



2010 Census Coordination

January 19, 2010
County Board of
Supervisor's



OFFICE OF LONG RANGE PLANNING

2010 Census - Recommendation

- Receive and accept the 2010 Census report & direct staff to continue Census outreach in Santa Barbara County



2010 Census - A New Portrait of America

“Count everyone, count them once and count them in the right place.”



Jay Preston Waite
Deputy Director,
U.S. Census Bureau



2010 Census Questionnaire

- Shortest form in history - 10 Questions, 10 Minutes to Complete
- Available in multiple languages
- All answers are confidential and protected by law
- Required by the U.S. Constitution

English

This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law.

Start here

Use a blue or black pen.

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1? Mark *X* if that apply.

Children, such as newborn babies or foster children

Relatives, such as adult children, cousins, or in-laws

Nonrelatives, such as roommates or live-in baby sitters

People staying here temporarily

No additional people

3. Is this house, apartment, or mobile home — Mark *X* ONE box.

Owned by you or someone in this household with a mortgage or loan? Exclude home equity loans.

Owned by you or someone in this household free and clear (without a mortgage or loan)?

Rented?

Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer. Area Code + Number

OMB No. 0507-0293-C Approval Expires 12/31/2011. Form D-61 (11/2009) USCENSUSBUREAU

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1's name? Print name below:

Last Name: _____

First Name: _____ MI _____

6. What is Person 1's sex? Mark *X* ONE box.

Male Female

7. What is Person 1's age and what is Person 1's date of birth? Please report babies as age 0 when the child is less than 1 year old. Ages on April 1, 2010. Month Year Year or birth. Please specify in boxes.

8. Is Person 1 of Hispanic, Latino, or Spanish origin? No, not of Hispanic, Latino, or Spanish origin Yes, Mexican, Mexican Am., Chicano Yes, Puerto Rican Yes, Cuban

9. What is Person 1's race? Mark *X* one or more boxes.

White Black, African Am., or Negro American Indian or Alaska Native — Print or write it and circle the *X*

Asian Indian Japanese Native Hawaiian Chinese Korean Guamanian or Chamorro Filipino Vietnamese Samoan Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.

10. Does Person 1 sometimes live or stay somewhere else? No Yes — Mark *X* all that apply.

In college housing In jail or prison In the military In a nursing home or second residence For another reason

→ If more people were counted in Question 1, continue with Person 2.

English/Spanish

Este es el cuestionario oficial de Censo de los EE.UU. Es fácil, rápido de completar y sus respuestas están protegidas por ley. Por favor, complete en el idioma que usted prefiera y devuélvase hoy.

Comience aquí

Use un bolígrafo de tinta azul o negra.

El Censo debe contar a cada persona que vive en los Estados Unidos el 1 de abril de 2010.

Antes de contestar la Pregunta 1, cuente a las personas que viven en esta casa, apartamento o casa móvil usando nuestras instrucciones.

• Cuente a todas las personas, incluyendo a bebés, que viven y duermen aquí la mayor parte del tiempo.

• No cuente a alguien que no vive aquí por estar en la universidad o en las Fuerzas Armadas.

• No cuente a alguien que está en un hogar de convalecencia, cárcel, prisión, centro de detención, etc., el 1 de abril de 2010.

• No incluya a estas personas en sus cuestionarios, aunque vuelvan a vivir aquí después de salir de la universidad, hogar de convalecencia, prisión, etc. De otra manera, serán contados dos veces.

El Censo también debe incluir a las personas sin un lugar permanente donde quedarse, por lo tanto:

- Si alguien sin un lugar permanente donde quedarse está quedando aquí el 1 de abril de 2010, cuente a esa persona. De lo contrario, puede que no sea contado en el censo.

1. ¿Cuántas personas vivían o se quedaban en esta casa, apartamento o casa móvil el 1 de abril de 2010?

Número de personas =

2. ¿Había personas adicionales quedándose aquí el 1 de abril de 2010 que usted no incluyó en la Pregunta 1? Marque *X* si así aplica.

Niños, tales como bebés recién nacidos o hijos de otras familias

Parientes, tales como hijos adultos, primos o parientes políticos

Personas que no son parientes, tales como compañeros de cuarto o inquilinos que viven en el hogar

Personas que se quedan aquí temporalmente

No hay personas adicionales

3. ¿Es esta casa, apartamento o casa móvil — Marque *X* UNA casilla.

