



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

General Information

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| Date of report | 11/11/2020 |
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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?

- *The Ventura County Community Foundation (VCCF) will award funding based on percentage of HTC population to each county’s 2020 Complete Count Committee, 10% of which can be used by them towards their own administrative costs to support their efforts.*
 - VCCF followed this structure throughout the Census campaign; however, instead of funding complete count committees, which were in various forms of development, VCCF partnered with the Community Foundations in each of the five other counties in our region to equitably distribute State funds based on the HTC population in each county. Community foundations are uniquely positioned to mobilize the nonprofit community because of their in-depth knowledge we have through our grantmaking process. Our localized partnerships, which reach hundreds of nonprofit organizations and impact thousands of individuals each year in HTC communities. By working through our peer community foundations, this allowed funders who better understood the landscape and key partners of their own communities to make more informed decisions about who to support and the outreach efforts that could take place. No changes were made to this strategy throughout the campaign.

- *Increase effectiveness of outreach by coordinating with community stakeholders across the region / Leverage the power of Complete Count Committees (CCCs) throughout Region 5. Ventura County, as example, has been working for the past nine months to form the Ventura County 2020 Complete Count Committee (Committee), which VCCF co-leads.*
 - Throughout the Census campaign, CCCs remained the most unifying and motivating groups to lead this charge. VCCF continued to co-chair the local CCC and encouraged all of our community foundation partners to join and participate in their local CCCs. Furthermore, our Region 5 Census Coordinator and co-chair of the Ventura County CCC, Dr. Gabino Aguirre, traveled to each of the six counties to meet with CCCs and key stakeholders to provide education about the Census, awareness of how to get involved, and helped to coordinate outreach and trainings for local partners. No changes to this structure were made due to COVID-19 or the U.S. Census Bureau's operational changes.
- *Use State provided data and online interactive mapping tools to identify Census tracts throughout Region 5 with Low Response Scores (LRS).*
 - The use of SwORD data, GIS mapping, and Census Bureau response score maps proved to be some of the most useful tools when coordinating outreach strategies and directing limited resources, especially after COVID-19 impacted many of our partners' capabilities to perform outreach. These tools provided some of the most consistent data and were used throughout the entire campaign. If any adjustment took place following COVID-19, it would be that we relied more heavily on these data points to direct our efforts.
- *Create a trustworthy, unifying brand and promotional materials that communicate both emotional and intellectual reasons for an accurate count to motivate action. / Implement and operationalize a "neighbor-to-neighbor"/ "Somos Vecinos" outreach strategy.*
 - VCCF created the unifying "Somos Vecinos" brand (<https://venturacountycounts.org/somos-vecinos/>) for the 2020 Census Ventura County Complete Count Committee along with a number of promotional videos in multiple languages and materials that made a strong connection with members of our community. A local artist even designed a unifying logo that exemplified the "We are neighbors" message we conveyed in our communications, which was used on flyers, t-shirts, banners, and event promotional videos.
 - We also greatly appreciated the helpful materials from the Census Bureau, CA State Census Office, and local grassroots organizations since the recognition of these brands proved to be far reaching than our own brand. Supporting these grassroots organizations in their Census outreach efforts and encouraging them to brand their own materials was a more effective and efficient manner to continue our outreach.
- *Leverage what already exists by attending local community events and utilizing our trusted messengers at information booths.*

- Relying on trusted messengers and community connections was vital to avoid duplicating efforts or diminishing resources that were already available. This was our strongest and most consistent strategy for our outreach, before and during COVID, and used most widely throughout the region.
- For example, in Ventura County, our CCC representatives reached out through their networks to present at more than 100 community events in Ventura County, including Rotary Clubs, churches, synagogues, school district functions, etc. so that their members could continue to share consistent messaging in their communities.
- Additionally, we partnered heavily with our local Promotora network. Promotoras are community members who receive specialized training to provide basic health education in the community. These women are well-known and extremely trusted. Being able to support their efforts and supplying them with Census information and materials meant that we did not have to build that network from the ground up, and the community was much more likely to hear the message and respond to the Census. When COVID-19 struck, many of our Promotora partners were not able to go out into the community until some shelter-in-place (SIP) measures were lifted, although many Promotoras did continue their outreach via phone and text message.
- From the beginning of our Census outreach in Ventura County, we partnered with FoodShare, our local food bank, to distribute Census materials. After COVID-19, this partnership could not have been more crucial in our outreach. FoodShare is an essential service and remained open during the pandemic; in fact, they doubled the number of families served directly by their organization each month from 76,000 to over 150,000. Our network of partners was able to provide Census flyers in the food distribution packages and volunteers spoke about the importance of the Census with people while they waited in line.
- In San Luis Obispo County, the Center for Family Strengthening leveraged their networks which included resource centers, housing authorities, pregnancy support organizations, promotora networks, mental health organizations, arts foundations, and food banks to orchestrate outreach and events. After COVID, these organizations came together to host diaper drive-throughs where Census materials were shared, to conduct social media campaigns, to partner with resource fairs, and to connect with the community by visiting neighborhoods and sharing materials.
- And in Monterey County, Centro Binacional para el Desarrollo Indígena Oaxaqueño helped to create and partner with the Hard to Count Committee within their local CCC. This committee brought together multiple organizations that were able to create different strategies for each organization when reaching out to the community. It was an organized effort from multiple community sectors, including labor, CBOs, churches, Monterey County, and other organizations in the region. It also allowed them to adopt and share lessons learned more effectively.

- *QACs and QAKs will be used to assist with questions about the census, helping respondents who did not receive a form or those who lost their forms, helping minorities and immigrants with language barriers, and assisting those in need of technology assistance.*
 - Of all of our initial strategy and implementation plans, COVID-19 had the biggest impact on our planned tactics to use QACs and QAKs. We still believe that the widespread use of QACs and QAKs would have benefitted the outreach efforts greatly, but most of our partners were not able to host QACs and QAKs due to the SIP restrictions. We did, however, have partners host outdoor, socially distanced booths, similar to QAKs, near grocery stores and found that many people were much more willing to complete the Census online with the additional guidance and trust of those partners.
 - Though we were not able to host official QACs and QAKs, many of our partners were still able to get the message out by collaborating with essential services. For example, Oxnard Performing Arts Center was a COVID-19 testing site and hosted Census information booths for people while they waited in line. Additionally, another organization in an HTC community, Nyeland Promise, set up information booths outside of laundromats so they could continue to distribute Census materials, but still follow social distance guidelines.
 - Organizations, such as the Ventura County Office of Education, partnered with all of their school districts to include Census literature for students when they picked up brownbag lunches. And Diversity Collective, an organization dedicated to promoting LGBTQ+ rights, hosted their virtual pride event with over a thousand viewers, and included Census information and why it matters to their community.
 - Furthermore, when COVID-19 shut down our in-person training events, our Region 5 Census Coordinator hosted virtual tutorials via Zoom for our partners throughout the region, where they could learn and share ideas such as phone banking or car caravans, to continue their outreach.

