

Complete Count Committees

Accurate Reporting for the 2020 Census

Santa Barbara County Board of Supervisors

December 4, 2018



Issue Identification in Santa Barbara County

- Per the Justice Department's request, the upcoming decennial 2020 Census may ask everyone living in the United States citizenship status
- In 2020, for the first time the Census Bureau will be urging most households to submit their census responses online via internet
- Communities at risk of inaccurate or miscount in Santa Barbara, as identified by the 2010 census, include Santa Maria, Cuyama, Isla Vista, Lompoc, and additional areas in Santa Barbara
- Inaccurate counting of Santa Barbara's population affects representation, dispersed resources, and federal funding
- Given the potential addition of the citizenship question and the current political climate, facilitation of census response using local partners and community resources would ensure the County's population be accurately counted and the appropriate level of funds and representation be dispersed



Previous Board Action – Local Update of Census Addresses (LUCA)

- The Board of Supervisors authorized the County to participate in the 2020 Local Update of Census Addresses (LUCA) by using local agency information to update data provided by the U.S. Census Bureau
- The Census Bureau relies on accurate address lists to reach households and living quarters for reporter purposes
- Future accurate updating of the County's LUCA will depend on accurate census reporting within our jurisdiction
- Creating a Complete Count Committee to facilitate accurate reporting would benefit the County's LUCA and future census efforts



Hard-to-Count Communities

- Some populations historically have been, or are at risk of being, missed in the census at disproportionately high rates
- Factors that contribute, but are not limited to, include:
 - People of color
 - Children under 5
 - Renters
 - Crowded Households
 - Single-parent households
 - Immigrants
 - Low income populations
 - Monolingual/Individuals with limited English proficiency
 - Individuals with limited access to internet



Anticipated Hard-to-Count (HTC) Populations in Santa Barbara County

- Immigrants make up an approximated $\frac{1}{4}$ of Santa Barbara County's population
- There are over 11,000 undocumented farmworkers in Santa Barbara County
- Large student populations in Isla Vista and Santa Barbara
- Isla Vista - 3 areas designated as HTC with a mean mail-in return rate of 66.96%
- Santa Maria - 6 areas designated as HTC with a mean mail-in return rate of 69.96%
- Lompoc – 1 area designated as HTC with a mail-in return rate of 71.4%
- Santa Barbara, West Side – 2 areas designated as HTC with a mean mail-in return rate of 70.95%
- Santa Barbara City College – 1 area designated as HTC with an average mail-in rate of 67.5%
- Santa Barbara, East Side – 1 area designated as HTC with an average mail-in rate of 71.2%



Hard-to-Count (HTC) – Isla Vista 66.96% average mail-in return rate



Tract 0029.28 – 65.2% mail-in return rate



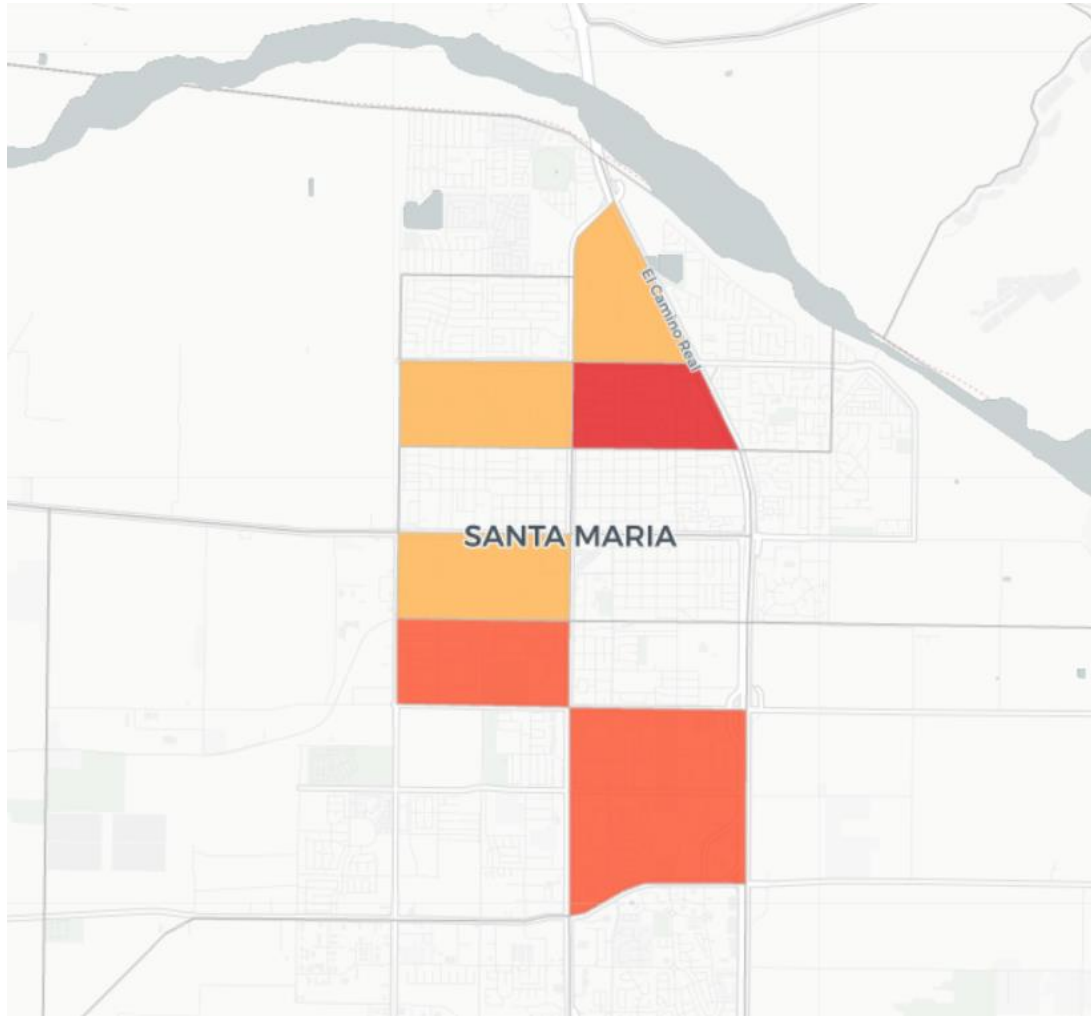
Tract 0029.24 – 66.8% mail-in return rate



