



We All Count. Todos Contamos.



CENSUS 2020 COMPLETE COUNT STATUS UPDATE



BOARD OF SUPERVISORS

OCTOBER 8, 2019



CENSUS 2020 OVERVIEW

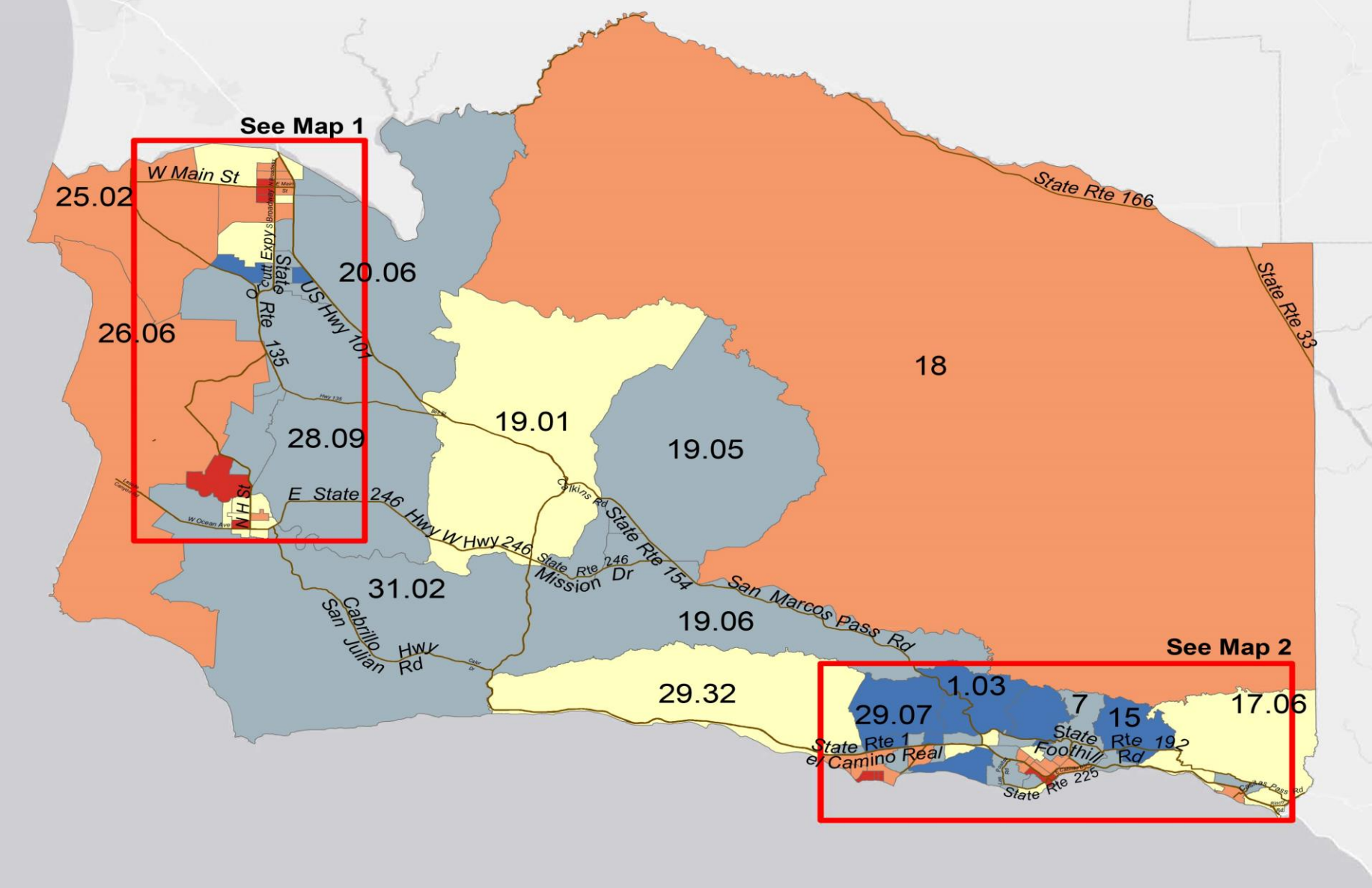
- Once every ten years, required by law
- Count occurs on April 1, 2020
- New technology & Citizenship question
- Determines many federal funding amounts; each person uncounted reduces federal funding for services by ~\$2,000 per year for 10 years
- Determines the number of representatives
- Counts used for state & local redistricting in 2021

CHARACTERISTICS OF “HARD TO COUNT” POPULATIONS



- Some **racial/ethnic groups** (i.e., African Americans, Latinos and Indigenous groups) and young children are historically undercounted.
- **Noncitizens** are less likely to respond in 2020 due to the planned addition of a citizenship question, concerns about **privacy** & deportation.
- Areas with high numbers of **renters** and/or **overcrowded, hard-to-find housing** (i.e., garages, trailers, etc.) make it difficult to locate residents.
- Areas with inadequate **internet access** will create challenges since the majority of Census responses will be collected *online*.

