



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



## FINAL 2020 CENSUS REPORT TO THE STATE

### General Information

Date of report	November 13, 2020
Organization / Entity	County of Ventura
Responsible Person / Title	Mike Pettit – County Assistant Executive Officer Matt Carroll - County Census Coordinator
Contact Person / Title	Matt Carroll - County Census Coordinator
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### Narrative Report

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

As documented in the County’s Strategic and Implementation Plans, the County’s Census Outreach goals and their COVID-19 and US Census Bureau related adjustments were as follows:

- **Establishment of a county-wide, fully integrated and inclusive Complete Count Committee (CCC):** Working with our multiple community-based, city, cultural and faith-based partners a unique, (fully integrated) CCC was established that leveraged existing County partnerships across an extensive array of local city and county community-based organizations. CCC subcommittees were established to



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develop outreach strategies and tactics and serve as trusted ambassadors for their community or area of focus, such as the business community and faith-based subcommittees.

***Required Adjustments:** The local CCC was successfully established and actively met on a quarterly or more frequent basis throughout the Census. The onset of the pandemic required the CCC to move its meetings to virtual Zoom meetings, and while attendance at these Zoom meetings was slightly lower than previous in-person meetings, it was still significant. As detailed further in the following paragraphs, outreach strategies employed by the CCC changed to place more emphasis on print, media, digital, social media and other virtual outreach activities.*

- **Leverage the outreach and communication channels associated with other County and where possible, local city services:** Many of the hard-to-count populations are also the same communities where the County and local cities do substantial outreach to provide a variety of critical social, health care, public health, behavioral health, aging, workforce, veteran, and homeless services, as well as local County and city utility and other services.

***Required Adjustments:** The County was able to successfully leverage its many public service channels until the onset of the pandemic. However the leveraging and use of these channels was impacted when many of them (ex: libraries, most public services counters, medical clinics etc.) were closed or restricted during the pandemic. That said, several service channels did continue providing support, including but not limited to a reduced number of public counters distributing Census informational material, property tax and utility bill mailers, continued census outreach in our local farm fields by our Farmworker Resource program which provided direct outreach to farmworkers and at farmworker housing complexes, as well as our Continuum of Care program which supported the Census Bureau by identifying shelter locations throughout the county. The County's social media, website, online and digital census outreach also continued and, in many cases, increased after the onset of the pandemic.*

- **Utilization of the State of California's Hard-To-Count (HTC) database, interactive map and SwORD interacting mapping application.** These data and mapping resources provided by the State were utilized by our CCC subcommittees to assist in targeting outreach areas and tactics specific to the particular HTC factors associated with various census tracts and neighborhoods. They were also used to plan and track our outreach events, locations and efforts to enable ongoing assessment and identification of gaps in our outreach efforts.



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**Required Adjustments:** *None. The State SwORD system and a Ventura County-specific equivalent system were used extensively throughout the entire Census period to identify, track and report on outreach activities within the county's hard to count communities.*

- **Establishment of a Speakers Bureau:** This speakers bureau was to be comprised of community members and census ambassadors trusted in their community, who were knowledgeable about the 2020 Census through their participation on the county's CCC. These speakers were to be available to make presentations at community events and a wide range of organizational meetings throughout the county.

**Required Adjustments:** *The Speaker's Bureau function was primarily performed by County staff and by Ventura County Community Foundation staff in the initial phases of the Census. The onset of the pandemic required ongoing speaking engagements to be virtual/Zoom engagements, and these were significantly reduced in number due to the cancellation of planned community events at which to speak. As a result, the more formal Speakers Bureau was not required.*

- **Establishment of Questionnaire Assistance Centers (QACs) and Questionnaire Action Kiosks (QAKs):** QACs and QAKs were to be established at a variety of County, city government facilities and community-based organization facilities.

**Adjustments Required:** *The majority of the County's 39 QACS and QAKS, were opened on Thursday March 12<sup>th</sup>, however were closed the following week due to both local and State Public Health COVID-19 orders and direction from the State Census office. The majority of the 82 planned community-based, city, and schools QACs and QAKS likewise were closed or did not open as planned. A small number of County QAKs (terminals-only) remained open in County ambulatory clinics to serve individuals going to these locations for medical purposes, as was one County QAC located at our Area on Agency headquarters which served individuals who were at that location obtaining services for other reasons. In the late July time frame, QAKs were reopened as 7 county libraries reopened on an appointment basis, however traffic at all of these County locations was exceptionally light.*

- **Establishment of a Census Education Grant Fund:** This grant fund was successfully established through a County general fund contribution of \$550,000 and approximately \$920,000 in Ventura County Community Foundation fundraising. The fund provided for 62 Census outreach grants over 4 rounds to local community organizations and our local cities, in addition to eight grants to



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CCC subcommittees totaling \$524,888.

