

ATTACHMENT A

SANTA BARBARA COUNTY AND COMMUNITY

2020 CENSUS STRATEGIC PLAN

Census 2020: Challenges and Opportunities

As mandated by the United States Constitution (Article 1, Section 2), an “actual Enumeration” of the population living in the United States, citizens or noncitizens alike, is required to be conducted every ten years. The next decennial census will be conducted in April 2020, and in March 2020 efforts to promote self-response will begin, and follow up enumeration through June 2020.

The decennial census is the cornerstone of our democracy, ensuring equitable political representation and fair allocation of resources at all levels of government. In addition, census data provides information for important decisions made across social and business sectors regarding programs, products, and services. **Therefore, maximizing engagement of all community resources is necessary to ensure a complete and accurate count.**

There are several challenges facing the upcoming census. Aside from the declining self-response rates, the United States Census Bureau will be required to conduct the Census 2020 at a lower cost per household than in 2010. Meaning there will be fewer local offices, less field staff, and the primary strategy for data collection will be via internet (raising public concerns about access to technology and information security). The projected self-response rate for the Census 2020 is 55%, which is significantly lower than 63.5% in 2010¹. The costs to the Census Bureau for the Census 2020 operations are underfunded by at least 50 percent compared to the levels found necessary by the Government Accountability Office for the last decennial census². Due to these issues, the Government Accountability Office has rated the Census 2020 at high risk³.

Regardless of budget and staffing, the Census Bureau faces challenges counting certain households and population groups. These include recent immigrants, households with limited English proficiency, households with low income, racial/ethnic minorities, children under 5 years old, persons who are disabled, farm workers, renters, and those with unstable or unconventional housing. California has historically been the hardest-to-count state in the nation. In 2016, about 75% of all Californians belonged to one or more groups that tend to be undercounted.

¹ <https://docs.house.gov/meetings/GO/G000/20171012/106505/HHRG-115-G000-Transcript-20171012.pdf>

² <https://federalnewsnetwork.com/management/2017/08/watchdogs-worry-census-2020-headed-for-inaccurate-results-higher-price-tag/>

³ https://www.gao.gov/highrisk/2020_decennial_census/why_did_study

Many of these hard to count groups live in the County of Santa Barbara⁴:

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

An undercount in the Census 2020 could have significant impacts on the State of California and Santa Barbara County. In 2015, California received almost \$77 billion from the federal government in funding based on the census count. For *each individual* not counted in the Census 2020, California could lose *up to \$1958 per year* of federal funds for the following decade⁵. The State Legislative Analyst's office has warned that a greater than average undercount could result in California losing a congressional seat⁶. Therefore, the California 2018 Budget Act allocated \$90.3 million statewide to support Census 2020 in an effort to ensure a full and accurate count.

In addition to congressional apportionment, census data is used to draw boundaries for every level of government in California including the county, city, town, and school districts. If segments of the County are not counted in 2020, their voices may not be fully considered when making important budget, program and policy decisions. An incomplete count could also hinder the County from receiving a fair and sufficient share of federal funds that support critical programs in education, foster and child care, nutrition, housing, health, and transportation.

There is much at stake with the Census 2020. However, there is also a significant opportunity for civic engagement and community building. Everyone in our county, regardless of age or citizenship status, can participate in the census. And all institutions and organizations, regardless of sector or constituency, have a stake in making sure everyone is counted.

⁴ <https://www.census.gov/quickfacts/fact/table/santabarbaracountycalifornia/AGE135217>

⁵ <https://gwipp.gwu.edu/non-degree-credential-network-ncrn-project>

⁶ <http://lao.ca.gov/Publications/Report/3780>

Census 2020: Santa Barbara County Complete Count Strategic Plan

This strategic plan discusses the actions Santa Barbara County will take in collaboration and coordination with diverse partners to ensure a complete and accurate count in the Census 2020. The plan draws from census experts, State decision-makers, Census Bureau materials, models of complete county best practices, local stakeholder input, as well as past experiences from Census Coordinators. The County is positioned to lead and execute the plan, setting a strong foundation for the most complete count possible.

