



PROYECTO CAMPESINO
SANTA BARBARA COUNTY
FARMWORKER RESOURCE CENTER

Project Plan

2023-2024

SECTION I: PROGRAM OVERVIEW

Background

In September 2021, Governor Gavin Newsom signed AB 941 (Bennett, Chapter 203) into law, establishing the Farmworker Resource Center Grant Program. The grant program made funding available to counties interested in developing resource centers and programs designed to address the needs of farmworkers and their families. The California Department of Community Services and Development (CSD) is the administering agency for the grant program.

Santa Barbara County applied for this grant to establish a mobile Farmworker Resource Center (FWRC) to provide outreach and referrals, in collaboration with trusted community partners [including employers (growers), County departments, and Community Based Organizations (CBOs)]. The Santa Barbara County Department of Social Services (DSS) and the Santa Barbara County Workforce Development Board (WDB) have direct oversight of the FWRC.

To begin building trust within the farmworker community, the FWRC has been branded/given the name “Proyecto Campesino.”

Our Vision

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

Our Mission

To overcome obstacles and enhance accessibility to services for farmworkers, their families, and employers (growers) within Santa Barbara County. We strive to elevate in-person support by establishing a mobile center that will travel over the entire county, offering a wide range of services and valuable referrals.

Goal

The goal of the FWRC is to conduct countywide outreach, serving as a one-stop shop – while providing information on available resources and services for farmworkers and their families. In order to achieve this goal, we will:

- Build trust and relationships with farmworkers, community partners, and employers (growers).
- Provide resources to address the challenges and needs faced by farmworkers.
- Foster collaboration with agricultural employers to effectively support and respond to their needs as a local employer.
- Promote and enhance the reputation of the agriculture industry in Santa Barbara County.
- Serve as a liaison for farmworkers, employers, and other representatives in the agricultural community.
- Provide services and leverage existing community resources in English, Spanish, and Indigenous Languages.
- Provide increased access to services and activities for farmworkers and their families.

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- Provide direct assistance; provide closed-loop referrals, warm-handoffs, and information on resources available through county and local agencies.

Services

The FWRC aims to offer farmworkers and their families information and assistance in accessing a range of services, as required by the Department of Community Services and Development, which may include, but are not limited to:

- **Labor and Employment Rights and Legal Services**
 - Wage and hours and claims
 - Tenant rights/Homelessness prevention
 - Occupational Health and safety
 - Ex. Sexual harassment, pesticides, wildfire smoke, COVID-19, etc.
 - Legal Advocacy
 - Completion of documents and forms
- **Employment Assistance and Advocacy**
 - Job readiness training
 - Workforce Innovation and Opportunity Act (WIOA) National Farmworkers Jobs Program referrals
 - Career coaching
 - Resume and cover letter development
 - Interview skills training
 - Job referrals
 - Job placement assistance
 - On-the-job training opportunities
 - Post-employment mentoring
 - Employer outreach to identify and address key workforce readiness and safety issues.
- **Education Access and Support**
 - Apprenticeship and Job Readiness Programs
 - Computer and internet access
 - English language education
 - GED and high school diploma acquisition
 - Free Application for Federal Student Aid (FAFSA) and financial aid application assistance
 - Mobile/Remote in-home tutoring and mentoring.
 - School transportation of students in remote rural areas
 - Youth bus passes
 - School supplies
- **Financial assistance**
 - Financial literacy and financial management classes
 - Volunteer Income Tax Assistance (VITA) and Earned Income Tax Credit (EITC) referrals

- **Emergency supportive services and referrals**

- Rental and deposit assistance
- Temporary housing assistance
- Utility assistance
- Food, clothing, household goods, and hygiene products
- Citizenship and immigration legal services
- Citizenship classes
- Deferred Action for Childhood Arrivals (DACA) process navigation
- Family petition assistance
- Deportation prevention

- **Health and human services**

- Mental health services assistance
- Childcare assistance
- Safe water access
- Food access

Service Delivery Structure

The FWRC will make use of a mobile center to support outreach events -- in partnership with community-based organization, employers (growers), and other county departments; offer office hours (including evenings and weekends), and quickly deploy resources and services to remote locations -- and have the ability to respond in case of emergencies.

The mobile center is equipped with all the necessary tools and technology for tasks such as printing, copying, faxing, Wi-Fi and electronic communication with other agencies. This will streamline the referral process, while also providing a convenient space for in-person meetings, including one-on-one and small group interactions.

Community Advisory Workgroup

This newly formed group will guide the services provided by the FWRC staff, and will include stakeholders representing education, employers (growers), community-based organizations, and county departments. The Community Advisory Workgroup (CAW) will provide guidance and feedback to the staff (within what is allowed in the scope of work for this project), as well as coordinating services between programs and departments to the farmworker community throughout the county.

