United Way Bay Area
Region 3 Administrative Community-Based Organization (ABCO)

Implementation Planning Workshop
June 19, 2019
Morning
Region 3 ACBO

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

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
ACBO Roles

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

GIVE. ADVOCATE. VOLUNTEER.
Questions?
Afternoon
ACBO Plan **Strengths**

- Plans for partnership coordination
- Subcontracting and the coordination between counties and funders
- Campaign Toolkit
- 211
- VITA
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
ACBO Plan **Threats**

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