Propiedad suya o de alguien en esta hogar con una hipoteca o préstamo? Excluya los préstamos sobre el valor añadido de la casa.

Propiedad suya o de alguien en esta hogar libre y sin deudas con una hipoteca o préstamo?

Alquilado?

Ocupado sin pago de alquiler?

4. ¿Cuál es su número de teléfono? Puede que lo llamemos si no entendimos una respuesta. Código de Área + Número

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5. Por favor, proporcione información para cada persona que vive aquí. Comience con una persona que vive aquí que posee o renta esta casa, apartamento, o casa móvil. Si el propietario o el inquilino vive en algún otro lugar, comience con cualquier adulto que viva aquí. Este será el Person 1.

¿Cuál es el nombre de Person 1? Imprima el nombre abajo:

Apellido: _____

Nombre: _____ MI _____

6. ¿Cuál es el sexo de Person 1? Marque *X* UNO de los cuadros.

Masculino Femenino

7. ¿Cuál es la edad de Person 1 y cuál es su fecha de nacimiento? Reporte bebés como edad 0 cuando el niño tiene menos de 1 año de edad. Edades el 1 de abril de 2010. Mes Año Año o nacimiento. Por favor, especifique en cuadros.

8. ¿Person 1 es de origen hispano, latino, o español? No, no es de origen hispano, latino, o español Sí, mexicano, mexicano-americano, chicano Sí, puertorriqueño Sí, cubano

9. ¿Cuál es la raza de Person 1? Marque *X* una o más casillas.

Blanco Negro, afroamericano, o negro Americano indio o alaska nativo — Imprima o escriba la raza y circule la *X*

Asiático indio Japonés Nativo hawaiano Chino Coreano Guamanés o chamorro Filipino Vietnamita Samoano Otro asiático — Imprima la raza, por ejemplo, hmong, laotiano, tailandés, paquistaní, camboyano, y así sucesivamente. Otro isleño del Pacífico — Imprima la raza, por ejemplo, fijiano, tongano, y así sucesivamente.

10. ¿Person 1 a veces vive o se queda en algún otro lugar? No Sí — Marque *X* en todas las que apliquen.

En vivienda de una universidad En prisión o cárcel En las Fuerzas Armadas En un hogar de ancianos o segunda residencia Por otra razón

→ Si se contaron más personas en la Pregunta 1, continúe con Person 2.

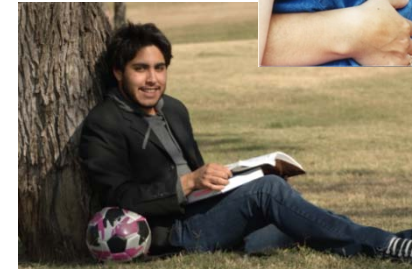


OFFICE OF LONG RANGE PLANNING

longrange.sbcountyplanning.org

Why is a Complete Census Count Important?

- More than **\$400 billion a year** is distributed to States based on Census data
- Census-derived funds provide **revenue for local services**
- In 2000, the Census identified **34 million people** in California
- Population totals determine **Congressional seats**



Hard-to-Count Communities

Traditional HTC populations in California include:

- Children (0-18 years)
- Migrant farm workers
- Homeless
- Males (18-28 years)
- Emerging populations/new immigrants
- African Americans
- Hispanics
- Asian Pacific Islanders
- Native Americans
- College/University students