- *Implement a “Train the Trainer” method and work with the Ventura County Community College District who will provide accessible training and certification of Census volunteers with ten adult education campuses and three main college campuses.*
 - While we did still implement a “Train the Trainer” method, we did so through our Region 5 Census Coordinator, Dr. Gabino Aguirre, who hosted 27 training sessions in all six counties. Dr. Aguirre was uniquely qualified to provide training about the Census as he conducted outreach to HTC populations in his community during the 2010 Census and was also elected to the California Citizens Redistricting Commission in 2010. Dr. Aguirre also attended events and gave nearly 30 presentations on the importance of the Census throughout the region. However, when COVID-19 shut down all planned and conventional forms of communication, Dr. Aguirre quickly pivoted and completely transitioned his approach. He taught himself phone tree applications to train volunteers through 9 sessions so they could call areas with low Census responses. He seamlessly

moved to virtual platforms but balanced these outreaches by picking up the phone or hand-delivering food donations containing Census flyers.

- *VCCF will establish a partnership with CommunityConnect Labs (CCL) and procure the Community Motivator tool and SwORD reporting services*
 - Once we understood the true costs of these tools, VCCF altered this original strategic plan to rely more heavily on our local and regional networks of community based organizations to conduct outreach as well as leaned more heavily on the State of California's SwORD and GIS teams to complete our SwORD reports. No changes were made to this plan due to COVID-19 or the U.S. Census Bureau's operations.
 - Additionally, VCCF partnered with MatterLabs, a local tech consultant to create and support an online portal that manages volunteers and events. Through this platform, organizers could set up in-person events, schedule volunteers and put out a call for material needs. Before COVID-19 effectively halted in-person events, this was our main platform for coordinating these outreach activities. After COVID-19 took effect, we adjusted our approach since we could no longer meet in person. We mobilized using virtual platforms like Zoom for large group settings so participants could register directly, promoted events through our regional newsletter, and our partners greatly increased the use of social media events like Facebook live to host events.

- *Onboard thousands of volunteers throughout Region 5 in partnership with local community college districts who have widespread reach, local campuses, and adult education centers.*
 - While literally hundreds of volunteers joined the Census effort throughout the Region, we redesigned the onboarding program to come directly from trusted messengers. This was particularly true when college campuses were forced to close due to COVID-19 and training was completed with CCC participants on virtual platforms. Much of this training included how to educate people about the importance of the Census and the impacts it has on each community, why the Census is safe and secure, and how to connect with people during these unprecedented times. Additionally, during our CCC meetings we shared and discussed the implementation of creative ideas we heard from various statewide partners like Orange County's ACBO, Charitable Ventures of Orange County, who had just hosted a car caravan and we connected with the United Way of the Bay Area to use their phone banking and training scripts and made them available to our regional partners to assist them in their outreach.

- *Beginning March 2020, hold numerous Census Days in places of congregation among HTC populations. During Census Days, mobile libraries equipped with internet, tablets, and laptops will be taken to HTC communities to help educate and provide the tools needed for people to learn about and complete the Census.*

- We were so inspired by The City of Moorpark's Zoo Day Census Event – Counting the Animals in February this year. They told us that the moment the children started to engage in the activities, the message of why the census mattered became so clear to families. We, along with our partners across the region, were looking forward to hosting many of our in-person events. As COVID-19 resulted in us needing to move our events online and prevented us from holding a number of other in-person events, we did pivot successfully, especially with the help of our strategic partners to virtual events and car/ bike parades. Additionally, partners throughout the region, like the Oxnard Performing Arts Center, came up with creative ideas like carrying hotspots to help people complete their census forms online while they were waiting at COVID testing sites or at food pantry pick-up locations.
- *To support the efforts of Complete Count Committees throughout Region 5, the Ventura County Complete Count Committee (Committee) has been developing a Scalable Census Toolkit (Toolkit) solution to include instructions, checklists, meeting format, translation services and prepared materials.*
 - VCCF worked with our outside marketing consultant to design a strategic and scalable toolkit to assist our partners throughout Region 5 to ramp up and support their local CCCs. We also shared and made numerous materials created by other organizations, such as NALEO Educational Fund, easily accessible on our website VenturaCountyCounts.org and through our regional newsletter.
 - We also shared resources through a shared Google drive.
 - We also learned that our Region had tremendous appreciation of the resources made available by the State Census Office through the weekly calls and on their Partner Portal. All of our regional partners could access the same tools and build off of each other's innovative ideas this way, and there was one, large repository from which to pull resources. We found that our partners used the State's resources even more so after COVID-19 since many partners had less availability to create or maintain their own toolkits and materials.
- *Increase awareness through a multi-pronged outreach approach that reaches individuals more than once.*
 - We found that the need for a multi-pronged outreach approach was critical to the success of the campaign and we used multiple touch points such as radio, social media, local TV outlets, newsletters, print editorials, and hyperlocal media outreaches to continue our messaging. This was essential following COVID-19 and during the operational changes from the U.S. Census Bureau. There were so much competing and confusing information that having consistent messaging, repeated through various outlets and with multiple trusted messengers was needed.
 - For example, the Westside Community Development Corporation in Ventura distributed flyers in their neighborhood, taped up banners in local businesses, posted multiple social media messages, and hosted two

separate bike caravans. One of the residents in their neighborhood told them that they went outside to view the Bike Caravan because the music reminded them of home and received a flyer from one of the volunteers in the caravan. When the US Census Bureau enumerator came by their home the following day, they were ready to participate with no questions or fears because they were aware and prepared to do the Census because of the Bike Caravan and consistent messaging in their neighborhood.

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?

On behalf of the hundreds of committed volunteers, nonprofit organizations, faith-based organizations, service clubs, and local community governments, we want to begin by thanking the State of California for recognizing and investing in critical census outreach and local organizations. Many of our partners' outreach would not have been possible without the collective action and direction that the State Census Office made possible through funding, resource collection, and collaboration. Together the County of Ventura and VCCF pooled the funding we received from the State to help fund 57 organizations and assist them in their outreach within HTC communities in our county. Regionally, almost 90 organizations in total received funding to support their Census efforts through our community foundation partners. (Please see the Region 5 Subgrantee Final Report Tracker to see full impact of our partners.)

The Ventura County Community Foundation began working on the 2020 Census in late 2017 after being informed that Ventura County was 59th most at-risk of an undercount in the nation. We were very fortunate to immediately partner with the County of Ventura in early 2018 through participation of the Economic Vitality Strategy Committee. The 2020 Census Complete Count Committee became part of the Social Safety Net Committee of the County of Ventura, bringing together immediate consensus across the County on the importance of this large endeavor.

