



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: P&D
Department No.: 053
For Agenda Of: 7/6/10
Placement: Administrative
Estimated Tme: N/A
Continued Item: N/A
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Glenn Russell, Ph.D., Director 568-2085
Director(s)
Contact Info: Derek Johnson, Long Range Planning Director 568-2072
SUBJECT: Award of Recognition from the U.S. Census Bureau

County Counsel Concurrence

As to form: N/A

Other Concurrence: N/A
N/A

Auditor-Controller Concurrence

As to form: N/A

Recommended Actions:

That the Board of Supervisors receive an award from the United States Census Bureau in recognition of effective public outreach efforts as a 2010 Census Partner and Liaison.

Summary Text/Background:

In 2009, the Board of Supervisors directed Long Range Planning staff to conduct an outreach campaign for the 2010 United States Census. In light of reduced state funding for this Census cycle, the U.S. Census Bureau relied more heavily on Census Partners in local communities to increase awareness and participation in the 2010 Census. The County became an official Census Partner and developed an Integrated Communications Plan to guide the County's Census awareness campaign and coordinate the Census efforts of the County and the eight incorporated cities.

The County's outreach efforts included:

- Public events with speakers including Congresswoman Lois Capps and Supervisors Wolf and Farr;
- Low-cost and no-cost media coverage;
- Locally-customized, bilingual printed Census materials;
- Targeted outreach efforts for Hard-To-Count Census tracts;
- Website portal for local, state and federal outreach materials;
- Coordination of Census Questionnaire Assistance Centers countywide;

- Production and placement of Public Service Announcements (PSA) for local television and radio, movie theaters, and the web.

As demonstrated in Exhibit A (attached), Santa Barbara County Census response rates were higher than expected as a result of these activities, and the U.S. Census Bureau would like to recognize the County of Santa Barbara for the outstanding support and dedication to the 2010 United States Census.

Fiscal and Facilities Impacts:

Budgeted: No

No Fiscal and Facilities Impacts

Authored by: Lucy Pendl, Long Range Planning Division, 884-8051

Exhibit A

**Map: SB County Census Tracts
Increase in Response Rates**

Exhibit A

