



State of California – Government Operations Agency
California Complete Count-Census 2020
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GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT

General Information

Date of report	11/13/2020
Organization / Entity	County of Orange
Responsible Person / Title	Saul Viramontes, Special Projects Manager
Contact Person / Title	Saul Viramontes, Special Projects Manager Jessica Witt, Director of Government & Community Relations
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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?

1. Educate Orange County residents on the Census timeline and purpose with a particular emphasis on the "hard-to-count" (HTC) populations
2. Identify HTC populations and best strategies to educate them on the Census
3. Reduce the HTC populations' fear and distrust of government
4. Build trust with the HTC population around the Census
5. Motivate HTC populations to participate in the Census
6. Reduce barriers for HTC populations to participate in the Census

The original goals that were identified by the County Census Team remained intact through the OC 2020 Census Campaign (OC Campaign). The goals were adopted from the contract with the California Complete Count Office and served as guiding principles during the OC Campaign.

On October 30, 2018, the Orange County Board of Supervisors (Board) approved a resolution recognizing the importance of the 2020 Census and supporting participation in helping to ensure a complete, fair, and accurate count in Orange County. In addition, the Board appointed the 2020 Census Planning Ad Hoc (Ad Hoc) consisting of the Supervisors from District 1 and 4, Supervisor Andrew Do and Supervisor Doug Chaffee, respectively. On January 29, 2019, the Board again reiterated its commitment

Due Date: November 16, 2020

when it approved acceptance of the initial \$1.5 million in State funding to ensure a complete Count in Orange County

On February 26, 2019, the Board approved the OC Complete Count Committee consisting of various government and community partners who established subcommittees of various groups with specific goals based on their strengths and scope.

Over the course of a year, the subcommittees met monthly to discuss various strategies and tactics to best address each target population. For example, the Government Agencies & Cities subcommittee met to discuss coordination of resources and leveraging existing networks while the Immigrant, Limited-English, & Language Access subcommittee met to brainstorm the best messaging and communications tactics for non-English speakers.

After meeting throughout the year, each subcommittee was able to contribute in various ways and those best practices, strategies, and tactics were synthesized to inform and guide the creation of the OC Campaign's direct outreach efforts and the development of the OC 2020 Census toolkit.

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?

Timeframe: Ongoing throughout the length of the campaign (January 2019 – October 2020)

The Ad-Hoc structure worked very well for the OC Campaign. When the Board appointed the Ad-Hoc they enabled staff to perform the duties as required by the State and the County with high-level guidance which allowed the County's Census efforts to be more flexible and adapt throughout the OC Campaign.

Additionally, the State and the County both approved the use of funds within specific parameters that we identified in the contract, staff reports, and through collaboration with state partners and our Regional Program Manager (RPM). The high-level approval allowed County staff and our contractors the opportunity to quickly adapt to changing needs of the campaign and take advantage of last-minute events and opportunities such as a mobile questionnaire assistance center at a school registration event. It was helpful to work with contracted partners which allowed County staff to focus more on educating and motivating the community and less on getting through an approval process.

What hindered the operations?

Timeframe: Awareness and Education Phase (August 2019 – February 2020)

The initial delay of direction from the State on marketing collateral was challenging and hindered the planning process. For example, the State directed partners to avoid duplicating resources such as collateral creation and translation. As such, many partners were waiting for the State's contracted media partner to release a toolkit which arrived a few months behind schedule and partners described as challenging.

As a result, this prompted many partners to create their own collateral which diverted time and resources from outreach efforts, contracting, and partnership development.

Contracted partner's outreach
What outreach tactics worked well?

Timeframe: Non-Response Follow-Up (August 2020 – October 2020)

The most impactful outreach strategy was the in-person mobile Questionnaire Assistance Center (mQAC). mQAC's allowed the contracted partners and County staff to go out and meet the community where they congregated thereby better assisting in the enumeration process / outreach.. This strategy was successful because Census partners had the ability to partner with other trusted messengers such as cities, schools, or libraries and leverage that trusted messenger / community organization with helping constituents complete their Census form that same day.

In addition to mQACs, in-person and direct outreach such as canvassing and phone banking were the second most successful strategies. Many partners reported results such as clarifying misinformation, helping residents overcome fear, walking residents through the questionnaire, and moving someone from leaning towards not completing the Census, to doing it that same day.

Due to COVID-19 pandemic impacts, the OC Campaign pivoted to prioritize digital advertising and marketing outlets in multiple languages to effectively communicate with the communities. The County is pleased to report that through message testing, targeting, and consistently refreshing our content, we were able to achieve engagement rates five to six times the industry standards, especially with the non-English speaking communities.