VCCF understood that we could not be experts in all areas of our region, but through trusted partnerships we could leverage our collective strengths to share messaging and have multiple touch points with the community. It is from these early CCC meetings that we began working with a growing network of trusted community messengers and partners to identify key groups and individuals who were not already at the table so that we could all work together to spread awareness. These CCC meetings took place quarterly so that members could stay motivated and informed of updates to the Census campaign. It was also beneficial to have translated materials and live interpretation at these early CCC meetings so that non-English speakers had the ability to participate in the early shaping of outreach and coordination.

It was pertinent to establish CCC subcommittees that could bring together similar groups, decrease duplicative efforts, and increase flexibility to response to a quickly

changing landscape. For example, in Ventura County, the CCC created eight subcommittees:

- Philanthropic Coordination Subcommittee to help coordinate fundraising efforts for Census outreach with various statewide and national partners
- Misinformation and Fear Concerns Subcommittee, which became the “Everyone Counts Subcommittee,” to help counter misinformation and fear-based messaging, especially for our immigrant and non-English speaking communities
- Education & Outreach Subcommittee to help spread awareness and messaging about the Census, especially with a focus to coordinate with local education systems
- Business/Economic Subcommittee to coordinate partnerships with local businesses and economic collaboratives
- Faith Based Subcommittee to partner with communities of faith and organize coordination with local parishes and places of worship across the county
- Government Coordination Subcommittee to meet and coordinate with members from the cities and county governments
- PR, Marketing & Media Subcommittee to help orchestrate messaging, material production, county-level marketing campaigns, and media coordination
- Health and Human Services/Community Based Organizations Subcommittee to lead the coordination of local county public services and community-based organizations.

These subcommittees met in between the larger quarterly CCC meetings, with some meeting weekly and others monthly to plan and coordinate their efforts.

Additionally, VCCF identified leadership through the community foundations in each of the other five counties in our region with whom we could partner and look to as knowledgeable experts in their local outreach efforts. We are very fortunate to be a member of the League of California Community Foundations, which also embraced the 2020 Census as a key strategic initiative. Through the help of our sister community foundations, VCCF was able to reach local trusted messengers, successfully extending 2020 Census outreach efforts throughout all six counties.

During the Non-Response Follow-Up (NRFU) phase, which took place when shelter-in-place (SIP) measures were still in effect, we were incredibly fortunate to identify partners who still had capacity to carry on with their Census outreach plans. For example, la Organización en California de Líderes Campesinas who continued to conduct Census outreach in HTC communities using tablets, handout materials and equipped with proper PPE and sanitizers; the Gold Coast Veterans Foundation who delivered Census materials along with hygiene kits; and the Boys and Girls Club in

Camarillo who reinvigorated their social media with Census messaging and displayed banners in front of a busy intersection.

Regionally, we had to work closely with our partners to understand their capacity and empower local organizations to come up with creative solutions to get out the count when traditional face-to-face, in-person communication was no longer an option. For example, Senior Volunteer Services in San Luis Obispo were still able to orchestrate several Census car caravans and parades as well as place advertisements in local magazines and print banners to be displayed in key locations.

Throughout the entire Census campaign, and especially after COVID-19 disrupted our society, we found that the consistent, weekly state and regional calls with the California Census Office were crucial. These calls helped our teams to stay informed, feel supported, and create a place where we could voice questions and concerns as they arose.

Furthermore, our Regional Program Manager, Patricia Vazquez-Topete was a critical source of information and support. She was able to present up-to-date information that helped us to understand where we were in our outreach efforts, which communities in our region needed further help, pointed us to resources that we may not have heard about otherwise, and helped us to stay motivated through all of our efforts.

What hindered the operations?

Without a doubt, the largest hindrance to our operations was the impact of COVID-19 and the resulting SIP measures. Many of our events, including our kick-off event, had to be canceled, our CCC meetings were moved to a virtual platform which meant that those that lacked access to broadband could not participate in the same way or capacity, and it also meant that many of our partners had to stop their Census outreach activities so they could focus on maintaining their organization's own operations in order to stay viable through COVID. However, possibly the most uplifting thing we saw as a result of this was how creative and collaborative our partners truly are. When we could no longer conduct meetings in person, our partners shifted to Zoom conference calls and produced videos to be shared on social media. Local agencies rallied around food distribution sites and diaper drives to hand-out census materials. Even individual volunteers picked up the phone to call their friends, families, and neighbors to talk about the census. It was inspiring to witness what these determined groups of people could do around a shared goal.

Sadly, COVID-19 was not the only factor that impacted operations throughout the region. We also had to counter fear-based misinformation about the Census and changing timelines that led to confusion and additional time spent on sharing accurate information. For example, throughout the entire campaign, our Promotora network had to continue educating their clients that the citizenship question was not included on the Census form and helped to quash fears about how the information from the Census would not be used against individuals. Then, when the timelines were shifted at the end of the Census campaign, we heard from our CBO partners that people had thought the Census was already over and they missed their opportunity to participate. Our partners instead had to spend time explaining what led to this confusion and share the correct deadline to participate.

Also, as we have heard from our regional partners, it would have been more helpful to have funding up front and earlier in our outreach campaigns so we could better budget and more fully fund committed partners and strategies.

Contracted partner's outreach
What outreach tactics worked well?

VCCF and our sister community foundations in Region 5 were extremely active during the 2020 Census Education and Motivation phases, holding consistent check-ins and strategic meetings to keep partners aware of changes and new resources. Also, VCCF created a website (venturacountycounts.org) to help coordinate outreach efforts in Ventura County and become a local hub for CCC information. VCCF made this website template available to our community foundation partners throughout Region 5 who used various tools and resources to help inform their own design of their local CCC website. Additionally, VCCF produced newsletters that were sent out to our regional partners as well as Ventura County CCC members to quickly share consistent messaging, videos, resources, toolkits, and news from our State and Federal Census partners.

During the Awareness and NRFU phases, when COVID-19 was in full effect, we found that many tactics remained successful to reach HTC populations. Radio and print media were one of the most effective since these communication tools could be produced in various languages and could maintain a consistent, reliable message.

We also found that partnering with essential services and employees during the pandemic allowed our outreach to continue. For example, playing advertisements over the speakers at grocery stores meant that people could still receive consistent messaging when most other locations were closed. Throughout the region, our partners worked with local food pantries and COVID testing sites to distribute Census flyers and materials while people waited in line. Additionally, many of our service providing organizations, like 2-1-1, would inquire if applicants knew about or had completed the Census when their clients called them and would provide resources about the Census or answer questions if needed.

Phone banking was another helpful tactic as many of our target communities did not have access to the virtual events that were taking place. We had more than 30 multilingual volunteers assist with Census PDI and created a relatable and friendly script to avoid hang-ups or confusion with callers. Phone trees were another activity deployed in certain communities, especially with farmworkers and Promotora networks. In this way trusted messengers would reach a set number of contacts, who would then be asked to reach out to another five or ten contacts, and so on. This helped to relieve some of the burden on our volunteers and share the work throughout a community.

