



United Way Bay Area

Region 3 Administrative Community-
Based Organization (ABCO)

Implementation Planning Workshop
June 19, 2019

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Morning

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Region 3 ACBO

UWBA was selected by the California Census Office to be the Region 3 Administrative Community-Based Organization (ACBO)

Region 3 Counties: Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, and Solano.

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UWBA Mission and Vision

United Way Bay Area's mission is to be the catalyst that inspires people to invest in each other to strengthen our communities.

We envision a strong, vibrant and inclusive Bay Area where neighbors collaborate to create opportunities for everyone.

We activate individuals and organizations to break the cycle of poverty

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ACBO Roles

- funder
- regional convening and coordination
- state grant administration
- tech solutions
- language access
- SwORD TA provider
- direct outreach, media & communications

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The ACBO Strategic Plan *APPROACH*

- Support our 7 counties – lift all boats through communication and coordination
- Get money out to the trusted messengers
- Leverage existing systems and resources
- Ensure data collection and evaluation
- Fill gaps, ensure coverage geographically and HTC

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The ACBO Strategic Plan Pieces

- Outreach Approach*
- Partnership Coordination*
 - Subcontracting
- Resources and Infrastructure*
- Training
- Data Management
- Language Access*
- Enumerator Recruitment
- Volunteer Plan
- Outreach, media & communications*
 - Social, Ethnic, Traditional

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Outreach Approach

- Identifying the HTC and addressing barriers
- Work alongside trusted messengers to co-create and disseminate a message that works
- Direct people to places for help
 - 211
 - VITA
- Community Connect Labs
- Media coordination

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Partnership Coordination

- Collaboration
 - County and funder meetings and planning together
 - Participation in CCC
- Communication
 - Website
 - Email blasts
 - Webinar series
- Subcontracting
 - Due June 28 – www.uwba.org/census
 - 5 focus areas: QAC, Outreach & Education, Language Access, TA, Innovation

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Resources and Infrastructure

- SwORD
 - Data Manager
 - TA
 - Make it accessible and easy
- QAC
 - VITA
 - County coordination on other QACs
 - 211

Language Access

- Will support translation for required non-English Languages in Region 3:
 - Spanish, Chinese (Cantonese and Mandarin), Telugu, Filipino, Vietnamese, Tagalog, Korean, Punjabi, Russian, Japanese, Hindi, Persian, Farsi, and Arabic.
- Campaign Toolkit in-language
- Leverage resources – national and state
- LEP Subcontractors
- In-language in-person assistance
- 211 (150+ languages)
- Follow LACAP guidelines

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Outreach, Media & Communications

- Campaign Toolkit in-language:
 - Logo
 - (4) Social Media Ads (copy and graphics):
 - LinkedIn
 - Facebook
 - Twitter
 - Instagram
 - ¼ or ½ Page Print Ad
 - Oversized Postcard (front and back)
 - Poster
 - Email Header for email blasts
 - Infographic (featuring Census "101" stats and "top X" things to know)
- Social Media (organic and paid)
- Earned Media
- TV, print, radio, other (in partnership with counties)
- 211 (150+ languages)
- Follow LACAP guidelines

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Questions?

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Afternoon

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ACBO Plan **Strengths**

- Plans for partnership coordination
- Subcontracting and the coordination between counties and funders
- Campaign Toolkit
- 211
- VITA

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ACBO Plan **Weaknesses**

- Enumerator Recruitment
- Technology – outreach, assistance, tracking
- So many makers of stuff
- Waiting for citizenship question
- Waiting to know USCB and state plans on several fronts
- Plans still coming together
- SwORD decisions/understanding

ACBO Plan **Opportunities**

- Media and Ethnic Media collaboration
- Grantmaking collaboration
- Leverage each counties' great work to be a better Bay Area

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ACBO Plan **Threats**

- Citizenship question
- CA primaries
- Not ready to collect data the way we need to
- So many cooks in the kitchen

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