Lastly, the logo branding was a strength for the County. Early in the Census effort, many partners such as cities and non-profits decided to create their own Census logo. These logos varied in color, size and messaging, which caused confusion among some residents. However, the County exclusively used the California for All 2020 Census Logo on all of our collateral and advertisements which totaled over 124 million impressions. Consequently, our canvassing partners reported positive interactions from the community as they recognized the logo on our giveaways and materials which helped legitimize our outreach efforts.

What hindered the outreach?

The main concerns that can be mitigated in the future include better coordination efforts with the U.S. Census Bureau and contracted Census coordinators, and the use of a consistent logo.

While the County has received overwhelmingly positive feedback regarding the collaboration between the County, the U.S. Census Bureau, and Charitable Ventures of OC (Region 9 ACBO), there was some frustration among community assets (locations) regarding the number of times they were solicited to help with the Census effort. This is an issue that could be better addressed by creating a "Census partner organizational chart" which outlines who is involved in the Census effort, their responsibilities, assets, and what they have committed to doing. As the U.S. Census Bureau continued to hire part-time seasonal staff, they often called partners who were already involved or had already responded that they not interested/able to participate.

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.

- COVID-19 was a major unanticipated challenge, which created uncertainty and fear among partners and the community. Additionally, the concerns surrounding COVID-19 decimated the capacity of many partners due to health concerns, or staff being absent to handle the impacts of the pandemic. At one point, many partners reported fatigue and being stretched too thin by their Census and non-Census responsibilities.
 - In order to address the impacts of COVID-19, County staff worked with contractors, the State RPM, and Census partners to restructure contract goals and efforts. The move to digital was almost immediate by shifting to social media strategies and phone banking. Additionally, partners tried their best to be creative and innovative while following COVID-19 health guidelines such as physical distancing. Some activities resulting from this include Census caravans, Census promotion at food pantries, school lunch distribution, and social media contests.
- 2020 Census Legal Challenges – The legal challenges surrounding the citizenship question and the timeline were difficult to navigate when trying to build trust in the community and plan major events. These legal challenges created confusion in the community and among partners.
 - As these decisions were outside of the County's sphere of control, the County's worked hard to update and coordinate accurate and uniform messaging as soon as it was modified.

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.

Self-Response Rate

- 2010: 71.7%
- 2020: 76.6%
- A positive 4.9% change
- 32 of 34 of Orange County's cities exceeded their 2010 Response Rate
 - The two cities that did not meet their 2010 Response Rate were areas with very high-value residences that are often vacation homes or rentals. Since the U.S. Census Bureau did not conduct field operations in the expected timeframe, this likely impacted the response rate in these cities.

The consensus among all partners credits Orange County's success to the investment by the state legislators and early commitment by the Board of Supervisors and other local leaders to collaborate in all areas and levels of Orange County.

Data most frequently used was pulled from the State's SwORD system, including:

- Hard-to-Count Index
 - The HTC Index helped the County equitably distribute resources by zone depending on each zone's percentage of Orange County's total HTC population. HTC information helped guide the County's outreach effort throughout the course of the campaign, from planning to Non-Response Follow-up (NRFU), for direct outreach, advertising, and innovative marketing.
 - Additionally, the County utilized a block-group level strategy when possible to ensure that outreach efforts were concentrated in the hardest to count communities. Using the SwORD system, County staff were able to further analyze Census tracts by the block-group level. This strategy helped stretch outreach dollars further by focusing efforts on the block-groups which needed the most outreach instead of whole Census tracts (see figure below).

Census Tract

Block-Group

(Pictures below show the same community)



Note the non-Hard-to-Count block-groups within the Hard-to-Count (HTC) census tract.

- 2010 Response Rate
 - The 2010 Response Rate was used as a benchmark to predict 2020 performance, target the County's efforts and as a goal to meet and exceed similar response rates.
- Language Data
 - Language data was used in various ways, including language coverage by Census tract for canvassing and phone banking efforts, primary languages for advertising and collateral and to help ensure our OC 2020 Census toolkit contained appropriate messaging.
- Income and Socioeconomic Data
 - Income and socioeconomic data was used to help craft strategies and culturally sensitive messaging that resonated with each community.
- Age Data
 - Age-related data helped our team determine where the higher populations of seniors and young children live and helped us pivot our messaging accordingly.
- Aggregated Data
 - The OC Campaign also evaluated all data as a whole to ensure that appropriate messaging was being used in each community by considering language, income, and age. Custom messaging included bilingual help for public services and healthcare, public safety, and community development.
- Live 2020 Census Response Rate

- Once the Census started, the Live 2020 Census Response Rate became a useful tool to help the OC Campaign prioritize Census tracks by looking at their overall self-response rate and looking at the difference between their current and 2010 Response Rate.