The Santa Barbara Complete Count Strategic Plan is a compilation of goals and strategic objectives that are designed to count everyone, and in particular the most vulnerable and hard-to-count Santa Barbara County community members. The plan will begin in 2019 and each of the goals and objectives are intended to be achieved by the end of 2020. The purpose of this strategic plan is to engage in active outreach and full participation by the hard-to-count and most vulnerable residents, ensuring that all of Santa Barbara County residents are counted.

In addition to focusing on hard-to-count and/or vulnerable communities, this plan also engages a number of public and private institutions and community-based organizations that have a large reach into the focused communities. The Complete Census Count for Santa Barbara County will be accomplished by applying community designed outreach strategies and partnering with local, state, and federal government. All efforts will be grounded in research, guided by best practice, and driven by cutting edge data analytics to ensure that efforts are targeted, impactful, and cost-effective.

1.1 Outreach Plan

- Local grassroots approach to reach HTC

The County of Santa Barbara has built a grassroots approach to reach the HTC through a Community Strategic Outreach Committee that provided input into this Complete Count Strategic Plan. This committee integrates community leaders across sectors, population segments, and localities to jointly develop and implement effective outreach strategies while maximizing resources. Partners are listed in a table in Section 1.5. The community-based organizations that have relationships with HTC populations will continue to be identified, as well as local community members who are trusted by those least likely to respond. A basic script will be developed for education of HTC populations, but can be adaptable for each group.

Another approach to reaching HTC populations is increasing messaging in utility bills and property tax bills, and adding census information to other mailings.

- Specific strategies, tactics, and timeline(s)

The County of Santa Barbara and the Community Strategic Outreach Committee has created four Strategic Goals to guide the implementation of the Strategic Plan. These Strategic Goals include:

- **Strategic Goal 1:** Community resources, such as cities and community-based organizations, are engaged and coordinated in developing and executing the Census 2020 Complete Count outreach efforts ensuring broad regional participation.
- **Strategic Goal 2:** Increase community member awareness about the importance of the census and build trust about the Census 2020 through a comprehensive, multi-lingual, multi-modal communication campaign.
- **Strategic Goal 3:** Actively outreach to the hard-to-count populations through education and engagement.
- **Strategic Goal 4:** Support every community member participation in the Census 2020 by eliminating barriers to access.

A Census 2020 Complete Count Timeline has been created to ensure deadlines are met efficiently and we are on track to counting every possible person in the County of Santa Barbara.

- Description of specific collaborations and partnerships

Community Strategic Outreach Committee members are from community-based and community led organizations, and have trusted connections with HTC and vulnerable populations. By working through Santa Barbara County Association of Governments (SBCAG) regional committee structure, outreach funding will be managed and the implementation plan will be monitored. Regular engagement of the SBCAG Board will add accountability to the implementation of our strategic plan. The County Executive Office will manage and support the committee to ensure coordination and bi-directional communication across sectors.

- Leveraging resources

Through local government and utilizing the connections of the Community Strategic Outreach Committee, we have access to a multitude of resources and points of contact with residents, even in HTC areas. A variety of community services will be used which includes schools, libraries, low-income housing, adult education centers, small businesses, and health clinics. Other opportunities on leveraging resources are explored and will be included in the Implementation Plan. The full engagement of community resources will help achieve the highest self-response rate possible on the Census 2020 questionnaire.

1.2 Approach

- Describe approach to outreach.

Through the Strategic Goals identified above, outreach efforts will maximize engagement of community organizations and eliminate barriers to access. Strategic Goal 3 includes active outreach to HTC population through education and engagement. Outreach efforts include utilizing radio and social media, creating a pledging effort, training ambassadors who are trusted by their community, and creating a census curriculum to teach community members about the importance of the census and how it will benefit them if they participate.

- Identification of least likely to respond areas & population census tracts.

Santa Barbara County will utilize the Statewide Outreach and Rapid Deployment (SwORD) Interactive HTC map to identify the HTC/HTR areas and specific attributes that make these census blocks hard to count. This map was created to increase participation by enabling the sharing of information between the State and its many local government and strategic partners.

- Methodology used to identify HTC populations, barriers, challenges, and opportunities for outreach

- Methodology:

Census data, in particular, data provided by the State via SwORD and the US Census Bureau interactive map <https://www.censushardtocountmaps2020.us/> to identify census tracts that had high and low self-response rates. Many of the hard-to-count groups are the same communities where the County does targeted outreach to provide health and human services. To find additional information about these communities, we can also utilize CalEnviro Screen <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-30> map.