SANTA BARBARA COUNTY: HARD TO COUNT REGIONS



CHALLENGES



- Trust – information is confidential
- Many households residing together
- Mixed households holding different Immigrant Status
- Some families move often
- Digital census & access to computers
- Lack of education of how funding/services are associated with census

FIVE TASKS FOR THE STEERING COMMITTEE



- Task 1 – Develop and receive approval of a County Census 2020 Complete Count Strategic Plan;
- Task 2 – Provide quarterly reports to the State on all Complete Count activities through July 2020;
- Task 3 – Develop and receive approval of a County Census 2020 Complete Count Implementation Plan;
- Task 4 – Develop and receive approval of a County Census 2020 Complete Count Follow-up Plan; and
- Task 5 - Provide a final report on all Complete Count Activities.



COUNTY STRATEGIC GOALS

- Strategic Goal 1: Community resources, such as cities and community-based organizations, are engaged and coordinated in developing and executing the Census 2020 Complete Count outreach efforts ensuring broad regional participation;
- Strategic Goal 2: Increase community member awareness about the importance of the census and build trust about the Census 2020 through a comprehensive, multi-lingual, multi-modal communication campaign
- Strategic Goal 3: Actively outreach to the hard-to-count populations through education and engagement; and
- Strategic Goal 4: Support every community member participation in the Census 2020 by eliminating barriers to access.

COUNTY IMPLEMENTATION PLAN



Will describe:

- Specific activities, locations of those activities, time and date, census tract targets, frequency of the activity and the Hard to Count categories being reached by the activity;
- Location and operational locations for Questionnaire Assistance Centers and Kiosks (QAC-K) during the enumeration efforts in March through June 2020; and
- Additional local or regional funding sources being pursued or already committed.



GENERAL OUTREACH STRATEGIES

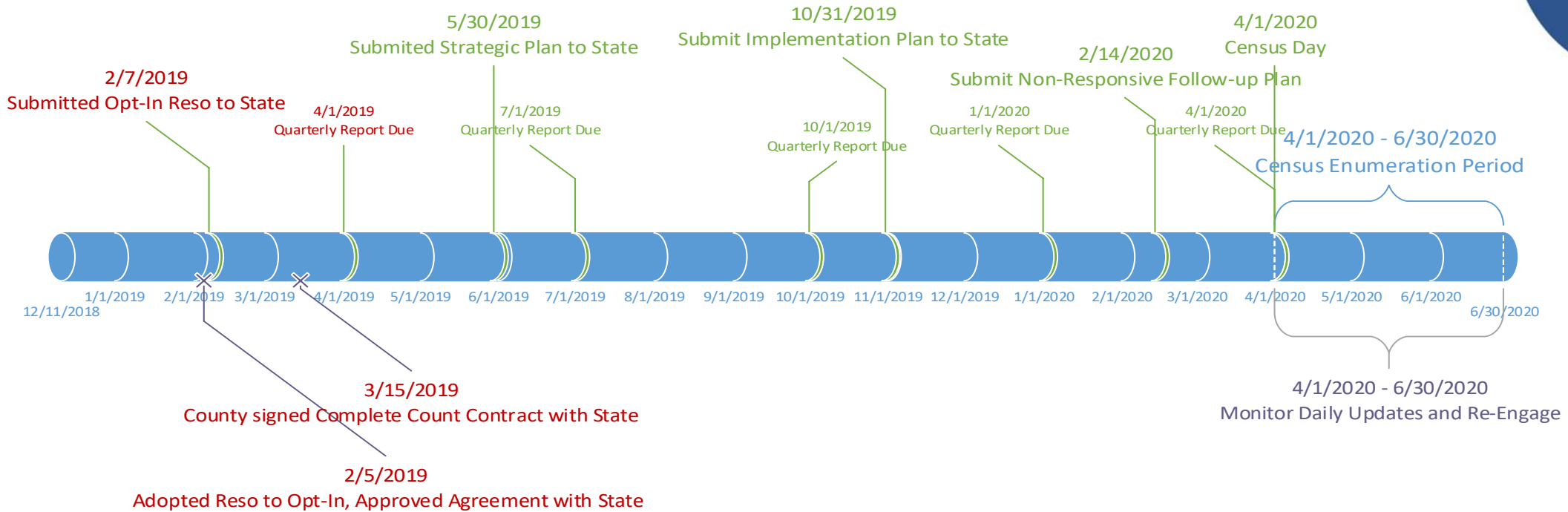
- Maximize Use of Technology
 - Social Media
 - “Dial-My-Call” Campaigns
- Utilize Existing Networks:
 - Social Services/CBOs
 - Schools/Libraries
 - Colleges/Universities
 - Faith-Based Groups
 - Civic Groups
 - First Responders
 - Local Businesses
- 211 Santa Barbara Helpline
 - Call Center Support
 - 2-Way Texting
 - Web Resource Page
- Promotores Network
- Branding/Marketing
 - Print/Broadcast Media
 - Spanish Media
 - 2-Way Texting
 - Web Resource Page

CENSUS 2020 TIMELINES

DATE
9/30/2019



State Deadlines



County Deadlines

TITLE
Census 2020 Complete Count Timeline - Updated



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THANK YOU



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