Outreach Activities

The Farmworker Resource Center (FWRC) will conduct the following outreach activities, as required by the Department of Community Services and Development (CSD) in the grant application:

- Collaborate with employers (growers) and community-based organizations to conduct monthly outreach activities.
- Create a website regarding the FWRC and the resources and referrals it provides.

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- Use a secure texting platform to relay education and information to farmworkers, and expand the DSS OCTOPUS messaging system to allow farmworkers to correspond directly with FWRC personnel.
 - Coordinate and advertise with the Mexican Consulate for six pop-up events.
 - Conduct monthly outreach in one or more of the six strategies identified by the grant (web, social media, canvassing, media and messaging, and group events) in English, Spanish, and Mixteco, covering topics and resources including but not limited to occupational health and safety issues, financial literacy, utility assistance, citizenship and immigration services, and childcare.
 - Conduct monthly radio interviews.
 - Host four resources fairs.
 - Participate in the annual SBC Day of the Farmworker Event.
 - Create or share 12-20 informational videos in English, Spanish, and Mixteco .
 - Create social media accounts (Facebook/Instagram) to post a minimum of 8 monthly posts (two posting per week).

Project Goals and Objectives

The main goal for the first year of the project is to build trust with the farmworker community. The project aims to serve 8,100 farmworkers in the first year.

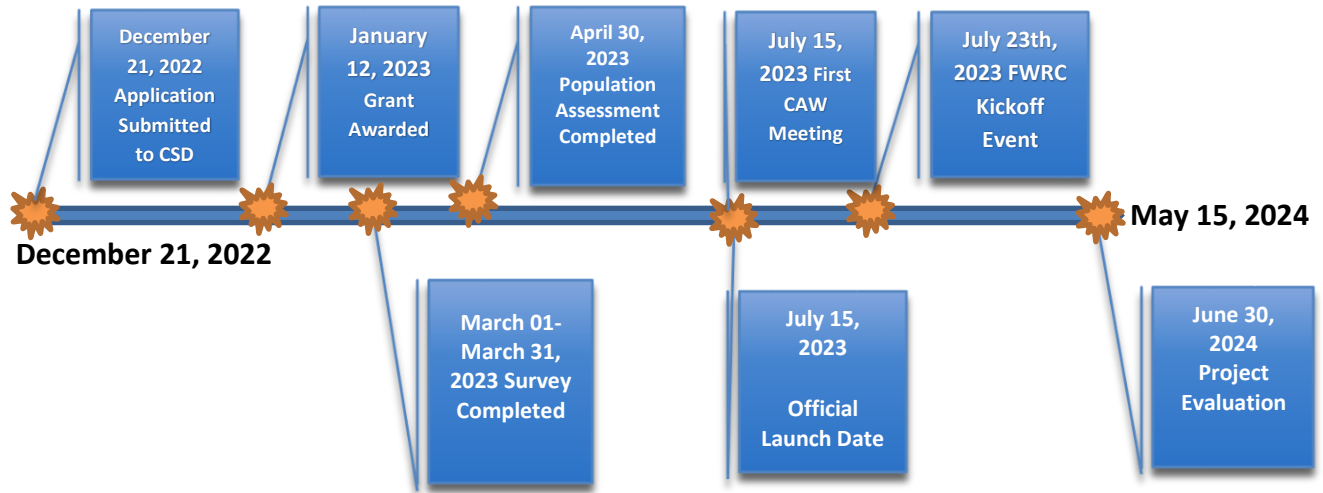
The following is the list of the proposed number of farmworkers to be referred to each of the mandated project domains:

- Labor and Employment Rights (900 individuals to be served)
- Employment Assistance and Advocacy (750)
- Education Access and Support (450)
- Financial Assistance (300)
- Emergency supportive Assistance and referrals (5,500)
- Health and Human Services (200)

Additionally, the project aims to engage and track the number of farmworkers reached through outreach activities, the FWRC website, social media, and radio spots.

Project Duration and Timeline

December 21, 2022 – June 30, 2024



Project Budget

The CSD awarded a total of \$2.5 million across the State to support the establishment or expansion of county-level Farmworker Resource Centers. Each application required counties to customize their proposed projects to address the needs of local farmworkers and their families. County of Santa Barbara, Department of Social Services was approved for funding for the 2022 Farmworker Resource Center Grant for Region 2, Central Coast and Southern California. The State CSD granted Santa Barbara County \$833,000. The total budget for the project is \$1,041,250, of which \$833,000 are State grant funds, and \$208,250 represents funding provided by the County of Santa Barbara.

SECTION II: NEEDS ASSESSMENT

In March of 2023, the Santa Barbara County Department of Social Services, the Santa Barbara County Workforce Development Board, and the Santa Barbara County Public Health Department, partnered to conduct a Needs Assessment of farmworkers and their families who work and/or live in Santa Barbara County.

