

# Santa Barbara County 2020 Census Wrap-up Report



We All Count  
Todos Contamos

# Census 2020 Overview

- A nationwide count of every person living in the United States is held once every ten years, as required by law.
- Determines the amount of federal funding our community receives and the number of representatives; census data is also used for state and local redistricting.

## Santa Barbara County Complete Count Committee

- Santa Barbara Foundation, Santa Barbara County Association of Governments & the County of Santa Barbara formed a Complete Count Committee (CCC) comprised of over 100 leaders from the public, private and nonprofit sectors to jointly develop and implement effective outreach strategies while maximizing resources.
- CCC employed a grassroots strategy to reach the hardest-to-count populations, or those less likely to respond to the census. The committee also served to provide technical assistance and help with those organizations on the ground achieve CCC goals.

# Santa Barbara County Complete Count Committee

- An Implementation Plan was submitted to the State and approved in November 2019, describing census tract targets, the hard-to-count communities being reached and planned activities.
- Four Strategic Goals established:
  - ✓ Engage community resources to coordinate in the development and execution of outreach efforts. *Achieved with CCC partnerships*
  - ✓ Increase community awareness of the importance of the census, and build trust in the security, confidentiality and purpose for counting households regardless of legal status through a comprehensive, multilingual, multimodal communication campaign. *Achieved with robust multimodal outreach*
  - ✓ Active outreach to hard-to-count populations through education and engagement. *Achieved with Innovative, multilingual outreach methods*
  - ✓ Support every community member's participation in the Census 2020 by eliminating barriers to access. *Achieved with varied methods, equipment offered & educational outreach conducted*

# Challenges for the 2020 Census

- The Impact of COVID-19 temporary stay at home orders.

**MAKE GOLETA Count!** 

**Speaker Program**  
**March 14, 2020**  
 11:00 a.m. – 2:00 p.m.

**11:30 a.m.**  
 Introduction  
 by Kelly Hoover  
 Community Relations Manager, City of Goleta

**Speaker One**  
 Mayor Paula Perotte  
 City of Goleta

**Speaker Two**  
 Supervisor Greg Hart  
 Santa Barbara County Supervisor- Second District

**Speaker Three**  
 Paula Ceder, Partnership Specialist  
 Los Angeles Regional Census Center

**Speaker Four**  
 Gina Fischer  
 District Representative for Supervisor Joan Hartmann

**Speaker Five**  
 Sholeh Jahangir, President  
 Goleta Unified School District Board of Trustees

**Speaker Six**

#	Location Name	Public	Type	Region	Street address	City	ZIP	Location Description
1	Goleta Valley Library		QAC	5				Closed until further notice; no info about new dates.
2	Santa Maria Public Library - Main Branch		QAK	5				Closed until further notice; don't know when they will re-open..
3	Orcutt Public Library		QAK	5				Closed until further notice; don't know when they will re-open..
4	Los Alamos Public Library		QAK	5				Closed until further notice; don't know when they will re-open..
5	Guadalupe Public Library		QAK	5				Closed until further notice; don't know when they will re-open..
6	Cuyama Public Library		QAK	5				Closed until further notice; don't know when they will re-open..
7	Pacific Pride Foundation		QAK/QAC	5				Closed until further notice; don't know when they will re-open.
8	Pacific Pride Foundation		QAK/QAC	5				Closed until further notice; don't know when they will re-open.
9	Santa Barbara Public Library - Central Branch		QAK	5				Closed until further notice; don't know when they will re-open.
10	Santa Barbara Public Library - Eastside Branch		QAK	5				Closed until further notice; don't know when they will re-open..
11	Housing Authority of the City of Santa Barbara		QAK	5				Closed; QAK activities postponed until further notice.