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.

The County's 2020 Census effort was largely guided by the OC Complete Count Committee, under the leadership of the Ad Hoc. In the year leading up to the Census, County staff met with five subcommittees on a monthly basis to discuss the best strategies and tactics to motivate and educate the HTC community. The goals for each subcommittee were as follows:

1. Government Agencies & Cities
 1. Leverage existing infrastructure/outlets to maximize Census efforts
 2. Reach out to other cities and government groups to assist with the Census effort through social media, events and marketing
 3. Message the Census timeline and Census Action Centers/Kiosks
2. Media, Communication, & Advertising
 1. Create messaging for County Census effort
 2. Manage media efforts – earned, paid and social
 3. Identify and recommend ad buys
 4. Create and manage social media campaigns
 5. Design, print and distribute posters, banners and promotional items
3. Immigrants, Limited English, & Language Access
 1. Establish, maintain and distribute language access tools
 2. Establish and maintain language access solutions
 3. Identify opportunities to reach immigrants and individuals who speak limited English
 4. Provide feedback on best outlets and messages for immigrants and individuals who speak limited English
4. Homeless, Unconventional Housing & Low-income
 1. Outreach to homeless individuals and shelters
 2. Provide feedback on best outlets and messages for individuals experiencing homelessness and living in unconventional housing
 3. Educate families living in unconventional housing about the proper way to complete the Census form
5. Outreach, Recruitment, Data Protection, & Technology

1. Educate and motivate seniors, renters, veterans, college students and parents of children under five years of age (HTC groups)
2. Establish, identify and promote Census Action Centers/Kiosks
3. Cross-promote strategies to other groups (for example: reach out to other cities / departments /organizations to promote social media messaging campaign created by the Government Subcommittee)
4. Promote U.S. Census Bureau enumerator recruitment
5. Identify technology solutions for educating and motivating HTC populations

Through regular meetings of the OC Complete Count Committee and the California Complete Count Office contracted partners, a group of leading organizations began to take more active roles in the planning and coordination efforts of Region 9's 2020 Census efforts. Once the lead organizations and contracted partners were established, the planning process became more streamlined and started to pivot to an action-oriented effort.

Region 9 was fortunate to have various lead agencies, cities, and school partners and have the boundary of the region congruent with our County boundary. Establishing these leads early on in the effort helped streamline outreach efforts later in the process, such as Census cross-promotion at school lunch distributions or city events.

After identifying key strategies and tactics, leadership organizations divided, distributed, and contracted the work based on each organization's qualifications.

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

California Complete Count Office

- Contract administration
- Leadership and guidance of contracted partners to establish their plans and methodologies for outreach
- Facilitator for statewide collaboration and best practice sharing

U.S. Census Bureau

- Worked closely with County staff to expand the Census partner network via institutional documentation and the work of partnership specialists who developed and facilitated partnerships in the community
- Key contributions included connecting County and contracted staff to city, school, non-profit and business representatives

Charitable Ventures of OC (CVOC) – Region 9 ACBO

- Worked closely with County staff to execute a well-planned and coordinated outreach effort addressing all HTC populations and geographic areas

County of Orange

- Key contributions included connecting various non-profits to funding opportunities, leveraging existing networks and fundraising

Contracted Partners

AltaMed

- Contracted partner responsible for making Census outreach at health clinics, hosting QACs, canvassing, phone banking.
- Key contributions included their leadership role in creating content, best practices, sharing strategies that were working in LA County, and their expertise in direct outreach.

City of Garden Grove

- Worked closely with County staff to educate and motivate Garden Grove residents about the Census
- Key contributions included the Garden Grove CCC, partner engagement, marketing, and advertising

City of Santa Ana

- Worked closely with County staff and community stakeholders to ensure a complete count in Santa Ana
- Key contributions included the Santa Ana CCC, Census marketing and branding, outreach and mQACs events, and phone banking

Coalition for Humane Immigrant Rights – Los Angeles (CHIRLA)

- Responsible for cross-promoting Census during existing programming, phone banking, and canvassing
- Key contributions included access to and trust among the immigrant and refugee population

Community Action Partnership of Orange County (CAPOC)

- Worked with County staff to cross-promote Census at various events such as community workshops and food distributions
- Key contributions included access to networks and communities, innovative ideas, event coordination, canvassing and phone banking

Latino Health Access (LHA)

- Contracted partner responsible for in-person and event outreach using the promotora model, including canvassing, phone banking, public speaking engagements, and innovative outreach.
- Key contributions included leveraging their strong community ties, canvassing and phone banking.
- After COVID-19 restrictions were put in place, LHA used a microphone/speaker system to engage the community from their InfoMovil.

