



**BOARD OF SUPERVISORS  
AGENDA LETTER**

**Agenda Number:**

**Clerk of the Board of Supervisors**  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

**Department Name:** BOS  
**Department No.:** 011  
**For Agenda Of:** December 4, 2018  
**Placement:** Administrative  
**Estimated Time:** N/A  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** Majority

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**TO:** Board of Supervisors  
**FROM:** Department Supervisors Williams & Lavagnino  
Director(s)  
Contact Info: Emilie Elzein, (805) 568-2155  
**SUBJECT:** **Santa Barbara County Complete Count Committee for the 2020 Decennial Census**

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**County Counsel Concurrence**

As to form: N/A

Other Concurrence: N/A

As to form: N/A

**Auditor-Controller Concurrence**

As to form: N/A

**Recommended Actions:**

- a) Receive an update and timeline for the formation of a Strategic Complete Count Committee for the purpose of facilitating accurate reporting for the 2020 voluntary decennial census by participating in local community outreach with, but limited to; local non-profits, cities, the State, and local and regional partners.
- b) Determine that the above actions are not a project under the California Environmental Quality Act (CEQA) pursuant to Section 15378(b)(4) of the CEQA guidelines.

**Summary Text:**

Federal Census data is critical for determining population apportionment, receiving accurate representation in governing bodies, providing demographic information within local jurisdictions, and obtaining federal funds for our community. A significant amount of federal funds transferred to the State is determined from census information. Every person that is not counted in the County reduces the County's share of federal revenue by two thousand dollars per year. (Maybe: The 2020 Census may be challenging to get an accurate count of all residents. For the first time, this census will initially be completed online, which may be difficult for some people. Additionally, a question regarding a person's immigration status is highly likely which has created concerns for some residents. The Governor's Office has developed the California Complete Count Effort and the State Complete Count Commissions (SCCC) program to spur local outreach in historically hard-to-count communities. The Complete Count Committee

aims to form local partnerships, identify resources, and develop effective outreach strategies to best reach individuals in communities which express reticence to participate in the 2020 Census.

**Background:** On January 30, 2018 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 an accurate address list to reach households and living quarters for reporting purposes. Future accurate updating of the County's LUCA will depend on accurate census reporting for households within the County's jurisdiction.

In line with Santa Barbara County's initiative to facilitate accurate reporting of demographics for the aforementioned purposes, the 1<sup>st</sup> District Office is seeking the inception of the County's own Complete Count Committee to identify strategies for ensuring full participation in the census in 2020. Hard-to-count communities within Santa Barbara County's jurisdiction include, but are not limited to, Isla Vista, Cuyama, Guadalupe, and Santa Maria. Creating a Complete Count Committee would facilitate accurate household counting in these areas to ensure each individual in every household is counted once. This goal would be accomplished through partnerships with local non-profits, faith institution, community outreach organizations, and trusted community liaisons.

A Complete Count Committee is a volunteer committee established by tribal, state, or local governments partnering with community leaders and organizations to increase awareness and motivate residents to participate in the 2020 Census, increase response rates for residents choosing to mail back their questionnaire, build trust of the Census within the community, and develop ways to reach hard-to-count residents. Complete Count Committees act as local ambassadors between communities and the Census Bureau to facilitate accurate reporting of residents within the jurisdiction. Complete Count Committees may receive 2020 Census training California's Complete Count Effort.

A Complete Count Committee:

- Utilizes local knowledge, relationships, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- Provides a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local government; communities, and the Census Bureau.
- Aids the Census Bureau obtain an accurate count in the 2020 Census through partnerships with local government and community organizations.

The timeline proposed by the State Complete Count Commissions (SCCC) program recommends the formation of a local Complete Count Committee before the end of 2018. Establishment of the CCC will continue through 2019, with the addition of outreach strategy and work plan utilizing regional open area census offices. Community organization will begin in 2020, as well as possible advertising campaigns and encouragement of self-response until Census Day on April 1, 2020.

Funding provided to counties for census outreach requires a resolution adopted by the Board, an approved agreement with the State, and a strategic plan. The formation of a Strategic Complete Count Committee will allow the County to effectively receive State funding and submit a census strategic plan for outreach and facilitation of census participation in collaboration with key community groups. In line with the state of California's timeline, a resolution to "opt-in" to participating in the Complete Count efforts and an agreement required to accept funds will be brought back at the end of January for Board approval. If approved, a Complete Count strategic plan created by the committee will be brought back to the Board and then provided to the state in March, and implemented later in 2019.

Factors that contribute to populations' hard-to-count categorical designation include, but are not limit to, vulnerable populations; including monolingual populations and ethnic minorities, high shares of undocumented individuals, student populations, low-income populations, communities with diminished internet access, and overcrowded housing. Mail-in/return of Census reporting is the main determinant of an area's hard-to-count (HTC) categorization. Areas with a mail-in return rate of 73% or less are deemed hard-to-count. In the most recent 2010 Census, residential areas in Isla Vista had a mean rate of 66.96% return rate for mail-in Census data while areas of Santa Maria had a mean mail-in return rate of 69.32% (attachment A). Online response to the 2020 Census will be available for the first time, which may pose potential difficulties for individuals with lowered accessibility rates to internet, access to computers, or individuals with technological literacy difficulties. Determining ways to increase response rates on the next 2020 Census is dependent on geographic location, population size, and demographics; creating a Complete Count Committee would allow the County to work with local partners and strategize ways to increase response to the Census, ensure accurate counting of households, increase the likelihood of correct distribution of federal funds and representation, and provide accurate statistics for future Local Update of Census Addresses (LUCA).

Participation in Complete Count Committees vary from jurisdiction to jurisdiction but are typically comprised of local non-profits and representative community members. Committees may be comprised of one or more of the following entities, or the Board may direct staff to comprise the committee with alternative participation. Participation from the following entities is recommended: local governmental and tribal agencies, City Complete Count Committees, local non-profits, community organizations, faith-based organizations, institutions of higher education, business associations, and representation from historically hard-to-count communities. Participation is at the discretion of the Board of Supervisors and an ad hoc committee may be formed to accelerate formation of the complete count committee.

**Performance Measure:** N/A

**Contract Renewals and Performance Outcomes:** N/A

**Fiscal and Facilities Impacts:**

BudgetedFiscal Analysis: N/A

**Staffing Impacts:**

**Legal Positions:** N/A

**FTEs:** N/A

**Special Instructions:** N/A

**Attachments:** Attachment A – Hard-to-Count Areas in Santa Barbara County  
Attachment B – Complete Count Committee Executive Order  
Attachment C – Complete Count Committee PowerPoint  
Attachment D – Complete Count Committee Guide  
Attachment E – 2020 Census Complete Count Timeline

**Authored by:**

Emilie Elzein, District Representative, 1<sup>st</sup> District Office of Supervisor Das Williams

**cc:**