Agenda

I. The importance of a complete count

II. Focus on Thousand Oaks: Common barriers & our hard-to-count populations

III. Local government efforts

IV. Resources for locally-based organizations

V. Stronger together: Our collective capacity
The importance of a complete count
and what it means for Ventura County

Vanessa Bechtel, VCCF & Ventura County Counts
WHAT IS THE CENSUS?

- Constitutional right to be counted
- Everyone counts! Every resident (not just citizens)
KEY REASONS TO PARTICIPATE:

1. Funding for our Social Safety Net
2. Funding for Police Departments
3. Information about the Community
4. Determines our Congressional Representation
WHY THE CENSUS MATTERS

The Census determines funding for:
- Rural business and industry development loans
- Job training and other employment programs
- Healthcare for infants and children
- Childcare for low-income and working families
- Water and waste disposal systems
The Census also determines funding for:

- Local agencies for food, healthcare, and legal services for senior citizens and individuals with disabilities
- Police agencies and community-based entities working to reduce crime
- Monitoring and enforcing discrimination laws under the Civil Rights Act
- And so much more...
Of the $675 Billion in Federal Funding allocated nationwide every year based on the 2010 Census:

- California received $76.7 billion
- Ventura County received $1.7 billion

EVERY YEAR FOR 10 YEARS
2020 Census in Ventura County

- Every person not counted is a loss of $2,000 in social safety services every year for 10 years.
- This means, if 1,000 children between the ages of 1 – 5 are not counted, that’s a loss of $20M over the next 10 years.
• $90 million from the State
  ➢ $288,754 allocated to Ventura Co.
  ➢ $412,687 to ACBO
• $24 million in philanthropy reported nationally
• $9.6 million being committed for California
• $5.8 million needed for outreach in Ventura County
• Ensure a full, fair, and accurate count Countywide
• Develop a Countywide education and outreach plan for HTC communities
• Engage in joint fundraising efforts to strengthen outreach activities and avoid duplication of efforts
• Build strategic alliances and organizational capacities that could live beyond the Census
• Work to solve broadband equity issues
• We are a community where everybody counts
CCC SUBCOMMITTEES

- Business and Economic Groups
- Budget
- Community Based Organizations
- Community Events
- County Departments
- County Government Contact for Funding Requests
- Education & Outreach
- Faith-based Organizations
- Fear Concerns
- Health & Human Services
- Philanthropic Outreach
- PR & Marketing
SUCCESS FACTORS

• Reflect a true snapshot of the whole **community**
• Use **technology** efficiently
• Include diverse **perspectives**
• Select purpose driven and results-oriented subcommittee chairs
• Incorporate census awareness **activities** everywhere
• Recruit **experienced** committee members
• Engage many more **volunteers**
• Education Phase (2018–2019)
• Awareness Phase (April 2019)
• Motivation Phase (March 2020)
• **April 1, 2020—Census Day is here!**
• Non-Response Follow-Up Phase (May–July 2020)
• Celebration (August 2020)
Every household will have the option of responding online, by mail, or by phone.

**Nearly every household** will receive an invitation to participate in the 2020 Census from either a postal worker or a Census worker.

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>You’ll receive:</th>
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<tbody>
<tr>
<td>March 12 – 20</td>
<td>An invitation to respond online to the 2020 Census</td>
</tr>
<tr>
<td>March 16 – 24</td>
<td>A reminder letter</td>
</tr>
<tr>
<td><strong>If you haven’t responded yet:</strong></td>
<td></td>
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<tr>
<td>March 26 – April 3</td>
<td>A reminder postcard</td>
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<tr>
<td>April 8 – 16</td>
<td>A reminder letter and paper questionnaire</td>
</tr>
<tr>
<td>April 20 – 27</td>
<td>A final reminder postcard before in-person follow-up</td>
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Focus on Thousand Oaks:
Common barriers & our hard-to-count populations

Vanessa Betchel, Ventura County Counts
Dusty Russell, City of Thousand Oaks
BARRIERS TO AN ACCURATE COUNT

- Lack of public awareness
- Climate of fear
- Limited broadband access in some Hard-To-Count (HTC) communities
- Limited Federal support and increased reliance on State and philanthropic support
- The citizenship question
- Misinformation campaigns
- Numerous disasters within our community in a relatively short period of time
OUR HARD-TO-COUNT AREAS

Hard-to-Count Populations

- People of Color (racial/ethnic minorities)
- Immigrants, Refugees and/or foreign-born residents
- Farm-workers
- Households with limited English proficiency
- Households receiving public assistance
- Households with low broadband subscription rates and limited or no access
- Crowded, non-family or multi-family housing units
- Homeless Individuals and Families
- People with Disabilities
- Lesbian, Gay, Bisexual, Transgender, and Queer/Questioning (LGBTQ)
- Seniors/Older Adults
- Children Ages 0-5
- Veterans

Source: VC Counts
Hard-to-Count Populations in Thousand Oaks

https://vcitsgis.maps.arcgis.com/apps/webappviewer/index.html?id=cc2f5d359b4c43748e4479e50d93ac09
Hard-to-Count Populations in Thousand Oaks

= 15% of the City’s Population
Highlighted HTC demographics

People of Color in Thousand Oaks = 31.6%

Source: U.S. Census

LEP = 15.4% (1,300 households)
LEP = 13.2% (550 households)
LEP = 6% (369 households)
### HOUSING ASSISTANCE

- **Household Income Limit** = 80% of County HH Median or less
- Average household size in TO: 3
- Low-Income Threshold (Household of 3): $75,350
- T.O. Households Qualifying for Assistance: 36%