Multi-Ethnic Collaborative of Community Agencies (MECCA)

County of Orange

- Contracted partner made up of 10 sister agencies covering a wide range of languages, services areas and networks. Responsible for cross-promoting the Census in existing programming, developing culturally sensitive social media campaigns, phone banking, and canvassing
- Key contributions included extensive network within HTC community and key stakeholders, as well as their ability and willingness to leverage their organization's bilingual staff covering over 50 languages

Santa Ana Unified School District (SAUSD)

- Worked closely with County staff to educate and motivate families to participate in the Census
- Key contributions included leveraging their trusted messenger role to help the County host successful mQACs and Census messaging

Vision y Compromiso/Give 4 A Smile

- Contracted partner responsible for canvassing and phone banking
- Key contributions included an experienced and hardworking team of promotoras
- Invaluable asset always willing to help with any assignment including message testing, process improvement, and photo ops for earned media

Westbound Communications

- Responsible for managing the OC Campaign's marketing and advertising efforts, adding additional capacity/resources to the County team, and assisting with innovative outreach
- Key contributions included their advertising and marketing expertise, branding and collateral creation, and willingness to meet OC Campaign needs with short turnarounds

Non-contracted/Volunteer

City of Anaheim

- Worked closely with County staff to educate and motivate Anaheim residents about the Census
- Key contributions included the Anaheim CCC, partner engagement, marketing, and advertising

League of Women Voters

- Supported various subcommittees in the OC Complete Count Committee
- Shared best practices from other campaigns such as voter registration
- Volunteered to phone bank during Non-Response Follow-up utilizing the Census PDI application

County of Orange Outreach Impressions Report

Organization	Active Impressions*	Passive Impressions**	Contracted (Y/N)
County of Orange	8,607	3,002,662	
AltaMed	38,669	526,225	Y
City of Garden Grove	20,000	155,082	Y
City of Santa Ana	15,208	500,300	Y
Coalition for Humane Immigrant Rights – LA	11,921	N/A	Y
Community Action Partnership of OC	61,064	895,133	Y
Latino Health Access	31,807	8,290	Y
Multi-Ethnic Collaborative of Community Agencies	104,987	150,451	Y
Santa Ana Unified School District	15,309	127,931	Y
Vision Y Compromiso (Give 4 A Smile)	82,973	N/A	Y
Westbound Communications	1,920	118,729,095	Y
City of Anaheim	21,725	80,000	N
League of Women Voters	4,626	N/A	N
Other organizations	30,992	150,000	N
Total	449,808	124,325,169	

*consisting of in-person outreach or person to person conversations, including phone banking

**Advertising, marketing, social media

Note: contracted partners may have completed more Census outreach activities; however, this report only encompasses work performed on behalf of the County of Orange

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?

Questionnaire Assistance Centers (QACs)

Before COVID-19 and its associated restrictions, over 120 QACs were established in coordination with OC Libraries, City of Santa Ana, City of Anaheim, City of Garden Grove, Santa Ana Unified School District and AltaMed. All contractors had the ability to serve the population they were serving accordingly with adequate non-English coverage appropriate for their location.

Digital, Social Media, and Advertising

The OC Campaign translated digital ads and social media toolkits into each of the 13 threshold languages. Collateral was then used and “boosted” via paid promotion on various social media sites. Additionally, County staff sought out various ethnic media outlets and providers such as grocery stores to assist with Census promotion. The OC Campaign included 11 public service announcements in the threshold languages

County of Orange

identified by the state which were later aired on local TV stations, social media, and TV outlets (pro bono and paid advertisements). Lastly, the OC Campaign sent a mailer in the top six threshold languages to the lowest-performing 50 Census tracts at the end of September.

Influencers

While the pandemic made it challenging to find small ethnic outlets that were still distributing on a regular schedule, the OC Campaign was able to contract with various micro and ethnic influencers in Orange County, including influencers for people with disabilities.

Multi-Ethnic Collaborative of Community Agencies (MECCA)

MECCA leveraged their existing programming which was already serving the hardest to count to cross-promote the Census. These included agencies serving seniors, children, people with disabilities, the LGBTQ+ community, and the Latinx, Vietnamese, Korean, Chinese, Arab, Cambodian and the Asian Pacific Islander (API) communities.

