

Santa Barbara County 2020 Census

# Outreach Recap Report



We All Count  
Todos Contamos

Be Counted, Santa Barbara County





# WE THE PEOPLE

insure domestic Tranquility, provide for the common defence  
and our Posterity, do ordain and establish this Constitution

Article I.

Section 1. All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors of the most numerous Branch of the State Legislature.

No Person shall be a Representative who shall not have attained to the Age of twenty five Years, and seven Years a Citizen of the United States, when elected, and who shall not, when elected, be an Inhabitant of that State in which he shall be chosen.

The actual Enumeration shall be the Basis for the whole Number of free Persons, including those bound to Service for a Term of Years, and who shall not, when elected, be an Inhabitant of that State in which he shall be chosen. The actual Enumeration shall be made within three Years after the first Meeting of the Legislature of the United States, and in such Manner as they shall by Law direct. The Number of Representatives shall not exceed one for every thirty thousand Persons; but each State shall have at least one Representative, and the Electors in each State shall have the Qualification requisite for Electors of the most numerous Branch of the State Legislature.

Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to the actual Enumeration of Persons, and the actual Enumeration shall be made within three Years after the first Meeting of the Legislature of the United States, and in such Manner as they shall by Law direct. The Number of Representatives shall not exceed one for every thirty thousand Persons; but each State shall have at least one Representative, and the Electors in each State shall have the Qualification requisite for Electors of the most numerous Branch of the State Legislature.



# Executive Summary

The census is one of the nation's most important undertakings. Article I, section 2 of the U.S. Constitution requires a once-per-decade count of the nation's population. The census is used to allot the number of congressional representatives for each state, to redraw the boundaries of legislative districts within a state, and to determine federal funding in various programs.

The U.S. has conducted a census 22 times over the nation's history—through wars, great economic distress, and other events. That in and of itself is a great feat. However, the process has not been perfect. There have been challenges to ensuring a full and complete count. Often, social scientists have found that certain groups are undercounted, such as Blacks, Hispanics, and children under the age of 5.

In the shadow of these historic obstacles, the 2020 Census faced several critical challenges to reaching a complete count. This was the first time the census predominantly relied on completing the form online, when past practice was to send a paper form to fill out and mail back to the Census. Self-response is the first step in the Census process prior to the government sending enumerators directly to households, a critical but much costlier step in the process. Moreover, household members for a variety of personal reasons find a way to elude hired enumerators. Thus, many households need to be persuaded to self-respond, and this new design itself created additional barriers to response—particularly for those without internet access at home. Politically motivated threats to an accurate count from within the federal government nearly made an inaccurate 2020 Census a near-certainty without meaningful, strategic investment from states, local governments, and other key stakeholders.

The federal government's push to include a citizenship question for the first time since 1950 resulted in chilling effects on completing a full and accurate count. The citizenship question was eliminated from the short form—which every household received—after the 1950 Census. Although legal action resulted in the elimination of the citizenship question from the short form, the very effort to include it could have resulted in depressed response rates within certain communities, including Santa Barbara County. And all of this was before the pandemic, but more on that later in this report.

**Santa Barbara County!**  
**Schools, students, and teachers are counting on you to get counted!**

[my2020census.gov](https://my2020census.gov)    844-330-2020    #CensusSBC    Reply by Mail

# Importance of Counting All Residents of Santa Barbara County

Census data is instrumental in helping us plan for future community needs and services, such as emergency services, schools, hospitals, human services, libraries, and transportation services and infrastructure.

A core team led a massive countywide effort to educate the public on the importance of participation in the 2020 Census, as well as confidentiality and security of one's response. The County of Santa Barbara, Santa Barbara County Association of Governments (SBCAG) and the Santa Barbara Foundation (SBF) formed a Complete Count Committee to define and implement an outreach campaign with the goal to engage in active outreach and ensure the full participation by the hard-to-count and most vulnerable residents, ensuring that all of Santa Barbara County residents are counted.

## About the Complete Count Committee

The Complete Count Committee, led by the County of Santa Barbara and the Santa Barbara Foundation, was comprised of more than 100 leaders from the public, private and nonprofit sectors to jointly develop and implement effective outreach strategies while maximizing resources.

