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

Implementation Planning Workshop
June 19, 2019
Region 3 ACBO

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

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.
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](http://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
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