Some other creative tactics that we saw have an impact included car and bike caravans that took place in multiple cities and counties, chalk art festivals, social media events, virtual pride festivals, newspaper editorials, aerial banners, and outdoor book fairs. These were great examples of how grassroots outreaches in the community, led by respected local messengers, offered in culturally competent ways, in targeted locations, made impactful strides for getting out the count.

What hindered the outreach?

Without a doubt, the biggest hindrance was the inability to do more outreach in-person due to the global pandemic. It was challenging to capture the attention and build trust without more in-person interactions, but this is when the ingenuity of our partners shone. They were still committed to do their incredible work and pivoted their outreach efforts to online platforms or host them in socially distant ways, such as through information booths at foodbanks or car caravans. SIP restrictions also tied directly to the inability to host questionnaire assistance centers and kiosks. This was particularly challenging as the threat of the inclusion of a citizenship question could have been more easily answered in-person and quell any concerns about filling out the Census questionnaire had these been held.

Additionally, while some local organizations had to pull away due to COVID-19, many of our partners were able to modify their plans and strategies and successfully continue outreach. VCCF was able to help support their efforts, but there were obstacles that needed to be overcome, such as improving technical expertise or coordinating efforts with partners in similar locations.

One additional challenge was the lack of materials to distribute in multiple languages early on in the campaign. VCCF invested heavily in translation, spending thousands of dollars to ensure materials and access. As the Census continued, we were able to connect with various statewide and national partners to procure digital materials like flyers, postcards, posters, and banners, but then these materials had to be printed for additional costs. We are sincerely grateful to the State Census Office for distributing the large number of flyers and posters during the Awareness phase, but these resources were in great demand and were quickly used up.

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.

We began anticipating the challenges of COVID-19 in very early February. This allowed us to strategically prepare for the possibility of closures and social distancing guidelines. While VCCF did have to shift to remote work, we were able to overcome this overnight due to advance planning. We immediately shifted to Zoom and phone check-in meetings with our partners. In the first week alone, our President & CEO connected with every single grantee in Ventura County. Our sister community foundations also activated their networks and did the same. We especially appreciated the weekly meetings orchestrated by the State Census Office to help us stay connected, coordinated, and motivated.

Our Census Kick-Off event on April 1st was postponed and then officially canceled due to COVID-19, along with a number of in-person Census events. Surprisingly, though, this is when we saw some of the most innovative and refreshing ideas from our partners as new ways to connect with HTC communities emerged, such as car and bike caravans across multiple counties and cities, the outdoor chalk art festival in Santa Cruz County, diaper distribution drive-throughs in San Luis Obispo County, a “Don’t be afraid of the Census” Halloween-themed parade in Oxnard, and the creation of many, many videos that could easily be shared across multiple social media platforms (please see DropBox link below to view these fun and imaginative videos).

VCCF, like our sister community foundation partners, immediately responded to the needs of our communities due to COVID-19. We were able to leverage these efforts to promote the census. For example, the 805 UndocuFund, which had over 7,000 undocumented families register for financial assistance, was also able to share information about the 2020 Census. VCCF started a Rapid Response Fund for COVID-19, granting over \$8 million to support local nonprofit organizations providing basic human needs. We helped direct financial assistance to close to 500 families and successfully partnered with the County of Ventura to oversee the distribution of almost 4,000 grants to small businesses in the community. While unanticipated, this herculean effort throughout the Region actually led to additional awareness. For example, thousands of community members were immediately added to our bi-weekly newsletter and VCCF was able to help organizations strategically think of ways to incorporate Census outreach as they discussed funding their COVID-19 relief efforts.

Furthermore, from August to October this year, our region suffered from multiple wildfires in Santa Cruz, Monterey, and San Luis Obispo Counties. These fires resulted in thousands of people needing to be evacuated and many Census outreach activities had to be put on hold until it was safe to return to their homes and businesses. Even as the fires were being controlled, residents in these communities then had to contend with smoke and poor air conditions and were advised to not go outside. Organizations, like the Center for Family Strengthening in San Luis Obispo, had to adjust their work plans and timelines but were still able to complete their outreach goals in their community once conditions improved.

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.

All counties in Region 5 exceeded their 2010 response rates:

| County | 2010 Response Rate | 2020 Response Rate |
|-----------------|---------------------------|---------------------------|
| Ventura | 72.5% | 76.7% |
| Santa Barbara | 68.5% | 71.8% |
| San Luis Obispo | 66.3% | 68.5% |
| Monterey | 64.4% | 65.5% |
| San Benito | 67.5% | 70.7% |
| Santa Cruz | 67.8% | 71.7% |

There are a number of varying factors that contributed to the overall higher response rate:

- By far, the greatest success was working with an incredible, diverse network of grassroots, community, and local government partners. It is through these partners, who had creative ideas, activities, and socially distant events, that we could continue all of our Census outreach even during COVID-19. Through our partnerships and subgrantees, we worked with nearly 90 different organizations who could connect with the various HTC communities throughout the region as

trusted messengers and in multiple languages like Mixteco, Triqui, Zapoteco, Tagalog, and more.

- Having access to comprehensive GIS and mapping tools through the State Census Office so that our partners could fully understand where low-response tracts were located and have informed outreach strategies.
- Having access to phone banking platforms, like Census PDI provided by the State Census Office, that could assist with outreach in low-response tracts when traditional forms of in-person communication was no longer an option.
- Partnering with essential services, such as food pantries, grocery stores, laundromats, diaper drives, school lunch programs and COVID testing sites, so we could still continue to get the message out in spite of SIP measures.
- Working with our various statewide, regional, and local partners to have consistent messaging on digital, social, print and radio platforms so people could hear about the Census through multiple touchpoints.

When we look at possible factors that may have contributed to not all tracts reaching their 2010 self-response rate, we need to consider:

- There are many varying communities who have great mistrust in the government and are extremely difficult to reach and persuade to complete the Census.
- Broadband access is still a major concern for a number of communities, so our virtual outreach efforts were less effective in these areas.
- A number of our counties in our region were greatly impacted by wildfires in August, September and October and mass evacuations and working through smokey conditions prevented a more robust final phase of their outreach.

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.

Regionally, we partnered with the community foundations in each county of Region 5 to equitably distribute State funds based on the HTC population in each county. This allowed funders who understand the landscape and key partners of their own communities to make more informed decisions about who to support and the outreach efforts that could take place. These community foundations also have crucial connections with their local city and county governments and could participate and help orchestrate local complete count committees. It was through this method that we were better able to lead and oversee Census outreach for a large region.

