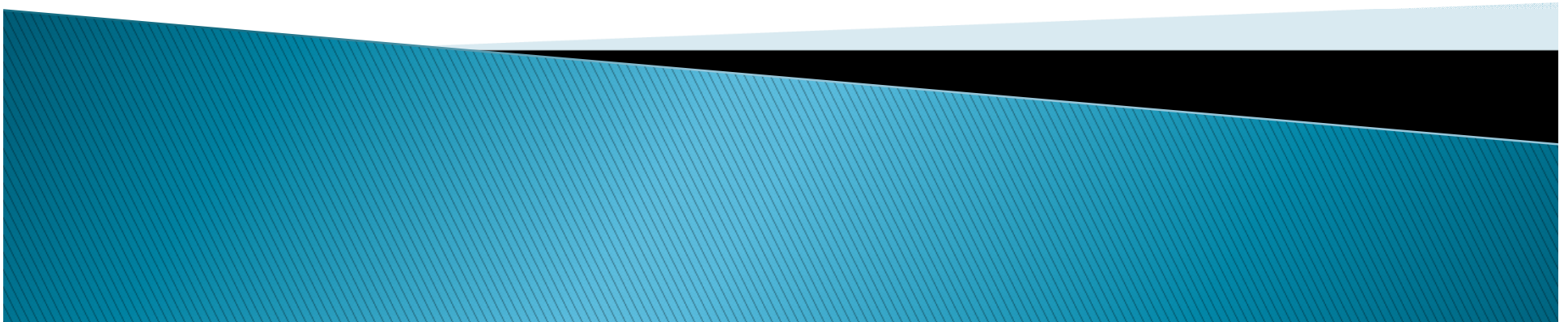




A SNAPSHOT OF POVERTY IN SANTA BARBARA COUNTY

PROGRESS REPORT AND UPDATE
BOARD OF SUPERVISORS HEARING

MAY 12, 2015



Background

- ▶ Board received A Snapshot of Poverty Report – September 10, 2013
- ▶ Report provided throughout the community (Such as...)
 - Health Lompoc Coalition
 - KIDS Network
 - City of Guadalupe
 - Foundation Roundtable
 - Orfalea Foundation
 - Area Agency on Aging
 - Human Services Commission



Objectives

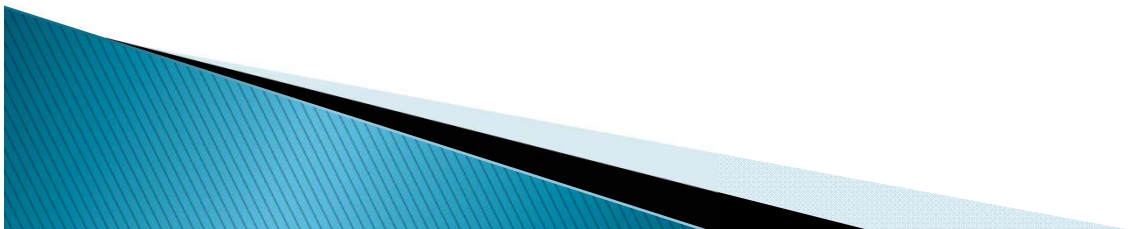
- ▶ Access the community needs and identify geographic pockets of poverty.
- ▶ Provide an in-depth look at the characteristics of those living in the areas of high poverty to get a better sense of service gaps, causes, and impacts of poverty.
- ▶ Complete a service inventory and determine gaps in services.
- ▶ Recommend targeted priorities on how the County, other government agencies, community based organizations and foundations can better partner to enhance critical social safety net infrastructure and reduce the effects of poverty.

Key Findings

- ▶ High poverty areas: Santa Barbara County's high poverty areas (18 census tracts in which 20% or more residents are living below 100% of the Federal Poverty Thresholds) are located in clusters of census tracts in Santa Barbara, Santa Maria, Lompoc, and Isla Vista.
- ▶ High poverty areas have 24 percent of the County residents but 53 percent of all County residents living in poverty.
- ▶ High poverty areas have 61 percent of all County children who are in poverty. The Santa Maria high poverty area has 33 percent of all County children living in poverty.
- ▶ Affordable housing, child care availability, education, family-sustaining wages, access to transportation, language services, and health care are major needs and barriers for those living in high poverty areas.
- ▶ Significant service gaps exist in Lompoc, Santa Maria, and Guadalupe.