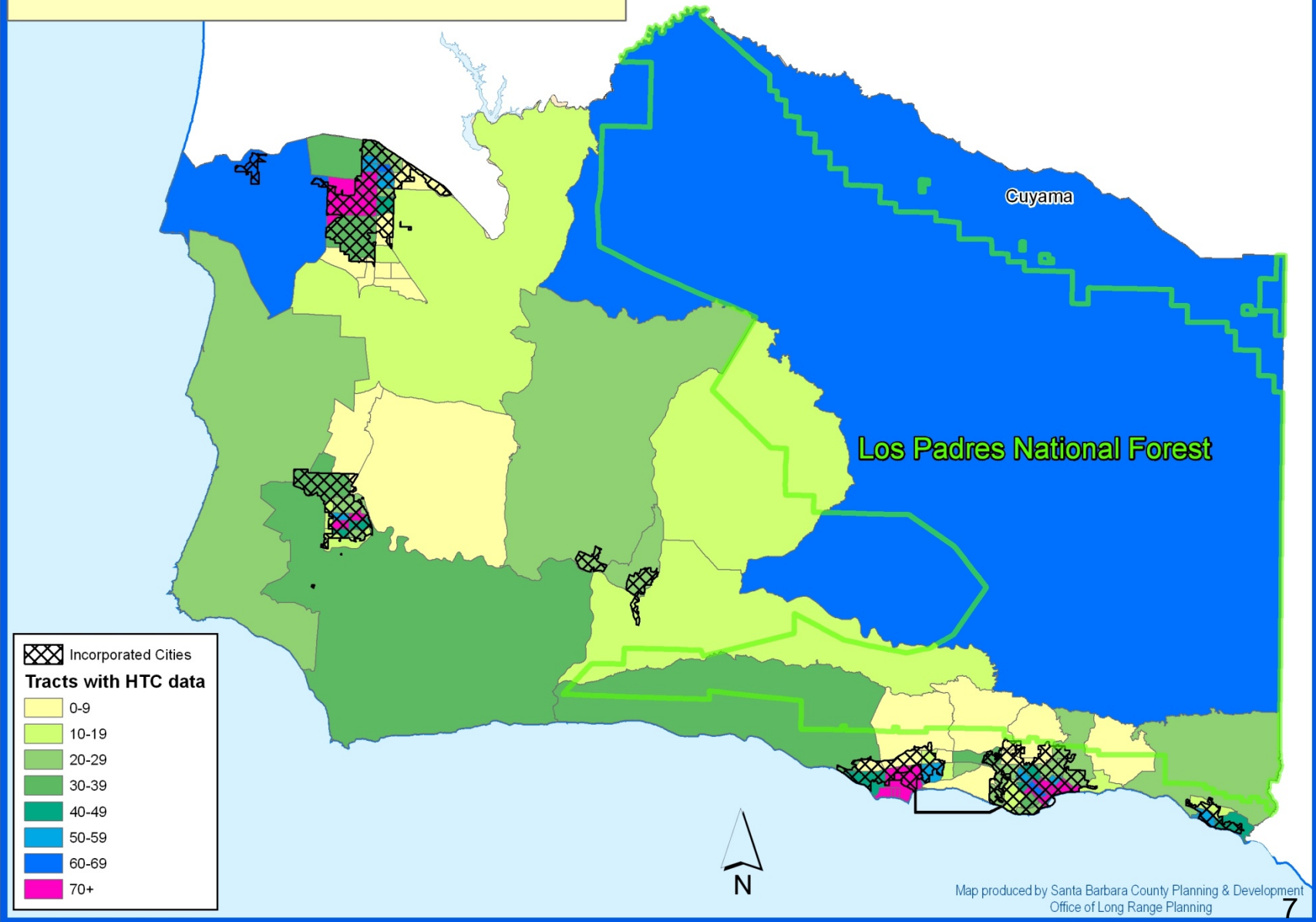
Challenges of Reaching the Hard-to-Count

- Apathy
- Fear and concern regarding the government
- Housing: hidden “illegal” housing units, multiple roommates, multiple families in one household
- Language
- Citizenship status
- Lack of awareness