Locally, within Ventura County, we started early on to convene CCC meetings with numerous community-based organizations. That way we could bring together a robust and diverse representation of our county with numerous partners who recognized the importance of the Census and could effectively communicate this message to their clients, customers, and participants. We also partnered with the County of Ventura to pool our resources to more successfully fund our subgrantees and to better coordinate and reduce the duplication of efforts. Our CCC established subcommittees to convene and lead outreach efforts for various related groups, which could be more responsive and flexible than the overall CCC and could quickly coordinate census outreach activities like car caravans and phone banking. Finally, we created an application process and hosted five application periods in which

community-based organizations could submit their plans to conduct Census outreach and were evaluated on their ability to reach specific HTC communities in various census tracts throughout the county. This allowed us to identify the capacity of local organizations and help lift up those organizations who had crucial connections to communities who otherwise would not have been reached.

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

- Regionally: Our partners in Region 5 included the Community Foundations in each of the five other counties who helped to orchestrate Census outreach with local governments and partners in their own counties. These included:
 - The Santa Barbara Foundation
 - The Community Foundation of San Luis Obispo County
 - The Community Foundation for Monterey County
 - The Community Foundation San Benito County
 - The Community Foundation of Santa Cruz County
- Statewide:
 - Our fellow ACBO partners were critical allies as we were able to share strategies, materials and resources, and lessons learned:
 1. Region 1: Sacramento Region Community Foundation
 2. Region 2: United Way of Wine Country
 3. Region 3: United Way of the Bay Area
 4. Region 4: Faith in Action Network
 5. Region 6: Sierra Health Foundation
 6. Region 7: The Community Foundation
 7. Region 8: California Community Foundation
 8. Region 9: Charitable Ventures of Orange County
 9. Region 10: United Way of San Diego County
 - Additionally, we worked with many of the Statewide partners to seek advice and outreach resources for a number of HTC communities, most notably, but not limited to:
 1. NALEO Educational Fund
 2. Latino Community Foundation
 3. Coalition for Humane Immigrant Rights
 4. Mixteco/Indigena Community Organizing Project
 5. California Rural Legal Assistance, Inc.
 6. Council on American-Islamic Relations
 7. First 5 California Association
- Within Ventura County
 - Without a doubt, our closest partner has been the County of Ventura who we joined as a co-chair to oversee our CCC and worked with to fund our subgrantees and coordinate all of our local efforts.
 - Please see our Updated List of Subcontractors for Ventura County for a full, detailed list of partners and their contributions.

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?

To provide accessible and in-language outreach, VCCF hosted live translations at all CCC meetings whether in-person or virtual, as well as at our subcommittee meetings, and encouraged our partners throughout the region to do so as well. We worked with local website developers to install the “LetzChat” plugin for our website, which automatically translates text into 104 various languages, and we made this resource available to our partners throughout the region. We also worked with the County of Ventura and a local translation company to make print materials available in English, Spanish, and Tagalog and partnered with numerous radio and media outlets as well as with organizations who could provide information in indigenous, unwritten languages such as Mixtecan, Triqui, and Zapotecco.

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.

We cannot underscore enough how the Census has been able to transcend various sectors of government, nonprofits, grassroots organizations, philanthropy, and small businesses to bring people together. In the history of the Foundation, we have not seen so many different groups work together towards a single goal like this. Just in Ventura County, the CCC consisted of representatives from Mixteco Indigena Community Organizing Project (MICOP), Central Coast Alliance United for a Sustainable Economy (CAUSE), Gold Coast Veterans Foundation, Child Development Resources, multiple chambers of commerce, Economic Development Collaborative, First 5, United Farmworkers Foundation, elected officials throughout the county, private sector leaders, philanthropic institutions, Catholic Charities, Imams from local mosques, other faith-based groups, homeless advocates, entrepreneurs, immigrant service institutions, healthcare leaders, local colleges and educators, tribal communities, Central Labor Council, public libraries, organizations serving the elderly, organizations serving LGBTQ+ community, organizations working with differently abled adults, youth serving organizations, local service groups, and so many more. The networks and relationships that were built during this movement will have far-reaching impacts long after the Census has wrapped up.

We would also like to include these additional stories from our partners that speak to the impact of the Census:

“I became aware of how significant the census was at one of the VCCF’s workshops in Camarillo. It was around 4 hours but during that time it became clear that the movers of this important project were, in fact, us. The immense amount of work to have a high count was overwhelming, but this is why a team of students and members of a nonprofit, Buen Vecino located in Thousand Oaks and Simi Valley, focused on making sure all students at Moorpark College were counted.

Our team knew that not only was it important to make sure we count all students and administration, but to also share the understanding of why it is important to take the census.

From this, we decided to host a census Rally on campus. This was our effort to advocate the message of how the census will impact us all. We were empowered by the understanding that each one of us has the potential to make our community a better place for the next decade. This was too important to us. We worked diligently to make sure everyone knows how five minutes can impact our state for the next decade.”

- Volunteer with Buen Vecino, Ventura County

“A pregnant mother with four children ages 17, 15, 13 and 2 attended our Diaper Drive-Through. Through the car window we handed her Census information and a package of material items she needed. I asked her if she knew about the Census and she said, “Oh yeah they left something on my door, but I lost that paper.” I asked, “Have you filled out the Census?” She replied, “No.” I showed her the poster of the Census and explained to her why it was so important. We shared some of the facts Dr. Gabino provided us. The mother pulled her phone out and scanned the QR code; she filled out the Census while she waited for her diapers.”

- Volunteer with Center for Family Strengthening, San Luis Obispo County

During canvassing activities on the Census tract 7.02 in East Salinas, CCA volunteers encountered a 94-year-old World War II veteran and spoke to him about completing the Census forms and submitting them. The veteran shared he was aware of the importance of filling out and completing the census forms but had difficulty completing them. At this time CCA volunteers asked how they could help and proceeded to guide him question by question helping him through the process online. After they were done, he expressed his gratitude and said, “If it wasn't for you coming to my home and helping me with the questions and how to complete it, I wouldn't have been counted”. After this the Volunteers thanked the veteran for his service and willingness to participate and continued their day helping other neighbors fill out their forms.

- Volunteer with Center for Community Advocacy, Monterey County

During a canvassing Census event in Greenfield, CA, a Spanish speaking resident that was approached by volunteers shared with them his story. He proceeded to tell them that he had lived in the United States since the 1970's but that he had never participated in the Census before, because he didn't understand the importance of participating, and that this was going to be his first time filling out his forms and being counted. He continued stating that he felt embarrassed to share his story, but he hoped it could motivate others to do participate, “I will also make sure that everyone in my family gets counted every ten years.”

- Volunteer with Center for Community Advocacy, Monterey County

We invite you to read more of these stories from each of our partners in Region 5 found on the Region 5 Subgrantee Final Report Tracker.