- Barriers:

Currently, 17% of Santa Barbara County's population lives in HTC neighborhoods. Some populations historically have been, or are at risk of being missed in the census at disproportionately high rates; in particular people of color. Based off 2013-2017 estimates, 45% of the county's population is Hispanic, 3% of the county's population is black, 7% of the county's population is Asian, 2% of the county's population is American Indian or Alaska Native and 1% of the county's population reported their race as Native American or Pacific Islander⁷.

⁷ <https://www.censushardtocountmaps2020.us/>

Barriers that are new to the Census 2020 include the citizenship question and access to technology which will require immense cooperation and collaboration with diverse partners to overcome. The Census 2020 is reinstating the citizenship question for the first time since the 1950 Census⁸. This question may instill fear in immigrants and cause them not to participate in the census, which could significantly contribute to an undercount in Santa Barbara County. Next, the technology barrier is extremely present in the Census 2020 because a majority of census responses are expected to be collected online. The access to technology for vulnerable communities presents itself as a challenge, as well as the ability to use technology correctly. From 2013-2017, 14.7% of Santa Barbara County households had either no home internet or dial-up only. Lastly, with a majority of Census data being collected online, there is a heightening of distrust and data privacy. The concern of confidentiality in census data may prevent certain populations from participating.

○ Opportunities:

The areas where barriers are present are also areas for opportunities. The County has created a variety of relationships with community-based organizations that each maintain trusted relationships with community members and will be used to facilitate outreach, education, resources, and messaging. The Census 2020 has the potential to bring communities closer together, while simultaneously working towards a complete and accurate count.

1.3 Partnership Coordination

- Provide plan showing integrated/coordinated approach in working with the US Census Bureau, the CCC office, cities, schools, CBO's to avoid duplication

We are currently working with Census Bureau Regional Staff for the County of Santa Barbara. They assist in coordinating with community organizations to promote Census jobs and hiring. Additionally, we will work with the University of California, Santa Barbara Community, Alan Hancock College, Westmont College, and Santa Barbara Community College to broaden census awareness. A census curriculum will be implemented in schools and ensure all partners are using the same educational tools. Utilizing school communication methods to reach families is an accessible point of contact and will be extremely beneficial to reaching certain HTC and vulnerable communities.

⁸ https://www.census.gov/history/pdf/1950_population_questionnaire.pdf

- Identify methodology to address gaps

In order to address gaps that may lead to a significant undercount, efforts to promote self-response will begin in March 2020, and follow up enumeration through June 2020. We will also analyze data from the Census 2010 to see where gaps led to significant undercounting, and see how collaboration with our partners can fill in these gaps.

1.4 Resources and Infrastructure

- Designate county GIS specialist to interface with SwORD mapping portal.

Santa Barbara County Department of Technology staff identified to work with SwORD is Terell Matlovsky, a GIS specialist.

- Provide plan for establishing, managing & announcing census questionnaire assistance QACs and/or QAKs which should include locations and resources

Community advocates and trusted partners will be trained to assist HTC populations in learning about the census. The specific areas are still being identified, but we will use community centers and county buildings to host QAC/QAKs if they are in a HTC area. Internet accessible devices (tablets, laptops, and computers) for Census questionnaire completion online will be available across the County in places that are frequented by residents and easily accessible. To ensure all populations are reached, mobile computer kiosks can be brought to HTC neighborhoods. Also, the Census Questionnaire Assistance Line is expected to be available during regular business hours. Residents who may not feel comfortable calling the Census Bureau directly with questions will be informed that they can contact other trusted organizations and community members for assistance. An example of a community resource that can be contacted is Santa Barbara County 2-1-1, which community members can call dial this number 24/7 to receive information about the census that is free, confidential, and in multiple languages.