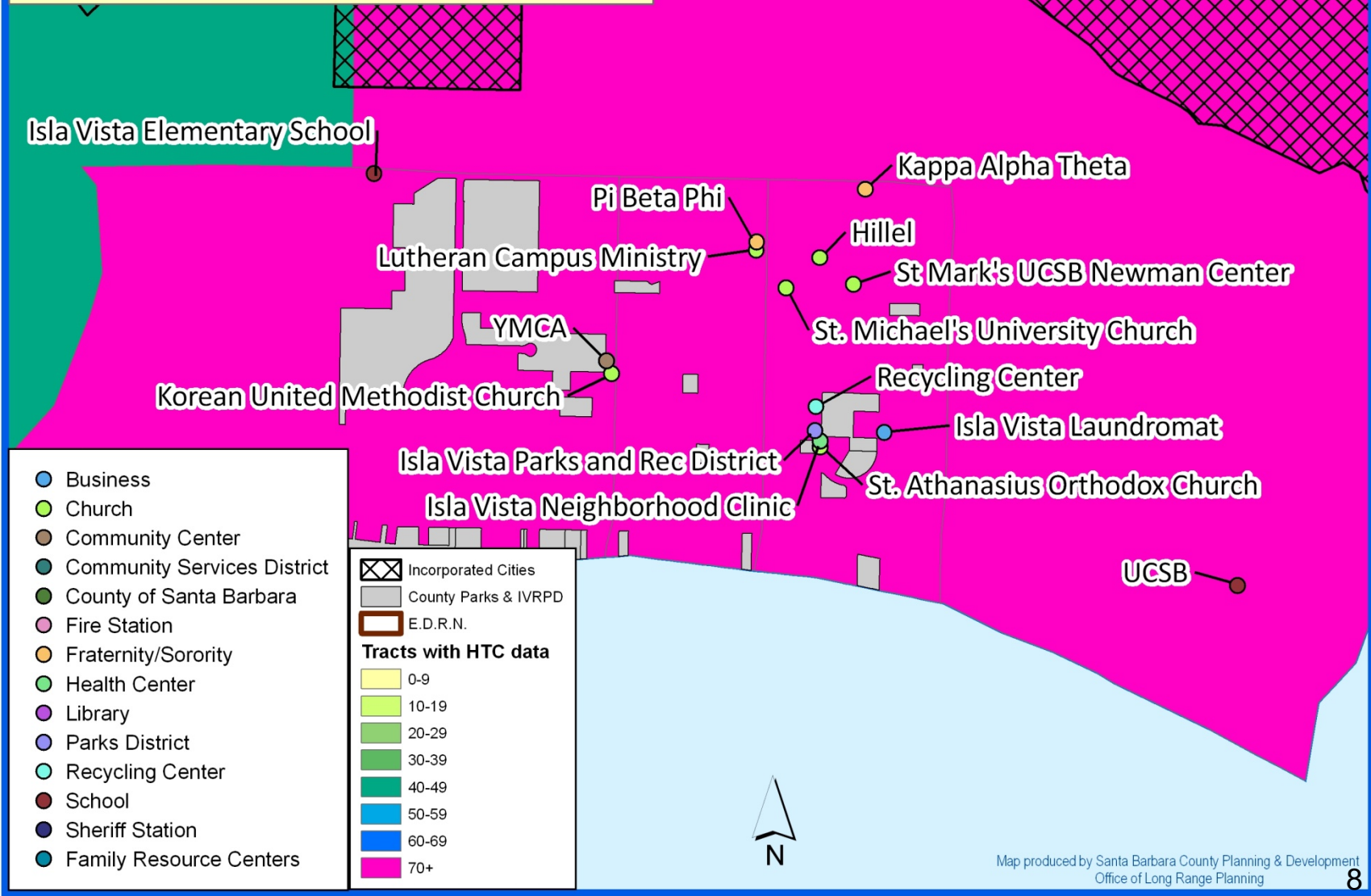
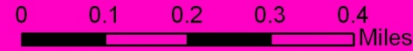


Hard-To-Count Census Tracts

0 3 6 9 12 Miles



Hard-To-Count Census Tracts Santa Barbara County - Isla Vista



- Business
- Church
- Community Center
- Community Services District
- County of Santa Barbara
- Fire Station
- Fraternity/Sorority
- Health Center
- Library
- Parks District
- Recycling Center
- School
- Sheriff Station
- Family Resource Centers