***Adjustments Required:** To receive grants organizations were required to submit proposals for specific Census outreach activities and related expenses. Many proposed activities scheduled to occur in the March through July timeframe of this year were to be in-person outreach activities. It was necessary for organizations to conduct alternative outreach activities for these in-person events, including telephone canvassing, additional media and digital outreach, and distributing Census literature at local food bank and take-home lunch sites, among other alternative outreach activities.*

- **Leverage and utilize a trustworthy, unifying brand and promotional materials:** This material was successfully created and available in multiple languages and included both State Census Office provided material as well as promotional material and content designed by the County and our local CCC.

***Adjustments Required:** None.*

- **Conduct local Marketing and Social Media Campaigns:** Leverage statewide and locally created census marketing materials to conduct local media outreach. The goal of the campaign was to raise awareness on the importance of the Census and the effects low participation will have on communities within the county. This combined County and CCC funded Census Marketing campaign successfully generated more than forty million impressions and twenty-five thousand visits to the campaign website<sup>1</sup>. Using State Census contract funds the County funded \$236,064 towards this campaign while the CCC grant fund provided approximately \$223,000. This campaign included digital media, newspaper, radio, social media and out-of-home advertising including multiple large billboards, transportation shelter ads, street banners, mall panel ads as well as other signage, in English, Spanish, Tagalog, Mixteco, Zapoteco and Purepecha.

***Adjustments Required:** Funding and purchases for this campaign were increased following the onset of the pandemic to offset cancellation of planned in-person events. A summary of all campaign print, radio, digital and out-of-home outreach, both before and during the COVID-19 pandemic, is included as attachment to this report.*



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- **Leverage existing community meetings, events, and networks:** Capitalize on already existing local community and cultural events by attending and disseminating information via our trusted County staff messengers at information booths. Partner with the local school districts and places of worship to share information with parents and religious service attendees regarding the importance of the Census.

*Adjustments Required:* The County successfully conducted 275 outreach activities through the course of the Census, many of which included attendance at multiple community events and meetings before the onset of the pandemic. A number of events such as in-person Census Day kickoff events were unable to be completed due to local and State Public Health COVID-19 orders restricting in-person gatherings and the redeployment of county agency and department staff to pandemic response.

*Note:* Census events conducted by county community-based organizations and our local cities and schools are being officially reported and entered into the State SwORD system by our CCC partner and regional community-based contractor, the Ventura County Community Foundation (VCCF).

- **Make available census outreach toolkits:** Through our CCC and the County's Public Information office State Census Office toolkits were provided to stakeholder and community organizations that included various census articles and messages that could be personalized to spread positive information on the census. These toolkits, as well as all printed materials, were available in multiple languages.

*Adjustments Required.* None. Local and State multi-lingual printed materials, posters, toolkits, social media and video materials were made available to County agencies and CCC participants and grantees through access to both State and local partner portals or directly delivered in advance of planned events and activities.

- **Hold Census Events:** Beginning in the fall of 2019, numerous Census Outreach Events were to be held in places of congregation among HTC populations. During Census Days, mobile libraries equipped with internet, tablets, and laptops were to be taken to HTC communities to help educate and provide the tools needed for people to learn about and complete the Census.

*Adjustments Required:* As previously noted, The County successfully conducted 275 outreach activities events through the course of the Census, many of which included attendance at community events and meetings before the onset of the pandemic. A number of other planned events such as in-person Census Day kickoff events were unable to be completed due to local and State Public Health COVID-19



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*orders restricting in-person gatherings and the redeployment of county agency and department staff to pandemic response.*

*Note, Census events conducted by Ventura county community-based organizations and our local cities and schools are not included in the above numbers and are being separately reported and entered into the State SwORD system by our CCC partner and regional community-based contractor, the Ventura County Community Foundation (VCCF).*