1.5 Provide Mapping of:

- HTC & HTR areas

The County of Santa Barbara will use and leverage SwORD HTC Index interactive map to further identify these areas, and receive assistance community based organizations and other resources to further understand HTC/HTR residents. According to this information, 17% of Santa Barbara County's current population lives in hard-to-count neighborhoods, which are census tracts where almost a quarter or more households did not mail back their census questionnaires in 2010. These areas includes parts of the city of Santa Maria, parts of the city of Santa Barbara, parts of the city of Lompoc and the unincorporated area Isla Vista. Without

higher self-response rates, more households in these and other neighborhoods in the state are at risk of being missed in the Census 2020.

- Resources to be leveraged in outreach

The resources to be leveraged in outreach will be community facilities such as libraries, low-income housing, adult education centers, small business, clinics, etc. to outreach to the public, particularly the HTC. We will work with the community through our community based and community led organizations to identify alternative gathering places where the community has trusted relationships. By maximizing our resources and efforts along with community building, the Census 2020 can have a long term impact of increased civic engagement, increased representation, and increased community networks.

- Partners including CBOs and any other partners across various sectors

Steering Committee Organization	Representative
City of Lompoc	Christie Alarcon, Sarah Bleyl, Jim Throop, Pat Walsh
McCune Foundation	Claudia Armann
County of Santa Barbara, District 5	Cory Bantilan, Steve Lavagnino
Ventura County Community Foundation	Vanessa Bechtel
Santa Barbara County Association of Gov.	Mike Becker, Marjie Kirn
City of Buellton	Mark Bierdzinski, Andrea Keefer
Santa Barbara City College Foundation	Lucille Boss
County of Santa Barbara County Executive Office	Dennis Bozanich
Family Service Agency	Lisa Brabo
Cuyama Valley Family Resource Center	Lynn Carlisle
City of Santa Barbara	Paul Casey, Jessica Metzger
Fund for Santa Barbara	Gary Clark, Marcos Vargas
Lompoc Valley Community Healthcare Organization	Ashley Costa
City of Carpinteria	Dave Durglinger, Marysol Smith
County of Santa Barbara, District 1	Darcel Elliott, Das Williams
Santa Barbara Neighborhood Clinics	Charles Fenzi
MICOP	Genevieve Flores-Haro, Arcenio Lopez
Housing Association of Santa Barbara	Rob Fredericks
Future Leaders	Eder Gaona-Macedo
City of Solvang	David Gassaway
Santa Barbara Foundation	Guille Gil-Reynoso, Pedro Paz
City of Goleta	Michelle Greene, Peter Imhof, Anne Wells
Isla Vista Youth Project	Lori Goodman, Juan Pimentel

