



State of California – Government Operations Agency
California Complete Count-Census 2020
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FINAL REPORT

General Information

Date of report	11/9/2020
Organization / Entity	Charitable Ventures / Region 9 ACBO
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Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

As the Region 9 Administrative Community Based Organization, Charitable Ventures' goals were as follows:

- 1) Ensure that Hard-to-Count (HTC) individuals living in Orange County were counted in the 2020 Census.
- 2) Follow a tiered outreach strategy; our plan had three tiers based on HTC population numbers, language access, and geography.
- 3) Build a county-wide communications network and provide resources to our Census partners and other Census stakeholders.
- 4) Work closely with other significant Census partners in Region 9, namely the County of Orange, the OC Department of Education, and our local partnership specialist team from the U.S. Census Bureau.

Due Date: November 16, 2020

Our objectives, alongside how we had to revise our efforts, are listed below:

1). Target intentional use of public funds to Public Use Microdata Areas (PUMAs) and Census tracts with high numbers of HTC through multi-pronged outreach efforts that reach individuals in many ways through community-based organizations (CBOs).

Organizing our approach by PUMA provided the added benefit of offering 18 well-defined geographies that aligned well with the geographic reach and outreach efforts of our 11 lead sub-contractors. However, by January 2020, we transitioned our focus from PUMAs to Census tracts, so that we could be in position to monitor Self-Response Rates (SRRs) in tracts once the U.S. Census Bureau began reporting live SRRs.

We did not need to revise this objective when COVID hit; instead, we flexed our expectations of our sub-contractors and grantees.

From March 2019 through October 2020, Charitable Ventures successfully funded and partnered with 54 nonprofits focused on education and outreach. Additionally, we provided funding to 32 community-based organizations so that they could set up Questionnaire Assistance Centers (QACs), an outreach strategy that could not be executed during the COVID-19 pandemic.

Throughout our Census campaign, Charitable Ventures' data team reviewed and analyzed data coming out of both PUMAs and Census tracts. This team reviewed outreach impressions from our funded partners on a weekly basis, and was responsible for uploading the outreach template into SwORD every Friday. In turn, our partners sought analysis, maps and fresh data from our team, so that they could have a better understanding of their HTC populations, the tracts they wanted to focus on and where gaps existed.

2). Leverage philanthropic support to expand the outreach plan to smaller HTC populations.

Charitable Ventures, in partnership with the Orange County Community Foundation and OC Grantmakers, launched the OC Census Fund, a private philanthropic pooled fund, in May 2019. Our goal was to raise \$600,000 to augment the State contract we received and support our tiered approach to outreach. By October 2019, we had raised \$1.02 million from 13 regional and local foundations. The OC Census Fund enabled Charitable Ventures to expand our roster of education and outreach partners, as described above, provide funding for Questionnaire Assistance Centers, produce a [Census training video](#), fund additional digital ads, hire a consultant to boost Self-Response Rates in low-responding Census tracts with HTC indices, and so much more.

This "extra" funding became crucially important once COVID-19 hit, as we were able to move quickly to address certain needs of partners (for example, in late March, we moved fast to set up a social media training for all of our funded partners – followed by a month of social media coaching in a private Facebook group).

3). Promote strategic and responsive communication to address potential miscommunications and threats to Census outreach.

You'll read in this report that effective communications were paramount to our success in Region 9. Our first move – once we set up our OC Census Community Table and our OC Census Executive Team – was to communicate clearly, efficiently and with transparency. COVID-19 and the various operational changes at the U.S. Census Bureau drove home the huge need for consistent and timely communications. For a sampling of the many MailChimp newsletters we sent to our OC Census Table, please click [here](#) (from December 2018 through September 2019, communications were sent via regular email).

But we didn't just communicate with our funded partners, our Executive Team, and the OC Census Table. We also provided communications for these various constituencies to use in their outreach. We developed and disseminated regional Census promotional materials with culturally and linguistically appropriate messages. We loaded up OCcensus.org (more on this site below) with usable marketing materials and resources.

4). Form partnerships and collaborative relationships to maximize Census education and outreach.

We worked closely alongside the U.S. Census Bureau's local partnership specialist team, the County of Orange and the OC Department of Education (OCDE) team throughout our Census campaign. All of us worked diligently to align our efforts to increase effectiveness of outreach. Our team and the County of Orange team spoke on a weekly – sometimes several times a week! – basis to ensure alignment. In June 2020, OCDE hosted a *Making Your Community Count: OC Census Virtual Visual and Performing Arts Showcase*; both the County and Charitable Ventures joined OCDE in supporting and promoting this youth art contest.

Additionally, we were able to leverage an existing relationship between Charitable Ventures and First 5 Orange County, who provided significant investment to reach families with young children. Through this effort, we were able to get out the count for children ages 0-5 and their families, and to engage local elected officials.

We also partnered with higher education institutions to organize ahead of the count and Get Out the Count. For example, we teamed up with UCI's Community-based Participatory Research Initiative (CbRI) at the Newkirk Center for Science & Society to design an Overlap and Gap Analysis Workshop for our January 2020 Quarterly Census Expo. We worked with the CbRI co-leaders to recruit and train eight graduate students to serve as facilitators at the Expo. And we teamed up with Cal State University Long Beach's Center for Community Engagement to recruit college students to staff QACs (unfortunately, this strategy did not come to fruition amid COVID-19).

5). Provide technical assistance to funded partners and all Region 9 stakeholders.

Charitable Ventures provided technical assistance to any organization/individual who asked. We provided various presentations and trainings across Orange County. We supported our partners in their training efforts. We talked groups through the what/when/where/why/how of the 2020 Census.

An effective and popular strategy to deliver general 2020 Census technical assistance were our regional Quarterly Census Expos (more details below). We held info sessions over conference calls and Zoom, both pre-COVID and during COVID.

We offered an intense focus on QACs during February and March (pre-COVID) 2020. We facilitated 11 QAC/QAK trainings over the course of three weeks. It was mandatory for any Charitable Ventures funded partner to participate (and we invited all OC Census Community Table members, in fact); there was no max on the number of representatives each partner could send to the training. Following the training, each participant received an electronic packet consisting of a QAC/QAK reference handout, the CCCO Questionnaire Assistance Toolkit, templates for QAC/QAK signage, a one-sheet of the U.S. Census Bureau call lines, a 'Welcome to this QAK' sign, and additional QAC/QAK signage to print and post.

For our funded partners, we offered high-touch technical assistance related to SwORD. Our data team trained and coached funded partners in the reporting process; combed through the outreach reporting template (which Charitable Ventures required of all funded partners on a weekly basis) for quality control; and uploaded weekly outreach impressions into SwORD.

The need for technical assistance increased once COVID hit and Census operations changed – as well as during the Trump Administration's twists and turns in its effort to not count immigrants in the Census.

Our Census team made sure that we paid close attention to all of the operational changes and White House moves in order to communicate appropriately with our partners, with the entire OC Census Table, and over social media.

2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

What worked well operationally?

1). Infrastructure

Early on, in January 2019, we established an OC Census Executive Team. This Team, comprised of 11 local nonprofits and funders, served as Charitable Ventures' kitchen cabinet and guided our Census work throughout the campaign. This group proved

Charitable Ventures

invaluable, as each Team member contributed support in different areas (for example, in communications or outreach or liaising with local elected officials).

Additionally, we launched the OC Census Community Table with 15 members in December 2018 and grew this Table to 453 members by April 2020 (membership stayed steady through October 2020). This Table was filled with Census champions from all sectors – and it was this Table that enabled us to broadcast Census messaging, resources and training widely. This Table was a network that worked for us.

Our Charitable Ventures Census team worked well. The core team was a group of four focused on partnership coordination, communication, contract management and data collection. We also cycled in additional staffing as needed; for instance, we hired a Census Coordinator from February through July 2020 to help with training and materials/swag distribution. We cycled in consultants on an as-needed basis, too; for instance, to liaise with local elected officials or to boost SRRs in a couple HTC Census tracts.

Charitable Ventures' Finance Department maintained rigorous standards for overseeing financials related to the Census, and there was constant communication and coordination between our Census and Finance teams. Each expense related to the Census was recorded in the correct 2020 Census budget area. The Finance Department was responsible for cutting checks to sub-contractors and grantees. Rather than paying via lump sum, we divided sub-contractor payment amounts into four and two equal parts; we required quarterly reports from sub-contractors to demonstrate adherence to our Sub-Contractor Agreement before issuing the next payment. The Finance Department also tracked and aligned private and public dollars. Charitable Ventures' administrative fee was 9%; this fee supported project and grants management, fiscal and HR, audit and infrastructure expenses necessary to run and manage this contract.

We appreciated the regular meetings with our Regional Program Manager, Sara Pol-Lim. Sara encouraged and supported us from the beginning, and we were thankful to have her insight. Furthermore, we're grateful for Quintilia Ávila, Regional Program Manager and Southern California Lead, and all of her support and guidance.

Getting to know and work alongside the other Regional ACBOs was huge for us; we learned from these ACBOs, brainstormed with them, partnered with them on various initiatives (for instance, Charitable Ventures and the California Community Foundation teamed up in late April 2020 to offer a phone banking webinar for our respective partners), and navigated Census wins and challenges together. We benefited greatly from the ACBO convening in Los Angeles in August 2019, and we very much appreciated and enjoyed (and learned from!) the CCCO convening in Sacramento in February 2020.

2). Data

From the start, our Charitable Ventures Census team was energized to see the wealth of data on the SwORD website, in both map and table form. Even before the 2020 Census officially opened on March 12, 2020, we were using SwORD's data and maps at our Quarterly Expos as a way to kick-off important conversations about our HTC populations. We also provided SwORD maps to several partners to assist their initial planning and strategy development. As the Self-Response period continued, the regularly updated dashboards and Self-Response Rate (SRR) maps were used to inform decisions regarding outreach planning and to guide sub-contractors to the specific areas where they could have the most impact on SRRs. For example, if Charitable Ventures knew – based on the data provided – that a particular neighborhood or tract in Santa Ana was not producing a great self-response rate or was experiencing a plateau in response rates, we would deploy one of our sub-contractors to conduct additional targeted outreach to that area. We utilized both our knowledge and trust in our partners with the data on Region 9 SRRs to tackle those specific HTC areas and, in turn, increase the SRRs in the region as a whole.

3). Communications and Relevancy

The Census is complex, and was made even more so by the turmoil of 2020. Beginning in February 2019, we began sending regular communication to the OC Census Community Table. These regular communications turned into monthly and then biweekly MailChimp newsletters, and were chock-full with Census information and resources. Via these newsletters, we shared Census news, directed people to training, advertised our Quarterly Census Expos, and so much more.

We built www.occensus.org in June 2019. We loaded up this website with news articles, research publications, social media toolkits, training materials, PSAs, video tutorials, details on Local Complete Count Committees, information on rounds of funding, QAC/QAK resources, and lots more. When we received inquiries from various Region 9 stakeholders, it felt great to point them to our website for assistance and resources.

Lastly, we sub-contracted with Count the Nation, a collaboration led by the USC Annenberg Innovation Lab and Wise Entertainment. Count the Nation created media across platforms to increase awareness of the Census, dispel misinformation and inform, engage and entertain with information about the Census' centrality to democracy. Count the Nation trained 200+ participants at our January 2020 Census Expo; the training was designed to encourage Region 9 Census stakeholders to get creative with Census outreach and inspire youth user-generated content online.

4. Partnership Coordination

While Charitable Ventures ended up sub-contracting with and re-granting to about 100 nonprofit organizations across Region 9, we realized the immense value that would come from bringing ALL Orange County partners and stakeholders together. So, we hosted Quarterly Census Expos starting in June 2019 (during the Educate phase) and running through September 2020 during NRFU. These Expos – in which at times 200 attendees participated – served as coordination and alignment opportunities. We facilitated design-thinking workshops in which participants dug

into geographies across Orange County and strategized on how to reach HTC neighbors. We brought in speakers from the US Census Bureau, California Complete Count Office, County of Orange and OC Department of Education, and also brought in groups like Count the Nation (referenced above) to give us creative ideas on Census outreach.

We also knew we had to stay in close contact with all of our funded partners, and ensure that we had the utmost coordination and alignment with this group. While the OC Census Table received monthly and bi-weekly MailChimp newsletters, our funded partner cohort received weekly (and sometimes more frequently) emails from our team. We also facilitated monthly funded partner meetings and “Space to Share” webinars. These opportunities to gather – initially in person and then virtually – went a long way toward forming a cohesive and tight partner group that was aligned on education and outreach (and could jump to fill gaps).

Our partnership coordination also included liaising with local electeds. Our Census team hosted “Coffee and Donuts” for local electeds beginning December 2019 and running through April 2020. The entire Orange County delegation was invited to these monthly morning meetings. Charitable Ventures, the County of Orange and a local partnership specialist from the U.S. Census Bureau were present every month to provide updates; and we rotated in different funded partners (for example, NALEO Educational Fund, OCCCCO, OCAPICA, etc.) to provide outreach updates for their particular HTC communities and geographies.

5. Materials, Swag and Marketing

Early on in the Educate phase, we knew we needed to have outreach materials to distribute that captured the spirit of the campaign and that were accessible in many languages. We created Census postcards in multiple languages and then kept going – putting flyers together, newsletter blurbs, banners, doorhangers, and more. By the time the Motivate phase rolled around, we had placed orders for Census pens, stickers, buttons, shirts, and tote bags. Once COVID hit, we ordered Census face masks and hand sanitizer. The PPE supplies and additional flyers/postcards/doorhangers from the State were extremely helpful, although delayed in reaching us. We ordered extra tote bags and Census flyers to deploy to the OC Food Bank, Second Harvest Food Bank and the OC Diaper Bank. Each of these organizations was conducting massive outreach once the Shelter-in-Place orders came out, and we knew we could reach our HTC neighbors through the various large-scale distributions.

In terms of marketing, both Charitable Ventures and the County of Orange worked extremely closely with Ark Marketing, the Region 9 marketing/PR sub-contractor identified by Mercury Public Affairs, to develop the Region 9 Micro-Media Plan. We fed a lot of information and resources to Ark Marketing and had big plans to leverage local sports teams and influencers pre-COVID. Once COVID came through, we revisited our media buy and Ark went heavy on a digital spend, in-app gaming, streaming radio, and getting collateral into convenience and grocery

stores. We worked with Ark in a significant manner from January 2020 through August 2020.

What hindered the operations?

We can say unequivocally that the primary issue that hindered operations was COVID-19. Who could have imagined that our decennial Census would roll out at the exact same time as the World Health Organization (WHO) would label COVID-19 a global pandemic? In the days leading up to March 11, 2020 – when the WHO announced COVID as a pandemic – we could tell life was changing. But the COVID-19 case count in Region 9 was quite low at the time, and we just kept moving forward with meetings and plans. However, when Governor Gavin Newsom issued his Shelter-in-Place Executive Order, everything changed overnight.

Our CV Census team had to adapt to this new normal. We had to decide how to proceed administratively (our office closed immediately, all staff began working from home, etc.), we quickly created a Roles & Responsibilities team document in case one of us got sick, and we had to determine how to respond to the growing needs of our nonprofit partners.

We got back on our feet, as everyone did, and we're stronger for it now. But COVID threw us for a loop until we could adjust and re-work our processes, meetings, events, and plans.

Understandably, there were significant delays in receiving information and materials from the California Complete Count Office before the count began. For example, it was quite late in January by the time we received the State's QAC/QAK details and training. We also encountered issues receiving our QAC In the Box kits. By the time these kits made their way to Region 9, COVID had shut down the vast majority of our QACs. We also requested Census materials (postcards, flyers, doorhangers) from the CCCO in July, hoping to get these materials to contracted partners by the late July Census Week of Action. We did not receive the materials until the second week of September. These delays put some additional pressure on our local effort to provide guidance and materials.

Contracted partner's outreach

What outreach tactics worked well?