# Challenges for the 2020 Census

- Timeline/schedule changes

Phase	Planned Schedule	Revised COVID-19 Schedule
Self-Response Online, phone and mailed self-responses continued throughout the data collection process.	March 12 – July 31	March 12 - October 15, 2020 (note: the original COVID-19 plan called for October 31)
Non-Response Follow up (NRFU) Census takers interviewed households in person.	May 13 – July 31	The Census Bureau began soft-launching NRFU on July 16, 2020. All area Census offices completed their work by October 15, 2020. (note: the original COVID-19 plan called for October 31)
Group Quarters Count Persons living in facilities such as dormitories, jails, nursing homes, etc.	April 2 – June 5	April 2 – September 3, 2020

# CCC plan pivot – robust media outreach

**Census**  
Questionnaire Assistance Center

NEED ASSISTANCE WITH YOUR 2020 U.S. CENSUS FORM?

The staff at the Independent Living Resource Center (ILRC) are here to assist you. Call us at the same site!

<b>Santa Barbara</b> 805-963-0595 Ventura 805-833-2311	<b>Santa Maria</b> 805-925-8815 San Luis Obispo 805-962-1392
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Check our Facebook page to help us build an accessible event. All ILRC locations and events are wheelchair accessible.

For more information or to request a accommodation please contact Jacob Lerner-Ruano (805) 263-0595 x 138 or jlr@ilrc-ca.org



**Santa Maria Councilwoman Gloria Soto**

September 1, 2020 · 🌐

¡¡¡Y comienza la cuenta regresiva !!! ¡Tenemos 29 días y 10 horas para completar el Censo 2020! Completar el censo es fácil, seguro y confidencial. Su respuesta destinará miles de millones de dólares en fondos federales a nuestras escuelas, carreteras y otros servicios públicos. Haga oír su voz visitando la pagina web <https://my2020census.gov/>. ¡TODOS CONTAMOS!

And the countdown begins!!! We have 29 days and 10 hours to complete the 2020 Census! Completing the Census is easy, secure, and confidential. Your response will direct billions of dollars in federal funds to our schools, roads, and other public services. Make your voices heard at <https://my2020census.gov/>. EVERYONE COUNTS!

#2020CENSUS #TODOSCONTAMOS #EVERYONECOUNTS



**Santa Barbara County**

@countyofsb · 22 Sep

Make Veterans & First Responders count in #2020census before Sept. 30 deadline! Go to <https://t.co/wskPWYKFNK> or call 844-330-2020.

VIDEO: <https://t.co/QKiOzunB9t> (turn off closed captions)

In espanol: <https://t.co/fZzPEPdsPu> (Haga clic en Subtítulos ocultos)



Deadline to respond to the 2020 U.S. Census is Sept. 30

**Senator Monique Limón**

@MoniqueLimonCA · 11 Aug

Our webinar is tomorrow at 6 p.m. with Alex Padilla. We will be sharing valuable information and answering questions on the #2020Census and the #2020Election.