- 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?**

*As planned and documented within our strategic and implementation plans, the County utilized the bulk of the State outreach agreement funds (\$236,064 of \$288,750) to procure media, digital and print advertising and related design and placement services during the education, response and non-response follow-up periods of the census. By utilizing outside local and, and in many cases, previously qualified and approved vendors for these services, as well as County Internal Services Funds/organizations which also provided printing and technology services, the County was able to rapidly modify expenditures and scope for these services due to the impacts of the pandemic. This occurred during both the initial response and NRFU periods as the pandemic took hold. The County and our local CCC were also able to quickly update our messaging to reflect frequently changing United States Census Bureau response deadlines during the NRFU period.*

#### **What hindered the operations?**

*Operations were impacted by the COVID-19 pandemic which reduced the number of planned in-person outreach events and essentially prevented the County from opening and operating it's planned 39 QAKs and QACs, additionally the frequently changing United States Census Bureau response deadlines during the NRFU period. Impacted operations.*

### **Contracted partner's outreach**





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### **What outreach tactics worked well?**

*The establishment of a single county-wide, fully integrated and inclusive Complete Count Committee (CCC) was an outreach tactic that worked especially well. This organization was originally conceived and set up in 2018 by our County Executive Officer and the head of the Ventura County Community Foundation to effectively leverage existing County partnerships across an extensive array of local, city and community-based organizations across Ventura County in pursuit of a complete count.*

*The County's provided extensive language translation services in multiple languages through a combination of County staff and our existing contract with All Languages and Translation Inc. These translation services were available at all CCC meetings and subcommittee meetings as well as a large number of public outreach events. These services were also utilized to provide Spanish, Tagalog, Mixteco, Zapoteco and Purepecha media, digital and print advertising throughout our Census marketing program.*

*The County was also able to successfully leverage it's many public service channels both prior to the onset of the pandemic and continuing into the pandemic period. Examples include providing Census information inserts in over 260,000 property tax bills, inserts in utility bills sent out by the County's multiple water and sewer districts, dissemination of Census information at multiple community events, and making information available at all the County's public service counters, electronic signs and public lobbies, the latter where Census videos were displayed on large screen televisions. While the leveraging and use of some of these channels was impacted by the pandemic (ex: libraries, most public services counters, medical clinics etc.) several service channels did continue providing census outreach, including but not limited to increased census outreach in our local farm fields and at farmworker housing complexes by our Farmworker Resource Program, as well as our Continuum of Care program which supported the Census Bureau by identifying shelter locations throughout the County. The number and location of these shelters rapidly increased and changed as a result of pandemic.*

*Providing key County staff to serve in key leadership and support positions on our local CCC was another tactic that worked well. This included our County Public Health Director serving as one the CCC Co-Chairs, our Assistant County CEO and Public Health Director serving on the CCC Steering Committee, our Assistant County Public Information Officer serving as Chair of the CCC Public Relations and Marketing Subcommittee and a Deputy Director from our County Human Services Agency serving as Co-Chair of the CCC Community Based Organization subcommittee. An example of how this benefitted local outreach was having our Assistant Public Information Officer serve as Chair of the CCC Public Relations and*



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*Marketing Subcommittee. Their relationship with our local city government public information officers facilitated the participation of public information from all of our local cities, specifically the cities of:*

- Ojai
- Ventura
- Oxnard
- Camarillo
- Thousand Oaks
- Santa Paula
- Fillmore
- Simi Valley
- Moorpark

*Another tactic that worked well was the County's plan to utilize the bulk of our State outreach agreement funds to procure media, digital and print advertising and related design and placement services from local vendors, while all other outreach County activities were provided by County staff funded directly by the County. Our extensive purchased media, digital and print advertising resulted in over 40 million impressions within our county and included outreach in English, Spanish, Tagalog, Mixteco, Zapoteco and Purepecha. Placement of marketing pieces (e.g. billboards, mall panels, transit shelters, convenience store ads, etc.) were all determined by location of HTC populations and what messages needed to be shared. Digital re-marketing ads were targeted based on zip code or highly frequented big box stores and supermarkets to ensure that significant impressions were achieved.*

*Utilizing outside vendors and media channels to accomplish outreach worked especially well during the response and NRFU period as many County staff whom we originally planned to utilize to conduct in-person outreach were necessarily redirected to focus on pandemic response.*

