



We All Count



Todos Contamos



www.VenturaCountyCENSUS.org

We All Count



Todos Contamos



Evaluation only.

Created with Aspose.Slides for .NET Standard 2.0 21.3.

Copyright 2004-2021 Aspose Pty Ltd.



Board of Supervisors Update

September 15, 2020

The 2020 Census – Ventura County

- Final weeks of the Census are here
- Began 59th of 3,000 most at risk of undercount
- Evaluation only.
\$2,000 per person, per year for 10 years at risk
- County exceeded all expectations
- Surpassed national, state, and 2010 self-response rates

Created with Aspose.Slides for .NET Standard 2.0 21/3.
Copyright 2004-2021 Aspose Pty Ltd.

Adapted Outreach During COVID

- Emphasized trusted messenger approach
 - 100+ CBO's
 - Grant program
- Farmworker Resource Program
- Flyers in school lunch programs
- Phone banking
- Online events
- Caravans
- Mailer inserts
- Many other creative approaches

Evaluation only.
Created with Aspose.Slides for .NET Standard 2.0 21.3.
Copyright 2004-2021 Aspose Pty Ltd.

Media and Advertising Campaign



Evaluation only
Created with Aspose.Slides for .NET Standard 2.0 21.3.
Copyright 2004-2021 Aspose Pty Ltd.

Self-Response Rates

20 Highest Responding CA Counties

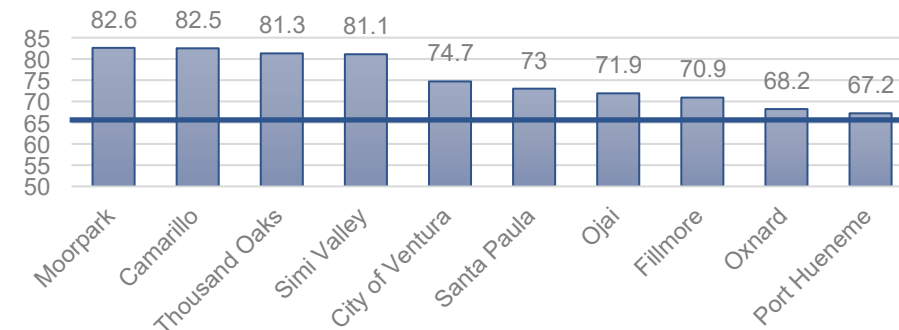
Rank	County Name	Response Rate
1	San Mateo	77.5
2	Contra Costa	76.2
3	Santa Clara	76.1
4	Ventura	75.5
5	Orange	75.4
6	Marin	75.3
7	Alameda	74.2
8	Sacramento	73.7
9	Yolo	73.0
10	San Diego	72.9
11	Solano	72.2
12	Placer	71.8
13	Santa Barbara	70.3
14	Santa Cruz	70.0
15	Sutter	69.7
16	Stanislaus	69.3
17	Sonoma	69.2
18	Napa	69.1
19	San Benito	68.8
20	San Luis Obispo	67.5

* September 9 data

Ventura County City Response Rates

Rank	City Name	Response Rate
1	Moorpark	82.6
2	Camarillo	82.5
3	Thousand Oaks	81.3
4	Simi Valley	81.1
5	Ventura	74.7
6	Santa Paula	73.0
7	Ojai	71.9
8	Fillmore	70.9
9	Oxnard	68.2
10	Port Hueneme	67.2

2020 Census Self-Response Rates



U.S.
Avg.
65.6

U.S. Census Bureau in Ventura County

- Self-response rates do not include field enumeration
- Census “Enumerators” are visiting non-responders
- 83.3% NRFU completed in our region
- Mobile assistance center at Naval base last week and this week
- Group Quarter counts 100% completed
 - Barracks, Dorms, Jails, Assisted living facilities
- Transitory locations underway
 - Campgrounds, RV Parks, Marinas
- Homeless census enumeration begins Sept 6, 2020

Evaluation only.
Created with Aspose Slides for .NET Standard 2.0 21.3.
Copyright 2004-2021 Aspose Pty Ltd.