- Abrazar, Inc: Serving the Spanish and Vietnamese Communities in Westminster, Midway City, and all of Orange County
- Access California Services: Serving the Arab-American and Muslim-American population in Anaheim and Orange County as a whole
- Korean Community Services: Serving the Korean population in Buena Park, Irvine, and all of Orange County
- OMID Multi-Cultural Institute for Development: Serving the Farsi population in Irvine and Orange County as a whole
- Orange County Children's Therapeutic Arts Center: Serving the Spanish speaking population in Santa Ana and Orange County as a whole as well as families with individuals with disabilities
- Southland Integrated Services: Serving the Vietnamese population in Garden Grove and all of Orange County
- The Cambodian Family: Serving the Cambodian and Spanish population in Santa Ana and all of Orange County
- Asian American Senior Citizens Services Center: Serving the Chinese population in Santa Ana, Irvine, and all of Orange County
- Early Childhood OC: Serving families with young children in Orange County.
- United American Indian Involvement, Inc.: Serving the Native American population in Orange County
- Vietnamese Rainbow of Orange County (VROC): Serving the LGBTQ+ communities in Orange County.

Charitable Ventures of OC (CVOC) – Region 9 ACBO

The OC Campaign worked closely with ACBO staff to ensure all HTC populations and communities were accounted for throughout the Census. While the OC Campaign is happy to report a robust and inclusive group of contractors, advertising, and activities, CVOC was a great partner in ensuring that all populations were counted. Additionally, the County is pleased to report that in many cases we had three or more trusted messengers serving the same populations to increase Census education and motivation in the community.

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.

Results

The OC Campaign - in collaboration with the ACBO, cities, schools, and many great Census stakeholders in Region 9 - was able to accomplish the fifth highest response rate among 58 California counties and the seventh highest response rate among 45 American counties with a population of over a million. This is more impressive when you consider Orange County's large HTC communities and density.

Mobile Questionnaire Assistance Centers

Of the many encouraging stories that we experienced over the course of the 2020 Census efforts, the most rewarding came from the Santa Ana Cares Events. The City of Santa Ana kicked off the Santa Ana CARES Events to distribute Coronavirus Aid, Relief, and Economic Security Act resources through free COVID testing, rental assistance, utility assistance, and distribution of PPE. The City collaborated with the County to host a mQAC at every Santa Ana Cares event. The 44 events covered the densest and hardest to count communities. At these events, it was encouraging to hear residents' knowledge about the Census and the fact that they often came to these events specifically to get help with the Census. For many, their biggest barrier was literacy and lack of technology. It did not take much convincing since they already knew that the Census helps build strong communities.

<https://www.ocregister.com/2020/09/11/santa-ana-rolls-out-coronavirus-help-to-neighborhoods/>

Promotora Model

Another strategy that deserves to be highlighted is the *promotora* model which is essentially community members educating each other through canvassing, word-of-mouth, and utilizing warm networks. Latino Health Access and Give 4 A Smile employ groups of *promotoras* who help raise awareness regarding health and other key community concerns. The County contracted them to help with the Census and since then has been able to utilize them again to help with COVID-19 awareness and health guidance. The County is hoping to build on these relationships beyond the Census effort. Leveraging trusted messengers is invaluable because hearing messages from a trusted source who is also a neighbor or a friend resonates deeper than other forms of outreach and marketing.

Census Caravan

After local restrictions to reduce the spread of COVID-19 were enacted, the OC Campaign and our partners looked for various ways to continue outreach while respecting the new restrictions. One of those innovative ideas was in the form of Census Caravans. While the County participated and supported various caravans, including the ones held in Garden Grove/Stanton, La Habra, and Costa Mesa, the largest and perhaps most successful was in the hardest to count city in Orange County.

The Santa Ana Census Caravan was the first and largest, attracting attention from various news outlets and neighboring cities. During the caravan, a group of 20 vehicles representing 10 organizations drove through the hardest to count areas of Santa Ana. Day of engagement was estimated at about 10,000 residents. However, social media engagement and news coverage reached an additional 997,650 individuals.

<https://www.latimes.com/socal/daily-pilot/entertainment/story/2020-06-04/caravan-drives-through-santa-ana-aiming-to-close-the-Census-count-gap>

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

Sword Reporting & Visualization

- The SwORD platform was a great tool and resource. One opportunity for improvement to the tool would be the addition of alternative views of outreach points such as heat maps representing impression density. As we understood the activity planner and similar maps, the polygons and pinpoints quickly began to clutter the map, making it difficult to evaluate performance in some areas.

