



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: Planning and
Development
Department No.: 053
For Agenda Of: December 8, 2009
Placement: Set Hearing for
January 19, 2010
Estimated Tme: 30 min
Continued Item: No
If Yes, date from:
Vote Required: N/A

TO: Board of Supervisors
FROM: Department
Director Glenn Russell, Director of Planning and Development
Contact Info: Derek Johnson, Director, Office of Long Range Planning

SUBJECT: Santa Barbara County 2010 Census Integrated Communications Plan

County Counsel Concurrence

As to form: N/A

Auditor-Controller Concurrence

As to form: N/A

Other Concurrence: N/A

As to form: N/A

Recommended Actions:

That the Board of Supervisors set a hearing for January 19, 2010 for a briefing on the Santa Barbara County 2010 Census Integrated Communications Plan.

Summary Text:

The Office of Long Range Planning has completed a Santa Barbara County 2010 Census Integrated Communications Plan (County Census Plan) for use by Santa Barbara County Complete Count Committees (CCC), Census Partners and the internal County Census team. The County Census Plan presents a roadmap for regional Census outreach that is systematically aligned with the goals of the national Census communications campaign. The County Census Plan provides for both no cost and low cost outreach options, which can be modified and adapted over time to produce locally tailored, timely outreach materials to various target audiences. The County Census Plan is being used by the County Census team to ensure that Hard to Count (HTC) communities within unincorporated areas receive Census information, thereby assuring maximum receipt of census-derived funding from State and Federal sources.

In the spirit of regional cooperation and Census stewardship, the County Census Plan has been provided to all CCCs for use in their local jurisdictions as a tool that compliments and leverages ongoing national Census campaign outreach activities. Similarly, the County Census Plan provides a logistical framework supportive of a cost-effective and efficiently coordinated regional Census outreach program.

Background:

During the 2000 Census the Santa Barbara County Association of Governments (SBCAG) Board allocated \$200,000.00 for regional Census outreach under the coordination of SBCAG staff. In summer 2009 the Census Bureau formalized the creation of city-centered Complete Count Committees (CCC) with the cities of Buellton, Carpinteria, Goleta, Santa Maria, Guadalupe, Lompoc, Santa Barbara, and Solvang to assist in providing Census outreach material and information to Census Partners and County residents. The County, as the jurisdiction with oversight of unincorporated areas, is an active member of all CCCs. SBCAG Board members representing each city may coordinate Census outreach with their respective CCC staff members.

On June 18, 2009 the SBCAG Board voted to eliminate \$200,000 for Census 2010 outreach from the FY 09/10 SBCAG budget. In an effort to address Census outreach at a regional scale on August 20, 2009 the SBCAG Board modified the Complete Count Committee framework to facilitate a regional approach which promotes regional dialogue, reduces duplication of effort, leverages partnerships, opportunities, and resources.

SBCAG staff has been directed to support the CCCs and use the South Coast and North County subregional Planning Committees as the organizational vehicle for coordinating outreach for the Census 2010. County Supervisors Janet Wolf and Doreen Farr have volunteered to serve as SBCAG Board member liaisons to these subregional planning committees. The SBCAG Board will, in turn, serve as the regional CCC coordinator receiving monthly reports from SBCAG staff on CCC activities and efforts.

Performance Measure:

N/A

Fiscal and Facilities Impacts:

Budgeted: \$76,600.00

Fiscal Analysis:

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
General Fund	\$ 76,600.00		
State			
Federal			
Fees			
Other:			
Total	\$ 76,600.00	\$ -	\$ -

Narrative:

Staff time for Census 2010 activities are budgeted in the Board approved FY09-10 Office of Long Range Planning Work Program. The funding amount originally projected for the Census 2010 was limited to coordinating the Local Update of Census Addresses (LUCA) program. In response to the decision made by the SBCAG Board to eliminate Census outreach funding from the SBCAG budget, the Office of Long Range Planning revised this scope of work and increased funding to support Census activities which include participation in all city CCCs and coordination of Census outreach to unincorporated areas of the County.

Staffing Impacts:

Legal Positions:
N/A

FTEs:
N/A

Special Instructions:

N/A

Attachments:

A. None.

Authored by:

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CC:

OLRP Chron file