1). Pre-COVID Outreach Activities

Our initial round of sub-contractors began outreach in earnest in the summer of 2019. Our second round of partners joined our efforts in November 2019, and the third round of partners jumped on board in January 2020. Here is a sampling of partners' outreach activities that worked well leading up to COVID:

- Tabling at local events, fairs and festivals
- Presenting at workshops, meetings and conferences

- Joining various Task Force group meetings; for instance, presenting about Census at a Fall 2019 Orange County Health Access & Enrollment Task Force meeting
- Placing flyers in food boxes distributed by the OC Food Bank and Second Harvest Food Bank, the two largest food bank organizations in Region 9
 - Also coordinating with food bank agencies to promote the 2020 Census
- Presenting at various Back-to-School events in targeted cities/districts in August and September 2019
- Presenting at various DELAC (District English Learner Advisory Committee) meetings across Orange County
- Coordinating with Family Resource Centers (FRCs), Boys and Girls Clubs, WIC Centers, and Veterans Centers to share Census information
- Canvassing in high HTC neighborhoods
- Phone banking and text banking
- Pushing Census information and assurance over social media; driving social media awareness campaigns
- Working with small, local businesses to post Census flyers and information at their locations
- Recruiting college student volunteers, training professors, and working with local colleges/universities to engage college students in strategies that can help their families learn more about Census
- Training community-based organizations on the value and importance of the Census; running many Train-the-Trainer series
- Coordinating with congregations and faith-based entities across Region 9
- Hosting 2020 Census Town Hall events
- Pushing Census in earned media

2). Partnering with the County of Orange, the OC Department of Education, and First 5 Orange County

We understood from the beginning that to be wholly successful in Region 9, we needed to team up with other significant partners. Charitable Ventures spoke with the County Census team for the first time in December 2018. In April 2019, shortly after we were awarded the Region 9 ACBO contract, we met with the County team to begin understanding each other's plans and outreach strategies; from that point on, we met on a monthly basis. Indeed, there were many months where our respective teams would jump on the phone and speak several times a week. We built a trusted partnership, one in which we steadily reviewed low-responding Census tracts, collaborated on Census outreach activities (for example, the Santa Ana Census Caravan in May 2020), helped build and enhance the Region 9 Micro-Media Plan, and coordinated education and outreach.

Similarly, we connected with the OC Department of Education (OCDE) lead on Census in the fall of 2019. We spoke at OCDE's events and vice versa, and worked to deepen connections between many of our funded partners and OCDE Census partners (the school districts that signed on to establish QACs, promote Census, etc.). We added OCDE to our monthly meetings with the County beginning in

December 2019. After COVID hit, we supported OCDE's youth art contest (mentioned previously in this report).

Lastly, Charitable Ventures and First 5 Orange County joined forces to roll out a 0-5 outreach strategy. We know that 18,000 children ages 0 to 5 were missed in the 2010 Census, and we didn't want this critical population to go uncounted again. Our Census team helped to develop and support, with input from First 5 Orange County, an outreach strategy focused on young children, which consisted of working with early learning specialists, HeadStart, preschool teachers, childcare centers, clinics, and nonprofits focused on the 0-5 population. First 5 Orange County invested significant in-kind funds to support this effort.

3). Phone Banking and Text Banking

Once COVID-19 hit and all in-person activities grounded to a halt, our funded partners immediately transitioned to phone and text banking efforts. We quickly amassed several phone banking scripts to share out and began researching call lists to use once partners' own contact lists had been exhausted (we made a decision early on to not use Census PDI). Charitable Ventures ended up purchasing call lists from L2 Political in May 2020; we were able to use the data all the way through to October. Furthermore, alongside partners Community Action Partnership of Orange County (CAP OC) and NALEO Educational Fund, we hosted a large-scale Get Out the Count phone banking effort during Census Week of Action in July and a one-day effort during our "OC Hispanic Day of Action" in September. Several partners also used funding from Charitable Ventures to purchase texting platforms.

4). Digital Ads

We ran a digital ad campaign using the slogan "Your presence is power" in English and Spanish from late August through late September 2020, and the campaign performed remarkably well, garnering 1.2 million impressions. We used geofencing to target specific HTC populations across Region 9.

5). Social Media

We launched OC Census Facebook and Twitter accounts during the Educate phase, in June 2019. We posted regularly to these accounts and boosted countless posts between March and August 2020. Our best month on social was July 2020, during which we reached 208,000 page impressions on Facebook and nearly 13,000 impressions on Twitter.

6). Census Outreach Consultant

By May 2020 we had serious concerns about a few Census tracts whose SRRs just didn't seem to be budging. We hired a local nonprofit and education consultant to join our team for three months and boost SRRs in parts of Costa Mesa and Huntington Beach. This consultant enjoyed deep relationships in Costa Mesa and Huntington Beach, particularly among HTC populations. She worked with local city staff, school districts, nonprofits, neighborhoods and more to boost SRRs – and her high-touch approach was incredibly successful.

7). Census Caravans

It's true that Census Caravan fever swept through California and indeed, the country, shortly after COVID-19 curtailed canvassing and traditional outreach opportunities. In Region 9, Charitable Ventures partnered with the County of Orange, the City of Santa Ana, and several of our funded nonprofit partners to run the first Census Caravan in late May. During the week after the Caravan, we did see the SRRs in certain HTC Census tracts increase.

In all Census tracts where our team and partners played a role in Census Caravans – Costa Mesa, Garden Grove, Stanton, Westminster, Irvine, La Habra – we saw SRRs increase in the week following the parade.

What hindered the outreach?

In terms of phone banking, our call lists weren't perfect; even though we purchased a "fresh" list from L2 Political, there was still a lot of bad data (wrong phone numbers, disconnected numbers, etc.).

COVID-19 also made it challenging to distribute Census materials and swag to our partners. For a long time, the Charitable Ventures office was closed; Census swag ordered pre-COVID had to be re-routed to a local warehouse in Santa Ana until the office was ready to re-open, and then we had to run multiple distribution days to push all the product out to partners.

Unfortunately, by the time July rolled around, partners were tired; everyone was feeling some level of Census exhaustion, which made it challenging to give ourselves space to think creatively.

Compounding partners' exhaustion was the ever-changing Census deadline. From April 2020 on, we understood the deadline to be October 31, 2020. The shift to this deadline was challenging, and required throwing out some printed materials, but we were able to adjust. And then in early August, the Census Bureau announced it would cease operations on September 30. In late September, a federal judge issued an injunction and said the Census Bureau must keep the Census open through the end of October. Additional back-and-forth ensued, and it was a constantly-shifting story. Obviously, the Census wrapped early, ending on October 15, 2020. The yo-yo'ing of the Census deadline confused many of our funded partners, confounded the public, and made it quite challenging to push out remaining resources and materials. It was difficult for us and our partners to plan effectively for Census wrap-up.

Additionally, Charitable Ventures did not end up hiring a marketing and PR sub-contractor, as we had initially planned. Once we knew of Mercury's on-boarding and that there would be a Mercury sub-contractor assigned to Region 9, we decided to re-direct the dollars we would have spent on marketing and PR toward outreach. In hindsight, we should have hired our own sub-contractor. It would have been beneficial to our team to work with professionals who could have helped us

think creatively, reach constituents more broadly, and freed us up to do more on outreach/coordination/communications.

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

External to Charitable Ventures, we faced two overwhelming challenges. Challenge number one was COVID: COVID-19 derailed carefully curated, nearly two-years-in-the-making Census outreach plans. Challenge number two has been the federal government: The Trump administration has pursued policies to suppress this year's decennial count – policies that explicitly target Hard-to-Count (HTC) populations across the country.

In terms of addressing COVID-related challenges, Charitable Ventures was in close communication with funded partners when California entered Shelter-in-Place. By end of March, we had issued a Pulse Survey to understand the various ways in which partners had transitioned outreach and to gauge immediate needs. Response to needs was swift – training was put in place, webinars were facilitated, speaking points and social media toolkits shared, phone banking scripts compiled, and more.

Now, between the Trump administration's wish to add a citizenship question to the 2020 Census survey to the memo seeking to remove undocumented immigrants from Census numbers for apportioning congressional districts to the desire to end Census operations an entire month early, a fair and accurate Census has been in jeopardy for the past few years. The Census end-date whiplash (of "the on-again, off-again" kind) certainly did us no favors. Our CV Census team doubled down on messaging to partners and the public: Every person has a right to be counted; that right is in the Constitution and protected by the 14th Amendment.

Moving on from COVID and the Census as a political tool, a unique challenge we faced was the fact that nonprofit presence in south Orange County was lacking. Nonprofits blanket our north and central region, but not so much in the southern part of the county; they're few and far between. We knew we had HTC populations in south Orange County, so we had to get creative with outreach. We searched for organizations working in South County, brought them on board, gave funding to some, and asked them in turn to go deep with their clients and spread the word about the Census. This Census push illuminated the need for more nonprofit/social services support in this part of the county.

One final external challenge was working with Mercury Public Affairs. We wish we could've gotten started with Mercury's sub-contractor, Ark Marketing, much earlier than we did (we didn't have a meeting with Ark until late January – too late to put a media plan together). It was quite challenging working with an out-of-county marketing/PR sub-contractor, one that had no frame of reference for the Orange County landscape.

4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

The 2010 Self Response Rate (SRR) for Region 9 was 71.7%. The 2020 SRR was 76.6%.

We are thrilled with our 2020 SRR, which we achieved despite a global pandemic and immense social unrest. We attribute this year's SRR to the collaborative effort that pulled Orange County actors from all sectors to focus on Census outreach and response; it was truly an all-hands-on-deck moment. We are thankful for the investment from the California Complete Count Office, without which this work would have looked quite different.

Through Charitable Ventures, we worked alongside 100 nonprofits to Get Out the Count. From this group of 100 partners, the 54 organizations focused extensively on Census outreach reached 6.6 million impressions, including some duplicates, in Region 9. Additionally, we had fantastic working relationships with the County of Orange, the OC Department of Education, several Local Complete Count Committees, and the U.S. Census Bureau local partnership specialist team. All of us working in a coordinated, not duplicative, effort contributed to our high SRR rate.

There were just two Region 9 cities that did not meet their 2010 SRRs – Newport Beach and Laguna Beach. Both of these cities were very close to meeting their 2010 SRRs – Laguna Beach was only .1% away and Newport Beach was just half a percent away. These are both beach cities, which tend to have a lower self-response rate due to the large number of vacation or rental homes. Due to COVID, more of these homes are vacant than previously.

5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

As shared above, we kicked off our Region 9 Census outreach efforts in December 2018, shortly before the CCCO's ACBO RFP was released. We launched the OC Census Community Table with 15 members (all funders and nonprofits) – and we ultimately grew the Table to 453 unique members across all sectors. Building this Table meant a lot of emails, a lot of phone calls, a lot of meetings – truly, a lot of talking and educating. We kept the bar to membership low; the only requirement was that members read our MailChimp newsletters. But as it turned out, our members did so much more: They attended Quarterly Census Expos, applied for funding to get more deeply involved, offered to set up QACs and QAKs, distributed materials, participated in trainings, posted to social, and more. The formation of this Table was a critical component to our countywide Census outreach efforts – this group served as our champions and worked to amplify the Census message across Orange County's three million residents.

Upon receiving the Region 9 ACBO contract in March 2020, we hit the ground running with 11 lead sub-contractors – mostly focused on outreach, but a couple dedicated to training. We initiated two additional rounds of funding – one public and one private (through our OC Census Fund). We onboarded every single new partner; we provided each new partner with an orientation, with a recap of the previous month's funded partner meeting, with access to our shared Google folder with resources galore, with training information and anything else the partner might need. At the height of our Census outreach efforts (Summer 2020), we were managing 54 funded partners.

Once the U.S. Census Bureau began reporting live self-response data toward the end of March 2020, our team was able to monitor low-responding Census tracts with high HTC indexes. By early May, we could identify those tracts that needed an infusion of outreach to lift response rates. We worked closely with the County of Orange to understand their Census outreach strategies so as not to duplicate efforts, and then we sought additional community-based partners that could go deep into particular tracts. Between our remaining public dollars and the OC Census Fund, we had the flexibility to quickly bring on new partners and get them ramped up in their respective communities.

We pumped our partners and OC Census Table members with information and resources from the get-go. We spent hundreds of hours early on in the Census campaign educating our partners, training them, making sure they felt set up for success. Several of our partners trained us, too, which was wonderful and created this fabulous ecosystem of learning and sharing.

We spent a lot of time with our funded partners. You've heard us talk about our monthly funded partner meetings and "Space to Share" webinars; these "gathering" opportunities served as learning conversations, brainstorming events, and morale boosters. Furthermore, we issued a couple Pulse Surveys in the first couple months after COVID hit so as to ensure we were keeping tabs on partners' outreach efforts and their needs.

We built a significant amount of trust with funded partners through frequent communication and by responding to needs in a timely manner. For instance, after issuing the first Pulse Survey in late March 2020, we discovered that partners were desperate for social media tools and assistance. Our Charitable Ventures Census team identified a social media consultant who specializes in nonprofits; we brought her in for a training (some partners said it was the best virtual training they'd ever participated in) and then a month of coaching via a private Facebook Group.

By the time NRFU rolled around in August, we had already worked out a staggered drop-off with all of our funded partners. Due to encroaching GOTV work and diminishing capacity, some partners exited our Census cohort on July 31; others on August 31 and still others at the end of September. About 10 of our partners continued to work on Census pro bono in October.

Charitable Ventures

We honestly feel like we had the best partners in California. We recruited a diverse group of capable and talented nonprofits to push Census response across Region 9. Our partner organizations gave Census their all, and their time and dedication show in our county's final SRR. Every single one of our funded partners was and is a trusted messenger in their respective communities.

We know we have contributed to capacity-building for the region. Several partners shared in their final reports to Charitable Ventures that they're hungry to take on more civic engagement work – that the Census was a catalyst for them. And because we have this 453-member OC Census Table, we don't want it to simply disappear. So, we're pivoting the Table and our work to broader civic engagement. In mid-November, Charitable Ventures and a newly-formed 18-person OC Civic Engagement Advisory Council will begin drafting a 10-year strategic plan for Orange County – one that will lead us into the 2030 Census.

Quite honestly, the collaborative that formed to tackle the 2020 Census – it has changed the social landscape of our region. We formed a close working relationship with the County that we hope will continue; we know we can continue to partner with the OC Department of Education on civic engagement initiatives; we continue to work with First 5 Orange County to bring equity to young children and families; and now we have a tight network of trusted nonprofits that will continue to work and grow together (and bring others along with them!).

