# STRATEGIC PLAN TEMPLATE

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| Information |
| County  |  |
| Agreement # |  |
| Contact person name / Title |  |
| Tel / Email  |  |
| Date  |  |

**The template provides guidance to the counties for Requirement – Strategic Plan**

The Strategic Plan should include a local, grassroots approach to reaching the least likely to respond with specific strategies, tactics, and timeline. It should also include a description of specific collaboration(s), partnership(s), and leveraging of resources to achieve the highest self-response rate on the Census 2020 questionnaire. The Strategic Plan should address the subtasks 1.1 through 1.11 below.

The plan must be submitted within sixty (60) days of entering into contract. The CCC Office must approve (in writing) the Strategic Plan.

**Task 1 -- Strategic Plan** Within sixty (60) days of entering into contract, the Contractor must provide the State with the Contractor’s Strategic Plan, which shall address subtasks 1.1 through 1.11. The California Complete Count (CCC) Office must approve (in writing) the Strategic Plan.

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| 1.1  | Outreach Plan – Contractor shall provide a plan that includes a local, grassroots approach to reaching the least likely to respond with specific strategies, tactics and timeline(s), as well as description of specific collaboration(s), partnership(s), and leveraging of resources to achieve the highest self-response rate on the census 2020 questionnaire. Further components are listed below:  |
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| 1.2  | Approach -- Contractor shall describe its approach to outreach, including: • Identification of least likely to respond areas and populations vis-a-vis census tracts within the local jurisdiction. • Describe research methodology used to identify Hard to Count (HTC)/least likely to respond populations, barriers, challenges and opportunities for outreach  |
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| 1.3  | Partnership Coordination -- Contractor shall provide a plan showing its integrated and coordinated approach working with the US Census Bureau, the CCC Office, cities, schools, CBOs, and other civil society organizations to avoid duplication and to identify methodology to address gaps.  |
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| 1.4  | Resources and Infrastructure -- Contractor shall provide a primary designee who has geographic information systems (GIS) knowledge that will interface with the Statewide Outreach and Rapid Deployment (SwORD) mapping portal. Contractor shall also provide a plan for establishing, managing, and announcing Questionnaire Assistance Centers (QACs) and/or Questionnaire Assistance Kiosks (QAKs) which should include locations and resources. Contractor shall work with their assigned Regional Program Manager to activate a reasonable number of QACs/QAKs within their local jurisdiction.  |
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| 1.5  | Contractor shall provide geospatial data or mapping of the following: • County HTC/least likely to respond areas • County resources/office to be leveraged in outreach to the HTC/least likely to respond • Potential partners including CBOs and any other partners across various sectors  |
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| 1.6  | Language & Communication Access Plan – California has over 200 non-English languages spoken across the state. Contractor shall provide a plan that includes strategies, tactics and resources, including partnerships, to address language access in the local jurisdiction.  |
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| 1.7  | Local Complete Count Committee (LCCC) -- Structure of the county’s LCCC and organization chart, if available.  |
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| 1.8  | Workforce Development -- Plan describing how the county may assist the U.S. Census Bureau with local hiring of census enumerators and other personnel. Based on previous census efforts, it is known that hiring locally for these critical jobs is an important factor in establishing trusted messengers that may impact the enumeration positively.  |
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| 1.9  | Budget - Contractor shall provide a budget proposal of the County’s allocated funding provided by the State including, but not limited to: • Administrative costs (not to exceed 10% of total allocation) • Outreach (e.g. events, meetings, materials, etc.) • Media  |
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| 1.10  | Timeline of activities during the term of this contract.  |
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| 1.11  | Contractor to describe its plan to measure results throughout the contract such as: • Accountability Measures • Data to be collected – Type and Quantity • Evaluation Methodology/Approach  |
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