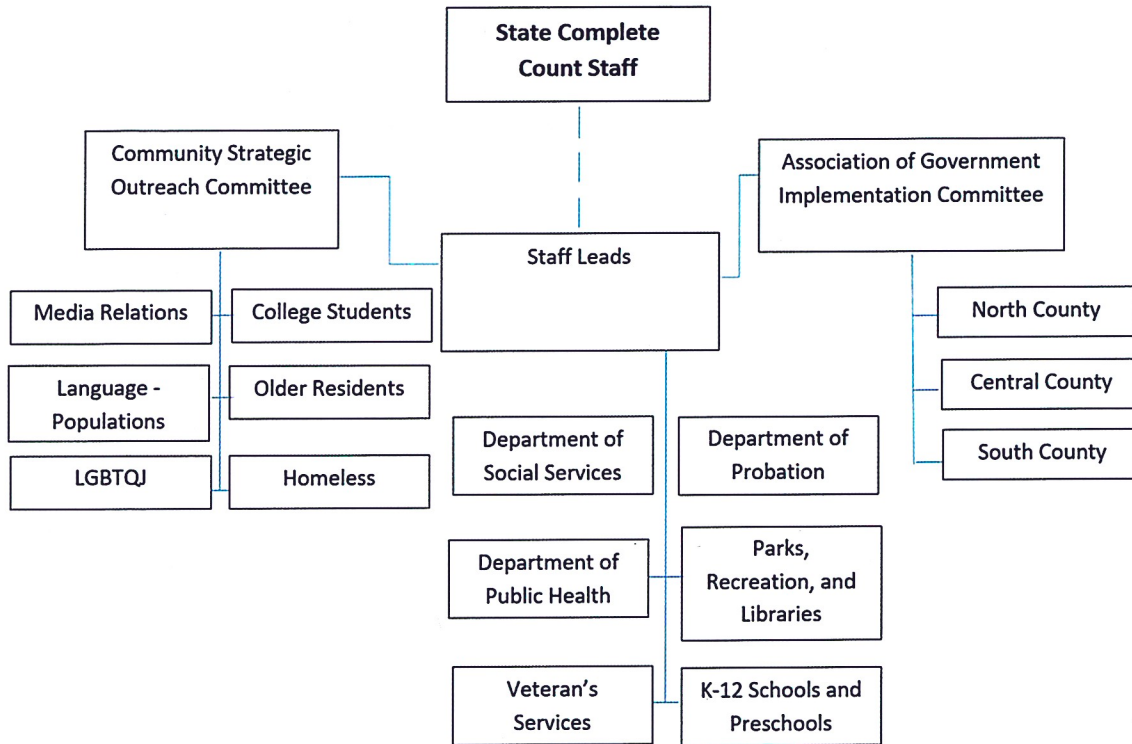
Congressperson Carbajal, District Office	Chris Henson, Nancy Juarez, Wendy Motta
Senator Hannah-Beth Jackson, District Office	Brad Hudson, James Joyce, Patricia Quiroz
Community Action Commission of Santa Barbara	Patricia Keelean
Area Agency on Aging – HICAP	Joyce Ellen Lippman
Immigrant Hope	Diane Martinez
Community Foundation of SLO County	Heidi McPherson
Assemblymember Cunningham, SAC staff	Nicholas Mirman
CAUSE	Maricela Morales
Weingart Foundation	Emilie Neumann
United Way of Santa Barbara County	Steve Ortiz
People Helping People – SYV	Dean Palius
City of Guadalupe	Robert Perrault
Just Communities	Jarrod Schwartz
Santa Barbara New Beginnings Counseling	Kristine Schwarz
First Five of Santa Barbara County	Wendy Sims-Moten, Katie Torres
City of Santa Maria, City Council	Gloria Soto
City of Santa Maria	Jason Stilwell
Assemblymember Limon, SAC Office	Jimmy Wittrock
Assemblymember Limon, District Office	Stephanie Zarate

1.6 Language Access Plan

- Include strategies, tactics, resources, and partnerships to address language access in local jurisdiction

Strategic Goal 2 and Strategic Goal 4 will be implemented to address language access in local jurisdiction. Strategic Goal 2 aims to increase community member awareness through a comprehensive, multi-lingual, multi modal communication campaign. Specifically, we will focus on the next most spoken languages in Santa Barbara County, which include Spanish and Mixteco. We will engage public information officers (PIOs) to increase awareness and messaging consistently. Next, Strategic Goal 4 will assist with eliminating barriers to access for non-English speakers. Community-based organizations who have connections with HTC populations (specifically non-English speakers) will assist with distribution of materials and translations services in order for them to complete the census. We are partnering with Mixteco/Indigena Community Organization Project (MICOP) to reach Mixteco speakers, who are known to be a HTC population.

1.7 Local Complete Count Committee (LCCC)



1.8 Workforce Development

- How county can assist the US Census Bureau with local hiring of census enumerators and other personnel

