

Summary of Region 5's Strategic Plan

The Ventura County Community Foundation (VCCF) was selected by the State of California to be the Administrative Community Based Organization (ACBO) for Region 5. Region 5 includes the counties of **Ventura, Santa Barbara, Monterey, San Luis Obispo, Santa Cruz, and San Benito**. This document outlines the strategic plan that was put forth by VCCF and was accepted by the State of California.



As the ACBO for Region 5, VCCF will award funding through the Community Foundations in each county which will then pass the funds to each county's 2020 Census Complete Count Committees. The funding structure is based on the percentage of the Hard-To-Count (HTC) population. Up to 10% of the funding received can be used towards administrative costs to support their efforts (see table below).

County	% HTC Population	Total Funding	10% Administrative Costs
Ventura	37%	\$ 412,686.90	\$ 41,268.69
Monterey	24%	\$ 267,688.80	\$ 26,768.88
Santa Barbara	20%	\$ 223,074.00	\$ 22,307.40
Santa Cruz	9%	\$ 100,383.30	\$ 10,038.33
San Luis Obispo	7%	\$ 78,075.90	\$ 7,807.59
San Benito	3%	\$ 33,461.10	\$ 3,346.11
Total	100%	\$ 1,115,370.00	\$ 111,537.00

KEY ACTION ITEMS:

- Create a trustworthy, unifying brand and promotional materials that communicate the importance of an accurate count on both an emotional and intellectual level in order to motivate action.
- Leverage existing resources and community partnerships to extend our reach and build capacity while reducing duplication of efforts.
- Utilize Questionnaire Assistance Centers (QACs) and Questionnaire Assistance Kiosks (QAKs) to assist with questions about the Census, helping minorities and immigrants with language barriers, and assisting those in need of technology assistance. The QACs and QAKs will be placed throughout the Region based on population density and located in service delivery centers like foodbanks and childcare sites, and heavily utilized community spaces such as libraries, community centers, city halls, and recreation centers.
- Hold numerous Census Days starting in March 2020 in key locations 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.
- Counter misinformation through transparent information and campaigns. Partners will receive a toolkit and unified messaging upon request that includes various census articles and content they can personalize.
- Creatively utilize social media, technology, and other media partnerships to problem solve and communicate with the Region.

- Deploy a suite of marketing strategies that build public awareness through engaging interviews, presentations, and activities with diverse groups in multiple languages.

Examples include:

- Selecting volunteer ambassadors to lead presentations, lectures, or make videos for educational and motivational activities.
- Include trusted sources in media outreach, such as through local radio stations and cultural publications.
- Provide interpretation and translation services for all census-related meetings
- Make all electronic and print publications available in both English and Spanish while QAKs will include information and referrals for assistance in all six of the top non-English languages
- Create “I Count” stickers and social media frames that will be used at QAC’s and Census Day events
- Utilize pledge cards to identify households already committed to completing the census and help focus outreach on areas of low response
- Attend community and cultural events to host informational booths with trusted messengers

The top six non-English languages spoken in Region 5 are:

1. Spanish
2. Mixteco
3. Tagalog
4. Mandarin
5. Vietnamese
6. Arabic

SCALABLE CENSUS TOOLKIT

To support the efforts of Complete Count Committees throughout Region 5, the County Complete Count Committee is working to create a Scalable Census Toolkit. The goal of the Toolkit is to reduce the demand on lead partners in each county, increase the capability of local organizations, and allow Complete Count Committees throughout the region to quickly form into robust, inclusive, and responsive Committees. The Toolkit will include:

- Meeting formats
- Discussion outlines
- Committee checklists
- Listings of translation services
- A sample calendar will provide suggested activities to fit the needs of each community
- Other prepared marketing materials.
- We have also created a website (www.VenturaCountyCounts.org) as a transparent reference tool that can be replicated, renamed, and scaled for each county.



Ventura

The Toolkit is not a requirement but will be available as an Opt-In program for each of the Complete Count Committees in all counties of Region 5.