6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

A LIST OF CHARITABLE VENTURES' SUB-CONTRACTORS THOSE ORGANIZATIONS RECEIVING PUBLIC DOLLARS		
NAME OF SUB-CONTRACTOR	HTC FOCUS	OUTREACH IMPRESSIONS (unduplicated)
Access California Services	MENA, LEP Persian, LEP Arabic, HTC residents living 200% below poverty	49,130
AltaMed	Residents living below 200% poverty, Foreign born, MENA, LEP Spanish, Seniors, Children 0-5	778,143
Asian American Senior Citizen Service Center	Seniors, Immigrants and Refugees, LEP Chinese, Asian Americans and Pacific Islander, Residents living below 200% poverty	108,829
Asian Americans Advancing Justice – LA	AAAJ-LA was a training partner	n/a
Boys & Girls Clubs of Garden Grove	Residents living below 200% poverty, LEP Vietnamese, LEP Spanish, Children 0-5	9,079

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CAIR-LA	Foreign born, LEP Persian, LEP Arabic, Pakistani, Indonesian, MENA, Seniors	25,677
Catholic Charities of Orange County	Residents living below 200% poverty, Foreign born, MENA, LEP Spanish, LEP Vietnamese, LEP Korean, Seniors, Children 0-5, Homeless	20,360
Child Guidance Center	Veterans	2,000
CHIRLA	Foreign born, LEP Spanish	26,757
Community Action Partnership of Orange County	LEP Spanish (Children 0-5, Residents living 200% below poverty line, Homeless), Seniors (Foreign born, LEP Vietnamese, Veterans, African-Americans, Homeless, Residents living 200% below poverty line)	413,444
Community Health Initiative of Orange County	Residents living 200% below poverty, Foreign born, LEP Spanish, Children 0-5	12,316
Count the Nation	CTN was a training partner	n/a
Integrated Recovery Foundation	Veterans	400
Korean Community Services	LEP Korean	134,257
MOMS Orange County	Children 0-5, LEP Spanish, LEP Vietnamese, Residents living 200% below poverty	11,947
NALEO Educational Fund	LEP Spanish, Seniors, Children 0-5, Residents living below 200% poverty, Foreign born NALEO was also a training partner.	59,402
OCAPICA	All HTC groups, with a focus on Asian-Americans	209,747
OCOCO	Residents living 200% below poverty, Foreign born, LEP Spanish	58,379
OC Goodwill's Tierney Center for Veteran Services	Veterans	9,422
OC Human Relations	LEP Spanish, Foreign born, LGBTQ	82,138
OC Labor Federation	Residents living below 200% poverty, Foreign born, LEP Spanish, LEP Vietnamese, LEP Tagalog, Veterans, Seniors, Children 0-5, LGBTQ	87,941
OC United Way	Residents living 200% below poverty, LEP Spanish, LEP Korean, LEP Vietnamese, LEP Persian, Homeless, Veterans, Seniors	1,015,437

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OC Veterans Business Alliance	Veterans	64,000
Project Access	LEP Spanish, LEP Korean, LEP Chinese, LEP Arabic, Seniors, LEP Vietnamese, African-Americans, Latinos, Pakistani, Limited/no internet access, Children 0-5	2,697
South Asian Network	Residents living below 200% poverty, foreign born, MENA, Pakistani, Sri Lankan, Indian, Bangladeshi, Nepali, Children 0-5, LGBTQ, Seniors	112,469
The Cambodian Family	LEP Cambodian, LEP Spanish	296,315
The G.R.E.E.N. Foundation	African-Americans	3,590
Veterans Legal Institute	Veterans	1,500
Viet-CARE	LEP Vietnamese, residents living 200% below poverty, seniors	36,192

These 29 sub-contractors above joined us in four different stages: 1). Eleven of these sub-contractors were named in our Regional ACBO proposal to the California Complete Count Office as we wanted to go in with “lead” sub-contractors; 2). A second round of subs – another 11, to be exact – joined us in November 2019 after being selected through a competitive funding round; 3). Charitable Ventures was awarded funding to outreach to Veterans in February 2020 and brought on five Veterans-focused sub-contractors in March 2020; 4). Finally, we brought on two additional sub-contractors once we began reviewing the Self-Response Rate data coming in from the U.S. Census Bureau – we could easily identify gaps in outreach and knew the partners we could onboard to fill those gaps.

We share feedback from our sub-contractors directly below:

Access California Services

“The Census Funded Partner cohort was effective in that it served as an important platform to receive trusted updates regarding the 2020 Census as well as learn best practices and challenges from other service providers who are engaging in the work.”

Korean Community Services

“Participation in the Charitable Ventures Census Funded partner cohort was a memorable experience. The monthly meetings were helpful in seeing other organizations’ activities. It was also convenient to see numbers of Orange County participation in the monthly meetings because it helped in directing our target numbers. Many physical meetings needed to be replaced with virtual meetings after Covid-19, and the provided trainings on how to run effective virtual meetings were very helpful in keeping participants engaged and interested during virtual meetings.”

Project Access

"The cohort was very helpful. Not only was support readily available from Charitable Ventures, but from other organizations. The content sharing, creative brainstorming, willingness to collaborate all supported our ability to successfully outreach. The leadership and tools from Charitable Ventures empowered us to maximize effectiveness."

A LIST OF CHARITABLE VENTURES' EDUCATION AND OUTREACH GRANTEES THOSE ORGANIZATIONS RECEIVING PRIVATE DOLLARS FROM THE OC CENSUS FUND		
NAME OF GRANTEE	HTC FOCUS	OUTREACH IMPRESSIONS
211OC	All HTC Groups	34,000
California Healthy Nail Salon Collaborative	LEP Vietnamese, Foreign born, Seniors, Residents living below 200% poverty	13,249
CLUE	LEP Spanish	6,794
Coalition for Orange County Community Health Clinics	All HTC Groups	15,633
Community Action Partnership of Orange County*	LEP Spanish (Children 0-5, Residents living 200% below poverty line, Homeless), Seniors (Foreign born, LEP Vietnamese, Veterans, African-Americans, Homeless, Residents living 200% below poverty line)	415,206
CommunityConnect Labs	Technology partner	17,197+
Community Health Initiative of Orange County*	Residents living 200% below poverty, Foreign born, LEP Spanish, Children 0-5	
Discovery Cube Orange County	LEP Spanish	15,897
Help Me Grow – CHOC Foundation	Latinos	4,988
Institute for Healthcare Advancement	Veterans, Seniors, Latinos, Disabled, LEO, Immigrants, Homeless, Children 0-5	56,613
Jamboree Housing Corporation	Immigrants, Residents living below 200% poverty, LEP Spanish, LEP Vietnamese, LEP Arabic, LEP Khmer, LEP Persian/Farsi	5,789
HOPE Community Services		22,100
Korean Community Services*	LEP Korean	45,000
Korean Resource Center	LEP Korean	18,566

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Latino Health Access	Residents living below 200% poverty, Foreign Born, LEP Spanish, Seniors, Children 0-5	2,830,029
LGBTQ Center OC	LGBTQ, LEP Spanish, Seniors, Foreign Born	176,901
Madison Park Neighborhood Association	Latin/x, Low Broadband, LEP, Immigrants	Estimated 3,000
OC Herald Center	API, Immigrants and Refugees, Seniors, Foreign Born	41,027
OC Labor Federation*	Residents living below 200% poverty, Foreign born, LEP Spanish, LEP Vietnamese, LEP Tagalog, Veterans, Seniors, Children 0-5, LGBTQ	87,941
Orange County Civic Engagement Table	API, Latinos, Immigrants	111,544
Pretend City	Children 0-5	16,150
Project Kinship	Formerly Incarcerated	Final number not yet reported
Radio Santa Ana/El Centro Cultural	LEP Spanish	Final number not yet reported
Resilience OC	Youth across all HTC	5,000
Santa Ana Building Healthy Communities	LEP Spanish	11,780
Southland Integrated Services, Inc.	Residents living below 200% poverty, Foreign born, LEP Vietnamese, Seniors, Homeless	18,807
The Kennedy Commission	LEP Spanish, Residents living below 200% poverty, Children 0-5	8,395
THINK Together	LEP Spanish, Residents living below 200% poverty, Children 0-5	4,356
VietRISE	LEP Vietnamese, Foreign Born, Residents living below 200% poverty, Seniors	12,037
WAVE	Latinx, Immigrants and Refugees, LEP, Seniors/Older Adults, Children 0-5	68,112
*Signifies organizations that also received a State sub-contract. Private funds were used to enhance their outreach. Numbers shown in this table are in addition to what's shared on the sub-contractor table above.		

We were thankful to have private funding from our OC Census Fund to augment the public funding we received from the California Complete Count Office. The grantees named above were chosen through a competitive funding process. We selected these partners because of their reach, reputation as trusted messengers, leadership, and proposed outreach strategies.

We share feedback from a few grantees directly below:

CLUE

"It was inspiring to see so many faith communities, labor unions, and other community partners working fervently to make this a successful Census. It appeared that everyone was working on it. This upbeat energy helped keep the Census 2020 on everyone's radar despite the distractions of the COVID crisis and other political and humanitarian crises. This outreach also served as an excellent way to introduce ourselves to many congregations in the city of Anaheim with whom we hadn't yet connected."

OC Herald Center

"The monthly funded partner meetings helped keep us informed of countywide Census activities and provided opportunities to exchange ideas with other community organizations on how to conduct effective outreach during the pandemic. During the meeting, we shared many creative ways to engage communities, such as organizing a promotional video contest, Census awareness parade, and follow up through COVID-19 mask giveaway. We also appreciate the Charitable Venture team's excellent leadership; it truly made a difference during challenging times, when many were discouraged by all the barriers surrounding outreach efforts. Overall, participating in the cohort provided us with frequent updates on national, state, county and city Census news and progress, outreach tools and resources, and reminders and encouragement, which immensely helped us stay accountable and persistent in our Census endeavors."

WAVE

"Being part of the Charitable Ventures Census Funded Partner cohort was quite worthwhile for WAVE. Census outreach was a natural and logical fit for WAVE's mission as we are highly focused on civic engagement and the protection of migrant rights. Due to our work in the immigration space, we were viewed as "trusted messengers," particularly in south Orange County. It was indeed a pleasure meeting regularly with like-minded organizations – some familiar to us, some not so – and learning about how their mission aligns with ours. What we found most helpful were the talks about past Census outreach campaigns, the challenges faced in counting/accessing Hard-to-Count communities, and how there really is a lot of room for improving coordination between local governments and nonprofits conducting outreach."

Additionally, Charitable Ventures provided Mini-Grants from the OC Census Fund to support 32 organizations wishing to establish QACs. Organizations were selected via a competitive RFP process. Once approved as a Mini-Grant recipient, QAC grantees had to attend a QAC training and follow all QAC guidelines.

A LIST OF CHARITABLE VENTURES' QAC GRANTEES
THOSE ORGANIZATIONS RECEIVING \$1,500 MINI-GRANTS FROM THE OC CENSUS FUND,
IN ORDER TO ESTABLISH QACs FOR THEIR HTC CLIENTS
Boys & Girls Club of Garden Grove
Boys & Girls Club of the South Coast Area
Buena Clinton Youth and Family Center

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Building Skills Partnership
Catholic Charities of Orange County
City of Buena Park
City of Stanton
Dayle McIntosh Center for the Disabled – 2 QACs funded, 1 specific to the Deaf
Family Assistance Ministries
Friendship Shelter
Give for a Smile
Grace Social and Medical Services
H. Louis Lake Senior Center
Housecall Doctors dba 360 Healthcare
Korean Community Services
Korean Real Estate Brokers Association
La Habra Family Resource Center
Madison Park Neighborhood Association GREEN
Magnolia Park Resource Center
Muslims for Humanity – INCA Relief USA
Network of Arab American Professionals of Orange County
OC Korean US Citizens League
Strength In Support
Thanksgiving Church
Thien Qang Buddhist Church
Unidos South OC
Vietnamese American Cancer Foundation
Viet-CARE
Vietnamese Community of Southern California
Vietnamese Community of the Southern Californians
YWCA Orange County

OC CENSUS FUND CONTRIBUTORS
TOTAL RAISED: \$1.02M
Anonymous
Blue Shield of California Foundation
Hoag Community Benefit
James Irvine Foundation
National Asian American Community Foundation
Orange County Community Foundation
Pacific Life Foundation
Sisters of St. Joseph Healthcare Foundation
Sun Family Foundation
Tarsadia Foundation
The California Endowment
The Keith and Judy Swayne Family Foundation
Weingart Foundation

SIGNIFICANT REGION 9 PARTNERS TO CHARITABLE VENTURES
County of Orange
Orange County Department of Education
U.S. Census Bureau Local Partnership Specialist Team
First 5 Orange County

LOCAL COMPLETE COUNT COMMITTEES (CCC) WITH CHARITABLE VENTURES' INVOLVEMENT	
Anaheim CCC	Charitable Ventures presented at these CCC meetings
Costa Mesa CCC	Sarah Middleton/Charitable Ventures sat on this CCC
Garden Grove CCC	Charitable Ventures presented at these CCC meetings
Irvine CCC	Sarah Middleton/Charitable Ventures sat on this CCC
Santa Ana CCC	Sarah Middleton/Charitable Ventures sat on this CCC
South County Cities CCC	Charitable Ventures supported the development and launch of this CCC and participated in meetings
Latinx CCC	Charitable Ventures' partners formed this CCC; CV supported the CCC with information and resources, and pushed their content over social
Korean CCC	Charitable Ventures' partners formed this CCC; CV supported the CCC with information and resources
Vietnamese CCC	Charitable Ventures' partners formed this CCC; CV supported the CCC with information and resources, and pushed their content over social
Orange County Diocesan CCC	Charitable Ventures' partners participated on this CCC
Veterans CCC	Charitable Ventures' partners participated on this CCC
County of Orange CCC	Sarah Middleton/Charitable Ventures sat on this CCC
<i>Please note: There were six additional City CCCs active in Region 9, above and beyond the City CCCs listed in this table. While Charitable Ventures did not participate in all CCCs, various OC Census Executive Team members and funded partners did...so we always felt like we had our finger on the pulse of things.</i>	

7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

We partnered with about 100 nonprofits to provide accessible and in-language access in 23 languages: English, Spanish, Chinese (including Min Nan, Cantonese, Mandarin, Taiwanese, Fukien, and Teochew), Vietnamese, Thai, Korean, Samoan, Tongan, Arabic, Persian/Farsi, Tagalog, Pashtu/Pashto, Hindi, Sinhalese, Gujarati, Hindi, Urdu, Hmong, Khmer, Japanese, French, Chamorro and Ilonggo.

The top seven non-English languages spoken in Region 9 among those with low English proficiency (LEP) are Spanish (318,000 individuals), Vietnamese (117,000), Korean (38,000), Chinese dialects (38,000), Persian/Farsi (15,000), Tagalog (13,000) and Arabic (7,000). As part of our tiered outreach strategy, we also chose to target Khmer speakers, since this population has historically been undercounted in Orange County.

Our partners provided in-language assistance through translation and interpretation services. Partners also created their own flyers and social media posts in-language. Census Town Halls and press conferences were conducted in English, Spanish and Vietnamese. Phone and text banking efforts took place in multiple languages. The Census training video produced by Charitable Ventures featured a few different languages and was shared widely.

We share feedback on in-language access from a couple partners directly below:

Project Access

"Translation support was our most popular service, especially over the phone, and 46 households used our computer labs to complete their Census."

LGBTQ Center OC

"This in-person tactic was extremely successful because the individuals that visit this location are more likely to engage in conversation regarding their worries or concern about the Census with someone that speaks their native language, in this case, Spanish."

One of our QAC partners was the Dayle McIntosh Center for the Disabled. From February until COVID hit, we were able to direct people with disabilities to the Dayle McIntosh Center for Census support. We also provided funding to set up a specific Deaf and Hard of Hearing QAC at the Center. Unfortunately, the Center closed down when Shelter-in-Place orders came through and we were unable to re-engage for the duration of the Census campaign.

Funded partners such as Korean Community Services, California Action Partnership of Orange County, and the Institute for Healthcare Advancement provided outreach to people with disabilities, so even though we weren't able to do much with the Dayle McIntosh Center, we were able to support this HTC population during COVID.

8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

Story #1:

At the Charitable Ventures' June Funded Partner meeting, our cohort discussed the upcoming Census Week of Action in July. We wanted to do something big and impactful. Community Action Partnership of Orange County, NALEO Educational Fund and Charitable Ventures teamed up to plan a large-scale Census Town Hall and phone banking effort.

The week turned out to be incredible. We kicked off the late July Census Week of Action with a live Census Town Hall on StreamYard, livestreamed to eight different Facebook, Twitter and YouTube destinations. Town Hall speakers included trusted nonprofits, US Congressman Lou Correa, the US Census Bureau and the County of Orange. From Tuesday through Friday, we facilitated phone banks. About 50 volunteers (including several youths; grandparents, too!) gave their time each day, and AltaMed, the LGBTQ Center OC, The G.R.E.E.N. Foundation and the Coalition of Orange County Community Health Centers led each of the four phone banks. State Senator Tom Umberg jumped into one of the phone banks and both surprised and thanked all the volunteers.

The phone banking effort reached a total of 5,126 households over the four days.