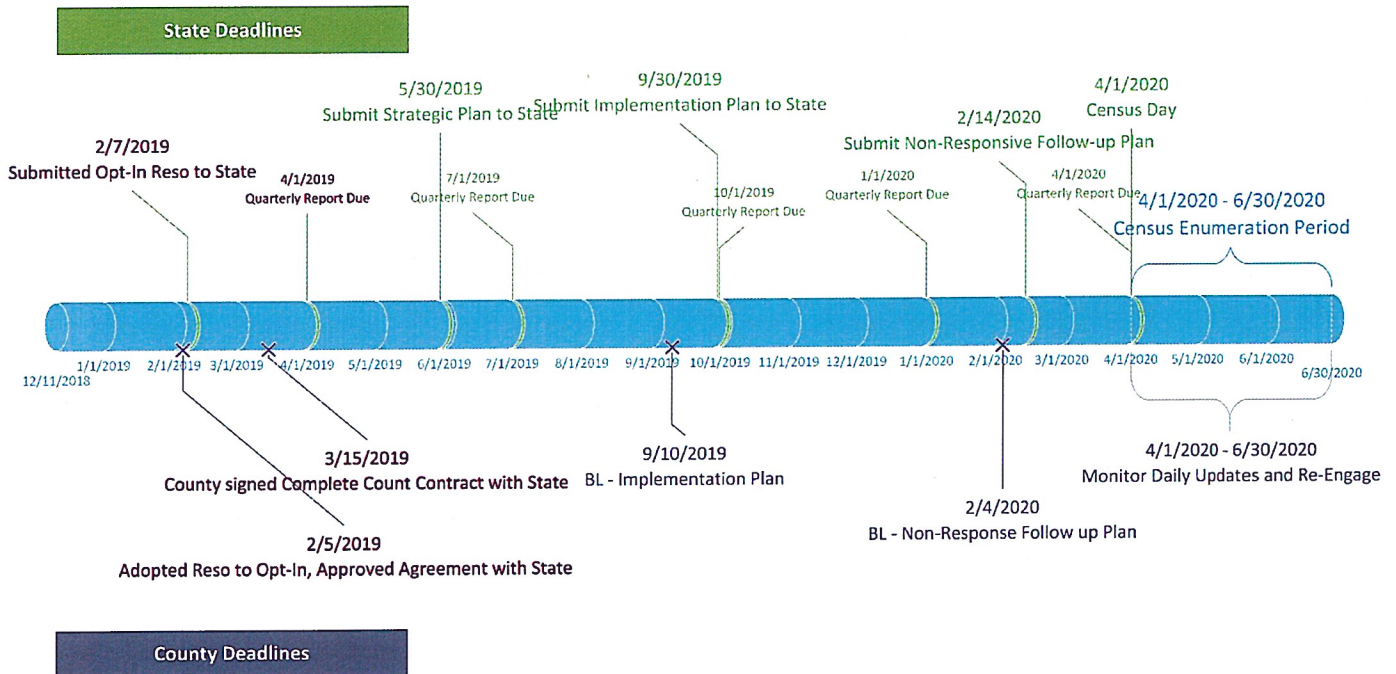
Santa Barbara County has a posting on the homepage of our website, <http://sbchome.co.santa-barbara.ca.us/> that states the Census 2020 is hiring in Santa Barbara County. In the posting there are links that lead to pages of how to apply, job qualifications, and provides exciting information about the chance to play a part in history and help ensure that everyone in your community is counted. The combination of advertising of these job postings and raising awareness about the importance of the census will heighten community member interest in the census and motivate them to apply. The State Complete Count Chart in Section 1.7 also names departments that can assist with the local hiring of census enumerators and other personnel. The “Partnership Fact Sheet” on the Census Bureau website can also be distributed to encourage residents to apply and become involved in serving their community.

1.9 Budget

The State provided the County of Santa Barbara with \$354,319.00 to support outreach efforts to work towards a complete and accurate count. The amount allocated to specific outreach efforts has not yet been determined. However, the budget will allow for the County to engage community resources to ensure broad regional participation, increase community member awareness through a comprehensive communication campaign, actively outreach to HTC populations, and eliminate barriers to access. The budget will be continuously updated in Task 3, in the quarterly reports.

1.10 Timeline of activities for term of contract

DATE
05/20/2019



TITLE
Census 2020 Complete Count Timeline - Updated

1.11 Measure Results

- Accountability measures

Performance measures will be used to quantitatively assess the implementation and outcomes of the goals that Santa Barbara County plans to implement. Performance measures will be identified in the County's Complete Count Implementation Plan.

- Data to be collected – type and quantity

Data will be collected to identify census tracts that had high and low self-response rates, and compare this to 2010 Census data to see the areas with significant improvements, and which strategy contributed most to this success. Additionally, Strategic Goal 3, which aims to improve outreach, calls for a pledging effort. In our data we will include the pledge card data and compare the number to the completed census form to measure how successful this tactic is.

- Evaluation methodology/approach

Santa Barbara County will thoroughly debrief and archive information from the Census 2020 in order to prepare for the Census 2030. Much of our work for the Census 2020 is based on improvements from the Census 2010, thus we will continue to improve our County's response rate by analyzing what can be improved from the former census. More specific details of this section, 1.11 Measure Results, will be updated in Task 4.