



COUNTY of VENTURA

COUNTY EXECUTIVE OFFICE
MICHAEL POWERS
County Executive Officer

Mike Pettit
Assistant County Executive Officer

Kaye Mand
County Chief Financial Officer

Shawn Atin
Assistant County Executive Officer/
Human Resources Director
Labor Relations

May 18, 2021

Board of Supervisors
County of Ventura
800 South Victoria Avenue
Ventura, CA 93009

Subject: Approval of and Authorization for the County Executive Officer to Sign an Agreement between the County and the Ventura County Community Foundation in an Amount Not to Exceed \$262,500 for Vaccination Outreach and Educational Services and Expenses

Recommendation:

It is recommended that your Board approve and authorize the County Executive Officer to sign the attached "Ventura County Complete Reach Vaccination Outreach and Educational Agreement" between the County and the Ventura County Community Foundation in an amount not to exceed \$262,500 for vaccination outreach and educational services and expenses, as recommended by the Ventura County Complete Reach Committee.

Fiscal Mandates/Impact:

Mandatory: No

Source of Funding: General Fund – Assigned to Program Mitigation

Funding Match Required: No

Impact on Other Departments: No

Sufficient appropriations exist in unit 1050 to support the proposed agreement.

Summary of Revenues and Costs:

	<u>FY 2020-21</u>	<u>FY 2021-22</u>
Revenues:	\$ 0	\$ 0
Costs:		
Direct	\$ 262,500	\$ 0
Indirect-Dept	\$ 0	\$ 0
Indirect-County CAP	\$ 0	\$ 0
Total Cost	<u>\$ 262,500</u>	<u>\$ 0</u>

Net County Cost	\$ 262,500	\$ 0
Recovered Indirect Costs	\$ 0	\$ 0

FY 2020-21 Budget Projection for Special Accounts and Contributions - Division 1050				
	Adopted Budget	Adjusted Budget	Projected Budget	Estimated Savings/(Deficit)
Appropriations	\$ 59,955,764	\$100,640,075	\$98,396,371	\$ 2,243,704
Revenue	\$ 8,362,796	\$38,167,796	\$32,869,429	\$ (5,298,367)
Net Cost	\$ 51,592,968	\$62,472,279	\$65,526,942	\$ (3,054,663)

Discussion:

For the 2020 Census the County of Ventura (County) and the Ventura County Community Foundation (VCCF) worked together to partner with hundreds of Community Based Organizations (CBOs) to form a Complete Count Committee that conducted outreach and education for hard-to-reach communities in support of a full and complete count in the Census. This partnership was tremendously successful, resulting in Ventura County having the fourth highest response rate among all California counties in the 2020 Census.

Given this track record of success the County seeks to partner once again with VCCF and CBOs to form a Complete Reach Committee (CRC) that would provide vaccination outreach and education to individuals having language, technology or other barriers accessing information regarding COVID-19 vaccines and their availability.

Under the proposed agreement attached as Exhibit 1, the County will provide up to \$262,500 to fund outreach activities and programs to provide vaccination information to individuals having access barriers to vaccination information within Ventura County.

The County and the VCCF will jointly establish and support a local CRC, consistent with, and based on the success of the community model that was previously adopted between the County and VCCF to form the 2020 Census Complete Count Committee.

The attached agreement between the County and the VCCF is recommended as an effective means of accessing and leveraging the extensive array of small and large community-based, service, business, faith-based, and other organizations and individuals whose services as trusted messengers can help get important information on COVID-19 vaccination into the hands of those who have not had the benefit of this information due to access barriers. The agreement provides additional information on the specific types of expenditures and costs all monetary funds will be used for, as well as the expenditure recommendation and approval process.

Following are some of the key objectives of the agreement:

- Ensure that the CRC reflects a true snapshot of Hard-to-Reach (HTR) communities;
- Creation of trustworthy, promotional materials, in multiple languages, that communicate both emotional and intellectual reasons for vaccination;
- Leverage what already exists by attending local community events and utilizing the committee's trusted messengers at information booths;
- Deploy a suite of marketing tactics and strategies that build public awareness through engaging interviews, presentations, and activities with diverse groups in multiple languages;
- Onboard outreach volunteers in partnership with other Ventura County community-based, educational, faith-based and cultural advocacy organizations, along with local cities and special districts;
- Spread positive information on the vaccine. Each participating organization will receive a toolkit upon request that includes various articles and messages that can be personalized;
- Beginning in May 2021 and continuing in following months, hold numerous outreach events in places where HTR populations gather. Distribute information in HTR communities to help educate and provide the tools needed for people to learn about the COVID-19 vaccines and how they can get vaccinated;
- Through a coordinated electronic and social media strategy, communicate information to inform and educate individuals on vaccination;
- Continue to build upon the work of the Census Complete Count Committee, further strengthening partnerships and lasting relationships between diverse groups within our county, benefitting the community for years to come.

Through the re-engagement of the VCCF and the significant and diverse partner network of CBOs that participated in the highly effective census outreach, the County will be able to further add to its previous and ongoing efforts to provide vaccination education and outreach via social media, radio, news, printed media, community based vaccination events, efforts of the Health Care Agency, Area Agency on Aging, the Human Service Agency which includes the Farmworker Resource Program, and through the partnership with community advocates including promotoras, CBOs, public educators, and more.

This letter has been reviewed by the County Executive Office, County Counsel, and the Auditor-Controller's Office. If you have any questions, please contact me at 654-2681 or Mike Pettit at 654-2864.



Mike Pettit
Assistant County Executive Officer



Michael Powers
County Executive Officer