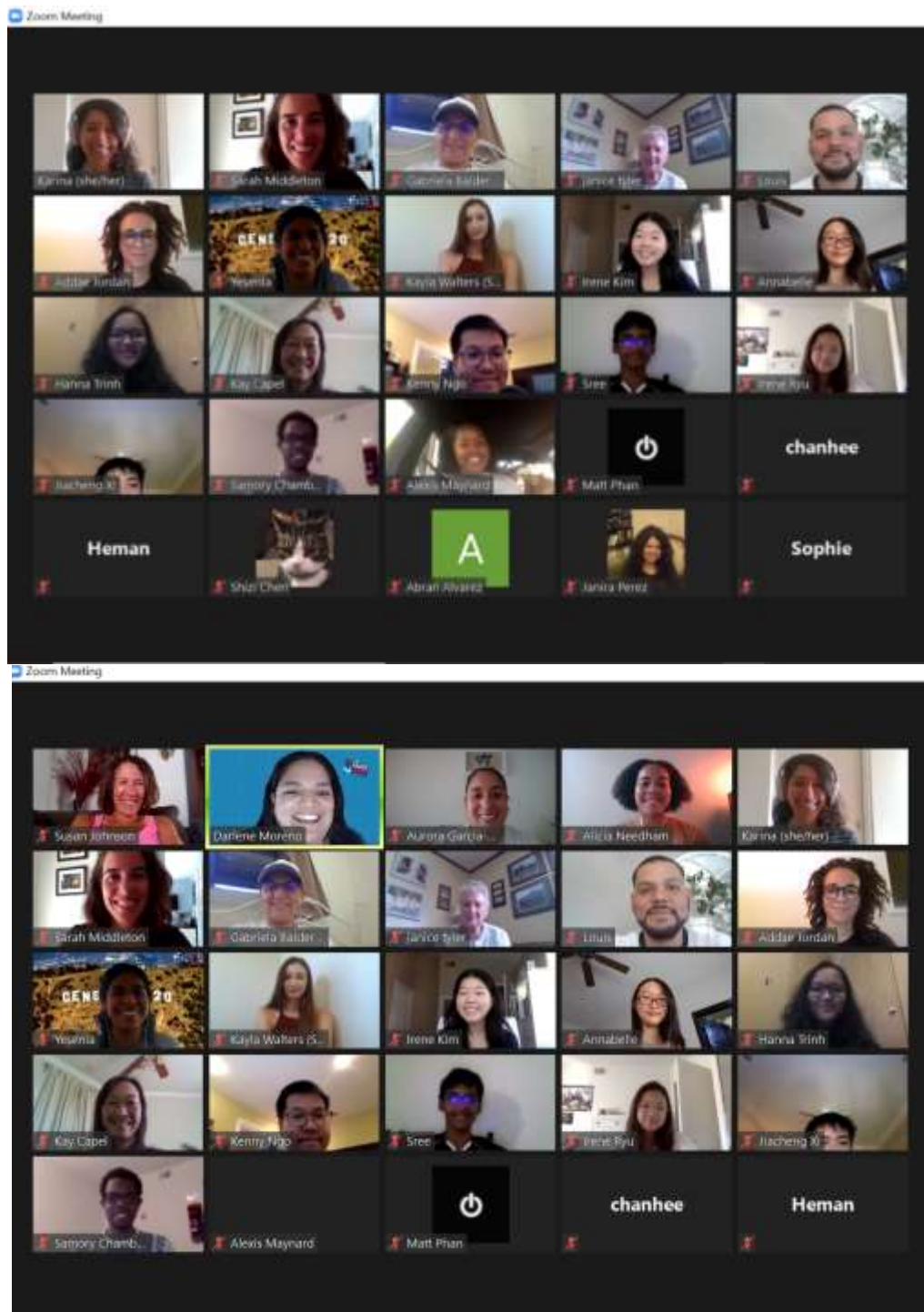
Quotes from Census Week of Action phone banking volunteers:

"I feel good about the contacts I made, especially one young woman who had a new baby and didn't understand the meaning of the Census. She said they still had the form and now she would fill it out because she understands it is important."

"I was one of the phone banking members for all four days last week. The experience was definitely new and enlightening for me as I've never done any service like this before. It gave me a new perspective on what the Census aims to do."

"I've been working with some of the staff in our library to develop units for my students that use Census records, so actually being a part of the process in 2020 is really enlightening for me. I appreciate so much the enthusiasm and motivation that came across in the training today and am excited to be a part of it."

Charitable Ventures





Story #2:

Earlier in this report, we shared that First 5 Orange County was a close partner to Charitable Ventures. First 5 Orange County, with the support of Charitable Ventures, crafted a 2020 Census strategic plan to outreach and engage with families of young children in an effort to ensure all children 0-5 were counted in our region.

Once Shelter-in-Place orders began in March 2020, First 5 Orange County looked for opportunities to continue outreach and engagement with young families while adhering to social distancing requirements. To that end, First 5 Orange County collaborated with several community partners and groups to create mini-diaper distributions focused on Orange County's under-reporting neighborhoods and Census tracts.

Between March and August, hundreds of thousands of diapers were donated by First 5 Orange County to support the Census diaper distribution effort. Charitable Ventures supplied Census tote bags to hold the diapers, and various other groups provided Census collateral.

In partnership with H&S Ventures and the Honda Center, the diapers were stored in-kind, which allowed First 5 Orange County to scale and distribute the diapers at food distribution sites across the County and in targeted neighborhoods.

Charitable Ventures

Once distribution opportunities had been logistically established with First 5 community partners, the diapers – along with the tote bags and designed-for-parents educational materials – were prepared for thousands of families.

The diaper distributions were held in conjunction with food distributions between June and October. The strategy was to attract as many families as possible through the dual distribution of food and diapers. Many of the community partners provided iPads to support individuals who were willing to fill out their Census when picking up materials.

The program was an overwhelming success; it provided opportunities to reach families and increase Census response rates, and it also enabled First 5 Orange County and partners to educate and engage parents in community resources.



9) Please add any suggestions for the 2030 Census efforts, including timelines.

We share the following suggestions for 2030:

1). The CCCO should identify its marketing and PR contractor first, before identifying any other contractors. Marketing and PR efforts need to be defined way ahead of

time, so that Regional ACBOs, Statewide ACBOs, and counties have a sense for the communications plan and collateral ahead of time.

2). Communication from the CCCO needs to be much more frequent. Yes, the CCCO did get into a groove with the weekly partner newsletters, but it took a while to get there. We would recommend starting consistent and effective communications much earlier – and sharing more (for instance, it would have been helpful to get a regular update on the CCCO's communications with the U.S. Census Bureau).

3). We would advise cutting back on meetings. At the height of the Census Activation phase, we had a regional meeting on Mondays and then the statewide partner call on Wednesdays. It was too much. If the CCCO could beef up electronic communication, we wouldn't need the weekly partner calls. Perhaps the regional and weekly partner calls could move to an alternating bi-weekly schedule.

4). Important components of the Census campaign effort need to be in place earlier. For example, if QACs and QAKs are a significant strategy in 2030, let's have the training in December or early January. Let's have all the QAC/QAK pieces – training manual, signage, etc. – by January so that contracted partners can disseminate.

5). The two convenings we participated in – the ACBO convening in Los Angeles in August 2019 and the statewide partner convening in Sacramento in February 2020 – were quite beneficial. In particular, the ACBO gathering was critical; it was helpful to meet our counterparts from other regions and form a support and knowledge-sharing group. We would advise that this kind of gathering take place again during the 2030 Census; perhaps even two or three ACBO convenings spanning May 2029 through May 2030 would be beneficial.

6). Charitable Ventures, in collaboration with the OC Census Executive Team, is writing a 2030 Census Playbook for Region 9. We would be happy to share it with the CCCO in December, once finalized, if so desired.

7). Finally, Charitable Ventures is also pivoting from Census to broader civic engagement efforts and creating a 10-year strategy for Region 9 that will take us on into the 2030 Census. We would imagine that there may be other groups out there doing something similar. It would be helpful if the State might identify and connect those of us wanting to make the jump from Census to civic engagement; it's always good to learn from others.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

Please see final page with list of attachments provided

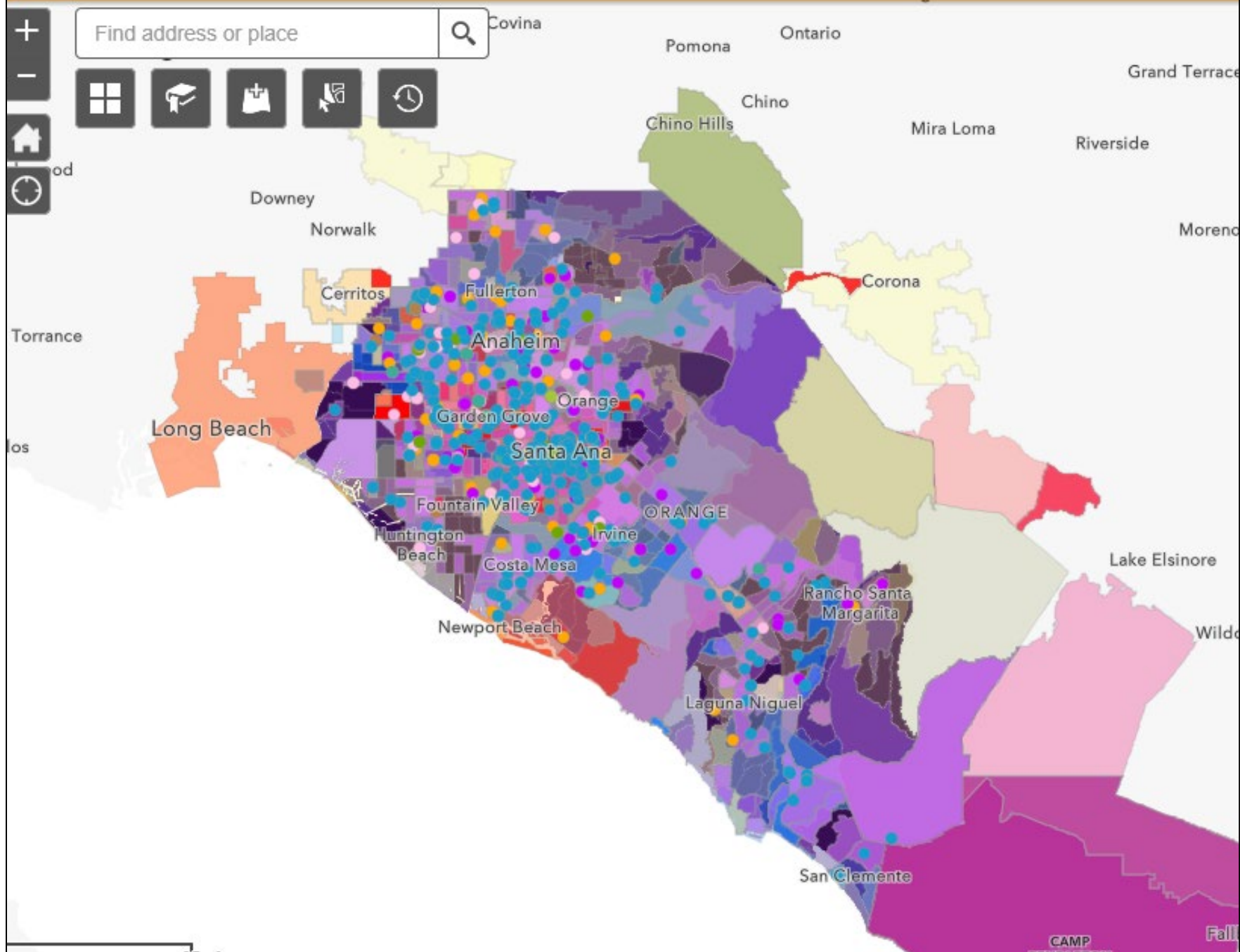
Attachments - Guide

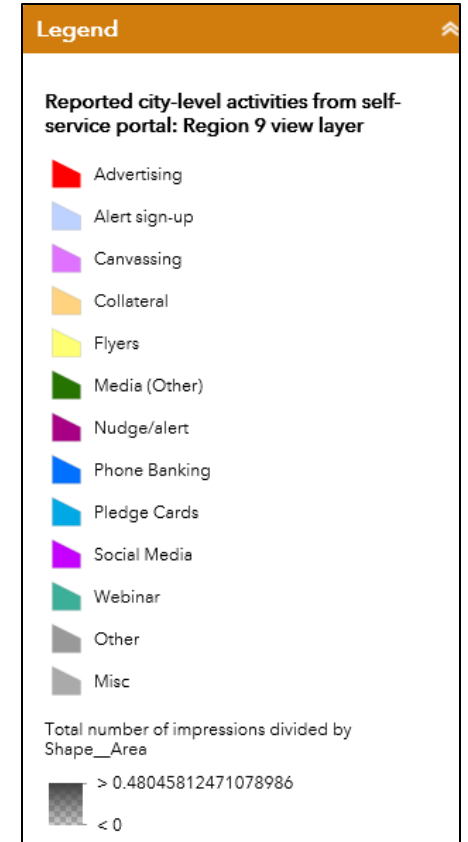
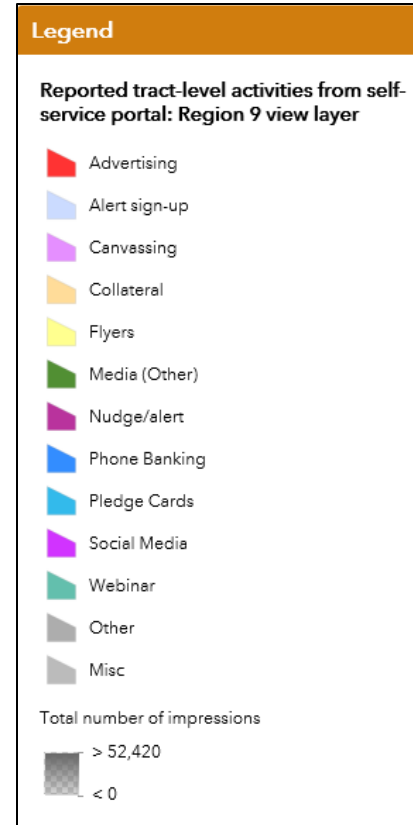
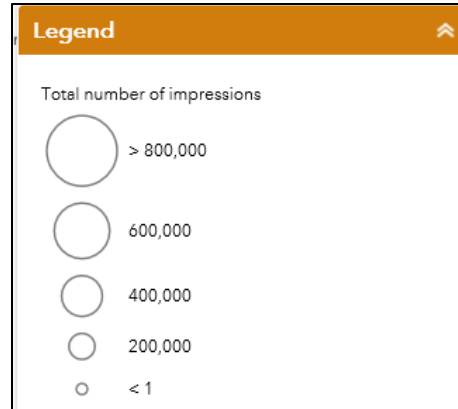
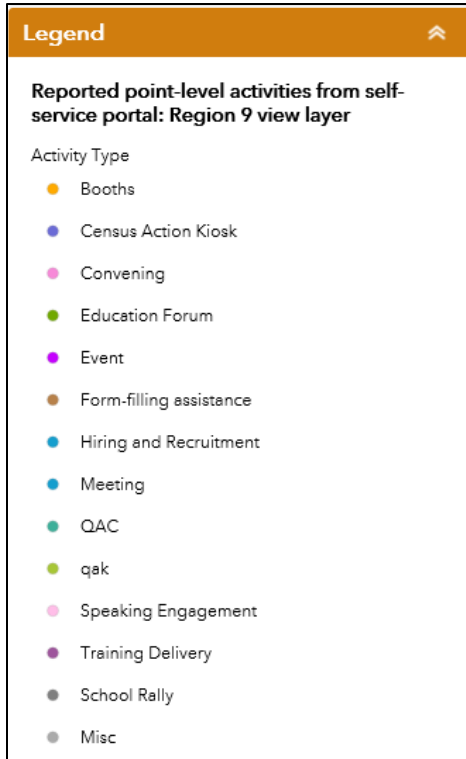
- a) SwORD uploads of completed activities
 - 1. Map of Activities
 - 2. Weekly Reporting Instructions
 - 3. ACBO QAC Master
- b) Updated list of subcontractors
 - 1. Subcontractor List
- c) Evaluations or analytical reports, if any
 - 1. Analytics of All Web Site Data Audience Overview
 - 2. Analytics All Web Site Data Pages
- d) Sample products
 - 1. Calendar Version_2020 Census Training
 - 2. UCI Facilitator Job Description – used for the January 2020 Census Expo
 - 3. January 2020 Census Expo Agenda
 - 4. QAC Reference Handout_February 2020
 - 5. Census Newsletter link [here](#)
 - 6. [Census training video](#)
 - 7. OC Hispanic Day of Action – social media posts and event toolkit
 - 8. 2020 Census t-shirt – back of shirt design
 - 9. From CV – Census in the News



Reported Census 2020 outreach activities in Region 9 (and vicinity)

California Co





Census Subcontractor/Grantee,

As a reminder, part of our contract requirements with the State are that we regularly update all outreach efforts into the SwORD system. As part of your grant/subcontract, you are required to provide us with data on your outreach efforts every week so that we can provide this data to the State. To do this, we are asking all sub-contractors to communicate with Marilyn Orman, our Census Data Manager, at marilyn.orman@charitableventuresoc.org by the close of business every Tuesday each week. Your email should be either a note that you did not complete any Census related outreach for the previous week or an attached excel spreadsheet with completed data on your census outreach.