Tract 0029.26 – 68.9% mail-in return rate



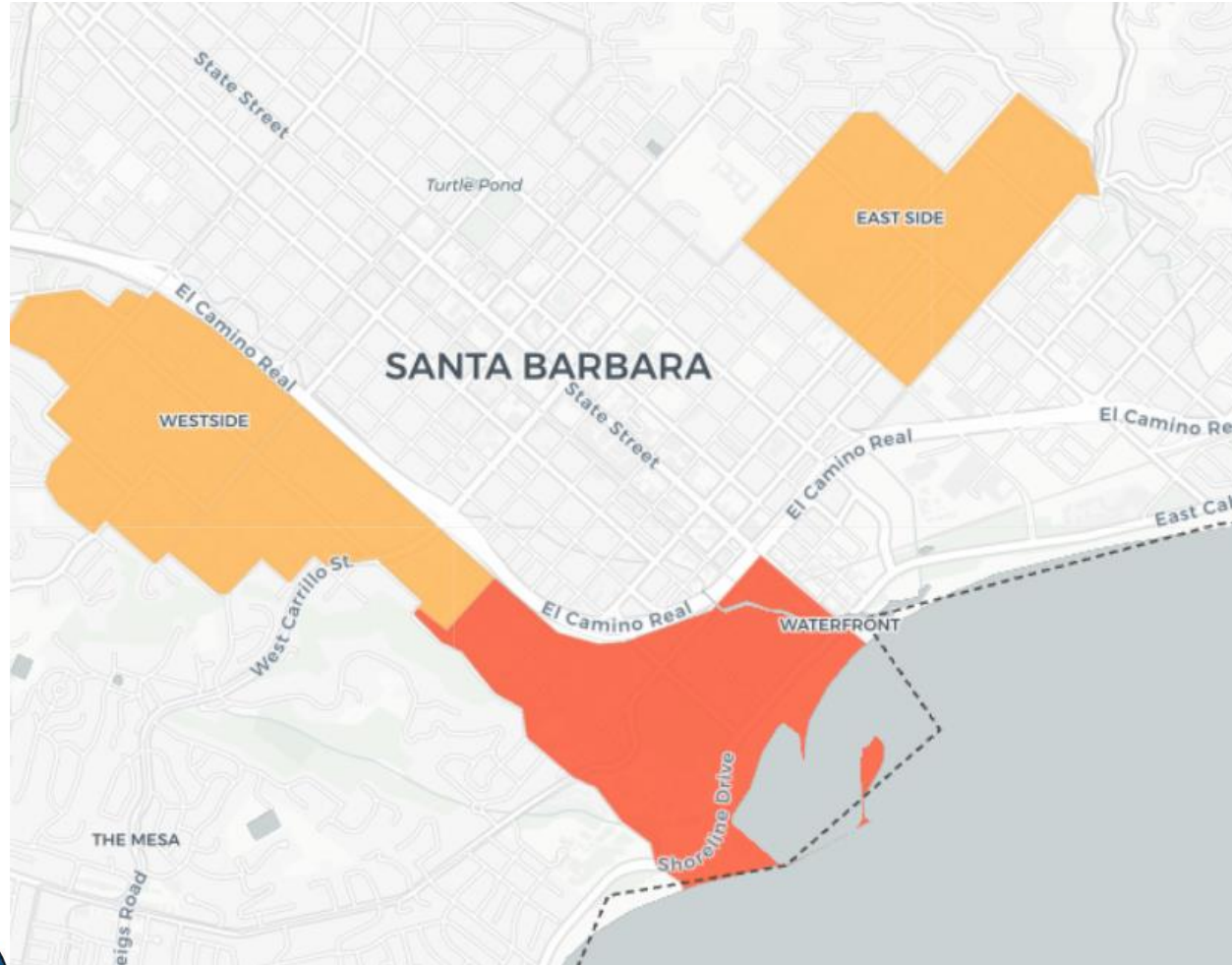
Hard-to-Count (HTC) – Santa Maria 69.96% average mail-in return rate



- 6 Tracts
- Minimum mail-in return rate of 64.2%
- Maximum mail-in return rate of 71.9%
- Range of mail-in return rates of 7.7%



Hard-to-Count (HTC) – Santa Barbara West Side, SBCC, & East Side



- Santa Barbara West Side – average mail-in return rate of 70.95%
- SBCC – average mail-in return rate of 67.5%
- Santa Barbara East Side – average mail-in return rate of 71.2%



Hard to Count Mapping can be accessed at: <https://www.censushardtocountmaps2020.us/>

Complete Count Committee Timeline

2018

- ✓ Decision to create Complete Count Committee (CCCs)
- ✓ CCCs receive 2020 Census training

2019

- ✓ County opt-ins for State funding via resolutions
- ✓ Continue establishing CCCs
- ✓ Open regional area Census offices
- ✓ CCCs develop strategies and work plan

2020

- ✓ CCCs begin community organization mobilization
- ✓ CCCs support the 2020 Census
- ✓ Outreach efforts to community
- ✓ CCCs encourage self-response within community

April 1, 2020 – CENSUS DAY