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

When reviewing responses from our regional and local partners, the most common suggestion was to start awareness and education sooner and bring more partners to the table that focus on outreach to vulnerable and marginalized communities. The sooner these efforts are started, the stronger these strategies and collaborations can be.

Along these same lines, another consideration is that funding be distributed to the counties and philanthropic partners a year and a half ahead of the official start date of the Census. This would allow for more time to coordinate and align strategies. Also, if the funding could be distributed in complete sums instead of dispersed throughout the year this would allow for philanthropic partners to better strategize and have more flexibility when funding their subgrantees and would help partners avoid fronting costs while waiting for payments to be received.

If partnerships and contracts are going to be structured similarly in 2030, we would kindly ask that reporting requirements be very clear from the start. It is hard for organizations and especially nonprofits to commit to doing this important work if they do not understand the entirety of the commitment. This is important due to many nonprofits working on very thin margins with smaller staff sizes who may not be able to accommodate work changes for additional contract requirements.

Additionally, we would request having clear statewide objectives for overarching media and marketing plans, in easy to understand language, so our local partners can focus resources on hyper local media or gaps in marketing outreach efforts.

For 2030, it would also be helpful to align State regions with Census Bureau regions. We found that we had to work with multiple U.S. Census Bureau partnership specialists for just our region and information and communication was not the same across these multiple players. In some cases, we could also see that State regions are a very big, and if it were possible to have more, but smaller State regions, we could have more dedicated outreach in each region.

We would definitely recommend continuing the canvassing and mobile kiosk outreaches for 2030, as we will most likely not have to contend with a global pandemic to interrupt those activities. By far, we found these outreach strategies the most effective before the pandemic occurred this year.

Finally, we would suggest having more printed materials in multiple languages much sooner in the outreach process. Alternatively, making easy to customize digital files would be helpful where people could create their own flyers by inserting their logo or slogan, but maintaining the overall consistent message and easy-to-recognize design.

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.** Submitted.

- b) **Updated list of subcontractors.** Please see “Region 5 Subcontractors” attachment.
- c) **Evaluations or analytical reports, if any.** None to report.
- d) **Sample products*** Please see our shared Google Drive where we have collected these materials from our numerous local and regional partners:
https://drive.google.com/drive/folders/1P1SDaBSoh4kvH1fTmPnaggZf6kM_spu1
- e) **Please see our attached collection of final report data in the “Region 5 Subgrantee Final Report Tracker” detailing additional information from our regional and local partners who helped to inform us of our responses to this Final Report.**