The excel document is for you to enter your Census Outreach efforts. This excel document will allow us to batch upload all of our county's work into SwORD regularly. This is a state mandated form which we must use in order to ensure data integrity, and at first glance, it looks a little intimidating. (In fact, we've simplified it considerably by hiding certain fields you are unlikely to ever use). However, it is not that difficult to complete once you get the hang of it—we expect it will only take 3-5 minutes per event. There are instructions on the excel document, but this will serve as instructions as well.

- The most important thing about the document: DO NOT DELETE OR MOVE COLUMNS, even the hidden ones. For us to be able to combine each sub-contractors' reports into something we can provide to the State, we need the columns to remain in the exact positions they are now.
- Each week, please submit a completely new form. Do not add onto your spreadsheet from the previous week as this will cause a duplication of your events in the system.
- When it says total materials distributed, please enter only a number. The column to the right is where you can explain what types of materials were distributed.
- For all events, please enter a full address with street number, street name, city, state, and zip code. Please note, you are only to report on outreach conducted in Orange County.
- Note that some columns are green while the remainder are orange. Only the green columns are required columns. For most events, you will leave many of the orange columns blank.
- Also note that some of the column headers have red triangles in the top right. These are explanatory comments from the state that may be helpful. We've also added comments and instructions in the row 11 that may help explain what they're asking for. If you need additional clarification or have any questions regarding the columns, please contact Marilyn or Paul.
- The key columns in the spreadsheet start at column AF—these deal with "Impressions," which is the count of the people that you are reaching through your outreach. This number is ultimately what our collective efforts are being evaluated by.
 - Note that you are asked to report the number of impressions AND the percentage of them that are Hard to Count, AND then are asked to place the HTC individuals into categories (columns AJ-AX).
 - For the HTC categories, it is OK to estimate and it is OK to double count. For example, if you are doing outreach to Latino communities in Santa Ana, you may have a single person/impression who is an immigrant, Latino, and Low English Proficiency. While that person only counts as 1 impression overall (in column AF), they should be counted in each of those columns (AJ, AO, and AU, respectively).

- This means that the sum of your HTC categories will often be greater than the total number of HTC impressions—again this is OK. It shouldn't be less than the number of HTCs though.
- You are also asked to say the languages you do outreach in (columns BA-BZ). Note that this only applies if you do in-language outreach. So if you hold an event exclusively in English, you should not list anything in these fields, even if people in your audience speak other languages. However, (for example) if you give out 20 flyers in Vietnamese at this event, you can list 20 in the Vietnamese column.

Marilyn will do her best to double check your forms before they are uploaded to SwORD, but please kindly take a few extra minutes each week before submitting them to double check that everything is entered correctly.

Despite our efforts to provide detailed instructions, this may not be entirely clear. If you have any questions, don't hesitate to contact Marilyn (Marilyn.orman@charitableventuresoc.org) or Paul (paul.bonfanti@charitableventuresoc.org).

Thank you for all you are doing to make sure that Orange County has a complete and fair count!

Sub-contractor Name
211 Orange County
Access California Services
AltaMed
Asian American Senior Citizens Service Center (AASCSC)
Boys and Girls Club of Garden Grove
CAIR-LA
Catholic Charities of Orange County
CHIRLA
Community Action Partnership of Orange County (CAP OC)
Community Health Initiative of Orange County (CHIOC)

Count the Nation

Hope Community Services

Korean Community Services (KCS)

Latino Health Access

Mission Up

MOMS Orange County

NALEO Educational Fund

OC Labor Federation

OCAPICA

Orange County Congregation Community Organization (OCCCO)

Orange County Human Relations

Orange County United Way

Project Access
Second Harvest Food Bank
South Asian Network (SAN)
The Cambodian Family
The G.R.E.E.N. Foundation
THINK Together
Veterans Services: 1.Tierney Center for Veterans, 2.Strong Families Strong Children/Child Guidance Center, 3. Veterans Legal Institute, 4. Integrated Recovery Foundation, and 5. US Veteran's Business Alliance Orange County
Viet-CARE

Partnership Reasoning	Round of Funding	HTC Communities Served
211 Orange County provides information and resources for Orange County. When the pandemic hit, we partnered with 211OC to promote Census self-response. We trained 211OC call operators and provided copy for 211OC's two-way texting.	4	All HTC Groups
Access Cal serves the MENA HTC population and is a leader within the community. Founder and ED Nahla Kayali has previously served on California's CCC. Nahla also served on our 2020 Executive Team.	1	MENA, LEP Pers
AltaMed is a powerhouse organization, especially when it comes to serving the local Latinx population. Additionally, AltaMed has a deep bench of civic engagement expertise and can help build Census and civic engagement capacity in other partners. AltaMed and its several clinics in Region 9 had tremendous outreach capabilities.	2	Residents living
AASCSC focused on API HTC communities. They have language abilities in several AAPI languages For these reasons, and the fact that they serve seniors, CV partnered with them.	2	Seniors, Immigr
The BGCGG has a strong reputation with the community it serves (completely HTC families). BGCGG was also an effective partner choice for serving a youth population.	2	Residents living
MENA partners were critical to the effort to complete the count in Region 9. We subcontracted with CAIR-LA because of their trusted messenger status, wide reach and civic engagement capabilities across Orange County.	2	Foreign born, LE
CV subcontracted with CCOC because of their focus on HTC populations in South Orange County. They are a trusted messenger in the Catholic community and work closely with the Diocese of Orange.	2	Residents living
CHIRLA provides service to a broad swath of Orange County including several South Orange County locations. CV subcontracted with CHIRLA because of their strong reputation, focus on foreign-born HTC populations, and deep experience with civic engagement initiatives and campaigns.	2	Foreign born, LE
CAP OC is a strong and well-known nonprofit in Region 9. CAP OC runs the OC Food Bank, is known for its extensive reach, and powered a ton of Census outreach. CAP OC also served on our Executive Team.	1	LEP Spanish (Ch
CHIOC serves vulnerable, HTC communities and provides services to some South Orange County HTC areas of need. CHIOC also served on our Executive Team.	1	Residents living

CV sub-contracted with Count the Nation to provide training to both our funded and non-funded partners, to provide social media content on a regular basis to partners, and to assist in the development of an Orange County Youth CCC.	2	
	4	
KCS was committed to actively participating in the Census from the beginning. KCS leadership has fantastic experience with outreach and engagement, and even helped CV get connected to trusted Vietnamese organizations in order to expand our campaign.	2	LEP Korean
LHA received private and public funds from CV. This organization, already a strong player in Region 9, took on additional work and patients when COVID-19 hit. LHA is one of the most trusted nonprofits in Orange County.	3	Residents living
CV sub-contracted with Sarah Middleton from Mission Up to provide partnership coordination services. Sarah became the leader of the Census Team at CV and was integral to CV's and our funded partners' pivoting when the pandemic hit.	1	
MOMS Orange County was a committed partner early on in Census activities. MOMS also partnered closely with First 5 Orange County to support the 0-5 outreach strategy.	2	Children 0-5, LE
We sub-contracted with NEF for both outreach and training. NEF is expanding into Orange County; their infrastructure and reach are remarkable. We were honored to work alongside NEF and learn from them. Additionally, NEF sat on our Executive Team.	1	LEP Spanish, Ser
OC Labor's reach across Region 9 is staggering -- and the organization is such a trusted messenger. We knew early on that OC Labor would be a wonderful sub for CV, just given their reach and organizing capabilities.	2	Residents living
OCAPICA has successfully participated in past Censuses. They were an invaluable partner with CV from the start. Their focus is on the AAPI community, but their Founder and Executive Director spread the word on Census how-tos to all Human Service organizations. She was also Co-Chair for our Executive Team. .	1	All HTC Groups
OCOCO serves HTC communities in key target cities such as Anaheim and Santa Ana. OCOCO trains community leaders to be organizers, primarily through faith-based efforts. They're part of PICO California. OCOCO's Executive Director also served as our Executive Team Co-Chair.	1	Residents living
OCHR was part of Census planning with CV from the start, joining the Executive Team early on. OCHR employed grassroots efforts -- even during COVID -- to go deep on outreach. Their focus was on Santa Ana, Anaheim and Garden Grove.	1	LEP Spanish, Fo
United Way has a reputation throughout the United States as a leader for addressing challenging human issues. They served on our Executive Team. They understood Orange County well and we sought their counsel many times in crafting our plan of outreach.	1	Residents living

Project Access has a strong reach in terms of the numbers of HTC individuals to which they provide service. They cover all of central Orange County with a deep understanding of their communities.	2	LEP Spanish, LEP
Once COVID hit, we offered a sub-contract to Second Harvest Food Bank to promote Census self-response at their large-scale food distribution sites and via social media.	3	
Although based in LA, SAN works extensively in Orange County and we knew they could reach into the AAPI HTC community in different ways than other subs. SAN is trusted and respected.	2	Residents living
We know that Cambodians in Region 9 are undercounted, and we made a concerted effort from the beginning to address this undercount. The Cambodian Family is THE trusted organization for Cambodian individuals and families in Orange County, and their leadership is fantastic. We knew TCF would be a wonderful partner from the get-go.	1	LEP Cambodian,
The G.R.E.E.N. Foundation outreached to the small community of African-Americans in Orange County. This HTC community is often overlooked in OC, and we felt it important to have a trusted partner to conduct outreach.	3	African-America
We asked THINK Together to come on board in May 2020, once we had a good handle on Self-Response Rates. THINK works with children from about 5 to 18, and we knew their staff could provide additional Census outreach to HTC communities.		
CV subcontracted with these Veteran-focused organizations with additional funds provided by CCCO for Veterans outreach. CV partnered with the OC Community Foundation and the UCI Veterans and Military Families Collaborative to identify the organizations best positioned to conduct Veterans outreach.	3	Veterans
Viet-CARE provided Census outreach to its clients pro bono until COVID hit, at which point CV offered a sub-contract so that Viet-CARE could amend its operational model to be COVID-safe and continue promoting Census self-response (mostly to Vietnamese seniors).	3	LEP Vietnamese

Areas of Region 9 Served	Total HTC Contacts*
All areas	34000
Irvine, Garden Grove, Westminster, Stanton, Buena Park, Cypress, Garden Grove, Seal Beach, Newport Beach, Lake Forest, Tustin, Anaheim	56000
Garden Grove, Huntington Beach, Orange	28750
Santa Ana, Irvine, Tustin, Westminster	30000
Stanton, Anaheim, Santa Ana, Westminster, Fountain Valley, Garden Grove	7600
Santa Ana, Anaheim, Fullerton, Mission Viejo, Garden Grove, Orange, Irvine, Aliso Viejo, La Habra, Westminster, Tustin, Placentia, Fountain Valley, Cypress, Buena Park, Lake Forest, Laguna Niguel, Costa Mesa, Brea, Yorba Linda	20000
Lake Forest, Santa Ana, Buena Park, Anaheim, Garden Grove, Irvine, Fullerton, Westminster, San Clemente, San Juan Capistrano, Tustin	30000
Aliso Viejo, Anaheim, Brea, Buena Park, Costa Mesa, Cypress, Dana Point, Fountain Valley, Fullerton, Garden Grove, Huntington Beach, Irvine, La Habra, La Palma, Laguna Beach, Laguna Hills, Laguna Niguel, Laguna Woods, Lake Forest, Los Alamitos, Mission Viejo, Newport Beach, Orange, Placentia	28545
Anaheim, Santa Ana, Westminster, La Habra, Buena Park, Garden Grove, Placentia, Irvine, Cypress, Seal Beach, Laguna Woods, San Juan Capistrano, Fullerton, Stanton, Fountain Valley, Lake Forest, Orange, Tustin	75000
Anaheim, Santa Ana, Placentia, Westminster, Buena Park, Aliso Viejo, Lake Forest, Tustin	11400

Buena Park, Fullerton, Garden Grove, Irvine	47500
Anaheim, Santa Ana, San Clemente, San Juan Capistrano	
Santa Ana, Anaheim, Garden Grove, Orange, Tustin, Westminster	83585
Anaheim, Santa Ana	64729
Fullerton, Santa Ana, Anaheim, Irvine, Garden Grove, Buena Park, Westminster	25000
Fullerton, Stanton, Garden Grove, Westminster, Anaheim, Santa Ana, Fountain Valley, Irvine, Lake Forest, Aliso Viejo, Mission Viejo, San Juan Capistrano, Costa Mesa, Tustin, Cypress, Laguna Hills, Orange, Brea, Huntington Beach, Placentia, La Palma, Midway City, Buena Park	160000
Anaheim, Santa Ana, Fullerton, Placentia	50000
Anaheim, Santa Ana, Garden Grove, Fullerton, Placentia	50000
Santa Ana, Anaheim, Irvine, Fullerton, Westminster, Stanton, Garden Grove, Buena Park, Cypress, Seal Beach, Newport Beach, Lake Forest	61524

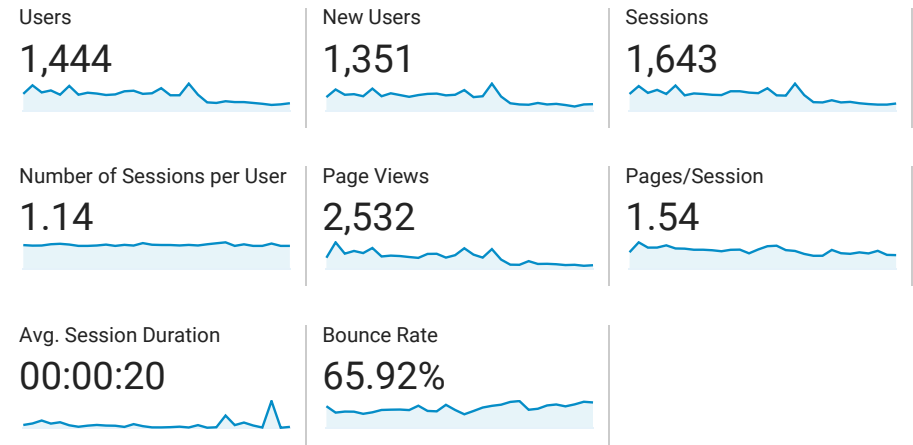
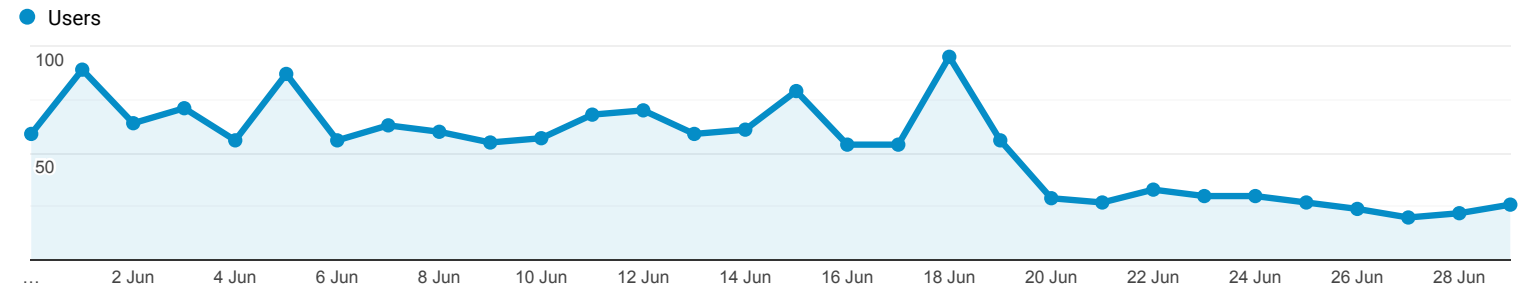
Cypress, Anaheim, Santa Ana, Fullerton, Garden Grove, Irvine, La Habra, Mission Viejo, Westminster	68500
Placentia, Santa Ana, Anaheim, Garden Grove, Irvine, Fullerton, Buena Park, Cypress, Seal Beach	75000
Santa Ana, Anaheim, Garden Grove, Westminster, Stanton, Cypress, Seal Beach, Lake Forest, Irvine, Tustin	18000
All areas	
Santa Ana, Anaheim, Costa Mesa, Garden Grove, Lake Forest	
All areas	
Garden Grove, Stanton, Westminster	