The committee served as a grassroots strategy approach to reach the hardest-to-count populations, or those less likely to respond to the census. The committee also served to assist tactical, complete count initiatives. The Complete Count Committee of Santa Barbara County created six sector-based subcommittees based on member's access to different hard-to-count populations.

Santa Barbara County was committed to ensuring the 2020 Census counted every resident, regardless of age, gender, income, home ownership, permanent address, immigration status, or any other factor.

## Campaign Objectives

- *Engage community resources, such as city governments and community-based organizations, to coordinate in developing and executing outreach efforts ensuring broad regional participation.*
- *Increase community awareness about the importance of the census, and build trust in the security, confidentiality and purpose for counting households regardless of legal status through a comprehensive, multi-lingual, multi-modal communication campaign.*
- *Actively outreach to the hard-to-count populations through education and engagement.*
- *Support every community member participation in the Census 2020 by eliminating barriers to access.*

When COVID-19 forced the suspension of in-person Census outreach efforts, the CCC held virtual events with community leaders, Census Bureau leadership and CCC members to discuss current Census operations, encourage partners to continue promotions, and boost Census participation. For example, as a part of the COVID-19 food distribution process, the CCC included information and/or giveaways in each bag to reach those in the hard-to-count population.

After several extensions, the 2020 Census count concluded on October 15, 2020. While we await the final results from the Census Bureau, early reports found that enumerators reached 99 percent of households that did not self-report. Of those self-reporting to the Census online, by phone, or by mail, Santa Barbara County ranked 13 out of 58 counties statewide, with 71.8 percent, which exceeded the 2010 self-response rate by 3.3 percent.

# Santa Barbara County 2020 Census Complete Count

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

## 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%



**CENSUS<sub>2020</sub>**

**WHEN YOU RESPOND,  
EVERYONE BENEFITS**

CA CENSUS 2020  Be Counted,  
Santa Barbara County [SantaBarbaraCountyCENSUS.org](https://www.SantaBarbaraCountyCENSUS.org)



**CENSO<sub>2020</sub>**

**USTED MERECE SER CONTADO**

CA CENSUS 2020  Se Contado en el  
Condado de Santa Bárbara [SantaBarbaraCountyCENSUS.org](https://www.SantaBarbaraCountyCENSUS.org)

# Santa Barbara County 2020 Census Complete Count

## Census 2020 Co-Chairs



**Joni Maiden**  
*Director,  
Department of  
Child Support  
Services*  
County of  
Santa Barbara



**Pedro Paz**  
*Director of  
Grantmaking*  
Santa Barbara  
Foundation

## Subcommittees

### Local Government & State Partners

*Co-Chair:* **Hannah Sullivan**  
Office of Senator Hannah-Beth Jackson  
(since retired)

*Co-Chair:* **Hon. Gloria Soto**  
Santa Maria City Council Member

### Messaging to Undocumented & Immigrants

*Co-Chair:* **Eder Gaona-Macedo**  
Future Leaders of America

### Public Health & Education Sector

*Chair:* **Patricia Keelean**  
Santa Barbara Community Action  
Commission (now known as CommUnify)

### Philanthropic

*Chair:* **Steve Ortiz**  
United Way of Santa Barbara

### Family Resources & Housing Authority

*Chair:* **Rob Fredericks**  
Santa Barbara Housing Association

### Marketing

*Co-Chair:* **Gina DePinto**  
County of Santa Barbara

*Co-Chair:* **Lauren Bianchi Klemann**  
Santa Barbara County Association  
of Governments