The 7 Focus Areas – Recommendations

- 1) Pursue holistic approaches.
- 2) Establish poverty reduction goals and track progress using standardized data collection.
- 3) Improve service delivery infrastructure and efficiency.
- 4) Address unmet needs in North County and Lompoc.
- 5) Improve allocation of existing resources.
- 6) Expand targeted, impactful public programs.
- 7) Address affordable housing, economic, and workforce development and public transportation.



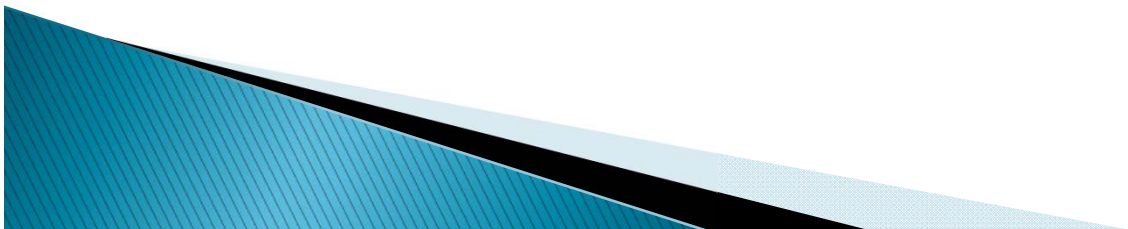
1. Pursue Holistic Approaches

- ▶ *Complex Needs need integrated approaches*
 - Stabilize 211 Helpline & Website – Access to Services
 - Countywide
 - Santa Barbara County Partnership for Strengthening Families is an interagency collaboration to address complex needs of families
 - Cuyama Valley FRC
 - IV Youth Project



2. Poverty Reduction Goals

- ▶ Use data findings to establish poverty reduction goals; identify baseline indicators; enhance data collection
 - First 5 Strategic Planning
 - Clarify data
 - Update 211 database
 - Gaps in Services – Service Needs
 - Determine baseline indicators of poverty in Santa Barbara County and track progress over time



Poverty Indicators


- ▶ Adults in Poverty
- ▶ Children in Poverty
- ▶ Employment/Unemployment Rate
- ▶ Jobs created and saved
- ▶ Median household income
- ▶ Educational attainment
- ▶ Dropout rates
- ▶ Kindergarten readiness
- ▶ Cal Fresh usage
- ▶ Cal Works Usage
- ▶ WIC Enrollment
- ▶ Access to mental health services
- ▶ Securing child support payments collected, distributed, % growth
- ▶ Free and reduced lunch program usage with in schools
- ▶ Affordable housing units created
- ▶ Housing placements
- ▶ New or expanded affordable transportation resources
- ▶ Access to health care services created or preserved

Dashboard

Proposed Baseline Poverty Indicators

Category		2013 Report				2015 Report EXAMPLE							% Δ
		HPA	SBCO	CAL	NAT	HPA	%Δ	SBCO	%Δ	CAL	%	NAT	% Δ
Threshold	Children in Poverty		17.00%										
	Adults in Poverty		14.90%										
	Families in Poverty		11.67%										
Employment & Income	Average Median Income	36,77	24.67 hr.	\$60,028									
	Cal Fresh Participation	32.5%	15.4%										
	General Relief Issuance	48,200	\$66,382										
	WIC Enrollment												
	Child Support & Payments Collected												
	SSI Recipient	6,300	9,700										
	Employment		93										
Housing	Unemployment Rates Civilian	11%	69										
	Affordable Housing Units		7,151										
	Owner Occupied	22%	50%										
	Housing Placements												
Education	Rates of Homelessness		1,466										
	Educational Attainment (GED/Less)	62%	38.00%										
	Drop Out Rates (Grades 9-12)		3.6%										
	Kindergarten Readiness												
	Truancy Rates	39%	30%										
Safety	Affordable Childcare spaces created or preserved												
	Education & Training placement opportunities												
	Crimes (felony, misdemeanors)												
Health	Child Welfare												
	Domestic Violence												
	Rates of uninsurance	21%	17%										
	Access to health care services created or preserved												
	Access to mental health services												
Health	Children's Health Insurance Coverage												
	Age of Death	72	76										

