

## Attachment 2: CCC Subcommittee Grants

Round	Subcommittee	Summary	FUNDING LEVEL (\$ amount)
1	CBO/HHS Subcommittee	Produce materials to be distributed to CBO/HHS partners to be used for agency staff, clients, and stakeholders.	\$6,800.00
1	Faith Based Subcommittee	Mail letters to Catholic faith-based communities, develop a video geared to all faith communities, provide education materials to all faith communities, create publications to be used in Catholic church bulletins.	\$7,350.00
1	Government Subcommittee	<p><u>Simi Valley:</u> 1. Direct Mailers = \$4,000, 2. Ads spaces for buses, train stations, Regan Library etc. material = \$24,000, 3. Flyers for Simi School District = \$1,000, 4. Posters, Flyers for Apartments, Clubs, Community Organizations, Clinics, etc. = \$1,500, 5. Posters and Flyers for Government buildings, booths = \$500</p> <p><u>Santa Paula:</u> 1. 4 QAK sites and supporting amterials: City Hall, Community Development, Community Ctr, Blanchard Library = \$20,084, 2. Mobile QAK with 3 stations \$6,068, 3. Additional printed materials for events, utility inserts = \$2,286, 4. Additional handouts (branded pens, magnets, stickers) for community events, water and snacks = \$3,000</p> <p><u>Oxnard:</u> 1. Local utility bill insert (January Utility bills) = \$3,050, 2. Local utility bill insert (March Utility bills) = \$3,050</p> <p><u>League of Women Voters</u> (Subcommitee Chair): Table brochures, holders, printed material for community events, candidate forums, etc. volunteer vetting = \$954</p>	\$70,538.00
1	PR & Marketing Subcommittee	Provide a comprehensive PR and Marketing Outreach Plan to include outreach via transportation companies, community outreach, social media, graphic design, and translation services. (Note: County funded.)	\$200,000.00

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2	Faith Based	<p>Overview:</p> <ul style="list-style-type: none"> <li>- Radio marketing with faith-based radio in language</li> <li>- Develop a video geared to promote participation</li> <li>- Marketing for Catholic parish newsletters, 4 other bulletins</li> </ul>	\$7,200.00
2	PR & Marketing	<p>Overview:</p> <ul style="list-style-type: none"> <li>- Radio ad placements</li> <li>- Print Ad Placements</li> <li>- Television</li> </ul>	\$193,000.00
4	Faith Based	<ol style="list-style-type: none"> <li>1. RADIO - PR marketing as announcement of the Census in VC in the Faith Based Radio Stations and also local radio stations that reach HTC in their own language ENGLISH AND SPANISH</li> <li>2. Facebook/Mevo/Periscope live information to target HTC communities in areas of need</li> <li>3. Meet and Greet – Why is important to engage in the Census 2020? Via Zoom meeting in the language geared to the community</li> <li>4. Mail letters to faith-based communities (Costs include envelopes, flyers, letters, stamps)</li> <li>5. Advertisement in House of Faith bulletins and local digital newspapers to reach the HTC</li> </ol>	\$10,000.00

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4	PR & Marketing	1. Billboards and Banners - \$33,100 2. Supermarket Radio Ads - \$5,000 3. Print Ads - \$14,000 4. Print Materials - \$2,500 5. Social Media - \$1,500 6. Design Support - \$5,000	\$30,000.00
<b>Total</b>			<b>\$524,888.00</b>