## Complete Count Committee:

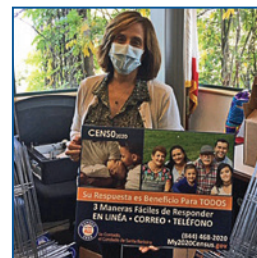
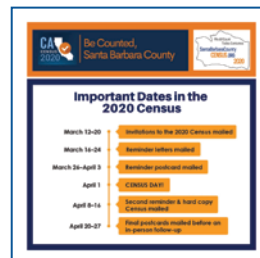
- U.S. Congressman Salud Carbajal
- California State Senator Hannah-Beth Jackson (since retired)
- California State Assemblymember Jordan Cunningham
- California State Assemblymember Monique Limón (elected to State Senate Nov. 2020)
- County of Santa Barbara Board of Supervisors
- Area Agency on Aging
- California Census Office
- Carpinteria Arts Center
- Central Coast Alliance United for Sustainable Economy (CAUSE)
- Central Coast Commission for Senior Citizens
- Central Coast Labor Council
- City of Buellton
- City of Carpinteria
- City of Goleta
- City of Guadalupe
- City of Lompoc
- City of Santa Barbara
- City of Santa Maria
- City of Solvang
- CommUnify (formerly Community Action Commission)
- Community Foundation of SLO County
- Cuyama Valley Family Resource Center
- Family Services Agency SBC
- Family Support Agencies
- First 5 Santa Barbara County
- Foodbank of Santa Barbara County
- Fr. Virgil Cordano Center





Fund for Santa Barbara  
 Future Leaders of America  
 Housing Authority of the City of Santa Barbara  
 Immigrant Hope Santa Barbara  
 Independent Living Resource Center  
 Isla Vista Community Service District  
 Isla Vista Youth Project  
 Just Communities  
 League of Women Voters  
 Lompoc Valley Community Health Care Organization  
 McCune Foundation  
 Mixteco/Indígena Community Organizing Project (MICOP)  
 Pacific Pride Foundation  
 People Helping People – Santa Ynez Valley  
 People's Self-Help Housing  
 Santa Barbara City College  
 Santa Barbara City College Foundation  
 Santa Barbara Community Action Commission  
 (now known as CommUnify)  
 Santa Barbara County Association of Governments  
 Santa Barbara County Department of Child Support Services

Santa Barbara County Executive Office  
 Santa Barbara County Family Service Agency  
 Santa Barbara County Promotores Network  
 Santa Barbara Foundation  
 Santa Barbara Hispanic Chamber of Commerce  
 Santa Barbara Housing Association  
 Santa Barbara Housing Community Development Division  
 Santa Barbara Library  
 Santa Barbara Metropolitan Transit District  
 Santa Barbara Neighborhood Clinics  
 Santa Barbara New Beginnings Counseling  
 Santa Barbara Transgender Advocacy Network  
 Santa Maria Valley Chamber of Commerce  
 Santa Ynez Valley People Helping People  
 Solvang Chamber of Commerce  
 St. Vincent's  
 United States Census Bureau  
 United Way of Santa Barbara County  
 University of California, Santa Barbara  
 Ventura County Community Foundation  
 Weingart Foundation



# Funding the Santa Barbara County 2020 Census Community Outreach

A significant amount of work is required in order to achieve full participation in the U.S. Census, especially in California, which has some of the hardest to count populations in the nation. In 2016, about 75 percent of all Californians belonged to one or more groups that tend to be undercounted. Many of these hard to count populations live in Santa Barbara County:

- *23% of residents are foreign born*
- *39.7% speak a language other than English at home*
- *5.3% are children under age 5*
- *5.8% of persons have a disability*
- *14.2% of residents are at or below the poverty rate*

Recognizing the challenge, state leaders made a significant commitment to Census 2020 outreach and communication efforts by initially investing \$90.3 million toward strategies and activities to help ensure an accurate and successful count in California.

In early 2019 before the pandemic, Santa Barbara County was eligible to receive \$354,319 from the California Complete Count Census 2020 Office, based on population and the California Hard-To-Count Index created by the state Department of Finance, Demographic Research Unit modeled on the U.S. Census Bureau's Hard-To-Count Score of past censuses.

On February 8, 2019, the County of Santa Barbara Board of Supervisors authorized the

County Executive Officer to enter into the state's Outreach Agreement and use state funds to conduct outreach activities to promote public participation in the 2020 U.S. Census. Ultimately, the funds would be dispersed through mini grants to the agencies represented by the CCC to fund outreach activities, with an emphasis on reaching HTC populations.