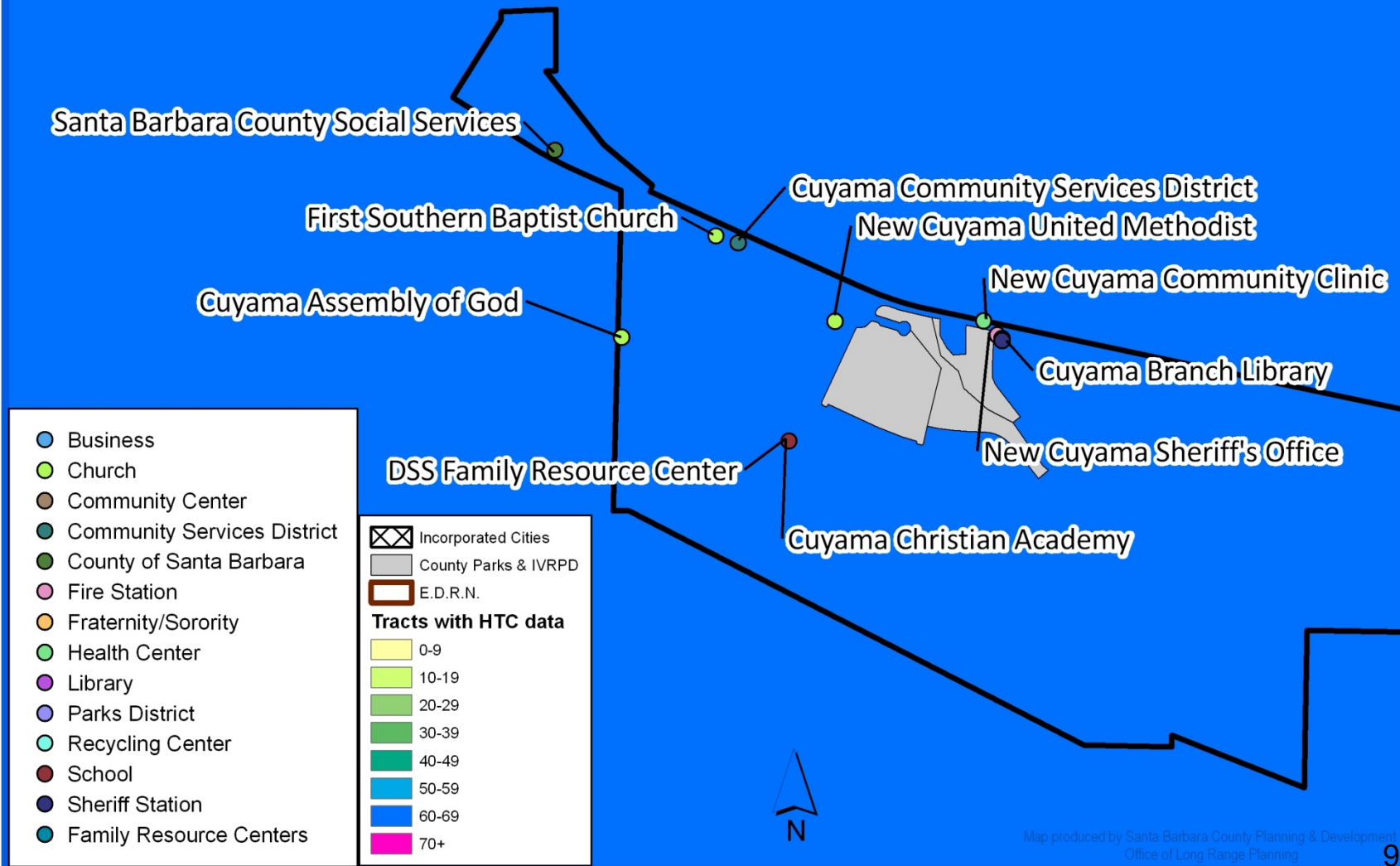
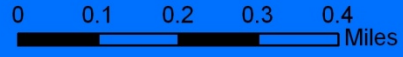
Incorporated Cities
 County Parks & IVRPD
 E.D.R.N.

Tracts with HTC data

- 0-9
- 10-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+



Hard-To-Count Census Tracts Santa Barbara County - Cuyama



- Business
- Church
- Community Center
- Community Services District
- County of Santa Barbara
- Fire Station
- Fraternity/Sorority
- Health Center
- Library
- Parks District
- Recycling Center
- School
- Sheriff Station
- Family Resource Centers

- ⊠ Incorporated Cities
 - County Parks & IVRPD
 - E.D.R.N.
- Tracts with HTC data**
- 0-9
 - 10-19
 - 20-29
 - 30-39
 - 40-49
 - 50-59
 - 60-69
 - 70+

Outreach Goal - Complete Census Count

- Continue implementation of 2010 Census Integrated Communications Plan
- Work with Cities of Carpinteria, Goleta, Guadalupe, Lompoc, Santa Maria, Santa Barbara, Buellton, Solvang
- Identify no- and low-cost outreach options
- Locate community organizations/leaders
- Serve as an informational bridge between the Census Bureau and the public



Census Day is APRIL 1ST

it's *fast...*
easy...

CONFIDENTIAL



United States
Census 2010

MAKE YOURSELF COUNT!

Complete & return your Census form.

WE CAN'T MOVE FORWARD UNTIL YOU MAIL IT BACK.

Condado de Santa Barbara

Censo 2010
Libro de Actividades



ESTÁ EN NUESTRAS MANOS
Condado de Santa Barbara

United States
Census 2010



In the 2000 Census, we learned that 6.7% of the labor force in Santa Barbara County worked in Agriculture, Forestry and Fishing.



