Downtown Oxnard Resource Booth

Oxnard Downtowners:

Joanna Bustos, Raymond Fajardo, Mallory Retes, Maria Sandoval, Matthew Schmalhofer, & Mallory Ventura

Project Description

- The Downtowners Resource Booth was held on April 3, 2025, at the Plaza Park in Downtown Oxnard. The community was engaged in both English and Spanish

- Designed to increase knowledge and skills of Latino men, ages 18-34

- Collaborate with community agencies, providing resource distribution (100 packets) in an ongoing community event with the high likelihood of reaching our target population

- Use of social media, outreach, refreshments, & opportunity drawing to recruit participants

- In line with easily accessible, "one-stop-shop" resources (samhsa.gov, 2014)

Community Assessment

- Oxnard is a city within Ventura County, spanning approximately 25 square miles and has a population of over 200,000 residents, that spans through zip codes 93030-93036.

- Plaza Park is located at the heart of Downtown is two acres of land where many family-friendly events are held year-round; and is often where unhoused community members reside.

- There are high rates of poverty amongst Latino young adult males, ranging from ages 18- 34, who have had contact with the child welfare system in Downtown Oxnard (National Library of Medicine, 2019); with Census data showing Oxnard's total population to be 75.8% Hispanic or Latino.

(United States Census Data, 2020)

Community Partners

Oxnard Downtowners, Non- Profit Organization Gary Blum, Superintendent

Interface's Youth Crisis & Homeless Services, Alina Ramirez, **Youth Specialist & Viery Flores, Case manager**
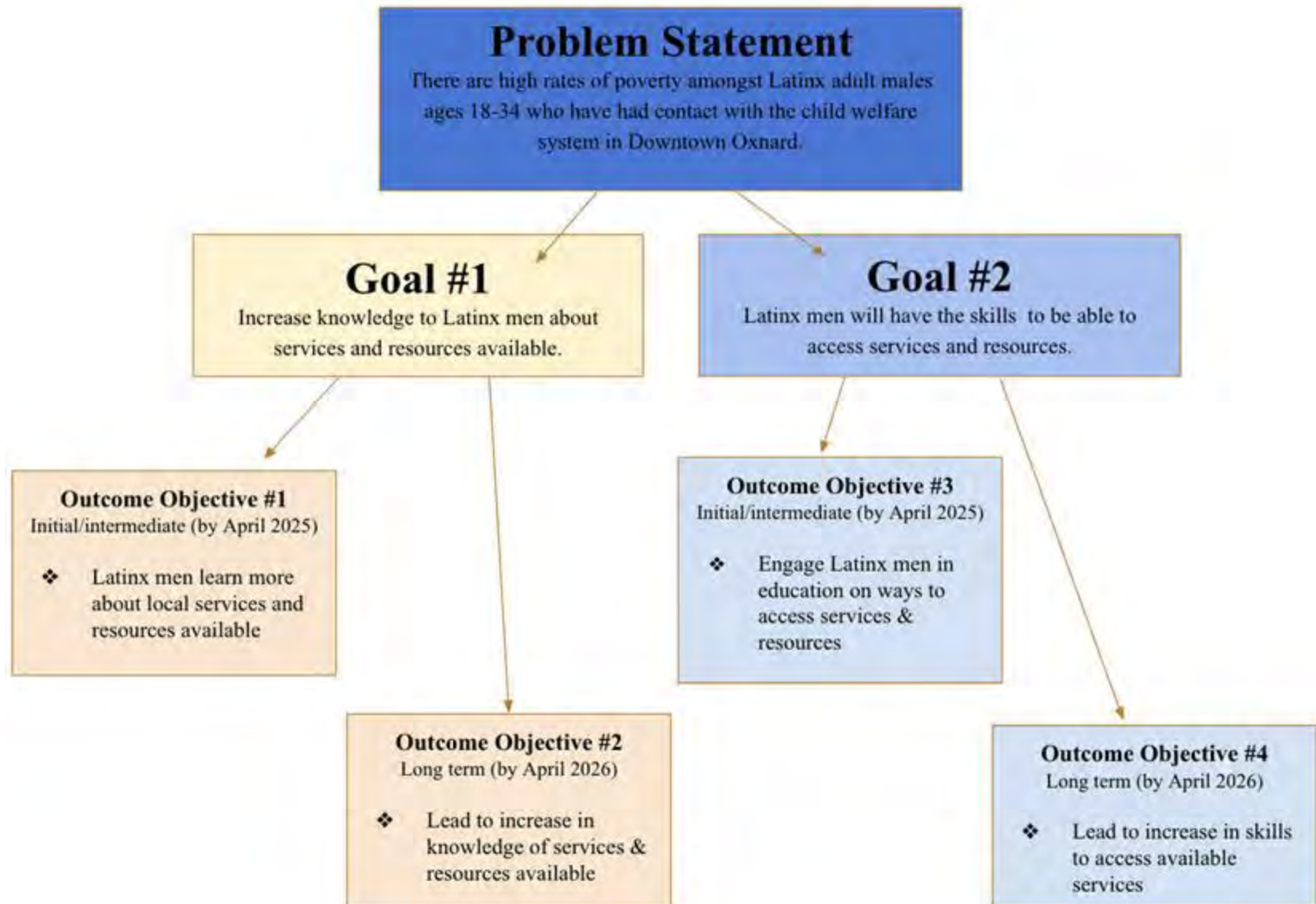