The Santa Barbara Foundation was an equal partner with the County to not only co-chair the CCC, but also to leverage funding to provide greater resources in our county. The SBF coordinated private donations and a significant grant from the Ventura County Community Foundation (VCCF), to help fund the creation, design and production of the website, fliers, postcards, bill stuffers, advertising, coloring books and exhibiting supplies, such as banners, tablecloths, pens and stickers. All of the materials were produced in English and Spanish.

The state campaign coordinated and paid for regional advertising that was supplemented locally with additional paid and earned media. With the existing challenges of fear and distrust of the Census, compounded by the pandemic impacts and campaign extension date, the state increased Santa Barbara County's allocation by \$139,695 plus an additional 65,000 granted to the Santa Barbara Foundation. The CCC worked with a total outreach budget of \$860,421.

## 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-Claeyssens Foundation	\$10,000
Audacious Foundation	\$7,500
Anthony Rogers	\$2,500
VCCF Grant for Veterans Outreach	\$3,333
<b>Subtotal:</b>	<b>\$366,407</b>

**TOTAL \$860,421**



# Unique Challenges for the 2020 Census

The 2020 Census will be one that no one will forget. There were a series of unique challenges that caused additional concerns for local jurisdictions and their residents, including federal administration hurdles and the COVID-19 global pandemic. The CCC members stayed connected with local, regional and national partners at each twist and turn along a long road of uncertainties throughout the entire 2020 Census season.

The pandemic presented multiple hurdles to ensuring a complete and accurate count. In the original timeline, self-responses and non-response follow up were scheduled to finish by August 2020. However, due to COVID-19 stay-home public health orders and social distancing requirements, the Census Bureau revised its plan and non-response follow up was delayed. There were multiple concerns from advocates that the Census Bureau would not have enough time to complete the follow up, deduplication process, and other internal processes to meet the December 31 deadline for reporting the population totals to the president. After multiple lawsuits filed to extend all deadlines, with multiple appeals, Administration changes in end dates and other confusion, the Census Bureau ended all data collection on October 15, 2020. On February 12, 2021, the U.S. Census Bureau announced that it will deliver the Public Law 94-171 redistricting data to all states not by March 31, 2021, but by Sept. 30, 2021.

## COVID-19 Impacts to Outreach

California Governor Gavin Newsom declared a public health emergency due to the novel coronavirus (COVID-19) in March 2020, followed by a series of temporary stay at home orders. This coincided with the start of the self-response period for the 2020 Census. The U.S. Census Bureau issued a revised set of guidelines and timelines.

## Revised Census Schedule due to COVID-19

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

As a result, the Santa Barbara County CCC also made significant changes in plans due to COVID-19. Initially, the CCC had planned numerous in-person events, pop up sessions with iPads and mobile phones, as well as partner-hosted activities with older adults, young families, students, and millennials. All of these were halted in April, creating new challenges to reach the hardest to count segments of our community. Fortunately, the CCC began outreach in early fall 2019, reaching the community through many events and speaking opportunities.

For a significant period of the self-response time, the CCC moved to an online environment to reach partners and residents across the county through a broad range of activities. More than 25 in-person Questionnaire Assistance Centers and Kiosks were canceled.

During this time, it became apparent that the people hardest hit by the pandemic – people whose jobs either disappeared as businesses closed or were most exposed as essential workers – also made up some of the main hard-to-count population, who were relying on County services for assistance with rent, money, food and other needed services.

CCC member agencies conducted multi-lingual outreach in innovative ways on farms, at food distribution sites, while delivering food to the most vulnerable and while providing services.

The census team also posted signs and flyers featuring the Census website and phone numbers in additional languages in medians and key locations across the county. Once the Census Bureau started non-response follow up and mobile questionnaire assistance, members of the CCC, volunteers, and core staff partnered with the Census Bureau staff to offer safe social distancing pop ups with translation services, and COVID-19/Census giveaways to encourage full participation in the 2020 Census.

The team also explored new ways to reach HTC populations, including census caravans in which representatives from partner agencies and organizations decorated vehicles and paraded through the communities of Santa Maria, Santa Barbara, Guadalupe



and Goleta. A bicycle caravan was held in Lompoc.

The committee launched a Spanish-language print, TV, radio and digital advertising campaign. Representatives from Mixteco Indigena



Community Organizing Project (MICOP) was on the CCC to support outreach efforts to Spanish and Indigenous speakers located primarily in north county where response was particularly low in 2010.