Best Practices

- This effort was unprecedented and we understand that “we were building a plane and flying it too.” For the next cycle, we look forward to a list of recommended best practices and what is working around the state. We did go over best practices on the partner calls once the Census started, but more direction during the planning phase would prove helpful.

Marketing contractor/collateral at the local level

- The delay in deliverables by the State marketing contractor caused challenges at the local levels. While the duplication of collateral was not ideal, it was done to ensure that we had collateral for our community partners.
- For 2030, we would recommend that the State establish branding guidelines that identify and limit the use of logos, colors, text, and a variety of culturally sensitive images. This will allow contractors to create “plug and play” collateral with minimal effort and consistent, high-quality deliverables.

Transparency in contracting and roles

- The roles and guidance related to the scope of work each contractor would be helpful. At times, it was hard to differentiate what a contracted partner was responsible for when they were subcontracted by the State, ACBO, and County.

Coordination of partnerships

- To go along with the previous recommendation, more robust guidance as to the scope of work and more coordination of partnerships at the state level would be helpful.

Different Responsibilities for the Counties and ACBO

- While working to tackle similar tasks along with the ACBO was rewarding, at times it created some redundancies. For 2030, we would recommend more defined

responsibilities for the counties and ACBOs to avoid duplication of efforts and confusion among stakeholders and their responsibilities.

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.

a) SwORD uploads of completed activities

a. Submitted – finalized on 10/30/2020

b) Updated list of subcontractors

a. Submitted – See Question 6

c) Evaluations or analytical reports, if any

a. N/A

d) Sample products*

a. https://drive.google.com/drive/folders/1V_nvFHO75-6SRBjMHKF_rfoHdSUg3Poe

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@Census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.

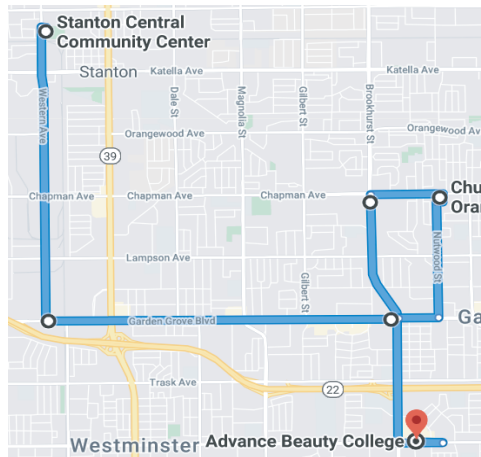


Stanton – Garden Grove Census Caravan

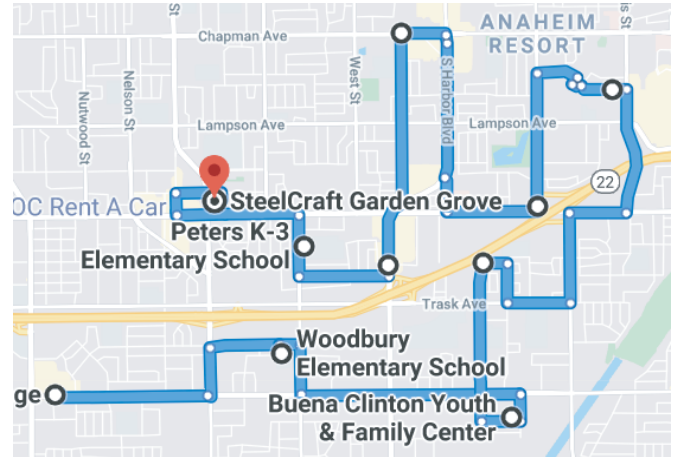
Friday, July 24 from 1:00 to 5:00 p.m.



1 - 2 p.m.
in Stanton



2:30 - 3:30 p.m.
in Garden Grove



4:00 - 5:00 p.m.
in Garden Grove

Enter to win raffle prizes including gift cards and more!

- Complete your census between July 24 - July 31,
- Submit your proof of confirmation to census@mfpinstitute.com, or
- Text your confirmation to 714-334-7142

Raffle prizes will be drawn on Aug 1, 2020, from 6pm - 6:30pm
on YouTube Live <https://www.youtube.com/watch?v=hS90IGPQYv8>



Complete Your Form Today at my2020Census.gov

#OCcounts





OCbus.com



Orange County Transportation Authority

OCBUS



MY2020CENSUS.GOV

ENGLISH: 844-330-2020

ESPAÑOL: 844-468-2020



7517

REQUIRED

PLEASE WEAR FACE COVERING

PLEASE WEAR FACE COVERING



EL CENSO AYUDA A
NUESTROS HOSPITALES Y ESCUELAS

COMPLETE EL CENSO ANTES DEL 30 DE SEPTIEMBRE
MY2020CENSUS.GOV



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First Transit
CA 100967









DOUGHNUT FORGET TO COMPLETE THE 2020 CENSUS!