TAY Tunnel- Youth Drop in Center, Cris & Christopher, Case managers

Vista Real Charter High School- Powered by Learn4Life, Lorena Guereca, Community Liaison

Project Development/Implementation

Problem Statement

There are high rates of poverty amongst Latinx adult males ages 18-34 who have had contact with the child welfare system in Downtown Oxnard.

Goal #1

Increase knowledge to Latinx men about services and resources available.

Goal #2

Latinx men will have the skills to be able to access services and resources.

Outcome Objective #1
Initial/intermediate (by April 2025)

❖ Latinx men learn more about local services and resources available

Outcome Objective #3
Initial/intermediate (by April 2025)

❖ Engage Latinx men in education on ways to access services & resources

Outcome Objective #2
Long term (by April 2026)

❖ Lead to increase in knowledge of services & resources available

Outcome Objective #4
Long term (by April 2026)

❖ Lead to increase in skills to access available services
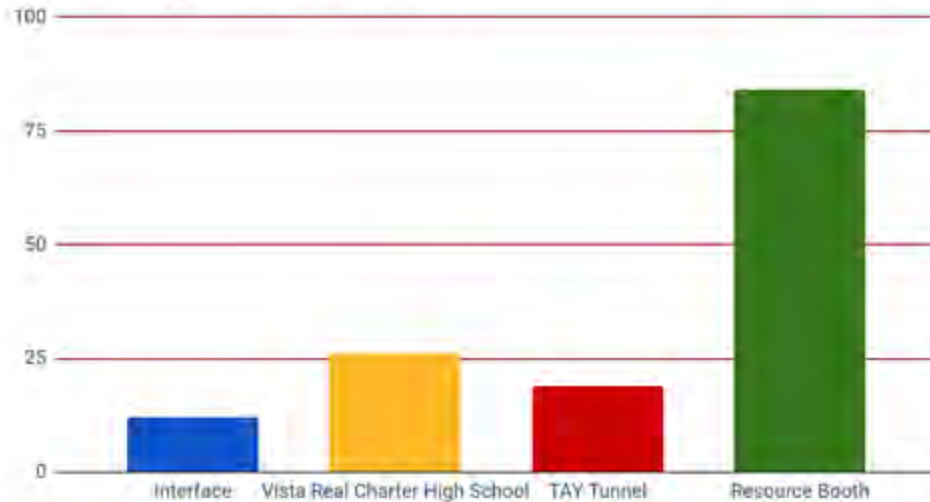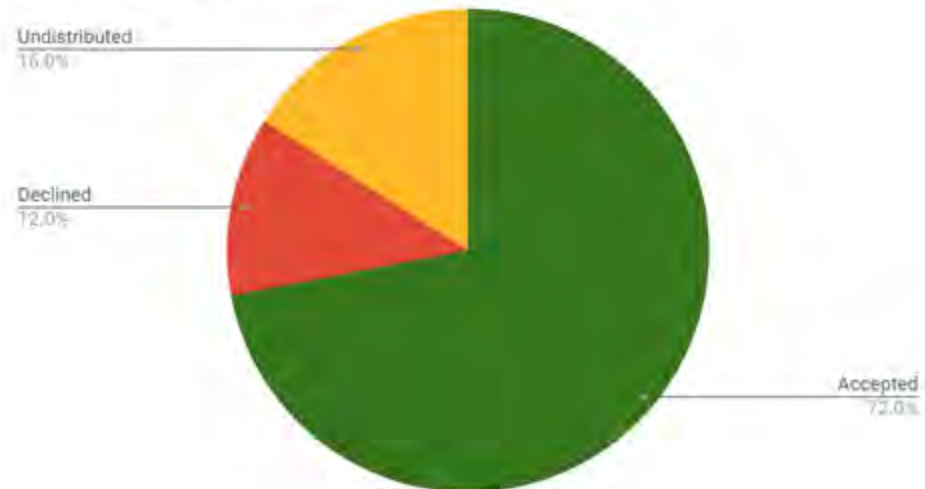
Methods of Evaluation

- Data were collected by tally sheet, accounting for:
    - Conversations with community residents
    - Per table: CSULB team, TAY ,Interface & Vista Real
    - Number of resource packets distributed
- We accounted for adults and were mindful to count family interactions on a per group basis
- To encourage participation, we had the band announce an opportunity drawing and chose winners accordingly at the end of the night

Table(s) of Results of Evaluation

Community Member Interactions

Resource Packet Distribution

Summary of Key Findings of Evaluation

- Established an unprecedented community connection between Downtown Oxnard Food Truck event and local social services providers