### CALFRESH ASSISTANCE

- Gross Income Limit for Family of 3 in Ventura County: $27,732
- T.O. Households Qualifying for Assistance: > 10%

Sources:
SCAG, County of Ventura Area Housing Authority, County of Ventura Human Services Agency
Highlighted HTC demographics

Households Income 150% Below the Poverty Line

Source:
Census 2020 Ventura County HTC Map
Highlighted HTC demographics

Children under age 5 = 5%

In Thousand Oaks

Source: U.S. Census, VC HTC Map
Highlighted HTC demographics

Homeownership Rate

*In Thousand Oaks*

= 70.1%

Source: U.S. Census, VC HTC Map
Local government efforts: county, city, and school district

Mike Powers, County of Ventura
Melissa Hurtado, City of Thousand Oaks
Dr. Lisa Miller, Conejo Valley Unified School District
## County Contributions

<table>
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<tr>
<th>Funds/Activities</th>
<th>Amount</th>
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<tbody>
<tr>
<td>County Funds</td>
<td>$500,000</td>
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<tr>
<td>State of California Outreach Funds to VC</td>
<td>$288,754</td>
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<tr>
<td>Ventura County Transportation Commission Funds</td>
<td>$50,000</td>
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<tr>
<td>In-Kind County staff resources</td>
<td>$966,000</td>
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<tr>
<td><strong>Estimated Total:</strong></td>
<td><strong>$1,804,754</strong></td>
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County Census Outreach Activities to Thousand Oaks Residents

• Board of Supervisors, City Council, community events
• Local media campaign with print, radio, television, social media (multi-language)
• 75 County public counters and 40 QAC/QAKs (multi-language)
• 265,000 Census flyers included with Secured Property Tax Bills, vote by mail ballots, waterworks utility bills, pet license renewals
• CCC partnership and grants to community organizations such as First 5, Conejo Valley Senior Concerns; Meals on Wheels
• Census information at County Service Locations in Thousand Oaks (e.g. Conejo Family Medical Group, Human Services Agency Program Offices, Clerk Recorders Office, etc)
• Public Safety Community Service Messages about Cyber-safety and the Census
County Counter & Assistance Kiosk Locations

- Thousand Oaks Community Service Center
  - 80 E. Hillcrest Dr.
- Conejo Valley Family Medical Clinic & Urgent Care
  - 125 W. T.O. Blvd.
- Additional Counter – Supervisor Linda Parks Office
  - 625 W. Hillcrest Drive
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<tr>
<th>Service</th>
<th>City Hall</th>
<th>Libraries</th>
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<tr>
<td>Questionnaire Kiosk/Assistance Center</td>
<td>⭐️</td>
<td>⭐️</td>
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<tr>
<td>Physical information displays</td>
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<td>⭐️</td>
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<tr>
<td>Official webpage (or banner)</td>
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<td>⭐️</td>
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<tr>
<td>Newsletters</td>
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<tr>
<td>Mail inserts</td>
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<tr>
<td>Social Media</td>
<td>⭐️</td>
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... getting the word out from City Hall
... Library actions and outreach
Help Residents Complete the Census:
A training session for Library staff
and Community-Based Organizations

9am Thursday, February 27th
Grant Brimhall Library Community Room
Resources & outreach methods:

*Sharing ideas, growing our reach*

Vanessa Bechtel, VC Counts
Justine Fischer, U.S. Census
Resources & Outreach materials for local organizations

### U.S. Census
- Partnership opportunities
- Info/outreach materials
- Complete count efforts near you

### Ventura County Complete Count Committee
[https://venturacountycounts.org/](https://venturacountycounts.org/)
- Info/outreach materials
- Hard-to-Count mapping tool
- Volunteer sign-ups
- Partner resource (needs) survey

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**U.S. Census** is hiring!
*Get paid for helping your community count.*
Happenings

- Animal Census Day @ America’s Teaching Zoo (Moorpark College)
- Gold Coast Transit Bus Cards
- Ventura County Office of Education – Census in Students Hands
- Ventura County Faith Leaders Census Summit
- Ventura County Library System Storytelling
- Statistics in Schools Week
Funding Opportunities for Community Organizations

Is your organization interested in helping with local education, awareness and outreach activities?

Apply for funding

https://venturacountycounts.org/funding/
KEY RESOURCES

- Identifying California’s Hard-to-Count in Census 2020
- Program Funding Overview and Pie Chart (PDF)
- Community Outreach Funding Allocations and Pie Chart (PDF)
- ACBO Regional Funding Allocations (PDF)
- County Contract Amounts (PDF)
- City Share of HTC (PDF)
- Methodology for Calculating City Percentages of County Hardest-to-Count
- Tribal Government Funding Availability (PDF)
- Census 2020 Regions Map (PDF)
- Funding Timeline (PDF)
- Census 2020 Funding FAQs
NEXT STEPS FOR INDIVIDUALS

• Volunteer to chair a subcommittee
• Attend all upcoming meetings
• Communicate the importance of the census
• Help recruit key community members
• Be a MythBuster
Use all public facing City resources to publicized the Census:

- Include information in *every* City publication
- Highlight the Census on your website(s)
- Promote participation in the census at Community Council Meetings
- Post information on NextDoor and other social media outlets
Stronger together:
Illustrating our collective capacity & identifying needs

Dusty Russell, City of Thousand Oaks
Our collective reach

*NOTE: Includes approximate physical locations for community-based orgs, City and county government offices, libraries, CRPD, CVUSD school sites. This map does not include organizations without a specific physical address or individual faith sites.