GET A FREE DOUGHNUT ON THE CAMBODIAN FAMILY!

VISIT WWW.MY2020CENSUS.GOV TO FILL OUT YOUR CENSUS FORM

FRIDAY, AUGUST 7TH 9:30AM-12:30PM



RAINBOW DONUTS

**13812 BROOKHURST ST,
GARDEN GROVE, CA 92843**

QUESTIONNAIRE ASSISTANCE WILL BE AVAILABLE

ONLY AVAILABLE AT THIS LOCATION. LIMIT 1 PER HOUSEHOLD WHILE SUPPLIES LAST.

SUPPORT YOUR LOCAL SMALL BUSINESSES.



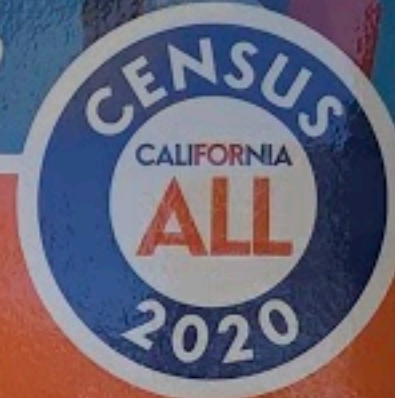
For assistance, please contact
The Cambodian Family Community Center:
census2020@cambodianfamily.org
(714) 581-0114



6 DAYS LEFT FOR CENSUS: GO TO MY2020CENSUS.GOV

THE CENSUS HELPS OUR HOSPITALS & SCHOOLS

COMPLETE THE CENSUS BY SEPT. 30
MY2020CENSUS.GOV



Mobil

5 easy steps to pay at the pump

- 1 Press loyalty button or insert loyalty card
- 2 Insert payment card
- 3 Select grade/ remove nozzle
- 4 Fill up car
- 5 Take receipt

Stop engine

No smoking

Purchase

\$

75.04
22.746

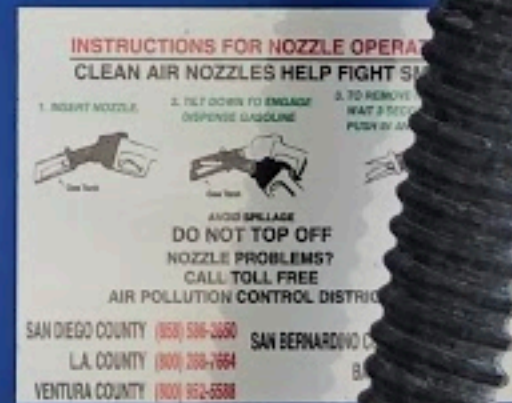
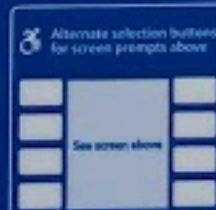
Gallons

Pump operation: Follow instructions on screen

WELCOME

◀ PAY HERE CREDIT

◀ PAY HERE DEBIT



\$ 3.299

Regular

\$ 3.499

Extra

\$ 3.599

Supreme⁺

EV
WARNING

EL CENSO AYUDA A
NUESTROS HOSPITALES
Y ESCUELAS



COMPLETE EL CENSO ANTES DEL 30 DE SEPTIEMBRE
MY2020CENSUS.GOV

800.525.8762 [At Home](#) [at home media.com](#)

Sale \$
Gallons

10.00
2.942

DOWNLOAD THE APP and GET MORE!

EASIER ACCESS
Get the app on your smartphone or tablet.
- Get the latest information
- Get feedback on your visit
- Manage your vehicle's maintenance

GET UNBEATABLE MILEAGE
with Chevron's Techron

WARNING

It is unlawful for any person under the age of 16 to dispense flammable liquids or operate dispensing equipment. All dispensing shall be supervised by a qualified attendant who shall be at least 18 years old.

FastPay

We welcome all cards with the Chevron and Texaco logos as well as most major credit, ATM, debit and fuel cards.

NOZZLE OPERATION

Used properly, VAPOR RECOVERY NOZZLES fight smog!

1. Insert Nozzle.
2. Tilt Down, dispense gasoline, using hold down latch where applicable.
3. After shut-off, wait 3 seconds, push in, lift and remove nozzle.