Audience Overview

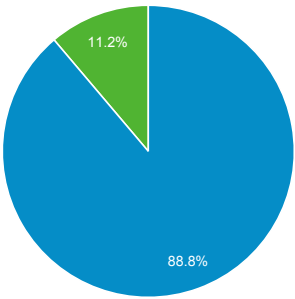
All Users
100.00% Users

31 May 2020 - 29 Jun 2020

Overview



■ New Visitor ■ Returning Visitor



City	Users	% Users
1. Little Rock	339	23.09%
2. Anaheim	84	5.72%
3. New York	77	5.25%
4. Los Angeles	76	5.18%
5. (not set)	56	3.81%
6. Santa Ana	54	3.68%
7. Tysons	37	2.52%
8. Garden Grove	36	2.45%
9. Huntington Beach	34	2.32%
10. Irvine	34	2.32%

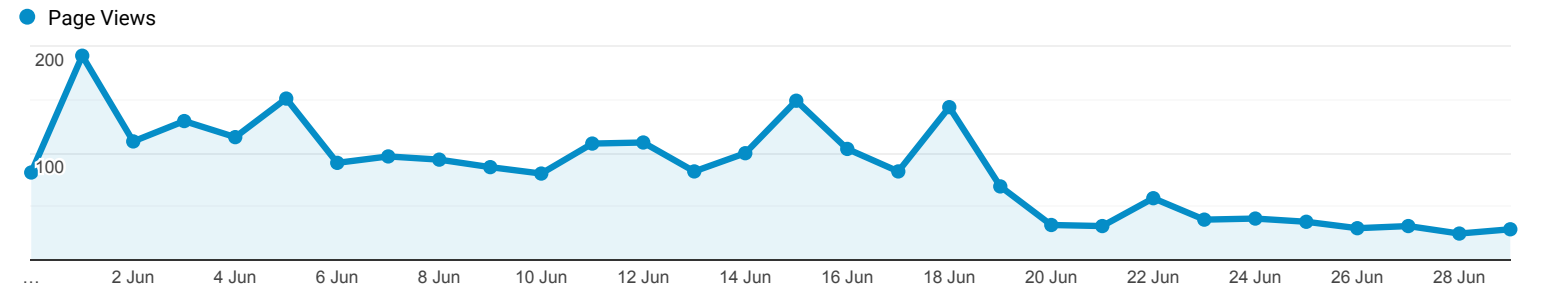
Pages

All Users

100.00% Page Views

31 May 2020 - 29 Jun 2020

Explorer



Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	2,532 % of Total: 100.00% (2,532)	1,797 % of Total: 100.00% (1,797)	00:00:38 Avg for View: 00:00:38 (0.00%)	1,641 % of Total: 100.00% (1,641)	65.92% Avg for View: 65.92% (0.00%)	64.81% Avg for View: 64.81% (0.00%)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. /assistance-center-map/	1,430 (56.48%)	919 (51.14%)	00:00:16	903 (55.03%)	65.45%	62.80%	US\$0.00 (0.00%)
2. /	795 (31.40%)	596 (33.17%)	00:00:45	585 (35.65%)	63.14%	67.80%	US\$0.00 (0.00%)
3. /assistance-center-map/?sort=nearby	81 (3.20%)	77 (4.28%)	00:03:46	74 (4.51%)	93.24%	91.36%	US\$0.00 (0.00%)
4. /get-involved/	46 (1.82%)	43 (2.39%)	00:02:24	11 (0.67%)	53.85%	69.57%	US\$0.00 (0.00%)
5. /resources/	32 (1.26%)	28 (1.56%)	00:09:26	19 (1.16%)	47.37%	71.88%	US\$0.00 (0.00%)
6. /contact-us/	22 (0.87%)	19 (1.06%)	00:00:22	4 (0.24%)	75.00%	31.82%	US\$0.00 (0.00%)
7. /news-updates/	21 (0.83%)	20 (1.11%)	00:00:20	3 (0.18%)	0.00%	23.81%	US\$0.00 (0.00%)
8. /oc-2020-census-newsletters/	20 (0.79%)	14 (0.78%)	00:02:12	2 (0.12%)	50.00%	30.00%	US\$0.00 (0.00%)
9. /funding/	14 (0.55%)	14 (0.78%)	00:02:24	8 (0.49%)	62.50%	71.43%	US\$0.00 (0.00%)
10. /phone-numbers/	11 (0.43%)	11 (0.61%)	00:00:30	5 (0.30%)	100.00%	63.64%	US\$0.00 (0.00%)

Rows 1 - 10 of 45



2020 Census Training Calendar

*Outreach Trainings Facilitated by NALEO Educational Fund, Asian Americans Advancing Justice – LA & OCAPICA, and the OC Civic Engagement Table

*Census QAC Trainings Facilitated by Charitable Ventures

Please visit www.occensus.org/getinvolved for more information on and to register for the trainings below

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
January 27	January 28	January 29 <i>10am-12pm</i> Census 101 Webinar, presented by NALEO	January 30 <i>10:30am-12pm</i> Spokesperson Training + Confidentiality Concerns, presented by AAAJ <i>Location: Irvine</i>	January 31 <i>1pm-5pm</i> Modules 2 and 3, presented by NALEO <i>Location: Mission Viejo</i>
February 3 <i>10am-3pm</i> Modules 2 and 3, presented by NALEO <i>Location: Santa Ana</i>	February 4	February 5 <i>10:30am-12pm</i> Census Questionnaire/Race Webinar, presented by AAAJ	February 6	February 7
February 10	February 11	February 12	February 13 <i>3:30pm-5pm</i> Census QAC presented by Charitable Ventures <i>Location: Santa Ana</i>	February 14
February 17	February 18 <i>10:30am-12pm</i> Prepping CBOs to Serve as QACs, presented by AAAJ <i>Location: Santa Ana</i>	February 19 <i>9am-3pm</i> Modules 1, 2, and 3, presented by NALEO <i>Location: Santa Ana</i>	February 20 <i>10am-11:30am</i> Census QAC presented by Charitable Ventures <i>Location: Garden Grove</i> <i>2pm-3:30pm</i> Census QAC presented by Charitable Ventures <i>Location: Irvine</i>	February 21

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
February 24 <i>8:30am-12:30pm</i> Modules 2 and 3, presented by NALEO <i>Location: Anaheim</i>	February 25 <i>10am-11:30am</i> Census QAC presented by Charitable Ventures <i>Location: Santa Ana</i>	February 26 <i>9am-12pm</i> Civic Engagement, presented by OCCET <i>Location: Santa Ana</i> <i>10am-11:30am</i> Census QAC presented by Charitable Ventures <i>Location: Santa Ana</i> <i>2pm-3:30pm</i> Census QAC presented by Charitable Ventures <i>Location: Santa Ana</i>	February 27 <i>10am-11:30am</i> Census QAC presented by Charitable Ventures <i>Location: Anaheim</i> <i>2pm-3:30pm</i> Census QAC presented by Charitable Ventures <i>Location: Irvine</i>	February 28
March 2 <i>9am-10:30am</i> Census QAC presented by Charitable Ventures <i>Location: Santa Ana</i>	March 3	March 4 <i>9am-10:30am</i> Census QAC presented by Charitable Ventures <i>Location: Santa Ana</i>	March 5 <i>1:30-4:30pm</i> Civic Engagement, presented by OCCET <i>Location: Irvine</i> <i>2pm-3:30pm</i> Census QAC presented by Charitable Ventures <i>Location: Santa Ana</i>	March 6

Opportunity: UCI Graduate Students Needed on January 22, 2020 to Facilitate Discussion by Organizations Focused on Census Outreach in Orange County

Drs. Connie McGuire and Victoria Lowerson Bredow, co-directors of the Community-based Participatory Research Initiative (CbRI) with the Newkirk Center for Science & Society are recruiting eight (8) graduate student facilitators to work at a US Census 2020 related event. One-hundred dollar stipend provided.

Please email Drs. McGuire and Lowerson Bredow as soon as possible if you are interested in this opportunity: cmcguire@uci.edu and vlowerso@uci.edu. This is a collaboration between UCI's [NCbRI](#) and Charitable Ventures (CV), a non-profit organization located in Santa Ana, CA.

Event:

Quarterly Census Expo: Mapping Census Outreach: An Overlap and Gap Analysis Workshop

Requirements:

- **Attend Training:** Wednesday, January 15, 2020 from 12:00-1:00pm at The Village at 17th Street
 - **Location:** 1505 17th Street, Santa Ana 92705; we'll be meeting in the Board Room
- **Attend Event:** Wednesday, January 22, 2020 from 11:30am-1:00pm at the Delhi Center in Santa Ana
 - **Location:** 505 E. Central Avenue, Santa Ana 92707
- **Student Status at UC Irvine**
- **Employment Authorization in order to submit IRS W9 to be paid the stipend**
 - **Payment:** \$100

Facilitator Job Description:

Charitable Ventures, a local nonprofit incubator, is a State of California 2020 Census contractor for Orange County. In its role as a state contractor, Charitable Ventures is responsible for supporting the region's nonprofit sector with Census outreach and education.

In an effort to bring multi-sector Orange County Census stakeholders together, Charitable Ventures hosts "Quarterly Census Expos" at the Delhi Center in Santa Ana. To date, Expos have taken place in June and September 2019.

The next Expo will occur Wednesday, January 22, 2020 and a main focus of this Expo will be an outreach overlap and gap analysis by organizations in the 5 Orange County Districts. In attendance will be Charitable Ventures' sub-contractors and grantees (about 45 organizations in all), the County of Orange's sub-contractors (7 organizations), and OC Department of Education partners (number TBD). Charitable Ventures also anticipates several non-funded organizations to participate in the workshop as well.

Charitable Ventures is seeking students with facilitation experience for the Expo's hour-long outreach overlap and gap analysis workshop. During this workshop, the goal is to enable the groups of partners by District who are doing Census outreach to better understand who is doing what and where, and then to

identify overlaps and gaps in Census outreach, and to collaboratively propose strategies to best reach the most people in each district. The goal of the community engagement exercise is to pave the way for smooth outreach and education coordination in each region of the county, to ensure an accurate Census count and the highest rates of participation.

Some facilitators may have a group of 10 partners to manage; others may have 20-30 partners to manage. Questions, prompts and any other materials needed will be provided for facilitators.

Charitable Ventures is surveying Expo attendees to collect pertinent information ahead of time, and will make District maps available in the workshop on **January 22, 2020**. More information about how the Expo, and in particular how to facilitate the outreach overlap and gap analysis workshop, will be shared at the **January 15, 2020** training at Charitable Ventures' Santa Ana office.



January 22 Census Expo: Agenda

- | | | |
|------|--|-----------------|
| I. | Welcome and Purpose for the Day | 9:00am-9:15am |
| | <i>Speakers:</i> Mary Anne Foo, Founder and Executive Director, OCAPICA, and Miguel Hernandez, Executive Director, OCCCO | |
| II. | The Time Is Now | 9:15am-9:25am |
| | <i>Speaker:</i> Ditas Katague, Director, California Complete Count Office – Census 2020 | |
| III. | Key Partner Updates | 9:25am-9:50am |
| | 1. U.S. Census Bureau | |
| | <i>Speakers:</i> Ambreen Ahmed (Santa Ana ACO) and Gregg Cochran (Fullerton ACO), Recruiting Managers for the U.S. Census Bureau | |
| | 2. County of Orange | |
| | <i>Speaker:</i> Saul Viramontes, Special Projects Manager, CEO Office | |
| | 3. OC Department of Education | |
| | <i>Speaker:</i> Marika Manos, History/Social Sciences/Civics Coordinator, Educational Services | |
| | 4. First 5 Orange County | |
| | <i>Speaker:</i> Heather Stratman, First 5 Consultant | |
| | 5. California Complete Count External Affairs and Media Relations | |
| | <i>Speaker:</i> Dayanna Macias-Carlos, Communications Specialist | |
| II. | Updates for Outreach Providers from Charitable Ventures | 9:50am-10:05am |
| | <i>Speaker:</i> Sarah Middleton, Census Consultant, Charitable Ventures | |
| III. | Census “Hard Questions” Training Video | 10:05am-10:15am |
| IV. | Q&A on Above Agenda Items/Updates | 10:15am-10:30am |
| | <i>Speakers:</i> All morning presenters | |
| V. | Count the Nation Training and Q&A | 10:30am-11:30am |
| | <i>Speaker:</i> Colin Maclay, Director, Count the Nation | |
| VI. | Break | 11:30am |
| | <i>A pizza lunch will be provided for those individuals staying for the speed-conversation workshop.</i> | |
| VII. | Group-Based Speed-Conversation by Region | 11:45am-12:45pm |
| | <i>Please self-select your group; groups are divided by Orange County District. Head for the District in which your organization works. UCI grad students will facilitate your group’s speed-conversation.</i> | |

VIII.	Wrap-Up and Next Steps <i>Speaker:</i> Miguel Hernandez, Executive Director, OCCCCO	12:45pm-1:00pm
IX.	Event Close	1:00pm



DÍA DE ACCIÓN HISPANA

28 de Septiembre

¡Hagase contar
en el Censo 2020!





DÍA DE ACCIÓN HISPANA

Lunes, 28 de Septiembre

Foro Virtual

3pm-4pm

Facebook: @OCCensus

Twitter: @OCCensus2020

Llamadas Telefónicas

4:30pm-7:00pm

Hazte voluntario!

Regístrate aquí: bit.ly/hispanosoc

Preguntas? Contacte a Jonatan Gutierrez:
jonatan.gutierrez@lgbtqcenteroc.org

¡Completa el
Censo 2020!

2020
CENSUS
OCCOUNTS



DÍA DE ACCIÓN HISPANA

28 de Septiembre
4:30pm - 7:00pm

Necesitamos voluntarios de llamadas
telefónicas para el Censo 2020!

Regístrate aquí: bit.ly/hispanosoc

Preguntas? Contacte a Jonatan Gutierrez:
jonatan.gutierrez@lgbtqcenteroc.org

2020
CENSUS
counts



DÍA DE ACCIÓN HISPANA

¡Únete a nosotros para un foro virtual!

¡Hagase Contar en el Censo 2020!

bit.ly/CensoDAH

LUNES 28 DE SEPTIEMBRE

3PM - 4PM

ORGANIZACIONES

facebook.com/occensus



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MODERADOR

Rigo Rodriguez, Ph.D.

