

Ventura County Complete Reach Vaccination Outreach and Education Agreement

This Ventura County Complete Reach Vaccination Outreach and Education Agreement (Agreement) is entered into by and between the County of Ventura (County) and the Ventura County Community Foundation (VCCF) and shall take effect on May 18, 2021.

RECITALS

For the 2020 Census the County and VCCF worked together to partner with hundreds of Community Based Organizations (CBOs) to form a Complete Count Committee that conducted outreach and education to 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 wishes to partner once again with VCCF and CBOs to form a Complete Reach Committee to provide vaccination outreach and education to individuals having language, technology or other barriers to accessing information about the COVID-19 vaccine.

AGREEMENT

The County and VCCF agree as follows:

1. The County shall provide VCCF a total amount not to exceed \$262,500 consisting of (a) up to \$250,000 in funding, as specified herein, for outreach activities and programs to provide vaccination information to individuals having access barriers to vaccination information within Ventura County and (b) an additional 5% of the total amount of provided funding not to exceed \$12,500 for VCCF administrative expenses. The types of activities and programs the County will fund under this Agreement are specified in Exhibit 1 hereto which is incorporated herein by this reference.
2. The County and VCCF shall jointly establish and support a local Complete Reach Committee (CRC), consistent with and based on the success of the community model that was previously adopted between the County and VCCF to form the Complete Count Committee in support of a full and complete count in the 2020 Census. The goals, primary activities and structure of the CRC are detailed in Exhibit 2 hereto which is incorporated herein by this reference.
3. The VCCF shall conduct philanthropic outreach to obtain additional community and

philanthropic organization funding to further support CRC outreach and education efforts.

4. One representative of the County and one representative of the VCCF shall serve as Co-chairs of the CRC, along with a community member appointed by the VCCF.
5. The VCCF shall designate two community representatives to serve on a CRC Steering Committee, along with additional CRC Steering Committee members listed in Exhibit 2.
6. To expand and supplement the outreach and education efforts of the CRC, the VCCF shall solicit supporting outreach services and proposals from community-based organizations, businesses, and individuals within Ventura County, consistent with those expense types listed in Exhibit 1.
7. VCCF shall collate all proposals and recommended expenditures for consideration by the CRC Steering Committee. The CRC Steering Committee will, in turn, recommend approval to the VCCF Board of Directors a final list of outreach, educational activities and expenditures to be paid for by utilizing the County funds specified in Exhibit 1.
8. Payment by the County for the total amount not to exceed \$250,000 of CRC Steering Committee-approved outreach activities and expenses shall be made to the VCCF, plus an additional 5% of the total amount of provided funding for VCCF administrative costs not to exceed \$12,500, at such time as the CRC-approved list is provided to the County. This payment is subject to verification by the County Executive Officer or designee that all such listed services and expenses are consistent with Exhibit 1. VCCF shall, in turn, process individual payments to other community-based organizations, businesses, individuals and providers of CRC-approved services and products.
9. Additional CRC Steering Committee-approved lists may be provided to the County in this same manner, and payment made by the County, until all approved funds are utilized. In no event shall the total contract amount exceed \$262,500 as allocated pursuant to section 1 above.
10. VCCF shall make supporting expense documentation available to the County for review upon request. Such supporting documents shall include proposals, bids, quotes, receipts and evidence of product delivery or service completion, depending on the type and form of outreach expenditure, activity, or expense.
11. This Agreement contains the entire agreement between the parties regarding the subject matter hereof and supersedes any and all prior written and/or oral agreements. This Agreement may only be amended in a writing duly executed by the parties hereto.

IN WITNESS WHEREOF, the County and the VCCF have executed this Agreement as of the date first above written.

THE COUNTY:

By: _____

Mike Powers, CEO

County of Ventura

VENTURA COUNTY COMMUNITY FOUNDATION:

By: _____

Jeffrey Lambert, Chief Operating Officer

Ventura County Community Foundation

EXHIBIT 1 - FUND EXPENDITURES:

All approved payments by the County must be for expenses directly related to supporting the activities of the Ventura County Complete Reach Committee in conducting outreach and education to individuals having language, technology, or other barriers to accessing information about the COVID-19 vaccine.

Approved payment and expense categories are:

- Related community forums and events.
- Media outreach through local radio stations, printed media, community canvassing, social media and local community publications which serve or have the capability to reach individuals with access barriers to vaccination information.
- Development and printing of electronic, print and video publications in English, Spanish, Indigenous Languages, Tagalog, and others.
- Spanish, Tagalog, Mixteco and American Sign Language interpreter and translation services for-related meetings and events.
- Costs associated with speaker presentations (handouts, facility rentals, etc.)
- Other outreach-related investments and costs as recommended by VCCF or the CRC Steering Committee and approved by the Ventura County Executive Officer or designee.
- VCCF administrative costs associated with supporting the education and outreach efforts of the CRC

EXHIBIT 2 - VENTURA COUNTY COMPLETE REACH COMMITTEE AND CRC STEERING COMMITTEE:

The County's Complete Reach Committee (CRC) will be comprised of community-based organizations (CBOs); local government representatives; business owners; faith-based organizations; other members of the public; and community volunteers, consistent with and based on the community model as utilized for the Ventura County 2020 Census Complete Count Committee.

The specific goals of the CRC are to:

1. Ensure accessible, full, and accurate vaccination information reach countywide;
2. Conduct countywide education and outreach efforts to hard-to-reach (HTR) communities and populations; and
3. Engage in joint fundraising efforts to strengthen outreach activities and avoid duplication of efforts.

The specific objectives of the CRC are to:

1. Ensure that the CRC reflects a true snapshot of HTR communities;
2. Creation of trustworthy, promotional materials, in multiple languages, that communicate both emotional and intellectual reasons for vaccination;
3. Leverage what already exists by attending local community events and utilizing the committee's trusted messengers at information booths;
4. Deploy a suite of marketing tactics and strategies that build public awareness through engaging interviews, presentations, and activities with diverse groups in multiple languages;
5. 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;
6. 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;
7. Beginning in May 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;
8. Through a coordinated electronic and social media strategy, communicate information to inform and educate individuals on vaccination;
9. 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.

Specific phases include:

Application

Award

Education and Outreach

CRC Steering Committee:

The CRC shall include at least one subcommittee to help advise the CRC on specific needs and approaches for a complete vaccination reach. The subcommittee will serve as outreach strategists for the CRC considering a broad reach to all HTR community areas in the recommendations they make to the CRC.

The subcommittee will propose funding needs to a CRC Steering Committee which will help prioritize needs and submit funding recommendations to the County regarding the use of the County's funds. The members of the CRC Steering Committee shall include:

1. The President & CEO of the VCCF;
2. The Ventura County Superintendent of Schools or their designee;
3. Two County representatives, who shall be nominated by the CEO of the County;
4. Two local government representatives
5. Two community representatives, to be selected by the VCCF.

The CRC Steering Committee will meet regularly to review the subcommittees' requests for funding. A majority of the CRC Steering Committee members then in office shall constitute a quorum for a meeting; and a vote of a majority of the members present at a meeting at which there is a quorum shall constitute an act of the CRC Steering Committee for purposes of making its recommendations to the Foundation for submission to the County.