Nozzle problems?
call S.C.A.Q. M.D. (800) 242-4020

Toxic Risk! Avoid Spillage Avoid Breathing Fumes

For Your Protection (See Note on LHS)

Paying at Pump?
Follow Instructions
On Card Reader



Remove
Nozzle



Select Grade
Push Button
To Dispense
Fuel



After Fueling
Replace Nozzle
To Shut-Off
Pump



Push To Speak With Attendant

Supreme
with
TECHRON

Plus
with
TECHRON

Regular
with
TECHRON

\$ 36.99

\$ 35.99

\$ 33.00

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CITY OF SANTA ANA

#2020 census

#OC StudentsCount

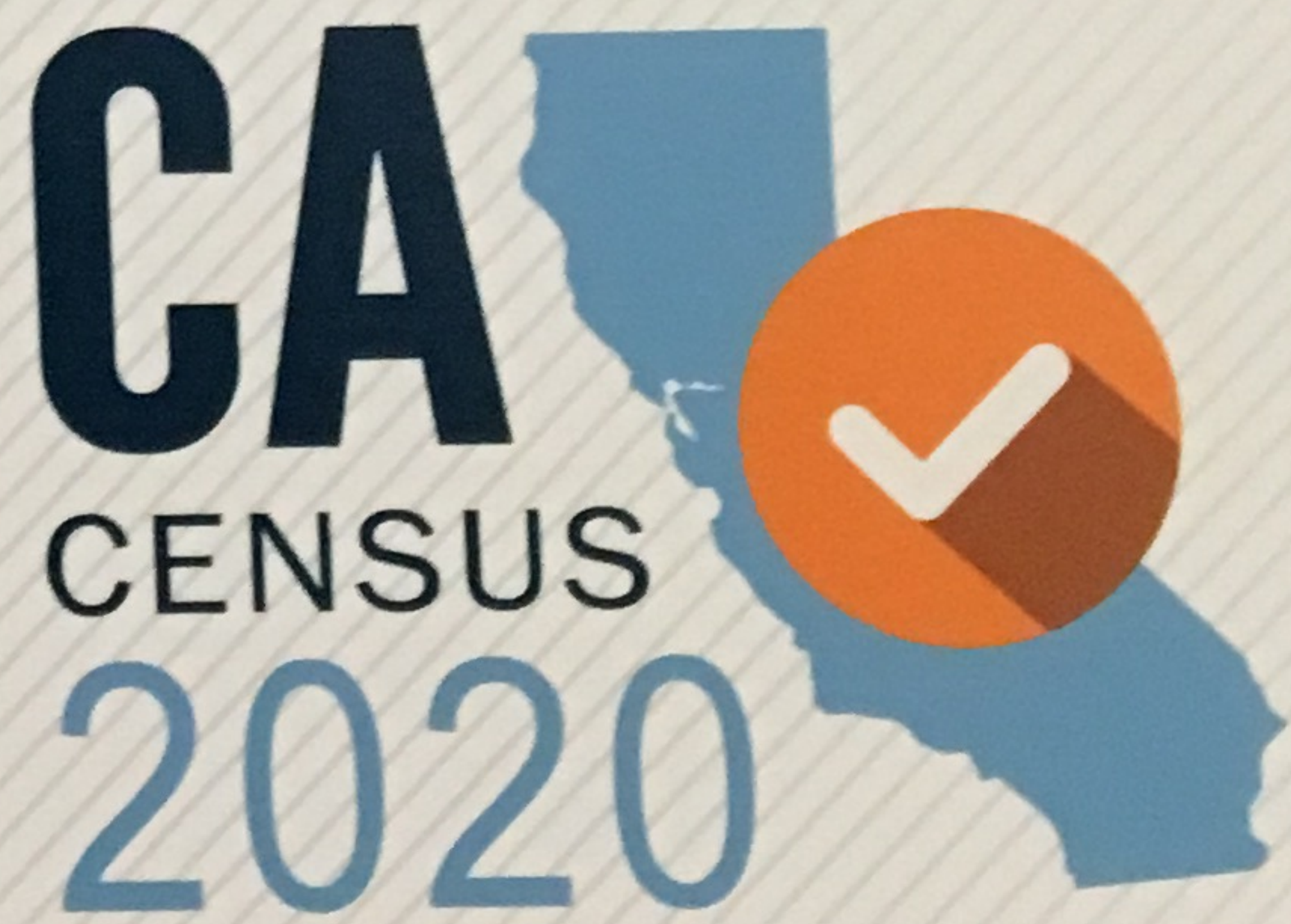
June 3



COUNTY OF ORANGE 2020 CENSUS COMPLETE COUNT COMMITTEE



United States®
Census
2020



[OCGOV.COM/CENSUS2020](https://ocgov.com/census2020)