Presidente del Distrito
Escolar de Santa Ana

Representante

Lou Correa

Congresista, CA-46

Lupillo Ramirez

Presidente de la
Asociación Latina de la
Industria Alimentaria

Nancy Mejia

Oficial de Programas de
Latino Health Access

Janira Perez

Directora de Desarrollo de
Programas Estratégicos de
MOMS OC

Fidel Gomez

Miembro de la Mesa
Directiva de la Cámara de
Comercio Hispana



OC Hispanic Day of Action// Día de Acción Hispana

Social Media Toolkit// Kit de herramientas para redes sociales

We've designated **September 28** as **OC Hispanic Day of Action!** The OC Census Table is hosting a **Virtual Town Hall** on **Monday, September 28th**, from **3pm-4pm**, where we will discuss the 2020 Census, why it is crucial for our communities to respond, and how to respond to the questionnaire; it's safety and confidentiality; and the impact of COVID-19 on Census operations. Our panel will feature representatives from government, healthcare, education, business, and the food industry to talk about Census outreach in the Hispanic community. We will hold a **phone banking session that afternoon from 4:30pm - 7:00pm** to reach Spanish-speaking households in the lowest responding Census tracts.

The 2020 Census is coming to an end on September 30th, and this is our FINAL push to empower the Latino community to be counted!

¡Hemos designado el **28 de Septiembre** como el **Día de Acción Hispana del Condado de Orange!** Estamos organizando un **Foro Virtual el lunes 28 de septiembre, de 3 pm a 4 pm**, donde discutiremos el Censo 2020, por qué es crucial que nuestras comunidades respondan y cómo responder al cuestionario; la seguridad y confidencialidad del Censo; y el impacto de COVID-19 en las operaciones del censo. Nuestro panel tendrá representantes del gobierno, la salud, la educación, los negocios y la industria alimentaria para hablar sobre la participación de la comunidad hispana en el Censo. Llevaremos a cabo una sesión de **llamadas telefónicas esa tarde de 4:30 pm a 7:00 pm** para hablar con hogares que hablan español y que tal vez no han contestado su encuesta.

El Censo de 2020 termina el 30 de Septiembre, ¡y este es nuestro último impulso para empoderar a la comunidad latina para que sea contada!

Respond to the Census//Responder al Censo

- Online//En línea: <https://my2020census.gov/>
- Over the phone// Por teléfono: 844-330-2020 (English) & 844-468-2020 (Español)
 - [Other Languages/ Otros idiomas](#)

Graphics// Gráficos

DÍA DE ACCIÓN HISPANA

28 de Septiembre
4:30pm - 7:00pm

Necesitamos voluntarios de llamadas telefónicas para el Censo 2020!

Regístrate aquí: bit.ly/hispanosoc

Preguntas? Contacte a Jonatan Gutierrez:
jonatan.gutierrez@lgbtqcenteroc.org

2020 CENSUS OCCOUNTS

DÍA DE ACCIÓN HISPANA

Lunes, 28 de Septiembre

Foro Virtual
3pm-4pm
Facebook: @OCCensus
Twitter: @OCCensus2020

Llamadas Telefónicas
4:30pm-7:00pm
Hazte voluntario!

Regístrate aquí: bit.ly/hispanosoc

Preguntas? Contacte a Jonatan Gutierrez:
jonatan.gutierrez@lgbtqcenteroc.org

¡Completa el Censo 2020!

2020 CENSUS OCCOUNTS

DÍA DE ACCIÓN HISPANA
28 de Septiembre

¡Hágase contar en el Censo 2020!

2020 CENSUS OCCOUNTS

Completar el Censo es Seguro.

ICE FBI IRS

my2020census.gov • 844-468-2020

Anything for Salinas?

Get counted in **Census 2020!**

HÁGASE CONTAR

Cuidar de nuestros niños también significa asegurarnos de que **sean contados en el Censo 2020.**

¡Házme Contar! #HázmeContar

MAMÁS IN 2020: "¡PONTE A LIMPIAR Y A COMPLETAR EL CENSO!"

HÁGASE CONTAR

¡Cuenta TODOS los niños que viven en su hogar!

my2020census.gov

Child360

Asegúrese de:

Quedarse en casa Usar desinfectante Responder al censo

#HágaseContar

¡Las escuelas, los estudiantes y los maestros están contando con usted para que se cuente!

my2020census.gov 844-468-2020 Conteste por correo

ABUELITA MAMA PAPA HERMANITA

¡TODOS CUENTAN!

Promote Phone Banking Recruitment// Promover reclutamiento de voluntarios

Sample Post #1	<p>Let's TAKE ACTION & get everyone counted in the #2020Census!</p> <p>Join us on OC Hispanic Day of Action by calling low-responding Hispanic households throughout OC.</p> <p>When? Monday, September 28 from 4:30pm - 7:00pm.</p> <p>Where? Register at bit.ly/hispanosoc</p> <p>All volunteers must complete a training session prior to phone banking. All events will take place via Zoom.</p> <p>#OCcounts #GetCounted #BeCounted</p>
Publicación #1	<p>¡TOME ACCIÓN y asegúrate que todos sean contados en el #Censo2020!</p> <p>Únase a nosotros en el Día de Acción Hispana de OC llamando a los hogares hispanos de baja respuesta.</p> <p>¿Cuándo? Lunes 28 de septiembre de 4:30 pm a 7:00 pm.</p> <p>¿Dónde? Regístrese en bit.ly/hispanosoc</p> <p>Todos los voluntarios deben completar una sesión de capacitación antes de realizar operaciones de llamadas telefónicas. Todos los eventos se llevarán a cabo a través de Zoom.</p> <p>#OCcounts #HagaseContar #YoCuento #HHM</p>
Sample Post #2	<p>The end of the 2020 Census is near!</p> <p>Join us at our Phone Bank for the OC Hispanic Day of Action to empower others to be counted in the Census.</p> <p>When? Monday, September 28 from 4:30pm-7:00pm.</p> <p>Where? Register at bit.ly/hispanosoc</p> <p>All volunteers must complete a training session prior to phone banking. All events will take place via Zoom.</p> <p>#OCcounts #GetCounted #BeCounted #2020Census</p>
Publicación #2	<p>¡Se acerca el final del censo de 2020!</p> <p>¡Únase a nosotros para el Día de Acción Hispana de OC! Vamos hacer llamadas telefónicas para empoderar a otros que sean contados en el Censo.</p> <p>¿Cuándo? Lunes 28 de septiembre de 4:30 pm a 7:00 pm.</p> <p>¿Dónde? Regístrese en bit.ly/hispanosoc</p>

	<p>Todos los voluntarios deben completar una sesión de capacitación antes de realizar operaciones de llamadas telefónicas. Todos los eventos se llevarán a cabo a través de Zoom.</p> <p>#OCcounts #HagaseContar #YoCuento #HHM</p>
Sample Post #2	<p>CALLING ALL VOLUNTEERS!</p> <p>Join us on OC Hispanic Day of Action by calling Spanish-speaking households and empowering them to respond to the 2020 Census!</p> <p>When? Monday, September 28 from 4:30pm-7:00pm.</p> <p>Where? Register at bit.ly/hispanosoc</p> <p>All volunteers must complete a training session prior to phone banking. All events will take place via Zoom.</p> <p>#OCcounts #GetCounted #BeCounted #2020Census</p>
Publicación #3	<p>¡LLAMANDO A TODOS LOS VOLUNTARIOS!</p> <p>Únase a nosotros en el Día de Acción Hispana de OC llamando a hogares para que respondan al Censo de 2020.</p> <p>¿Cuándo? Lunes 28 de septiembre de 4:30 pm a 7:00 pm.</p> <p>¿Dónde? Regístrese en bit.ly/hispanosoc</p> <p>Todos los voluntarios deben completar una sesión de capacitación antes de realizar operaciones de llamadas telefónicas. Todos los eventos se llevarán a cabo a través de Zoom.</p> <p>#OCcounts #HagaseContar #YoCuento #HHM</p>

Promote Virtual Town Hall// Promover el Foro Virtual

Sample Post #1	<p>Let's get everyone counted in the #2020Census!</p> <p>Join us for the OC Hispanic Day of Action Town Hall!</p> <p>When? Mon, Sept 28 from 3-4pm.</p> <p>Where? Facebook Live at @OCCensus</p> <p>Find out more about why the Census is important and how it impacts the Hispanic community!</p> <p>#OCcounts #HagaseContar #HHM #BeCounted</p>
Publicación #1	<p>¡Todos contamos en el #Censo2020!</p> <p>¡Únete a nosotros para el ForoVirtual del Día de Acción Hispana en el Condado de Orange!</p>

	<p>¿Cuándo? lunes 28 de septiembre de las 3 a 4 pm ¿Adonde? En vivo por Facebook Live @OCCensus</p> <p>¡Obtenga más información sobre por qué el censo es importante y cómo impacta a la comunidad Hispana!</p> <p>#OCcounts #HagaseContar #YoCuento #HHM</p>
Sample Post #2	<p>Today is the OC Hispanic Day of Action!</p> <p>Join the Town Hall on Facebook Live @OCCensus from 3-4 pm</p> <p>Learn about the impact the #2020Census has on the Hispanic community and why it's important to #GetCounted</p> <p>#OCcounts #HagaseContar #HispanicHeritageMonth</p>
Publicación #2	<p>¡Hoy es el Día de Acción Hispana de OC!</p> <p>Únase al Foro Virtual sobre Facebook Live @OCCensus de las 3 a 4 pm</p> <p>Conozca el impacto que tiene el # 2020Census en la comunidad Hispana y por qué es importante ser contado</p> <p>#OCcounts #HagaseContar #HispanicHeritageMonth</p>
Sample Post #3	<p>Celebrate #HispanicHeritageMonth and #GetCounted in the #2020Census!</p> <p>Make sure all Hispanic children and communities in OC get the resources they need!</p> <p>Complete the census form safely and easily from home — online at https://my2020census.gov, by phone 844-330-2020, or by mail.</p> <p>#OCcounts #HagaseContar #HHM #Countallkids #HazmeContar</p>
Publicación #3	<p>¡Celebre el Mes de la Herencia Hispana y #HagaseContar en el # Censo2020!</p> <p>Asegúrese de que nuestros niños y comunidades Hispanas en el Condado de Orange obtengan los recursos que necesitan!</p> <p>Complete el formulario del censo de manera segura y fácil desde su hogar: en línea en https://my2020census.gov, por teléfono 844-468-2020 o por correo.</p> <p>#OCcounts #HispanicHeritageMonth #Countallkids #HazmeContar</p>
Sample Post #4	<p>It's #HispanicHeritageMonth!</p> <p>There is no better way to celebrate than to #GetCounted in the 2020 Census!</p> <p>The Census is safe, easy and important. #EveryoneCounts and must be seen in our community!</p> <p>#OCcounts #HHM #HagaseContar #BeCounted</p>
Publicación #4	<p>¡Es el Mes de la Herencia Hispana!</p>

	<p>¡No hay mejor manera de celebrar que ser #Contado en el #Censos2020!</p> <p>El Censo es seguro, fácil e importante. #TodosContamos y debemos ser vistos por nuestra comunidad!</p> <p>#OCcounts #HispanicHeritageMonth #HagaseContar #GetCounted</p>
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Resources/Recursos

- NALEO Educational Fund - <https://hagasecontar.org/>
 - FAQs: [English](#) and [Spanish](#)
 - Questionnaire Guidance in [English](#) and [Spanish](#)
 - Disinformation Reporting - <https://census.junkipedia.org/tips/naleo>
 - Reporting e-mail - naleo@tips.junkipedia.org
 - Reporting via SMS - +16028458619
 - [English Flyer](#) / [Spanish Flyer](#)
- OC Census Table - <https://occensus.org/>
 - [Social Media Graphics](#)
- US Census Bureau - www.2020census.gov
 - [Operational Adjustments due to COVID-19](#)
 - Confidentiality Factsheets - [English](#) and [Spanish](#)
 - [Sample Questionnaire](#)
 - [How to Respond Online](#)



Thank you for setting up a QAC/QAK through Charitable Ventures, the Orange County/Region 9 Administrative Community-Based Organization through the California Complete Count Office.

We appreciate you taking time to join our recent QAC training. Below, please find quick reference points for some of the items mentioned in the training.

***Please Note:** QAC/QAKs must be open starting March 12, 2020, which is the very first day of Census Self-Response. Ideally, we want your QAC/QAK to remain open through July 31, 2020. If keeping your QAC/QAK open through July is an issue, please contact Mariana Bruno at mariana.bruno@charitableventuresoc.org.

Census Timeline:

- March 12 – April 30, 2020: Self-Response
- May 1 – July 31, 2020: Non-Response Follow-Up Period

Access the 2020 Census Survey Here (*survey will not go live until March 12*):

Use to set up landing page for 2020 Census Survey: <https://2020census.gov/>

Download and Print the Census Bill of Rights and Please Put Up In Your QAC/QAK:

<https://californiacensus.org/census-bill-of-rights-and-responsibilities/>

59 Language Guides from the US Census Bureau:

<https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources/language-guides.html>

Large Print Version of the USCB Language Guide in English:

<https://www2.census.gov/programs-surveys/decennial/2020/resources/language-materials/guides/Large-Print-Guide.pdf?#>

USCB Language Guide in Braille:

Call 800-923-8282 to request a Braille guide from a USCB customer service representative.

Watch the US Census Bureau's 2020 Census Video Language Guide:

<https://www.census.gov/library/video/2019/preview-2020-census-video-language-guide.html>

Census Counts Resource on 2020 Census Cybersecurity:

<https://censuscounts.org/resources/census-2020-technology-faqs/>

Census In-Language Phone Assistance:

See page 13 of the Training Participant Handout; this same document is also found in the signage template

Census Confirmation Code Template:

See page 17 of the Training Participant Handout

QAC Visitor Interaction Form:

See page 18 of the Training Participant Handout

Wondering Who to Count on Your Census?:

For a complete list of who should be counted, please visit <https://2020census.gov/en/who-to-count.html>

Tips for Providing Accommodations and How to Assist People with Disabilities and 2020 Census Disability Community Toolkit:

<https://www.disabilityrightsca.org/post/2020-census-disability-community-toolkit>

Welcome Sign for QAK:

Please see enclosed “Welcome to this QAK” two-pager. You can post this note at any Census kiosk your organization may have set up.

Additional helpful websites:

www.occensus.org

www.californiacensus.org

<https://census.ca.gov/>

Count
Me In

私も入れて

សូមរាប់ខ្ញុំចូលក្នុងជំរឿនផង។

Cuenta
Conmigo

ضمني إلى التعداد

Kabilang
Ako

人口普查，
有我一份

2020년 센서스 인구조사

Tôi sẽ
tham gia

من راهم محسوب کنید

From Charitable Ventures: 2020 Census “In the News” in Orange County/Region 9

NEWS ARTICLES:

<https://www.ocregister.com/2019/05/14/volunteers-activists-state-officials-all-are-working-to-make-sure-every-californian-is-counted-in-2020-census/>

<https://www.latimes.com/socal/daily-pilot/entertainment/story/2020-03-04/census>

<https://www.ocregister.com/2020/03/31/census-outreach-efforts-hampered-by-coronavirus-pandemic/>

<https://www.ocregister.com/2020/06/01/census-field-offices-begin-to-reopen-aim-to-close-the-gap-in-lagging-2020-u-s-count/>

<https://www.ocregister.com/2020/07/24/queer-the-census-this-year-yes/>

OP-ED:

<https://voiceofoc.org/2020/04/middleton-the-2020-census-is-here-stand-up-be-counted/>

2019 COMMUNITY INDICATORS REPORT:

https://www.ocbc.org/wp-content/uploads/2019/09/CommIndicators_Report_091219-WEB.pdf

OCTOBER 2019 OC FORUM:

<https://www.youtube.com/watch?v=SRgrqyh53-o&t=481s>

**Tell Your Friends and Family
the Census is available in
13 Languages over the Phone!**











LỊCH ĐIỀU TRA
DÂN SỐ ĐỐI VỚI
GIA ĐÌNH VÀ
CỘNG ĐỒNG
mydatacensus.gov

MOVING FORWARD
PSYCHOLOGICAL INSTITUTE, INC.
SAVING LIVES | BOUNDING.COM.VN


VIETCARE
Compassion, Empowerment, Collaboration

EL CENSO ES PARA
LAS FAMILIAS Y
COMUNIDADES
DE CONFIANZA
mydatacensus.gov

Capture 1.PNG

File Size: 135.1KB | Uploaded: 8/20/2020 4:51 PM



 + FILTER + COMPARE + SHOW

No rules applied

Rules allow you to FILTER, COMPARE and SHOW results to see trends and patterns.