The Needs Assessment was used to gather actionable information about resource needs of farmworkers and their families, how to best execute the mobile farmworker resource center, and the impacts of social factors (including social determinants of health) within the farmworker population.

The following represent a summary of recommendations, as listed in the Needs Assessment. This section also highlights the actions taken, as part of the FWRC project, to address the recommendations. While, the CSD, as the administering agency for the grant program, specify (among other things) what services are provided; the Needs Assessment recommendations will be used to guide how the services should be delivered.

RECOMMENDATIONS/ ACTIONS

Recommendation I: Hours of Operation and Location

- Extend operating hours to accommodate farmworkers and their families, including evenings and weekends, providing access to the center beyond regular work hours.
- Establish the center in close proximity to farmworker residential areas to ensure convenience and accessibility for the community.
- Per the needs assessment, conducted on March 2023, the following pertain to desired preference for receiving services:
 - The majority of farmworkers (69%) reported that they would prefer to access the mobile center during the weekend, with **51%** preferring Saturday. The majority (62%) prefer to access services afternoon (12pm-5pm).
 - One-third (33%) reported preferring to access the mobile center during the week with 20% preferring Monday, 17% Tuesday, 19% Wednesday, 17% Thursday, and **21%** Friday. Of these weekdays, 8% preferred to access the mobile center early morning (5am-8am), 33% morning (8am-12pm), **47%** afternoon (12pm-5pm), and 40% evening (5pm-8pm).

FWRC's Action I: Hours of Operation and Location

Establishing the Farmworker Resource Center's schedule and location around the preferences of the target population is critical to ensure accessibility.

- When determining FWRC outreach sites, staff will prioritize known locations of farmworker housing and stores highly utilized by farmworkers and their families. The FWRC will ensure that the mobile center services are available to all areas of the county.
- The mobile center outreach schedule and locations will be determined on an on-going basis utilizing feedback gathered through outreach to the farmworker community. The schedule and location information will be updated, posted and maintained on our website, disseminated through social media, and advertised through radio. Additionally, hard copies of the outreach schedule and locations will be available at the following offices:
 - Workforce Resource Center, 1410 S. Broadway, Santa Maria, Ca 33454
 - Employment Development Department: 130 E. Ortega St., Santa Barbara, CA 93101
 - Department of Social Services:
 - Santa Barbara Main Office: 234 Camino del Remedio, Santa Barbara, CA 93110
 - Santa Maria Main Office: 2125 S. Centerpointe Pkwy., Santa Maria, CA 93455
 - Santa Maria Self-Sufficiency Services: 1444 S. Broadway, Santa Maria, CA 93454
 - Santa Maria Adult and Children's Services: 304 W. Carmen Ln., Santa Maria, CA 93458
 - Lompoc Main Office: 1100 W. Laurel Ave., Lompoc, CA 93436
- The FWRC will continuously evaluate the amount of farmworkers reached and will be actively searching for locations with a high concentration of farmworker families by surveying farmworkers, during outreach activities.

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- Any employer (grower), community-based organization, or community partner may request our services by completing an interest card located on our FWRC website at sbcwdb.org or by calling the FWRC phone number (805) 614-6781.

Recommendation II: Language Barriers and Needs

- Ability to provide services in Spanish, Mixteco, and English.
 - Due to the complexity of the Mixteco dialect, having translation services readily available is important.
 - Provide and create educational materials at appropriate reading levels and in graphic form to reduce language and literacy barriers.
 - Per the needs assessment that was conducted on March 2023, the following pertain to language and education barriers:
 - **74%** of respondents identified as indigenous.
 - **70.8%** of the respondents stated that they speak Mixteco at home, **57.0%** speak Spanish and **6.2%** speak English.
 - In regards to education levels, **93.9%** of the farmworkers have a primary or less level of education, and **39.5%** said they need someone to read instructions or any other materials (such as applications for services).
 - In addition, **51.3%** of Mixteco speakers stated that always/often need someone to help read instructions, pamphlets, or other. **33.5%** of Spanish Speakers stated that always need someone to read instructions.
 - **40.8%** of Mixteco speakers do not have a friend, family or other people who help them when seeking services. **32.0%** of Spanish speakers stated that do not have anyone to help.
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FWRC's Action II: Language Barriers and Needs

- The FWRC team assigned to this project includes two staff members bilingual in Spanish and English; and one staff trilingual in Spanish, English, and Mixteco.
- The FWRC has an established contractual agreement with Herencia Indigena to obtain supplementary interpretation and translation support with other indigenous languages such as Purepecha, Tagalog, Triqui, Zapotec, and others.
- All FWRC staff members have past personal or professional experience in agriculture.
- The FWRC staff will be trained to practice patience and cultural humility to effectively communicate with farmworker clients.
- All outreach and marketing materials will take into account farmworker reading levels. Additionally, FWRC staff will be creating and sharing informational videos in English, Spanish, and Mixteco to inform farmworkers of services, events, resources, etc.

