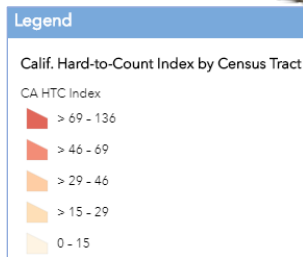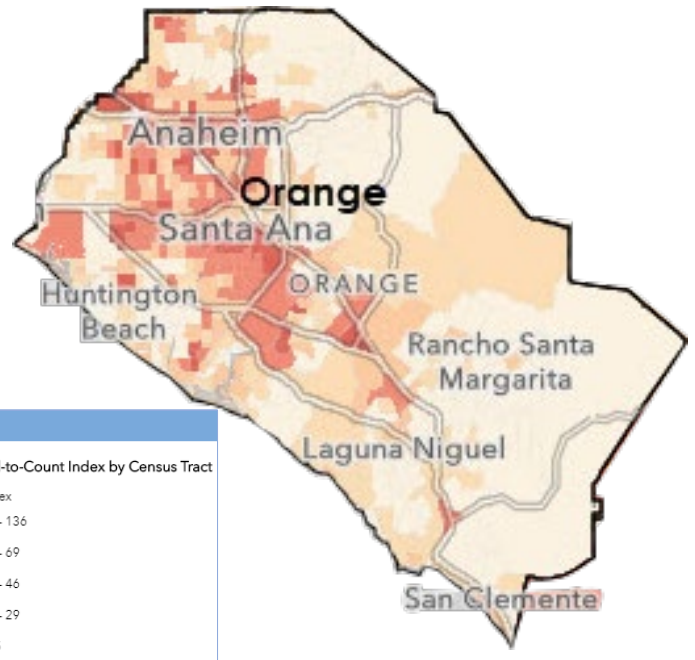# California Complete Count – Census 2020
Region 9 Snapshot

Census outreach efforts in Orange County will build on the successes of Census 2010, including micro-targeting through nonprofit groups and ethnic media; leveraging relationships with trusted partners; delivering messages in trusted locations; advertising to reinforce grassroots messaging; and creative county department activities. The map above displays the Hard-to-Count (CA-HTC) Index based on multiple demographic, housing and socioeconomic variables that correlate to an area that is difficult to enumerate. Census tracts with a higher CA-HTC index are likely to pose significant challenges to count in 2020, while tracts with lower indexes should be easier.

Legend
Calif. Hard-to-Count Index by Census Tract
CA HTC Index
> 69 - 136
> 46 - 69
> 29 - 46
> 15 - 29
0 - 15

In collaboration with the Region 9 Administrative Community-Based Organization (ACBO), Charitable Ventures of Orange County, Orange County will work to reach every HTC subpopulation by collaborating with trusted messengers, ethnic community leaders and local media; canvassing, holding or co-sponsoring community events; and leveraging existing outreach efforts to cross promote census messaging. Coordination between the ACBO and County will maximize resources and avoid duplication of efforts. Outreach efforts include establishing more than 200 Questionnaire Assistance Centers/Questionnaire Assistance Kiosks throughout HTC census tracts.

PARTNERS

ACBO
Charitable Ventures of Orange County

County
Orange County

County Office of Education
Orange County

FUNDING ALLOCATIONS

Partner	Allocation
ACBO	$1,402,245
County	$1,555,519
County Office of Education	$300,770
Total Census Office Investment in Region 9*	**$3,258,534**

Total does not include Tribal Government, Statewide Outreach Contracts, or media investments

REGION 9 SNAPSHOT

County	Total Population	Population Above CA HTC Median	Limited English Population	Top 3 Non English Languages Spoken at Home	Leading Hardest To Count Causes
Orange	3,155,816	1,726,890	592,420	Spanish, Vietnamese, Korean	Crowded units, Foreign-born population, Multi-unit structures

CONTACT INFORMATION

Please refer to https://census.ca.gov/wp-content/uploads/sites/4/2019/07/CA-Census-Outreach-Team.pdf for the most up to date contact information.