*** 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.

| Organization | Name of Contact | Title of Contact | Address | Email | Phone |
|--|----------------------------|---|---|--|-------------------------------|
| San Luis Obispo County | | | | | |
| The Community Foundation San Luis Obispo County | Julie Pruniski | Consultant | 550 Dana St., San Luis Obispo, CA 93401 | julie@sutherlandstrategies.com | 415-518-1979 |
| Community Action Partnership of San Luis Obispo County, Inc. | Sally Rogow | Planning and Grants Manager | 1030 Southwood Dr., San Luis Obispo, CA 93401 | srogow@capslo.org | (805) 547-9465 |
| 5Cites Homeless Coalition | Devon McQuade | Development & Communications Coordinator | 1566 West Grand Avenue, Grover Beach, CA 93426 | Devon.mcquade@5chc.org | (805)459-0531 |
| Boys & Girls Clubs of South San Luis Obispo County | Jennifer Flachman | Executive Director | 1830 19 th Street, Oceano, CA 93445 | flachman@bgcslo.org | (805) 481-7339 |
| Senior Volunteer Services | Linda Loebs & Alexis Okun | North County Coordinator & Executive Director | 3474 Empresa Drive, Ste.100, San Luis Obispo, CA 93401 | linda@svolunteer.org | (805) 544-8740 |
| Meals That Connect | Elias Nimeh | Executive Director | 2180 Johnson Ave. SLO, Ca 93401 | elias@mealsthatconnect.org | (805) 541-3312 |
| Center for Family Strengthening | Lisa Fraser | Executive Director | 3480 South Higuera, Suite 100, San Luis Obispo, CA 93401 | LFraser@cfslo.org | (805) 543-6216 |
| Paso Robles Youth Arts Foundation | Emily Jagger | Director of Development | PO Box 4699, Paso Robles, CA 93447 | Emilijagger@pryaf.org | (805) 238-5825 Ext. #15 |
| Monterey County | | | | | |
| Community Foundation for Monterey County | Erika Matadamas | Community Initiatives Manager | 2354 Garden Rd., Monterey, CA 93940 | erika@cfmco.org | 831-236-3520 |
| Action Council - Guiding Healthy Communities | Larry Imwalle | Executive Director | 295 Main Ste., Ste 500 | larry@actioncouncil.com | |
| Center for Community Advocacy | Daniel Gonzalez | Executive Director | 22 West Gabilan St., Salinas, CA 93901 | dgonzalez@cca-viva.org | 831-753-2324 ext. 11 |
| Community Builders for Monterey County | Tish Sammon | Executive Director | P.O. Box 1122, Monterey, CA 93940-42 | | 830-402-0298 |
| Coalition of Homeless Services Providers | Nykolé Sakihara | Program Manager | 1942 Fremont Blvd., Seaside, CA 93955 | nsakihara@chsp.org | 831-883-3081 |
| Centro Binacional para el Desarrollo Indígena Oaxaqueño | Sarait Martínez | Executive Director | 2911 Tulare Street, Fresno, CA 93701 | | 855-449-1178 |
| CHISPA | Ruth Rodriguez | Community Services Manager | 295 Main St. Suite 100, Salinas, CA 93901 | rrodriguez@chispahousing.org | 831-682-8013 |
| Radio Bilingüe | Natalie Orozco-Santiago | Grants Administration Manager | 5005 E Belmont Ave., Fresno, CA 93727 | natalie@namnet.com | 510-325-0789 |
| California Rural Legal Assistance, Inc. (CRLA) | Reina Canale | 2020 Census Coordinator | 1430 Franklin St., Ste. 103, Oakland, CA 94612 | rcanale@crla.org | 510-267-0762 |
| San Benito County | | | | | |
| Community Foundation for San Benito County | Gary Byrne | CEO | 829 San Benito St., Ste 200, Hollister, CA 95023 | gbyrne@givesanbenito.org | 831-630-1924 |
| BenitoLink.com | Leslie David | Executive Director | 829 San Benito St., Ste 200, Hollister, CA 95023 | lesliedavid@benitolink.com | 831-801-1356 |
| Youth Alliance | Rigo Jimenez | Education and Justice Manager | 310 4th St #101, Hollister, CA 95023 | rigo@youthall.org | 831-636-2853 |
| San Benito Arts Council | Jennifer Laine | Executive Director | 240 5th St, Hollister, CA 95023 | info@sanbenitoarts.org | 831-636-2787 |
| San Juan Bautista Committee | Jill Glass Pagaram | Chair of Business Association | 319 Thirs St, San Juan Bautista, CA 95045 | jill.pagaram@gmail.com | |
| VFW Post 9242 | Bernie Ramirez | Commander | 649 San Benito St., Hollister, CA 95023 | bbgaramirez@gmail.com | 831-637-6015 |
| CASA of San Benito County | Ester Curtis | Executive Director | 829 San Benito St #200, Hollister, CA 95023 | esther@casasanbenito.org | 831-637-4992 |
| Santa Cruz County | | | | | |
| Community Foundation Santa Cruz County | Kevin Heuer | Director of Engagement and Impact | 7807 Soquel Dr., Aptos, CA 95003-4415 | kheuer@cfsc.org | 831-662-2030 |
| City of Watsonville | Elizabeth Padilla | Analyst | 275 Main Street Ste 400 Watsonville, CA 95076 | elizabeth.padilla@cityofwatsonville.org | 831-768-3010 |
| Vets 4 Vets | Dean Kaufman | President | 842 Front St. Santa Cruz, CA 95060 | sveteranadvocate@gmail.com | 831-420-7348 |
| Community Bridges | Anthony Tapia | Development Coordinator | 519 Main Street Watsonville, CA 95076 | anthonyt@bridges.org | 831-688-8840 |
| Community Action Board | Paulina Moreno | Project Director | 406 Main Street, Suite 203, Watsonville, CA 95076 | paulina@cabinic.com | 831.274.3159 |
| First 5 Santa Cruz County | Christine Sieburg | Program and Communications Manager | 1220 41st Avenue Capitola, CA 95010 | csieburg@first5csc.org | (831) 465-2208 |
| Santa Barbara County | | | | | |
| The Santa Barbara Foundation | Pedro Paz | Director of Grantmaking | 1111 Chapala St., Ste. 200, Santa Barbara, CA 93101 | ppaz@sbfoundation.org | 805-880-9353 |
| St. Vincent's | Nick Bruckbauer | Grants Manager | 4200 Calle Real, Santa Barbara, CA 93110 | nbruckbauer@sv-sb.org | (805) 683-6381 |
| Father Virgil Cordano Center | Nick Bruckbauer | Grants Manager | 4201 Calle Real, Santa Barbara, CA 93110 | nbruckbauer@sv-sb.org | (805) 683-6382 |
| Isla Vista Youth Projects | Lori L Goodman | Executive Director | 970 Embarcadero del Mar Vista, Santa Barbara, CA 93101 | lorig@ivyp.org | (805) 845-0804 |
| Family Service Agency of Santa Barbara | Lisa Brabo | Executive Director | 123 W Gutierrez St, Santa Barbara, CA 93101 | lbrabo@fsacares.org | (805) 965-1001 |
| Santa Ynez Valley People Helping People | Mayra Marquez | Chief Program Officer | 545 Alisal Road, Suite 102Solvang, CA 93448 | mayra@svyphp.org | (805) 588-2495 |
| Cuyama Valley Family Resource Center | Lynn Carlisle | Executive Director | P.O. Box 5 / 4689 Highway 166, New Cuyama, CA 93449 | lynn@cvfrc.org | (805) 722-0505 |
| Ventura County | | | | | |
| 211 Ventura County of Interface Children & Family Services | Lohanna Almanza | 2-1-1 Associate | 4001 Mission Oaks Blvd., Ste. I Camarillo, CA 93010 | lalmanza@icfs.org | 805-485-6114 x207 |
| Area Housing Authority | Linda Fischer-Helton | Community Relations Manager/Public Information | 1400 W Hillcrest Dr., Newbury Park, CA 91320 | lhelton@ahavc.org | 805-480-9991 ext. 235 |
| Autism Society of Ventura County | Melissa Barragan | Administrative Assistant | 80 E Hillcrest Dr., #208, Thousand Oaks, CA 91320 | melissa@autismentventura.org | |
| Boys & Girls Clubs of Greater Oxnard and Port Hueme | Omar Zapata | Director of Programs and Services | 1900 West 5th St., Oxnard, CA 93030 | ozapata@bgcop.org | 805-815-4959 |
| Boys and Girls Club Camarillo | Julie Pope | Director of Operations | 1500 Temple Ave, Camarillo, CA 93010 | julie@bgccam.org | |
| Boys and Girls Club of Santa Clara Valley | Jan Marholin | CEO | 1400 E Harvard Blvd, Santa Paula, CA 93060 | jmarholin@bgclubscv.org | 805-525-7910 |
