

County of Santa Clara Media Campaign in Support of Immigrants



Campaign Background and National Strategies

- The County of Santa Clara Office of Immigrant Relations (OIR) partnered with a media firm to develop a campaign to support OIR's efforts to ensure that the County's immigrant community is well-informed about their rights and about resources available to them.
- The campaign's aim is to create a collaborative space that facilitates connection, cooperation and focus on the common goals that support a healthy, informed, resilient, and integrated community of immigrants, refugees, and asylees into Santa Clara County (SCC).
- The County is especially committed to offering resources to the most vulnerable immigrant communities, including undocumented individuals and non-citizens.
- Santa Clara County is one of the most diverse places in the world. The County has the highest percentage of foreign born residents (36.3%) in the state.
- 60% of families in SCC have either immigrants or U.S. born children of immigrants. Therefore, this campaign will address the needs of the majority of families in SCC.
- 23% of immigrants in SCC are from Mexico of the remaining immigrant population in the county, more than 50% represent several countries across Asia.

Campaign Message

- Immigrants are a vital part of this community and are integral to enriching SCC.
- OIR is here to assist immigrants regarding their various rights and responsibilities.
- OIR is a trusted source of information.
- You have certain constitutional rights regardless of immigration status.
- The County of Santa Clara has a welcoming community that rejects the Federal government's tactics of fear.

Priority Population

- The campaign seeks to reach ALL immigrant communities across Santa Clara County, including those who are recent arrivals, the undocumented, immigrant professionals, women, men and children, and the LGBTQ immigrant community.
- Recent immigrants and monolingual immigrants experience the greatest challenges and are more likely to benefit from OIR efforts.
- The campaign was created in various languages, including Spanish, Vietnamese and Chinese.

The County of Santa Clara is committed to serve and assist immigrants

Proclamations and Resolutions

- Santa Clara County is Designated as a Welcoming County under the White House Task Force on New Americans Welcoming Communities Campaign (April 2016)
- Resolution Affirms County of Santa Clara's Commitment to Central American Refugees (June 2016)
- Declaring and Celebrating Immigrant Heritage Month (June 2016)
- Declaring the month of August as Muslim Awareness and Appreciation Month
- National Welcoming Week (September 2016)
- Resolution Responding to the 2016 Presidential election and Affirming County of Santa Clara's Commitment to its Pro-Immigrant Values

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Affirming Defense of the County of Santa Clara's Immigration Policies

- Development of legal strategies that could be used to stop a loss of revenue and to protect residents' civil rights.
- Creation of a Federal Legislative Advocacy Task Force to keep the Board informed about the impacts of anticipated changes in policies, legislation and regulations, and to propose Board actions on immigration.
- Development of a plan through the Office of Immigrant Relations to provide information to immigrants in multiple languages about their rights and where to seek services.

Litigation

October 2017

- The County of Santa Clara and Service Employees International Union (SEIU) Local 521 filed a lawsuit in federal court against the Trump Administration to overturn its unlawful rescission of the Deferred Action for Childhood Arrivals ("DACA") program.

August 2017

- The County of Santa Clara was the first jurisdiction in the nation to seek emergency injunctive relief based on the immediate harms and unconstitutional coercion caused by Executive Order 13768, which President Trump issued on January 25, 2017. The Executive Order purported to grant Trump Administration officials the power to declare state and local governments "sanctuary jurisdictions," and to deny them federal funding or take other enforcement actions against them on that basis.

March 2017

- The County of Santa Clara Joined the Cities of Chicago, Los Angeles and New York City in filing an amicus brief challenging President Trump's renewed attempt at restricting travel into the US to persons from six majority-Muslim nations.

February 2017

- Joined an Amicus Curiae asking the US Supreme Court to uphold important constitutional protections for immigrants held in prolonged mandatory detention by the federal Government.
- Filed a Federal Lawsuit against President Trump and members of his administration challenging his January 25, 2017 Executive Order which intended to deny all federal funding to any state and local government that fails to comply with his aggressive immigration enforcement plan.

Immigrant Programs Task Force

- Established to foster collaborative partnerships between County departments that provide information to immigrant clients, as well as coordinate language access, data collection, sharing of best practices, and effective outreach. Created a toolkit for County departments to provide them with resources to assist the immigrants they serve.

Programs for Immigrant Integration: Promoting Citizenship

- Provide coordinated citizenship services including education, application assistance, and workshops in up to 14 different languages.
- Educate the immigrant community eligible for naturalization about the benefits of becoming a U.S. citizen and how they could get involved in their community.
- Legal Services for:
 - Unaccompanied Minors
 - Unmet Civil Legal Needs
 - Deportation Defense: Investment of \$3.5 million to provide community outreach and legal representation to victims of mass deportation, in order to ensure due process at low or no cost.