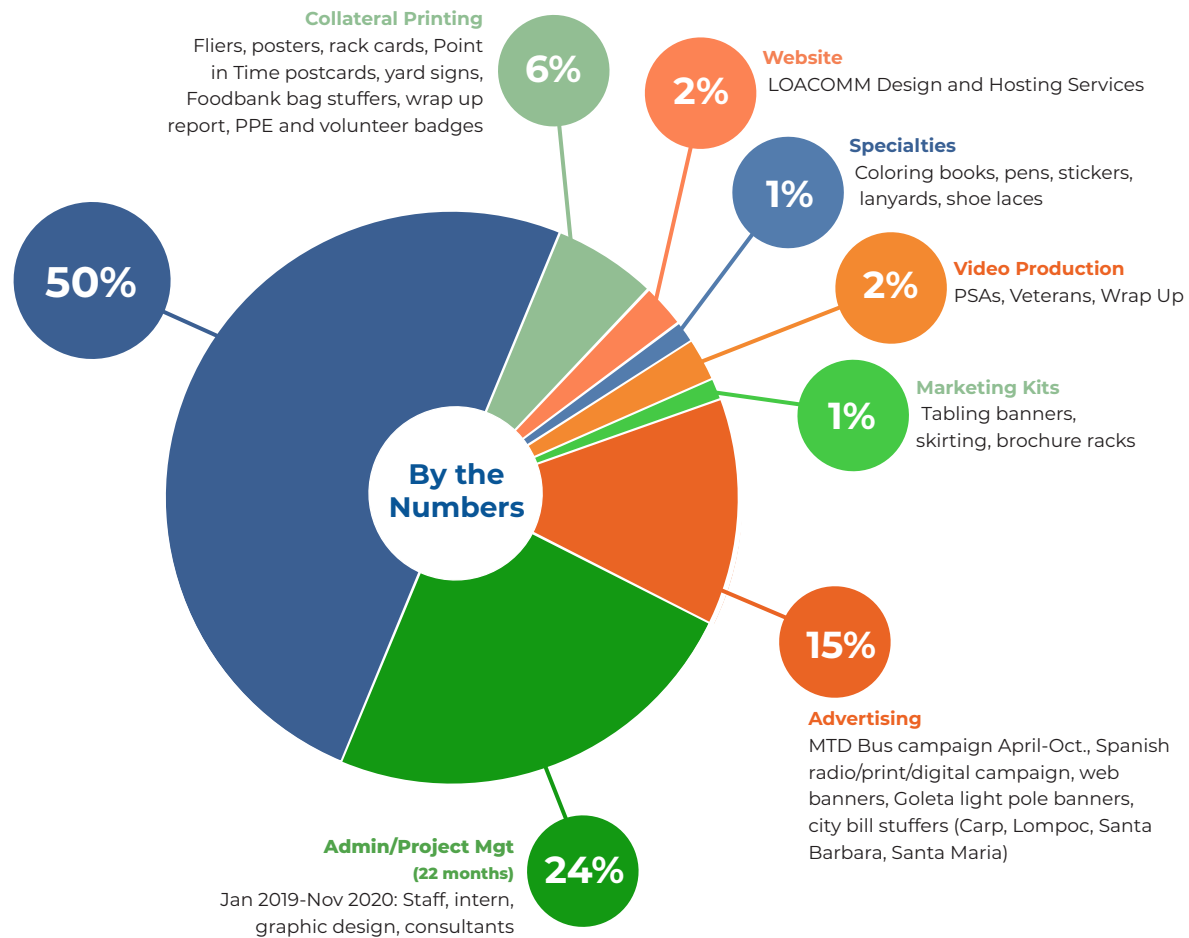
# By the Numbers

## Outreach Funding Grants Approved *(not necessarily spent due to COVID restrictions)*

A total of \$431,428 was allocated for grants to agencies and nonprofits for outreach expenses to their community. Other funds were used for countywide marketing, advertising, printing, events, video production, and branded giveaways.

### 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



# We All Count, Santa Barbara County!