SAMPLE DOCUMENT



- ▲ Positive Impact / ▼ Negative Impact
- ▲ Positive Impact / ▼ Negative Impact
- ▲ % Up
- ▼ % Down

HPA = High Poverty Area
 SBCO = Santa Barbara County
 CAL = State
 NAT = National

3. Improve Service Delivery

- ▶ Strategically co-locate services using a collective impact model, streamline & improve access to services and consolidate services in specific areas

- ▶ Isla Vista Actions

- Infrastructure
- Safety
- Services
- Housing

- ▶ Hours of Operation (ACA)

- Department of Social Services
- Public Health



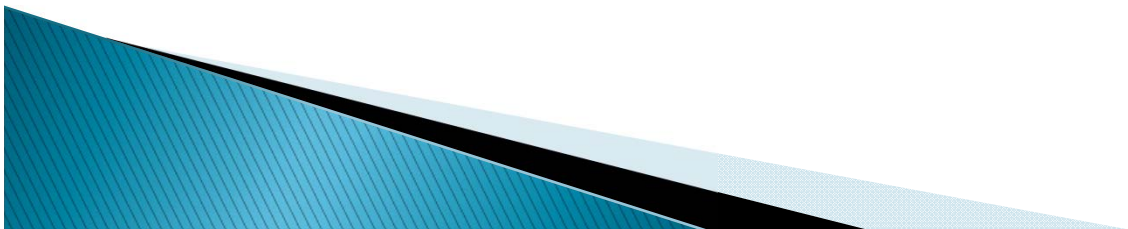
4. Address Unmet Needs

- ▶ Consider shifting South County resources to Santa Maria, Lompoc, and Guadalupe
 - Kiosks & Facility Implementation
 - Kiosks
 - New Carmen Lane facility



5. Improve Allocation of Existing Resources

- ▶ Adopt best practices in philanthropy and adopt best practices in public funding
 - Adopted best practices Human Services Commission
 - Basic services with Best Practices models
 - High impacts – few organization more target \$
 - Less duplication of services



6. Expand Targeted Impactful Public Programs

- ▶ Increase outreach and enrollment Cal Fresh –Create local tax credit program
- ▶ Increase outreach and enrollment activity
 - Nine strategies for change
 - Increase usage by 21% (October 12 to February 2015)
 - Create local tax credit program
 - Earned income tax credit – United Way



7. Address Affordable Housing, Economic and Workforce Development, and Public Transportation

- ▶ Convene affordable housing experts in the public, non-profit, and private sectors; convene experts in education, workforce and economic development, and develop shared vision of economic development; convene transportation experts
 - ▶ Workforce Innovation and Opportunity Act (WIOA) Implementation
 - Realignment of workforce system
 - Training
 - Target assistance
 - ▶ Child Support Services initiated starter orders to non-custodial parents not receiving support.
 - ▶ Economic Vitality
 - Coordinate regional efforts
 - Economic development strategy
 - Spearhead job growth
 - ▶ C3H
 - Regional Collaboration
 - Milpas Project model /Santa Maria
 - Landlord liaison

Next Steps

- Continue ongoing communication with external partners
- Establish sound data gathering systems to track indicators of poverty and measure change
- Gather data on key countywide and program specific initiatives
- Further Engage in statewide efforts/CASA
- Consider development of legislative platform plank on Poverty for 2016
- Return in March of 2016 with review of indicators and change over time



Recommendations

- a) Receive status report;
- b) Direct the Inter–Agency Policy Council (IAPC) Department Directors to return to the Board of Supervisors in March of 2016 with an update on outcomes related to poverty indicators and progress on focus areas.
- c) Determine the above actions are exempt from environmental review per CEQA.