[Learn more »](#)

Page 4

Q9




Download

Download

Download

Is there anything else you would like to add?

We were delighted to participate as a member of the 2020 Census OC Counts Initiative. We shared our involvement with every member of our team and our many collaborative partner agencies. We were delighted to take part in the partner meeting Zoom calls - and we were always impressed and inspired by Sarah Middleton. GREAT JOB and Kudos to Charitable Ventures.





8:24 AM
Tuesday
9/22/2020



**THE CENSUS BENEFITS
OC FAMILIES AND
COMMUNITIES**
Complete the Census today either online, by telephone, or by mail.
my2020Census.gov

**THE 2020 CENSUS
IS LATINA**
Proud Partner of
the 2020 Census

**THE CENSUS BENEFITS
OC FAMILIES AND
COMMUNITIES**
Complete the Census today either online, by telephone, or by mail.
my2020Census.gov



Llena Tu
FORMULARIO
HOY!





Census 2020
is coming!
DO YOUR PART. GET COUNTED.
1-877-EL-CENSO / HAGASECOUTAR.ORG
#HAGASECOUTAR

NCENSUS2020
TAKE 10 MINUTES
NEXT 10 YEARS
EVERYONE COUNTS!





LIVE CENSUS SERIES

LET'S DO IT TOGETHER!

Join live to get help with completing the
2020 Census



MAKE YOUR VOICE COUNT

Live Dates:

Tuesday, June 29, 2020 @ 11 am

Thursday, June 16, 2020 @ 11 am

Wednesday, June 29, 2020 @ 11 am

TAKE 10 MINS TO CHANGE THE NEXT 10 YEARS



Scan to Join Meeting on Zoom or

Call 1-669-900-9128, Enter Meeting ID: 714 756 0027# Enter

Password: 997936#



For more info, contact Alicia: Call 714-756-0027 or email info@thegreenfoundation.net

#OCCOUNTS



OC Census Week of Action

OC may be at a 70% response rate for the Census 2020.

BUT we still have a long way to go and a lot to lose if we don't all get counted.

Let's get counted before USCB Enumerators come knocking at our doors
starting in August.

July 27-31

We are kicking off the week with an

OC Census Town Hall

Monday, July 27, 2020

from 4:00-5:00 PM via FB LIVE

The remainder of the week we will be

Phone Banking

Tuesday, July 28- Friday, July 31, 2020

from 2:30-5:00 PM via ZOOM

 **CALLING ALL VOLUNTEERS!** To register to phone bank go to bit.ly/occounts









STOP
PROCEED
WITH
CAUTION

ORANGE COUNTY
FOOD
BANK

community
Action
PARTNERSHIP
Helping People. Changing Lives.
Community Action Partnership
of Orange County

ORANGE COUNTY
**Everyone
Counts**
Census 2020
www.oca.org

I COUNT



**CENSUS is a seed
to our future & hope!**

Don't forget to fill out your CENSUS today!

my2020census.gov



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to our future & hope!**

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my2020census.gov




CENSUS는
지식입니다. 

CENSUS is a seed.





Everyone
Counts. 2020 CENSUS counts



**When you shape education,
you shape our future.**

Respond to the 2020 Census and inform funding for educational programs that benefit our children. Use after-school activities, school meal programs, and Head Start. It's more than just a count. It's an opportunity to shape the next generation.

For more information, visit:
2020CENSUS.GOV

Shape
your future.
Start with us.

2020 CENSUS





OC CENSUS WEEK OF ACTION

OC CENSUS TOWN HALL

Monday, July 27th

4:00-5:00 PM via FB LIVE

www.facebook.com/OCCensus/

----- FEATURING -----



Mary Anne Foo
Founder &
Executive Director,
OCAPICA



Saul Viramontes
Special Projects Manager,
County of Orange



Nancy Mejias
Chief Program Officer,
Latino Health Access



Bao Nguyen
Partner Specialist
Team Lead of OC,
U.S. Census Bureau

With a message from



U.S. Representative
Katie Porter
CA-45



U.S. Representative
Lou Correa
CA-46

With your moderators

Darlene Moreno, Regional Census Campaign Manager – OC, NALEO Educational Fund
Yesenia Hernandez, Community Outreach Coordinator, Community Action Partnership of OC



#OCCOUNTS



OC Census Week of Action

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BUT we still have a long way to go and a lot to lose if we don't all get counted.
Let's get counted before USCB Enumerators come knocking at our doors
starting in August.

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from 4:00-5:00 PM via FB LIVE

The remainder of the week we will be

Phone Banking

Tuesday, July 28- Friday, July 31, 2020

from 2:30-5:00 PM via ZOOM

 **CALLING ALL VOLUNTEERS!** To register to phone bank go to bit.ly/occounts

#OCCOUNTS

OC Census Week of Action

July 27-31

MONDAY 7/27

OC Census Town Hall

From 4-5 pm
via FB LIVE

www.facebook.com/OCCensus/



U.S Representative
Lou Correa
CA-46



U.S Representative
Katie Porter
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Special Projects
Manager,
County of Orange



Nancy Mejias
Chief Program Officer,
Latino Health Access



Bao Nguyen
Partner Specialist
Team Lead of OC,
U.S Census Bureau

TUESDAY 7/28

Phone banking with The LGBTQ Center OC

WEDNESDAY 7/29

Phone banking with AltaMed

THURSDAY 7/30

Phone banking with CAIR-LA

FRIDAY 7/31

*Phone banking with The G.R.E.E.N Foundation
& The OC Coalition*



All Phone Banking will take place from 2:30 -5pm via ZOOM.





VOLUNTEERS NEEDED

OC CENSUS WEEK OF ACTION PHONE BANKING

Tues. July 28 - Fri. July 31
2:30 - 5:00 PM

SIGN UP AT
[BIT.LY/OCCENSUS](https://bit.ly/occensus)

2020
CENSUS
OCcounts

PHONE BANKING
& TRAINING VIA



VOLUNTEERS NEEDED

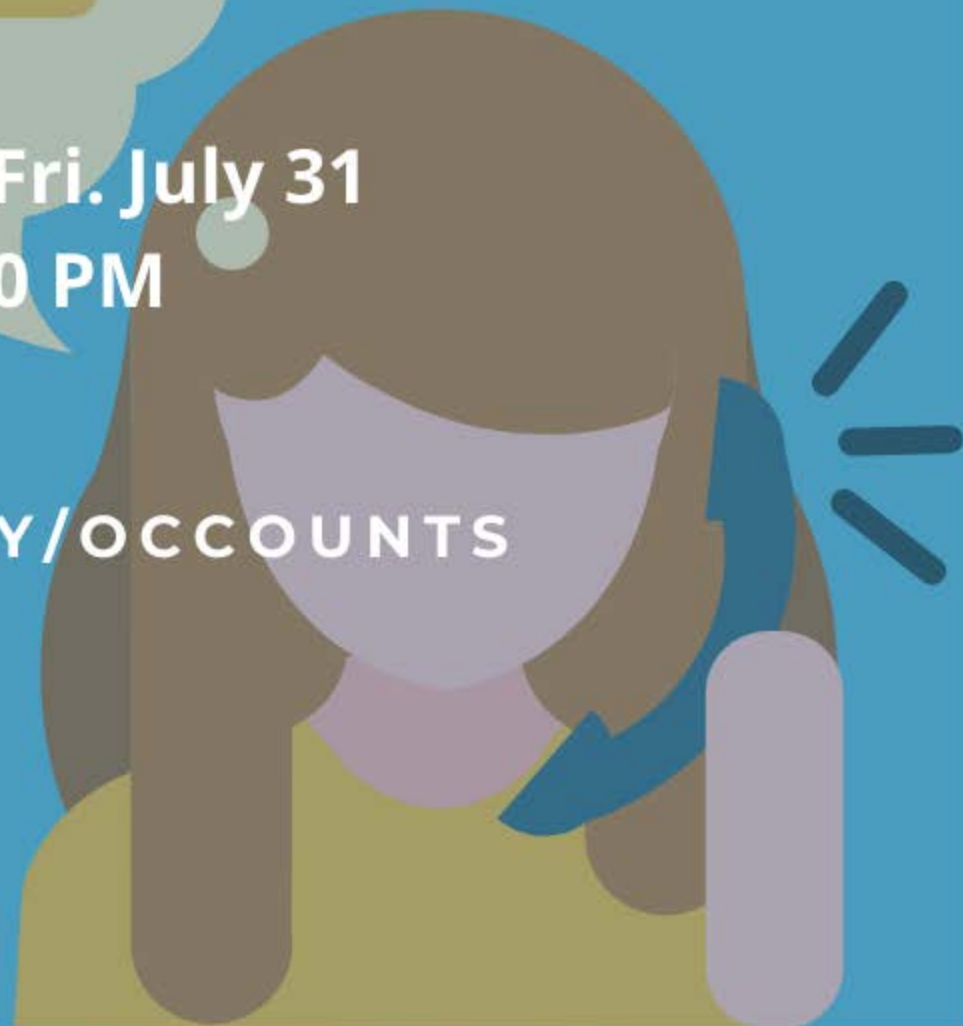
OC CENSUS WEEK OF ACTION PHONE BANKING

Tues. July 28 - Fri. July 31
2:30 - 5:00 PM

SIGN UP AT [BIT.LY/OCCOUNTS](https://bit.ly/occounts)



Must attend one
Training Session
the week of July 20-24th



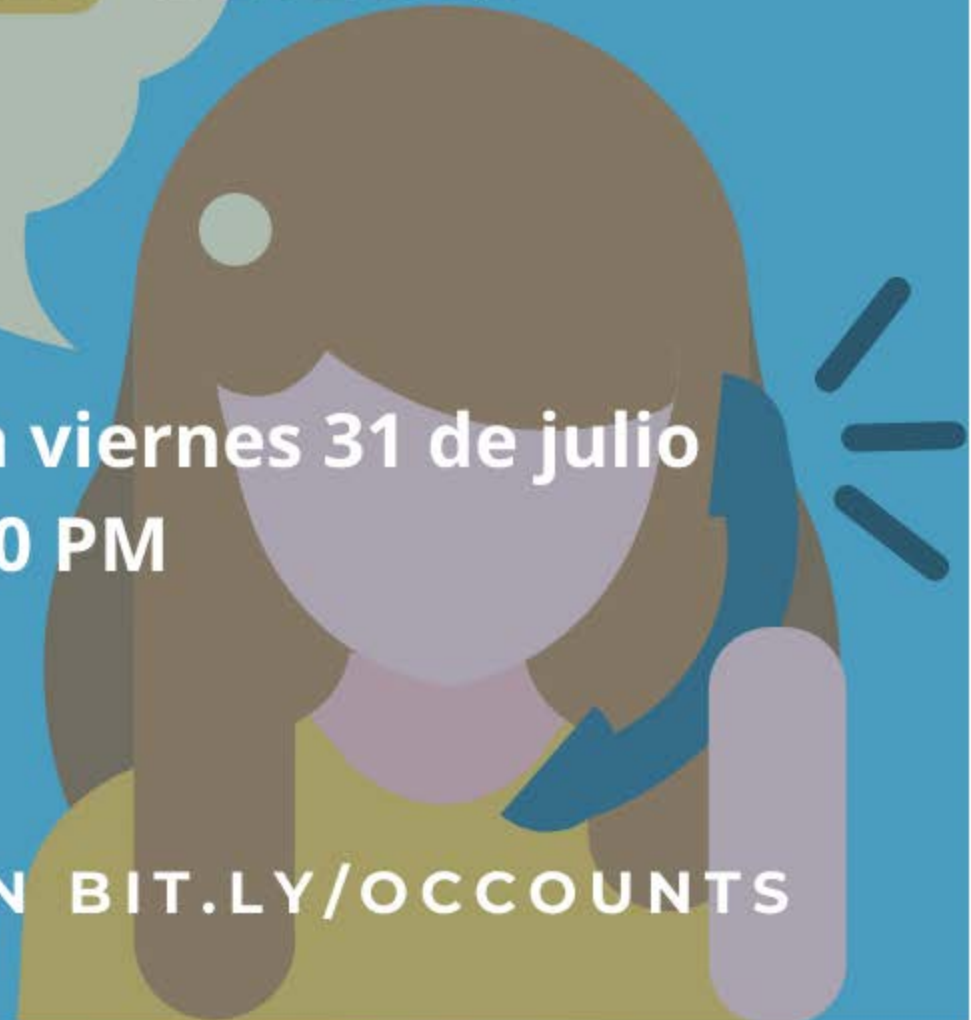
BUSCANDO VOLUNTARIOS

LA SEMANA DE ACCIÓN DEL CENSO EN OC
BANCA TELEFÓNICA

Del martes 28 de julio a viernes 31 de julio
2:30 - 5:00 PM



REGISTRARSE EN [BIT.LY/OCCOUNTS](https://bit.ly/occounts)





Tierney Center for Veteran Services

July 30 at 1:37 PM

Did you know that future resources for our children and grandchildren rely on a complete count during the #2020Census? We served for them, now let's count for them! #TakeTheCensus #EveryoneCounts



**LET SERVE THEM FOR THE NEXT
10 YEARS. TAKE THE CENSUS.**

#TAKETHECENSUS #EVERYONECOUNTS



Tierney Center for Veteran Services

June 29 · 🌐

Did you know future resources for our loved ones and neighbors who served in the armed forces rely on a complete count? They served for us then, now let's serve them now. Take the #2020Census!

#EveryoneCounts #CaliforniaForAll



Let's use our voices to honor their service now and 10 years from now!





Tierney Center for Veteran Services

July 22 at 7:36 AM · 🌐

Every Californian is needed to help California get a complete count for #2020Census! We Served. We Matter. We Count! Learn more: CaliforniaCensus.org. #TakeTheCensus #CaliforniaForAll



#TAKE THE CENSUS



EVERYONE COUNTS



U.S. Veteran Business Alliance

June 29 · 🌐

...

For decades, they have undercounted minority communities in the Census. We are seeing the disproportionate impact COVID-19 is having on these communities -- from the funding of local hospitals to access to remote education. [#BeCounted](#) to keep ALL of our communities healthy and safe for the next decade. Take 10 minutes to take the [#2020Census](#) from home today at [becountednow.com](#)



175

People Reached

6

Engagements

Boost Post



U.S. Veteran Business Alliance

3 Shares



Like



Comment



Share



Thank you!

2020 CENSUS CANVASSING TEAM



WE SPOKE TO &
ASSISTED OVER
4,500 RESIDENTS!

QUÝ VỊ ĐÃ TRẢ LỜI THỐNG KÊ DÂN SỐ 2020 CHƯA?



Thống Kê Dân Số 2020 sẽ giúp:

- ✓ Tăng tiền chi tiêu cho các trường học
- ✓ Tăng tiền chi tiêu cho các bệnh viện để làm dịch vụ chăm sóc tốt hơn
- ✓ Giúp sửa đường, giao thông công cộng, và giữ môi trường công viên sạch

**Quý vị có thể trả lời
Thống Kê Dân Số qua:**

- Lên trang web: my2020census.gov
- Gọi số:
 - Tiếng Anh: **844-330-2020**
 - Tiếng Việt: **844-461-2020**
 - Spanish: **844-468-2020**
- Mẫu Thống Kê Dân Số

**Nếu quý vị có câu hỏi về Thống Kê Dân Số 2020 hoặc cần
giúp đỡ xin gọi số điện thoại: (657) 341-0947**