Recommendation III: Services Delivery Structure/Referrals

- The FWRC must be ready to provide referrals for common needs, as determined in the assessment, such as housing expenses, utility bills, basic necessities (such as food, clothing, laundry, and household items), health insurance coverage, and childcare.
 - The FWRC should avoid demanding complicated or time-consuming applications and should not mandate the use of the internet for enrollment or communication.
 - In addition, partner agencies serving farmworkers referred through the FWRC should ensure they can provide services consistent with the needs of this population. The resource center should make sure the following requirements are met by any agency that farmworkers are being referred to: 1) have staff who speak Spanish and Indigenous languages, 2) does not require complex or time-consuming applications, 3) does not require internet access for enrollment or communication, and 4) are open on evenings and during weekends. If not all these requirements are met, then the resource center should be prepared to assist clients with these types of needs when making referrals.
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FWRC's Action III: Services Delivery Structure/Referrals

- FWRC staff will be advocates for the farmworkers ensuring that 1) the process to receive FWRC services and referrals is simple and easy to follow, and 2) by advocating on behalf of the farmworkers, with community partners and county departments, to ensure farmworkers receive services consistent with their needs.
- The FWRC staff will be trained to practice patience and cultural humility to effectively communicate with farmworker clients.
- As advocates for the farmworkers, FWRC staff will ensure farmworkers referred to partner agencies and county departments, are able to effectively connect and receive services. FWRC staff will be completing a series of follow-ups (with the agencies and the farmworkers) to ensure services are being provided and needs (of farmworkers) are being met.
- Farmworkers engaged through the FWRC's outreach activities, which do not require referral to services, will also be encouraged to provide the FWRC staff with basic contact information. This will allow us the opportunity to maintain a database (of local farmworkers' basic contact information) that can be used to easily disseminate information and to quickly connect with this population in cases of natural disasters or other emergencies.

Recommendation IV: Partner with Local Agencies and Growers

- Foster collaboration with employers (growers) to provide support to farmworkers.
 - Employers express a desire to help farmworkers by offering adult education classes and facilitating access to online resources.
 - Employers demonstrate eagerness to cooperate with the resource center.
 - Establish partnerships with local and reputable agencies.
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FWRC's Action IV: Partner with Local Agencies and Growers

- The FWRC team and project will aim at closely collaborating with employers (growers) to identify and meet their specific needs.
- The primary objective of the FWRC is to provide assistance to farmworkers, their families, and the employers (growers).
- The FWRC will be available to go to agricultural sites, upon request by the employer (grower). To facilitate this service to employers (growers), an interest form will be available online at our website at sbcwdb.org.
- The FWRC will also leverage partnerships with education providers to connect employers (growers) and their workers to adult education programs and other resources. This includes training opportunities that can enhance and upskill workers, and enhance the employer (grower) competitiveness.

Recommendation V: In-person Services, Internet, and Social Media

- When seeking services, partners highlighted the need for farmworkers to be able to speak to a person rather than navigating a phone tree.
 - Among the 2,106 participants, **71.9%** expressed a preference for face-to-face communication, while 40.6% indicated a preference for being served over the phone.
 - Farmworkers were asked how easy they found using internet. Of those that responded: 33% did not find it easy, 34% said somewhat easy, 14% said very easy, and 16% did not use the internet.
 - Throughout the focus groups, participants identified radio and word of mouth as common and successful modes of community outreach.
 - Of the farmworkers survey (that used social media), the majority (or **59.7%**) indicated Facebook and their preferred social media platform, followed by WhatsApp (with 37.8%).
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FWRC's Action V: In-person Services, Internet, and Social Media

- FWRC is utilizing a mobile center, in order to reach all areas of our county and meet the farmworkers where they live and work, while providing in-person services.
- When determining FWRC outreach sites, staff will prioritize known locations of farmworker housing and stores highly utilized by farmworkers and their families.
- To facilitate in-person services, the FWRC will coordinate the following:
 - Facilitate, coordinate, and advertise with the Mexican Consulate and other organizations—including but not limited to school districts, immigration services, CenCal, WIC, and others—six (6) pop-up locations around Santa Barbara County.
 - Host four (4) Resource Fairs with community partners included; and participate in the annual Santa Barbara County Day of the Farmworker event, providing in-person referrals.
- To reach farmworkers through social media, the FWRC have created/will be creating the following social media accounts:
 - Facebook
 - Instagram
 - WhatsApp

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- YouTube
 - Social media engagement will be done in English, Spanish, and Mixteco.
 - FWRC will be conducting on-going promotion of services through the local radio stations.