*Finally and perhaps most import was the County's tactic to provide \$550,000 to our local CCC Census outreach fund to provide grants for local cities and community based organizations to perform outreach as local trusted messengers. Much of these funds went to organizations whose focus is to provide services and assistance to our county's non-English speaking and hard to count residents. The County's contribution was the single largest contribution to this CCC fund. The County also approved an additional 1.3 million dollars over two fiscal years for County Agencies and Departments to conduct and support Census outreach.*

### **What hindered the outreach?**





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*As previously stated, operations were impacted by the COVID-19 pandemic which reduced the number of planned in-person outreach events and prevented the County from opening and operating its planned 39 QAKs and QACs, additionally the frequently changing United States Census Bureau response deadlines during the NRFU period and especially the abrupt end to the response period hindered outreach.*

*Additionally, late information on what media buys would be purchased by the Statewide media contractors delayed development of our local media purchase plan.*

- 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.**

*Within the County organization, the impacts and response to the COVID-19 pandemic necessarily and appropriately required redirecting a number of County staff intended to participate in Census outreach and activities during the Response and NRFU Census phases to COVID-19 response. This included staff within the County Executive Office, Health Care Agency and Human Services agencies, among others. Additionally, as previously noted QACs and QAKs planned at County facilities, as well 60 additional public services counters where Census information was to be disseminated, were not available to the public during the Response and NRFU periods.*

*The options for responding to the above outreach limitations were limited for the County due to the need of County staff to actively participate in critical COVID-19 response. However, a core group of County staff were able to remain focused on the Census, and other County staff participated in alternative activities including car caravans, the dissemination of additional social media posts and distributing of census outreach material to our local food banks, among alternative outreach activities.*

- 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.**

*As of the end of the official Self Response period (October 15, 2020) the County total self-response rate was 76.7%, which significantly exceeded the county's 2010 census response rate of 72.5%. This was the 4<sup>th</sup> highest in the State and the 154<sup>th</sup> highest in the nation. These results were the result of the tactics highlighted in response to*



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question #2, specifically:

- The establishment of a single county-wide, fully integrated and inclusive Complete Count Committee (CCC) whose diverse members were able to effectively serve as trusted messenger to our local HTC communities.
- The County's ability to leverage its many public service channels many of which also function in the role of trusted messenger to our local HTC communities and residents.
- Providing high-level County staff to serve in key leadership and support positions on our local CCC.
- Utilizing the bulk of our State outreach agreement funds to procure media, digital and print advertising
- The County providing a \$550,000 contribution to our local CCC Census outreach fund and an additional 1.3 million dollars over two fiscal years for County Agency and Department Census outreach, support and participation.

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.**

*Partnership Coordination was primarily accomplished through our local Complete Count Committee, as previously noted this was a unique, single, integrated and fully inclusive county-wide organization. The CCC was originally conceived and set up in 2018 by our County Executive Officer (CEO) and the head of the Ventura County Community Foundation and effectively leveraged existing County partnerships across an extensive array of local, city and community-based organizations across Ventura County in pursuit of a complete count. This CCC met no less than quarterly in person or via zoom from its inception in 2018 through the end of the Census response period.*

*Coordination was further accomplished through the CCC outreach grant fund. Partners were required to proposed specific outreach activities and the results of those activities and related impressions were required to be reported to CCC support staff for tracking and ultimately, entry into the SwORD system.*

*Internally within the County, outreach activities and venues by County agencies and departments were coordinated through the County Executive Office and related actives and impressions also entered into SwORD.*

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



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The County's primary partners were the Ventura County Community Foundation who co-created and co-chaired our local CCC, Mustang Marketing and All Language Translation Services. VCCF played a vital role in assisting the County to engage a broad array of additional partners who participated on our local CCC and many of whom subsequently received outreach grants from our CCC outreach grant fund. These additional partners and the outreach activities they performed are being reported separately by the Ventura County Community Foundation in their Final Report to the State.

In addition to the Ventura County Community Foundation, key partners specific to the County were Mustang Marketing which served as a key vendor by providing local marketing campaign design and ad placement services. Additionally, All Language Translation Services Inc. was a key partner to the County by providing language translation services at all CCC and CCC subcommittee meetings as well as at multiple community meetings and events.