- Participated in community / entertainment based intervention rather than solely social service oriented outreach
- 84 community member interactions
- 100 packets assembled, only 12 were declined, 16 were not distributed

Future Recommendations & Implications

- Consider the current sociopolitical climate and how it might affect the intervention's ability to impact the target population (e.g. xenophobia, racism, etc.)
- Select a date with warmer weather and more sunlight for increased event participation
- Consider expanding the target population due to the diverse population in attendance at the event or selecting an event more specifically tailored to this target population
- Initiate the planning and recruitment phase as early as possible in order to ensure that partnering agencies can provide staff members and not just written resources
- Develop talking points for team members in order to ensure that all are capable of discussing all resources provided to the public in detail
- Begin fundraising efforts early in order to prevent team members from paying for event out of pocket

ACKNOWLEDGEMENTS

Primary Partners and Sponsors

● Oxnard Downtowners, Non Profit Organization
● Interface Children & Family Services, Youth Crisis & Homeless Services
● Pacific Clinics, Tay Tunnel
● Vista Real Charter School, Learn4Life

Sponsors and Donors

● Starbucks
● Community Volunteers & Giftcard Donors

Service Providers in Attendance

● Oxnard Downtowners, Non Profit Organization
● Interface Children & Family Services, Youth Crisis & Homeless Services
● Pacific Clinics, Tay Tunnel
● Vista Real Charter School, Learn4Life

Project Team Members

(Left to Right) Matthew Schmalhofer, Joanna Bustos, Maria Sandoval, Raymond Fajardo, Mallory Retes, & Mallory Ventura

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