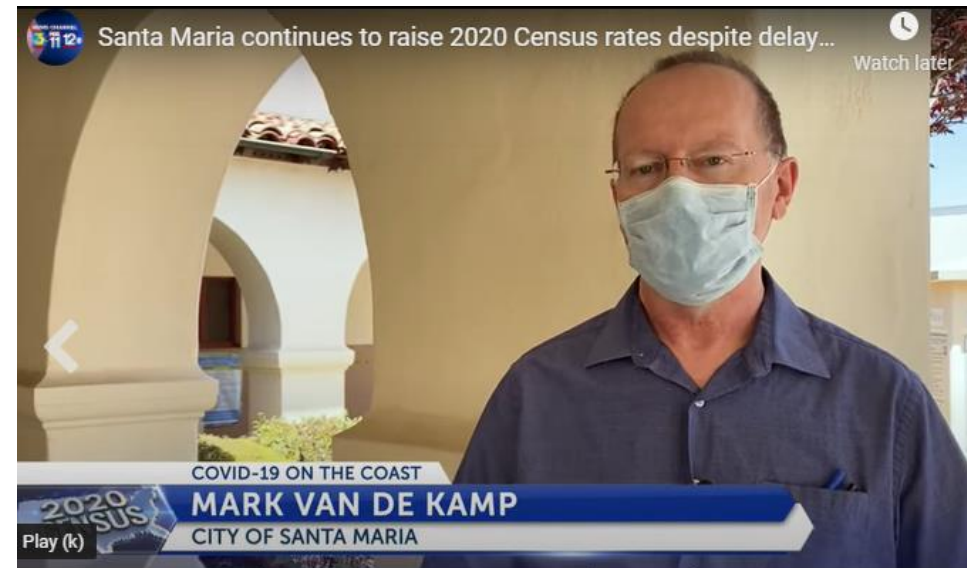
Register here: <https://t.co/HgGgYyBD>

**CONVERSATION WITH CA SECRETARY OF STATE ALEX PADILLA**

Wed. Aug. 12 @ 6 PM  
Via Zoom: Register online  
Facebook Live: AsmMoniqueLimon

Register to vote  
Election day: Nov 3  
Vote  
Fill out the census!

# CCC plan pivot – robust media outreach



## Census is about community, not politics

As has been said that all things are political. But in the case of the U.S. census, it isn't about party lines. It's about county lines and the needs surrounding our Santa Barbara community. Participation in the census is actually a vote for our community to ensure we get our fair share of federal funding that is needed for our population. The deadline to be counted in the 2020 Census is just weeks away (Oct 31), and its importance to Santa Barbara County cannot be overstated. The census is crucial, and it affects everyone who lives here. If you are concerned about the impact of the COVID-19 pandemic on our county's emergency response to wildfires, floods, and earthquakes supported by

state and federal funds, then. As a parent, I worry about how to support our schools and to get the teachers the resources they need to be effective. Many local schoolchildren depend on school lunch programs. An undercount of the census means underfunding these programs, which unfairly impacts kids who are the most vulnerable and need the programs the most. As a former county employee, I am well aware of the programs funded or matched by the federal government: Head Start, Medicaid and Medicare, SNAP, Children's Health Insurance Program, Pell Education Grants, and others relating to adoption and foster care, housing, vocational rehabilitation, emergency food and housing for families, child welfare, small business development and



our neighbors, family, friends and coworkers take this responsibility seriously. The census is a once-in-a-decade opportunity to help determine how much federal funding is distributed into our communities and how political boundaries are drawn for elected representation. The number of responses from all of us shape decisions about how billions of dollars in federal funds will flow into Santa Barbara County. For each person not counted, we could lose \$2,000 per person, per year, for 10 years. We can't expect philanthropic or local government sources to fill that gap. An undercount of just 5% translates to an estimated loss of \$43 million a year in Santa Barbara County - \$430 million over 10 years.

However, we can't lose sight of our future by choosing not to participate in the 2020 census by Oct 31. Ten years ago, no one could have imagined that the accuracy of the census would impact the resources to our hospitals and clinics in our locally combat and recover this pandemic. If we are undercounted, we lose resources for when we need them the most. Each of us has it within our power to ensure Santa Barbara County gets what we need to get out stronger and better prepared for the future. Let's make it count. Respond to the U.S. Census online at [www.my2020census.gov](http://www.my2020census.gov) or by phone 844-330-2020 (English) or 844-268-2020 (Spanish). Pedro Paz, Ph.D., is co-chair of the Santa Barbara County Census Outreach Committee.



# CCC plan pivot – innovative ways to reach our communities





# CCC plan pivot – innovative ways to reach our communities



**LOVE CARPINTERIA?**  
 Funding for local schools, hospitals, roads, public works, and other vital programs is based on census data.



cityofsantamariaPIO @City\_SantaMaria · 25 Sep  
 Today the CA Census Digital Truck is driving throughout #SantaMaria reminding everyone to take the #2020Census. It will start at 10:00 am. at Costco then northwest neighborhoods where the self-reporting is lowest, and visit supermarkets, big box stores, pharmacies, and parks.