Focus of Remaining Outreach Tactics

1. Fourth (Final) round of CCC grants approved

- 8 Grantees awarded \$74,000 Target low response rate tracts

2. Telephone canvassing (CCC & CBO volunteers)

3. Media & advertising: digital, print, mobile signage

- County = \$41,000

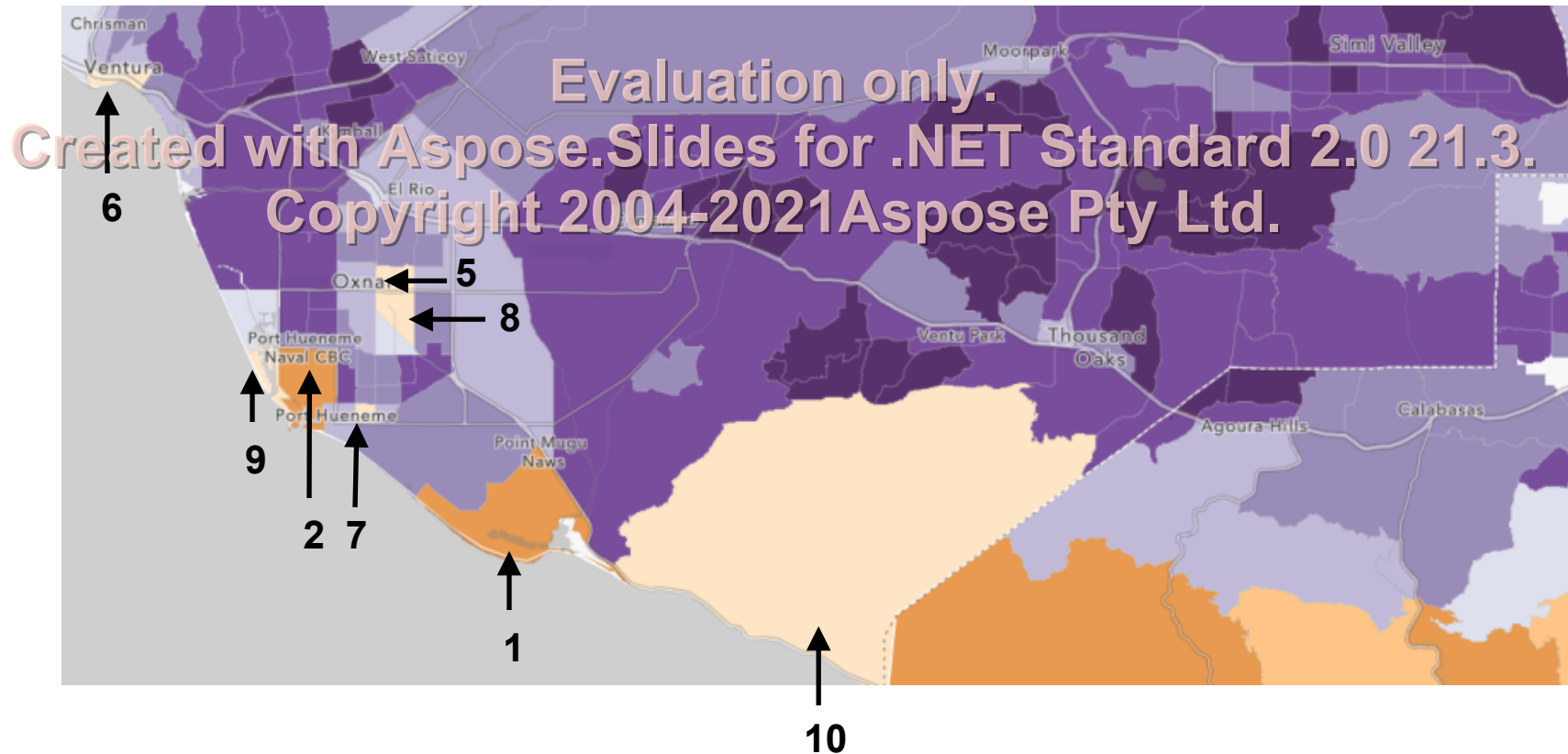
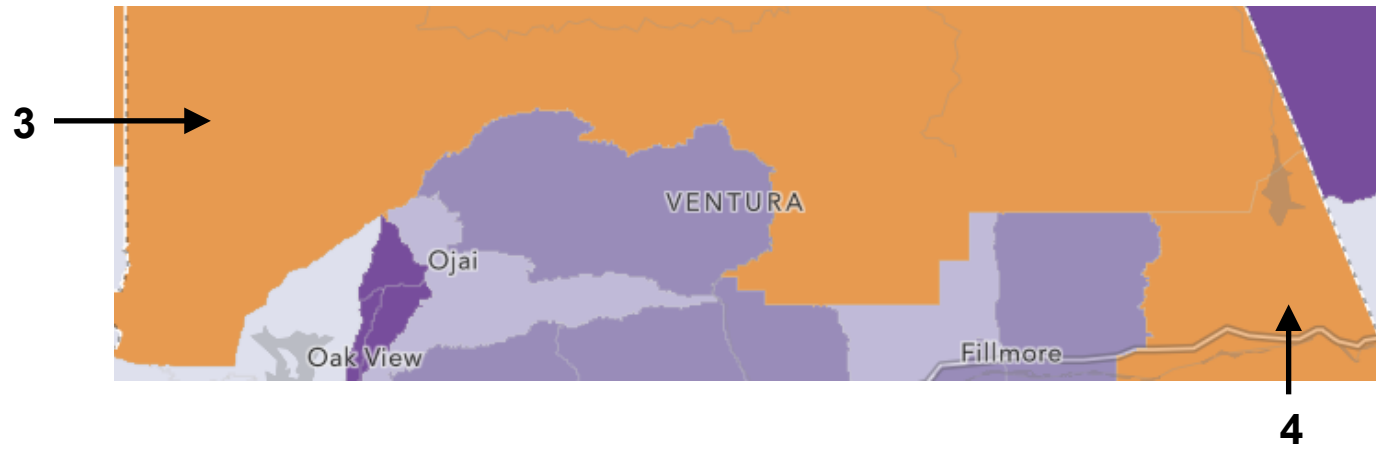
CCC = \$30,000