| California Rural Legal Assistance, Inc. (CRLA) | Reina Canale | 2020 Census Coordinator | 1430 Franklin St., Ste. 103, Oakland, CA 94612 | rcanale@crla.org | 510-267-0762 |
| CAREGIVERS: Volunteers Assisting the Elderly | Tammy Glen | Executive Director | 1765 Goodyear Ave., Ste 204, Ventura, CA 93001 | tammy@vccaregivers.org | 805-658-8530 |
| CBO/HHS Subcommittee | Sonia Kroth | Co-Chair | 855 Partridge Dr., Ventura, CA 93001 | sonia.kroth@ventura.org | 805-833-1482 |
| Child Development Resources | Jack Hinojosa | CEO | 221 E Ventura Blvd., Oxnard, CA 93036 | jack.hinojosa@cdrv.org | 805-485-7878 ext 358 |
| City of Camarillo | Michelle Glueckert D'Anna | Community Relations Officer | 601 Carmen Dr., Camarillo, CA 93010 | mdanna@cityofcamarillo.org | 805-388-5370 |
| City of Fillmore | Sandra Edwards | Parks and Recreation Coordinator | 250 Central Ave., Fillmore, CA 93015 | | 805-524-1500 ext. 713 |
| City of Moorpark | Freddy Carrillo | Associate Planner II | 799 Moorpark Ave., Moorpark, CA 93021 | fcarrillo@moorpark.ca.gov | 805-517-6224 |
| City of Oxnard | Isidro Figueroa | Principal Planner | 214 S C Street, Oxnard, CA 93030 | isidro.figueroa@oxnard.org | 805-385-8207 |
| City of Simi Valley | Eric Chen | Associate Planner | 2929 Tapo Canyon Rd., Simi Valley, CA 93065 | echen@simivalley.org | 805-583-6773 |
| City of Ventura | Mitchell Cameron | Senior Management Analyst | 501 Poli St., Ventura, CA 93001 | mcameron@cityofventura.ca.gov | 408-461-1377 |
| Clergy and Laity United for Economic Justice - Ventura County | Nan Waltman | Co-Chair, Census Project Manager | PO Box 3066, Ventura, CA 93006 | clue@cluevc.org | |
| Community Action of Ventura County | Claudia Lozano | Manager of Community Services | 621 Richmond Ave., Oxnard, CA 93030 | clozano@ca-vc.org | 805-436-4017 |
| Conejo Valley Senior Concerns | Janet Young | Director of Development | 401 Hodencamp Rd., Thousand Oaks, CA 91320 | jyoung@seniorconcerns.org | 805-217-9069 |
| Council on American-Islamic Relations | Mustafa Nizam | Valley Outreach Manager | 2180 W Crescent Ave., Anaheim, CA 90821 | mizam@cair.com | 760-216-1863 |
| Diversity Collective Ventura County | Ken Barrow | Program Manager | 2471 Portola Rd., Oxnard, CA 93003 | ken.barrow@diversitycollective.org | 805-644-5428 |
| Economic Development Collaborative | Ken Barrow | Program Manager | 2471 Portola Rd., Oxnard, CA 93003 | ken.barrow@diversitycollective.org | 805-644-5428 |
| El Concilio Family Services | Betsy Patterson | Executive Director | 4001 Mission Oaks Blvd, Ste A, Camarillo, CA 93010 | bruce@edcollaborative.org | 805-384-1800 |
| Faith Based Subcommittee | Yvonne R. Gutierrez | Executive Director | 301 South C St., Oxnard, CA 93030 | yvonne@elconciliofs.org | |
| FoodShare | Gloria Chinae | Chair | 4001 Mission Oaks Blvd, Camarillo, CA 93010 | chinaegloria@gmail.com | 805-236-6626 |
| First 5 Ventura County | Lauren Arzu | Director of Human Resources and Operations | 2580 E Main St., Ste 203, Ventura, CA 93001 | lazu@first5ventura.org | |
| Government Subcommittee/League of Women Voters of Ventura | Kristy Pollard | Grants Manager | 4156 Southbank Rd., Oxnard, CA 93036 | kpollard@foodshare.com | 805-983-7100 |
| Inlakech (LUCHA) | Rafael Stoneman | Mobile Veteran Outreach Director | 4001 Mission Oaks, Blvd. Ste D, Camarillo, CA 93010 | rafaelstoneman@gmail.com | 805-204-1647 |
| La Hermandad Hank Lacayo Youth and Family Center | Betsy Patterson | Co-Chair/President | PO Box 6786, Ventura, CA 93006 | info@lvventuraconomy.org | 805-798-4685 |
| Matter Labs | Javier Gomez | Artistic Director | 632 W Guava St., Oxnard, CA 93030 | jgomez450@aol.com | |
| Mixteco/Indigena Community Organizing Project | Alicia Flores and Susana C | Executive Director and Administrative assistant | 534 South A St., Oxnard, CA 93030 | aliciaflores@hanklacayo.org | |
| Nueva Vista Media | Bryan Went | CEO | 4001 Mission Oaks, Blvd. Ste P, Camarillo, CA 93010 | bryan@matter-labs.com | 415-913-9294 |
| Nyeland Promise | Victor Espinosa | Development Director | PO Box 20543, Oxnard, CA 93030 | victor.espinosa@mixteco.org | 805-850-8327 |
| One Step A La Vez | Miguel Orozco | President, Board of Directors | 816 Eston St., Camarillo, CA 93010 | orozcomi@hotmail.com | 805-248-1922 |
| Organización de Líderes Campesinas en California, Inc. | Mike Barber | Interim Executive Director | 3701 Orange Dr., Oxnard, CA 93036 | nyelandpromise@gmail.com | 805-415-2787 |
| Oxnard Alano Club | Joe S. Ramirez | Executive Director | PO Box 192, Fillmore, CA 93016 | jramirez@myonestep.org | |
| Oxnard Performing Arts Center Corporation | Suguet Lopez | Executive Director | PO Box 20033, Oxnard, CA 93034 | | 805-210-6112 |
| Planned Parenthood of California Central Coast | Roy Ribeiro | Operations Manager | 4910 South C St., Oxnard, CA 93033 | oxnardalanoclub620@gmail.com | 805-385-8147 |
| Pleasant Valley Recreation and Park District | Carolyn Merino Mullin | Executive Director | 800 Hobson Way, Oxnard, CA 93030 | | 805-963-2445 ext 1776 |
| PR and Marketing Subcommittee | Jennifer Navarro Rios | Director of Institutional Giving | 518 Garden St., Santa Barbara, CA 93101 | jennifer.navarro@ppcentralcoast.org | 805-482-1996 ext 115 |
| Project Access, Inc. | Eric Storie | Recreation Services Manager | 1605 E Burnley St., Camarillo, CA 93010 | estorie@pwrpd.org | |
| Promotoras y Promotores Foundation | Natalie Hernandez | Co-Chair, Assistant Public Information Officer | 800 S Victoria, Ave., Ventura, CA 93009 | natalie.hernandez@ventura.org | 805-654-2635 |
| Reiter Affiliated Companies | Jamie Nau | Director of Development & Community Relations | Project Access Family Resource Center at 1000 E Main St., Santa Barbara, CA 93101 | jnau@project-access.org | 949-253-6200 |
| Ruben Castro Charities | Maria-Felix Ryan | Executive Director | PO Box 444, Santa Paula, CA 93060 | maria.ryan@sbcglobal.net | 818-427-5444 |
| Santa Paula Chamber of Commerce | Courtney Catalano | Director, Communications and Community Engager | 730 South A St., Oxnard, CA 93030 | courtney.catalano@berry.net | 805-982-7458 |
| Southwinds Neighborhood Council | Alejandro Castro | Board Member | 409 McFadden Ave., Moorpark, CA 93021 | arcastro@rubencastrocharities.org | 805-982-7113 |
| Spirit of Santa Paula | John Marquez | Executive Director | PO Box 1, Santa Paula, CA 93061 | jmarquez@santapaualachamber.com | 805-297-5071 |
| Turning Point Foundation | Carolina Gallardo | Council President | 622 Teakwood St., Oxnard, CA 93033 | gallardocsol@yahoo.com | 805-612-4925 |
| Ventura County Alumnae Chapter, Delta Sigma Theta Sorority, Inc. | Kay Wilson-Bolton | Executive Director | 1498 East Harvard Blvd, Santa Paula, CA 93060 | | 805-229-7756 |
| Ventura County Office of Education | Suki Sir | Marketing & Fund Development Manager | 557 E Thompson, Venutra, CA 93001 | ssir@tpf-vc.org | 805-947-5400 |
| Westside Community Development Corporation | Kelly Owens and Helaine S | Co-Chairs | PO Box 7285, Oxnard, CA 93031 | owenskellyd@gmail.com | 805-248-0628 and 805-236-5869 |
| | Dave Schermer | Communications Director | 5189 Verdugo way, Camarillo, CA 93012 | dschermer@vcoe.org | 805-383-1922 |
| | Jackie Pearce | Executive Director | 110 N Olive St., Ste J, Ventura, CA 93001 | director@westsideventura.org | 805-628-3869 |