What will we learn in 2010?

Santa Barbara County 2010 Census

It's in our hands!



10

QUESTIONS. MINUTES.
MAKE A DIFFERENCE. MAKE HISTORY.

Your census form will arrive in March 2010. Don't miss your opportunity to make a difference. By answering 10 simple questions, you can help improve our schools, roads, hospitals, job-training programs, public transportation and much more.

2010.census.gov

United States
Census 2010
It's in Our Hands

For information about the Santa Barbara County 2010 Census, visit countyofsb.org/2010census

Santa Barbara County 2010 Census



In the 2000 Census, 399,347 was the total County population.



Help us get the most accurate count in 2010.
Make yourself count; complete your Census form.
It's in our hands!



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QUESTIONS. MINUTES.
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Census 2010
It's in Our Hands

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5 Five Reasons To Fill Out Your Census Questionnaire



- 1. Helps Build Prosperity in Your Community**
Does your neighborhood have traffic jams, elderly folks who live alone or overcrowded schools? Census data can help define strategies to make necessary public improvements in your community.
- 2. Help in a Time of Need**
Many emergency services linked to 911 are structured based on maps developed with the data from the previous census.
Census information helps health providers predict how a disease is spread through communities between members of the population.
When natural tragedies like tornados and earthquakes occur, the census indicates to the rescue teams how many people may need aid.
- 3. Puts Government to Work for You**
It's a great way to let our leaders know who we are and what we need. The numbers are used to help determine the distribution of more than \$400 billion in federal and state funds. The money will help to finance educational and school lunch programs, medical centers, emergency services, transportation and other needs in our community.
- 4. Reduces Risk for Businesses**
Since census numbers help reduce the financial risk and allow the identification of potential markets, businesses can produce the products that you want and need.
- 5. It Will Help You and Your Family**
The individual data stay confidential for 72 years, but you can request a certificate of past census to use it as verification of your age, residence, or kinship. This information can help you apply for a pension, establish citizenship or to obtain an inheritance.
In 2082 your great-grandchildren will be able to use census information to learn about the history of your family.
Today your children can use the information to assist them with homework assignments.

Thanks to the fact that we have had a census every 10 years since 1790, we know how far we have come, and how much we have changed as a nation.
Be counted in the 2010 Census - The future is in our hands!

THE SUCCESS OF THE CENSUS IS IN OUR HANDS

For more information visit
www.countyofsb.org/census2010
or www.census.gov



United States
Census 2010
It's in Our Hands

El Día del Censo es el 1^o DE ABRIL

es *fácil...*

importante...

CONFIDENTIAL



ESTÁ EN NUESTRAS MANOS
Condado de Santa Barbara
countyofsb.org/2010census

United States
Census 2010

¡HÁGASE CONTAR!

Llene su cuestionario del Censo.

PARA PROGRESAR, LO TENEMOS QUE ENVIAR.

WELCOME TO ANIMALS Fee Effective, March 1, 2009

Cat Adoption <i>Includes spay/neuter, vaccinations & carrier</i>	\$65.00
Dog Adoption <i>Includes spay/neuter, and vaccinations</i>	\$90.00
Dog License 1 Yr.	
Spayed/Neutered	\$20.00
Unaltered	\$50.00
Senior Spayed/Neutered	\$14.00
Senior Unaltered	\$28.00
Late Penalty Fee	\$14.00-\$28.00
Optional 3 Yr. Altered Cat License	\$14.00

Microchips	
Impoundment - 1st	
Altered & Wearing License	
Altered Not Wearing License	
Wearing License, Not Altered	
Not altered, Not wearing license	
Board/Per Day	
Owner Relinquishment	
Dogs & Cats	
Designer Tag	
Unaltered State Mandated Fee:	
First Impound	
Second Impound	
Third Impound	

* Senior discount applies to persons 65 years and older.

TODOS CONTAMOS
 Cada 10 años se realiza un censo de la población en los Estados Unidos.
 Con estos datos, los gobiernos estatales y federales pueden tomar mejores decisiones y distribuir los recursos de manera más efectiva.
 Si quieres ayudar a mejorar las estadísticas, por favor responde a la encuesta de salud que se encuentra en el reverso de esta tarjeta.
 Encuesta de Salud 2010



Census 2010

What will we learn in 2010?
 Santa Barbara County 2010 Census
 It's in our hands!