Lowest Self-Response Rate Tracts

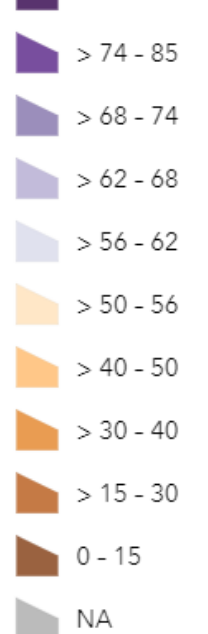
Rank	R. Rate	Tract	Population	City	Unincorporated
1	33.1	46	2,241	Oxnard	Yes
2	37.7	43.05	2,204	Port Hueneme	No
3	39.1	1	560	Lockwood Valley	Yes
4	39.1	47	2,602	Piru	Yes
5	50.1	32.01	4,428	Oxnard	No
6	51.4	24	2,688	Ventura	No
7	53.4	45.06	7,793	Oxnard	No
8	53.9	91	4,754	Oxnard	No
9	54.6	36.12	4,818	Oxnard	Yes
10	55.1	73	2,083	Malibu Springs	Yes

Evaluation only
 Created with Aspose.Slides for NET Standard 2.0 21.3.
 Copyright 2004-2021 Aspose Pty Ltd.

Low Self-Response Rate Tracts



Cumulative Self-Response Rate



Working Together - We All Count

- Board of Supervisors
- County staff
- Evaluation only. Ventura County Community Foundation
- Cities
- CBO partners
- State Census Team
- U.S. Census Bureau Field Team

Created with Aspose Slides for NET Standard 2.0 21.3.
Copyright 2004-2021 Aspose Pty Ltd.



Evaluation only.
Created with Aspose.Slides for .NET Standard 2.0 21.3.
Copyright 2004-2021 Aspose Pty Ltd.