**TAKE THE CENSUS TODAY**



[www.2020census.gov](http://www.2020census.gov)  
 1-844-330-2020



# Funding

## Funds Received by County of Santa Barbara:

CA Census Initial Allocation to County	\$354,319
CA Census Amendment to County	\$139,695
<b>Subtotal:</b>	<b>\$494,014</b>

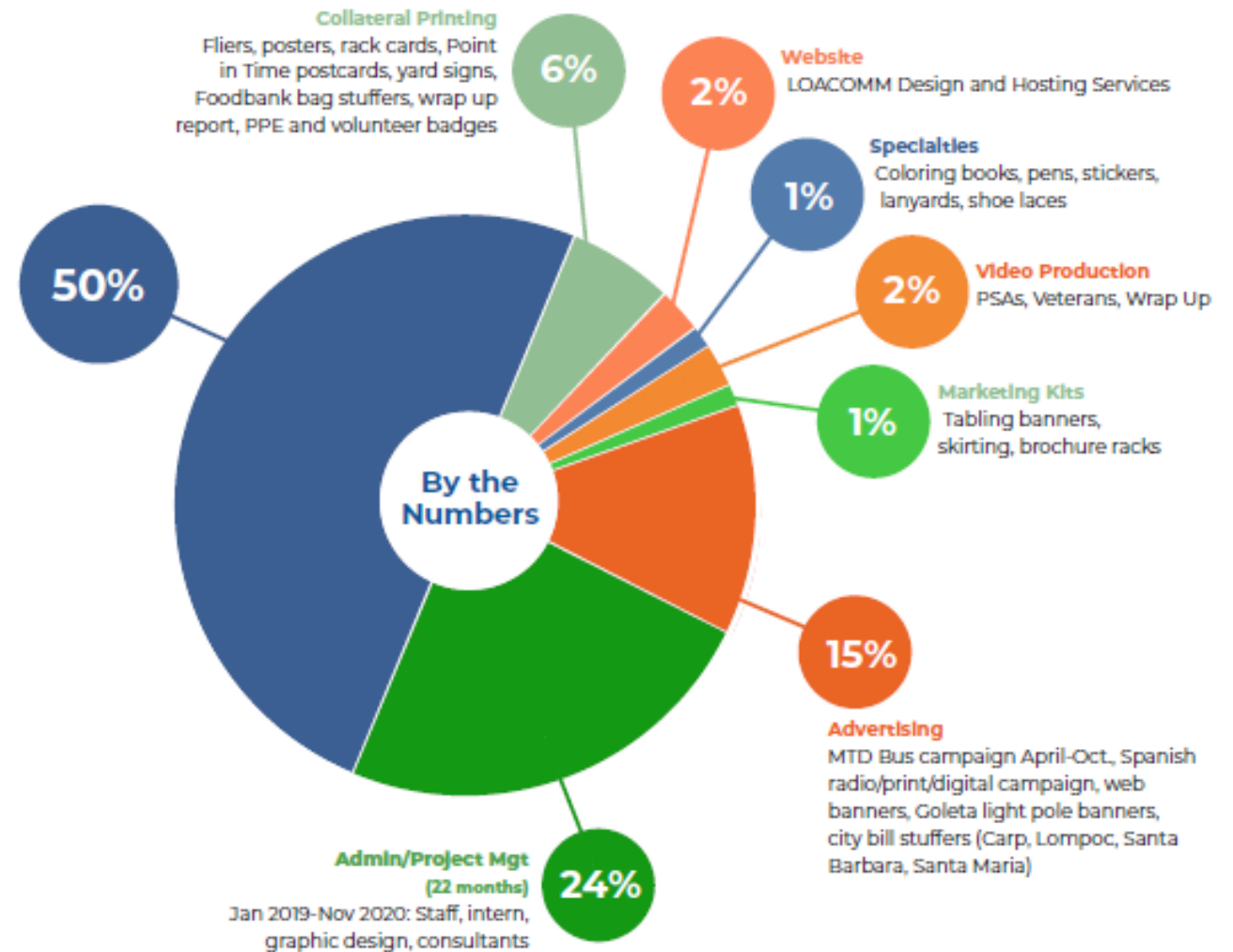
## Funds Received by Santa Barbara Foundation