**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?**

Accessible and in-language outreach was ensured through the following means:

- The County Funded language translation services at all CCC and CCC subcommittee meetings as well as related meetings called by our partner community-based organizations, the latter as requested.
- Many recipients of our local CCC outreach grants were organizations that served as trusted messengers to non English speaking HTC communities whose primary language was one other than English, including Spanish, Mixteco or Zapoteco and Purepecha.
- A County and CCC funded Census Marketing campaign generated nearly 45 million impressions and included digital media, newspaper, radio, social media and out-of-home advertising including multiple large billboards, transportation shelter ads, street banners, mall panel ads as well as other signage, in English, Spanish, Tagalog, Mixteco, Zapoteco and Purepecha.
- All County and community organization QACs and QAKs, although limited in number due to the pandemic, provided in-language information and support in Spanish, English and Tagalog.
- All County and local CCC printed material as well as written information provided on the website met ADA standards for people with disabilities.

**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.**



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*No story but an observation.*

*The Statewide Census outreach program to HTC communities, which incorporated local counties, cities and community based organizations was significantly more effective than any programs utilized in the 2010 Census, of which the County of Ventura is unaware if such previous programs included county government organizations in any meaningful manner. This is evidenced by the response rate increase of nearly 5% in Ventura County alone.*

*In Ventura County staff within the County and participants on our local CCC had the opportunity to meet, work alongside and develop relationships with a large number of community volunteers and other organizations which they had not have the opportunity to work with previous to the 2020 Census. These relationships will serve the local community long after the 2020 Census, and in Ventura County's case, will continue to work together on other community and county-wide initiatives into the future.*

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

Pursue extended response time-line/window in advance with USCB. It's necessary and beneficial to ensuring a complete count.

Provide additional funding. The County added more than 4 times the monies provided by the State Census Outreach Contract (allocation) from the State.

For 2030, there needs to be improved strategies to engage the Filipino community members in participating in census outreach. Despite multiple outreach efforts this community was unrepresented on our local CCC.

## Attachments

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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 – *All activities have been entered into SwORD system.***

**b) Updated list of subcontractors – *See response to question 6.***



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Sample products\* - **Shared drive submitted to Regional Program Manager, Also available at the following link:**

[https://www.dropbox.com/sh/wyb8kjaeq3hmhds/AADOLrGzmFV9mbaZ2km\\_hxyra?dl=0](https://www.dropbox.com/sh/wyb8kjaeq3hmhds/AADOLrGzmFV9mbaZ2km_hxyra?dl=0)

\* 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

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



# CENSUS 2020

*We All Count!*

In February 2020, the Complete Count Committee and the County of Ventura launched a campaign to reach all residents, including our hard-to-count populations, to raise awareness of — and encourage — Census 2020 participation. These efforts landed the County of Ventura in the top 5% response rate in the nation.

TOTAL IMPRESSIONS: **55,513,853\*** TOTAL CLICKS TO WEBSITE: **MORE THAN 25,000\***



## RADIO

RADIO SPOT IMPRESSIONS:  
**6,122,460**

RADIO SPOTS: **3,560** PRE-ROLL & GEOVIDEO: **301,089** IMPRESSIONS  
CLICKS TO WEBSITE: **1,530**



## DIGITAL MARKETING



IMPRESSIONS:  
**8,801,284**



## VIDEOS



**4** VIDEOS  
(IN BOTH ENGLISH AND SPANISH)

VIDEO IMPRESSIONS:  
**942,882**



## OUT-OF-HOME ADVERTISING

**6** BILLBOARDS **31** BUS SHELTER ADS **22** IN-STORE POSTERS & SIGNAGE  
**37,264,052** IMPRESSIONS GARNERED



## SOCIAL MEDIA CAMPAIGN

PAID IMPRESSIONS: **1,112,934** ORGANIC IMPRESSIONS: **400,000**  
CLICKS TO WEBSITE: **17,268**  
REACH: **124,224**



## PRINT ADS

ESTIMATED IMPRESSIONS:  
**3,000,000**

COMBINED WEEKLY CIRCULATION REACH: **318,000**  
**100+** ADS THROUGH **8** PUBLICATIONS

## CREATIVE COLLATERAL:

- POSTCARD • SOCIAL MEDIA GRAPHICS • WINDOW CLINGS • POSTERS • BANNERS • PRINT/DIGITAL ADS • E-BLAST GRAPHICS • BILLBOARDS

This data is based on results pulled on Nov. 12, 2020.