



PROYECTO CAMPESINO

SANTA BARBARA COUNTY
FARMWORKER RESOURCE CENTER

**COUNTY OF SANTA BARBARA
BOARD OF SUPERVISORS**

December 12, 2023

FWRC Update



- 01.** Background
- 02.** Project Overview
- 03.** Progress
- 04.** FWRC Mobile Unit



Project Background

- **Funding Source**

- AB 941 (Bennett, Chapter 203)
 - California Department of Community Services and Development (CSD) is the state agency administering the grant.

- **Purpose**

- The grant made funding available to counties interested in developing resource centers and programs designed to address the needs of farmworkers and their families.

- **Funding Amount**

- \$833,000 grant funds from State.
- \$208,250 in required matching funds provided by the County of Santa Barbara.

- **Oversight**

- Department of Social Services and the Workforce Development Board.

- **Project Term:**

- Service Delivery July 15, 2023 - May 15, 2024.
- Kick-Off July 23, 2023.



Project Background



- **Needs Assessment Conducted in March 2023, included:**
 - 2,106 Surveys
 - Focus Groups
 - Key Informant Interviews
- **Project Plan developed based on Needs Assessment & grant requirements.**
 - Hours of Operation and Locations
 - Service Delivery/Referral Process

Community Advisory Workgroup Members



Jennifer Camacho
California Farmworker
Foundation

Outreach Coordinator
Santa Barbara County



Jose Chang
SBCO Agriculture/Weights &
Measurements

Agricultural Commissioner / Weights
& Measures Sealer



Holly Chavez
South Central Coast Regional
Consortium

Executive Director
Regional Chair



Jose Clemente
Santa Barbara County
Department of Social Services

Division Chief



Carrie Jordan
Babe Farms

HR Director/Office Manager



Thomas Lamica
Allan Hancock College

Dean, Academic Affairs



Claire Wineman
Grower-Shipper Association

President of Santa Barbara and
San Luis Obispo Counties

Community Partners

- Department of Social Services
- America's Job Centers of America
- Agricultural Labor Relations Board
- Community Action Partnership of San Luis Obispo
- Catholic Charities
- Center for Employment Training
- Community Health Centers
- Department of Child Support
- Children & Family Resource Center
- Children's Resource & Referral
- City of Santa Maria Public Library
- Immigration Hope
- Mexican Consulate
- Importa
- MICOP
- CAUSE
- Lideres Campesinas
- Lighthouse Project
- Santa Barbara City College
- People Helping People

- CommUnify
- California Rural Legal Assistance
- Cuyama Valley Resource
- City of Santa Maria Recreation & Parks
- Dignity Health
- Domestic Violence Solutions
- Employment Disability Department
- Family Service Agency
- County of Santa Barbara Foodbank
- Foursquare Church
- Good Samaritan Shelter
- Goodwill
- Guadalupe Union School District
- Santa Maria Bonita School District
- Health Linkage
- Herencia Indigena
- People Self-Help Housing
- Savie Health
- SER-Jobs
- United Way
- St. Peter's Church

Farmworker Resource Center Staff



Luis Servin

Santa Barbara County
Workforce Development Board

Executive Director



Cesar Guerrero

Santa Barbara County
Workforce Development Board

Farmworker Program Coordinator



Ramon Ramirez

Santa Barbara County
Workforce Development Board

Farmworker Resource Specialist



Letty Santiago

Santa Barbara County
Workforce Development Board

Farmworker Resource Specialist

Project Overview



Vision

To provide access to services and programs designed to address the needs of farmworkers, their families, and employers throughout the County of Santa Barbara.



Mission

To overcome obstacles and enhance accessibility to services for farmworkers, their families, and employers within Santa Barbara County.

Project Overview

Project Goals

- Serve as a liaison for farmworkers, employers, and other representatives in the agricultural community.
- Promote and enhance the reputation of the agriculture industry.
- Offer services in English, Spanish, and Indigenous languages.
- Address the challenges and needs faced by farmworkers.
- Provide closed-loop referrals and warm handoffs.
- Foster collaboration with agricultural employers.
- Build trust and relationships.
- Increase access to services.