Ventura County Community Foundation (VCCF)	\$223,074
CA Census Grant	\$65,000
California Endowment	\$25,000
Blue Shield Foundation	\$20,000
Towbes Foundation	\$10,000
Wood-Claeysens Foundation	\$10,000
Audaclous Foundation	\$7,500
Anthony Rogers	\$2,500
VCCF Grant for Veterans Outreach	\$3,333
<b>Subtotal:</b>	<b>\$366,407</b>

**TOTAL \$860,421**

### Phase 1 & 2 Mini-Grants

- Community Action Commission of Santa Barbara County (now known as ComUnify)
- City of Carpinteria
- City of Goleta
- City of Santa Maria
- Cuyama Valley Family Resource Center
- Family Services Agency SBC
- Fr. Virgil Cordano Center
- Future Leaders of America
- Housing Authority of the City of Santa Barbara
- Immigrant Hope Santa Barbara
- Independent Living Resource Center of Santa Barbara
- Isla Vista Community Services District
- Isla Vista Youth Projects
- Lompoc Valley Community Health Care Organization
- Mixteco/Indigena Community Organizing Project
- Pacific Pride Foundation, Inc.
- People's Self-Help Housing
- Santa Ynez Valley People Helping People
- St. Vincent's



# Complete Count Outcomes

- **Final Self-Response Rate: 71.8%**
- Increase from 2010: Up 3.3%
- SBC Self-Response Ranked 13 of 58 Counties
- **Strategic Goals Achieved**

## Self-Response Rates by Incorporated City

City of Buellton	74.7%
City of Carpinteria	71.4%
City of Goleta	76.8%
City of Guadalupe	66.7%
City of Lompoc	72.9%
City of Santa Barbara	72.8%
City of Santa Maria	67.4%
City of Solvang	75.1%

# Final Census 2020 data delayed

The U.S. Census Bureau has delayed deadline for disseminating final numbers (due to COVID-19), adjusted timeline:

- April 30, 2021 – population counts used for apportionment.
- September 30, 2021 – redistricting counts to the states.

## Santa Barbara County Independent Redistricting Commission

Actions	Adjusted Timeline
<p><b>Before receiving official Census data, the Commission can:</b></p> <ul style="list-style-type: none"> <li>• Develop an extensive outreach plan;</li> <li>• Hold training sessions to prepare Commissioners and the public for mapping;</li> <li>• Conduct extensive outreach to engage the community in the process;</li> <li>• Hold hearings to identify “communities of interest”;</li> <li>• Allow public to begin working on draft map proposals;</li> <li>• Conduct Voting Rights Act analysis;</li> </ul>	<p>February 2021 – September 2021</p> <p>U.S. Census Bureau is going to release final data in mid/late August.</p> <p>The California Statewide Database will adjust the official Census data to count the state prison population at “last known home address” by late September / early October.</p> <p>Under state law, official draft maps cannot be drawn until after that California Statewide Database data is released, but residents can work on their proposed draft maps.</p>
<p><b>Once the official Census data is received, the Commission can:</b></p> <ul style="list-style-type: none"> <li>• Develop and display draft maps;</li> <li>• Hold hearings and workshops to receive feedback on draft maps;</li> <li>• Revise draft maps;</li> <li>• Adopt final map.</li> </ul>	<p>October 2021 – December 15 2021</p>
<p><b>After the map is adopted:</b></p> <ul style="list-style-type: none"> <li>• Candidate nomination period (possible changes in deadlines are being discussed in Sacramento)</li> <li>• County assigns voters to new precincts and districts based on the new maps;</li> <li>• Any referendum or legal challenges to the maps filed;</li> </ul>	<p>December 15 2021 – March 2022</p>
<p><b>Primary election</b></p>	<p>June 7, 2022</p>

# Recommended Actions

That the Board of Supervisors:

- A. Receive and file a wrap-up report of the Census 2020 Complete Count in Santa Barbara County; and
- B. Determine that these actions do not constitute a project under the California Environmental Quality Act (CEQA) based on CEQA Guideline 15378(b)(4) since the actions are a government funding mechanism which does not involve any commitment to any specific project which may result in a potentially significant physical impact on the environment.

Pedro Paz and Joni Maiden  
Santa Barbara County Census 2020 CCC Co-chairs