote our outreach efforts online.

We also coordinated Census outreach with OCAPICA’s food distribution event, and provided Census bags/materials to Anaheim Union High School District for their textbook distribution event/food distribution. Additionally, we provided Census bags/materials to local grocery stores.

**From OCCCO:**

Some of our organization’s major tactics were announcements and leaflet distribution following faith services, phone-banking, printed ad placement, social media posts, and radio advertisements. To facilitate these activities, OCCCO partnered with the Catholic Diocese of Orange, securing access to numerous Catholic congregations across Orange County where our grassroots volunteer leaders shared our Yo Cuento, “Be Counted,” message, distributed Census factsheets and answered frequently asked questions. For some of our social media posts, our organization partnered with a local high school club called BROS, by stipending youth as Census social media correspondents to share the Census message with their peers through their personal TikTok, Snapchat and Instagram accounts. Similarly, we offered paid phone-banking opportunities for Spanish-speaking volunteer leaders.

During these efforts, hundreds of Latino, Spanish-speaking voters were informed about the Census and how to take it. We also promoted the Census through an interview in Radio Santa Ana. In the last few weeks of our work, we worked with Hope Community Services, a faith-based community organization, to reach out to the Vietnamese Catholic community.

**From Orange County Herald Center (OCHC):**

OCHC’s Census strategies were as follows:

1. **Conducted direct Census education via community events/workshops** – In February and March 2020, OCHC held 8 large events and 10 information sessions in-person for church members and community groups to educate and encourage Census participation, reaching 600+ Chinese-speaking residents. Subsequently, OCHC held Zoom information sessions.

2. **Trained the trainers/leaders** – We engaged and trained 45+ volunteers/community leaders in February and March 2020 to promote the Census within their communities by sharing Census information, holding workshops, and distributing Census materials.

3. **Provided on-site/telephone assistance** – Staff responded to on-site/telephone inquiries and provided support for completing and submitting Census questionnaires from February to September 2020.
From The Cambodian Family:

• We aired an in-language Census public service announcement in anticipation of the Census Day of Action, and various other Census-related commercials, on KhmerTV. Following the official Census day, we partnered with ethnic media outlet KhmerTV to produce several Khmer-language Census commercials, set to air daily over the course of several weeks/months on the KhmerTV channel.

• We also collaborated with Orange County-based donut shops in a donut-themed census campaign, where we offered free donut (coupons) to those who had yet to complete their forms. Independent donut shops are often run by Cambodian families, and our goal was to promote Census turnout in a culturally relatable, and delicious, way. While this helped us reach non-Census-takers in a meaningful, face-to-face way, turnout was not as high as we expected; COVID-19 limited the number of people making physical trips to restaurants, and while independent donut shops are largely run by HTC communities, their patrons were not necessarily HTC themselves.

• On April 1, 2020, we hosted a live question and answer session where our followers were able to tune in and learn how to fill out the Census form, as well as ask any questions they may have had. In late May we participated in a Census caravan around the city of Santa Ana, with several local community-based organizations.
From Viet-CARE:

With the funding received, Viet-CARE increased its community outreach and engagement activities to raise awareness and completion of the Census 2020. Viet-CARE participated in the May 29, 2020 Census Caravan through the city of Santa Ana. Then, through our private-public partnership coalition, Viet-CARE successfully organized a Census Caravan visiting the HTC Vietnamese and Hispanic communities in Stanton and Garden Grove cities on July 24, 2020. Consequently, the US Census Bureau confirmed the Census completion rate in the HTC tracts we had visited increased by .05% to 1.6%.

Finally, every Sunday from May – September 2020, with the funding provided, we were able to provide free hot meals 500-600 to isolated seniors, individuals with disabilities, and unemployed individuals. Through this direct aid, we provided Census flyers, answered Census questions, and assisted many to complete their Census on the spot.

From WAVE:

Our organization set out to reach HTC communities comprising Latinos, immigrants and refugees, and households with limited English proficiency. Since our organization has a strong presence in South Orange County, we initially focused on cities such as San Juan Capistrano, San Clemente, Laguna Niguel, Dana Point, Aliso Viejo, and Mission Viejo. Toward the end of the contract period, and as response rates started coming in, we expanded our work to the central and northern parts of the county in order to help increase response rates there. We conducted outreach in places such as Irvine, Costa Mesa, Santa Ana, Garden Grove, Fullerton, Placentia, Anaheim, and Westminster.
Due to the COVID-19 crisis, the following aspects of our original plan were affected:

1) **Census outreach at community events**: The events that we were planning on attending in March, April and May 2020 were cancelled. More event cancellations occurred even after the community lockdown was lifted.

2) **Staffed/Mobile Questionnaire Assistance Kiosks (QAKs)**: Due to the closure of the St Margaret’s Episcopal Church and School (beginning Saturday, March 14, 2020), we were unable to set up our QAK there. Also affected was our QAK at the Faro Church in Lake Forest (although we were able to try out our QAK there for one Sunday) and the Mission Basilica, as churches have decided to suspend services as well. The unstaffed QAKs we were supporting and that were managed by our partner organizations such as Unidos, CHIRLA, and the Boys and Girls Club in San Clemente, were also affected due to office closures or shorter operating hours. Our partnerships with other community organizations such as the ones mentioned above continued via digital outreach, food distribution initiatives, and flyering.

3) **Canvassing**. Due to social distancing and stay-at-home policies, our volunteers were advised to hold off on canvassing efforts.

In lieu of reaching people through the above activities, we undertook the following:

1) **Boosting our social media presence on Facebook and Instagram**. More funds were diverted to this and to the payment of a graphic designer. We also shared posts from other Census partners. Through these boosted ads, we were able to reach tens of thousands of residents in our target communities.

2) **Door-to-door flyering**. We provided door hangers to our partner organizations for them to distribute to HTC neighborhoods.

3) **Getting the message out via radio**. WAVE’s Census Program Director recorded five PSAs that were released on Census Day, April 1, 2020. The radio station, KXRN based in Laguna Beach, has a reach of more than 40,000 listeners. All the PSAs were also made available on the station’s podcast site.

4) **Textbanking**. Through a company called Winning Connections, WAVE was able to reach 26,781 Orange County residents via MMS.

5) **Direct mailers**. Finally, WAVE sent out 19,768 bilingual (Spanish-English) direct mailers to households in low response rate areas in north Orange County. These mailers were sent in response to flyers being posted in those neighborhoods that gave misleading and false information about the Census.