Project Overview

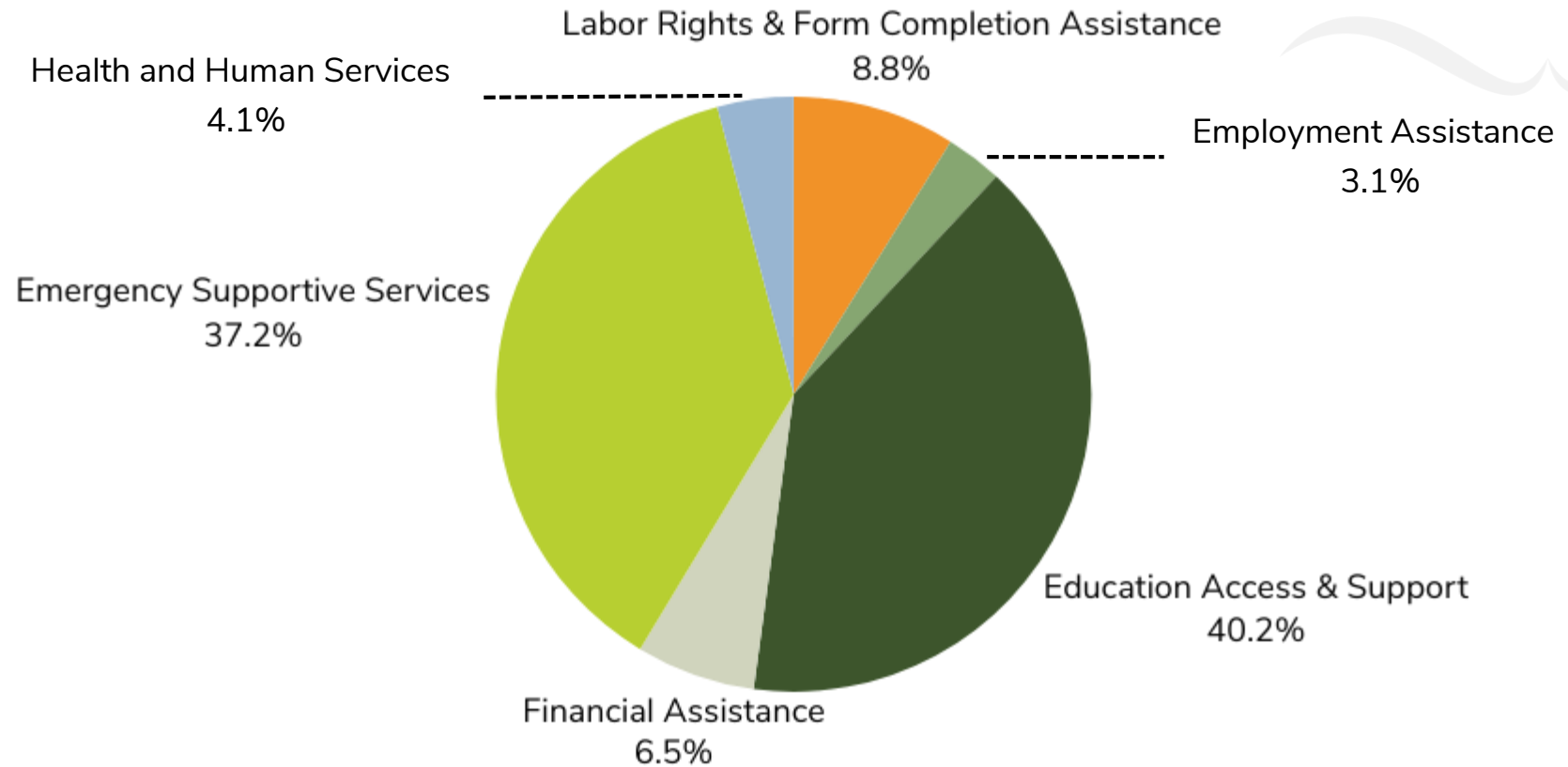
Project Services



- 01 Employment Assistance
- 02 Education Access and Support
- 03 Financial Assistance
- 04 Emergency Supportive Services
- 05 Health and Human Services
- 06 Labor and Employment Rights

Our Progress

Referral's: 07/23/23 - 11/27/23



3,578

Farmworkers Engaged

2,089

Farmworkers Registered

1,233

Farmworker Referrals



Our Progress

Outreach Events



PROYECTO CAMPESINO
SANTA BARBARA COUNTY
FARMWORKER RESOURCE CENTER

74 Events

Throughout SB County



Santa Maria

Kick-Off



Guadalupe

YK Market



Solvang

**Hispanic
Heritage Event**



Santa Barbara

**Promotores
Core Training**



Santa Maria

Open Streets



Carpinteria

**Children's
Project Event**

Our Progress

In Partnership with Employers



11 Events

Throughout SB County



Babe Farms



Santa Barbara
Vintners
Foundation



Fresh Venture
Foods



Reiter Affiliated
Companies



Valley Farms



Agro-Jal



Driscoll's



Our Progress

In-Person & Mobile Office Hours

Monday - Friday

- o 8:30 a.m. - 04:30 p.m.
- o Workforce Resource Center - SM

Wednesday

- o 4:30 p.m. - 06:30 p.m.
- o Goodwill Store - Lompoc

Thursday

- o 4:30 p.m. - 6:30 p.m.
- o Carpinteria
- o SB & Goleta

Friday

- 4:30 p.m. - 06:30 p.m.
- o Home Depot - SM
- o YK Market - Guadalupe

Saturday & Sunday

- o Open for Countywide Outreach Events



The FWRC Mobile Unit

We elevate in-person support with our state-of-the-art Farmworker Resource Center mobile office van, which travels throughout Santa Barbara County. This van is outfitted with:

- Dual TVs
- Microwave
- Mini fridge
- Wash stations
- Starlink connectivity
- Printer, fax, and copier
- Clothes Rack
- Table & Chairs
- Awning & Perimeter LED lighting

Ensuring comprehensive support for farmworkers and staff.



Get Connected With Us



Monday - Friday

- 8:30 a.m. - 04:30 p.m.
- Workforce Resource Center - Santa Maria

Wednesday

- 4:30 p.m. - 06:30 p.m.
- Goodwill Store - Lompoc

Thursday

- 4:30 p.m. - 6:30 p.m.
- Carpinteria
- SB & Goleta

Friday

- 4:30 p.m. - 06:30 p.m.
- Home Depot - SM
- YK Market - Guadalupe

Saturday & Sunday

- Open for Countywide Outreach Events



(805) 450-2232



www.countyofsb.org/fwrc



@ProyectoCampesino FWRC



1410 S. Broadway St.
Santa Maria, CA 93454



fwrc@sbcwdb.org



PROYECTO CAMPESINO
SANTA BARBARA COUNTY
FARMWORKER RESOURCE CENTER



PROYECTO CAMPESINO

SANTA BARBARA COUNTY
FARMWORKER RESOURCE CENTER



THANK YOU