In the 2000 Census, we learned that 6.7% of the labor force in Santa Barbara County worked in Agriculture, Forestry and Fishing.

10
 QUESTIONS ANSWERED.
 MAKE A DIFFERENCE. MAKE HISTORY.

PROVEN
 Health



01/08/2010 12



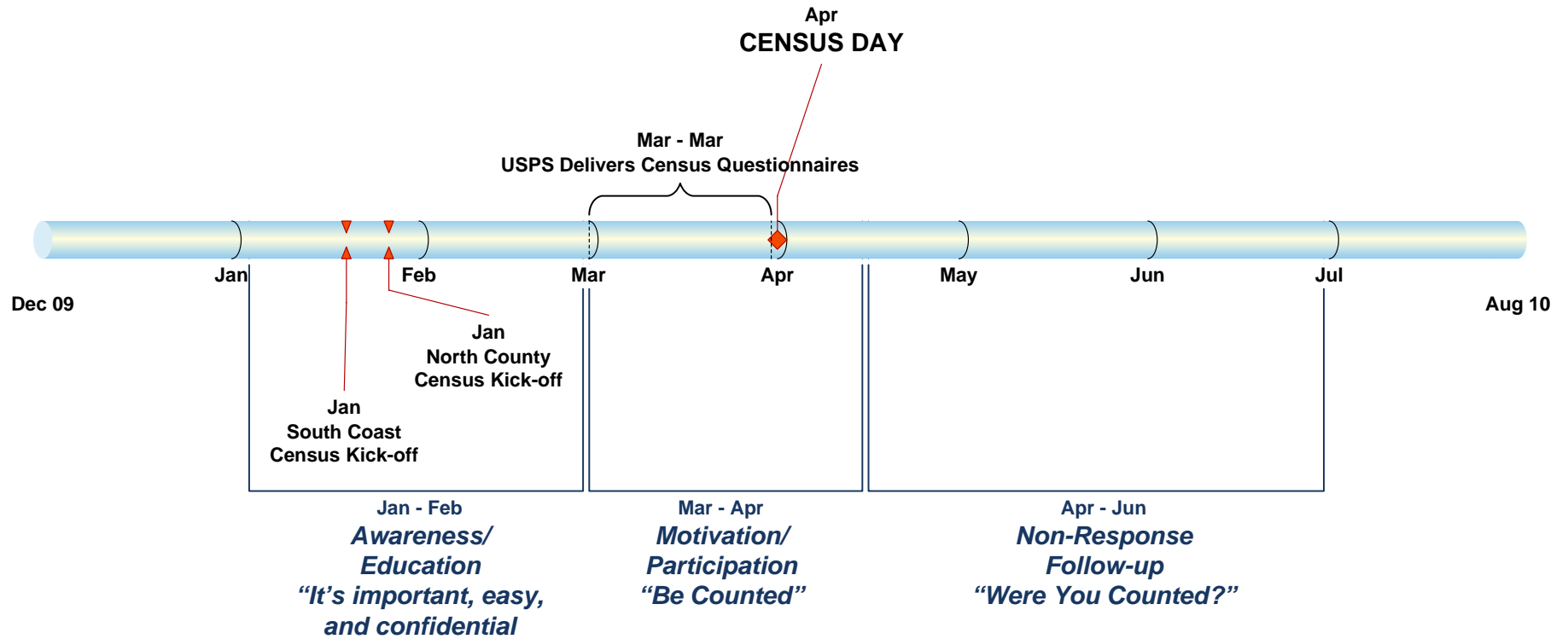
MTD
Santa Barbara
(805) 963-3366
www.sbmtd.gov



Santa Ynez Valley Transit



2010 Census Timeline



Next Steps

- Census Kick Off Events

South Coast Census Kick-Off

Thursday, January 21, 6:30 p.m.

City of Santa Barbara Library- Faulkner Gallery

U.S. Census Bureau Open House

Wednesday, January 27, 1:00 p.m.

124 West Carmen Lane, Suites B&C, Santa Maria

- Customized radio and television Public Service Announcements and posters
- Focused outreach to unincorporated hard-to-count communities
- Continued use of County facilities and programs for no and low-cost outreach
- Host an April 1st Census Day event
- “Were you Counted” follow-up messaging



2010 Census - Recommendation

Receive and accept the 2010 Census report & direct staff to continue Census outreach in Santa Barbara County

