



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

Department Name: Planning and  
Development  
Department No.: 053  
For Agenda Of: January 19, 2010  
Placement: Departmental  
Estimated Tme: 30 min  
Continued Item: No  
If Yes, date from:  
Vote Required: N/A

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TO: Board of Supervisors  
FROM: Department  
Director Glenn Russell, Director of Planning and Development  
Contact Info: Derek Johnson, Director, Office of Long Range Planning

**SUBJECT: Santa Barbara County 2010 Census Integrated Communications Plan**

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**County Counsel Concurrence**

As to form: N/A

**Auditor-Controller Concurrence**

As to form: N/A

**Other Concurrence:** N/A

As to form: N/A

**Recommended Actions:**

That the Board of Supervisors receive a briefing on the Santa Barbara County 2010 Census.

**Summary Text:**

The Office of Long Range Planning has completed a Santa Barbara County 2010 Census Integrated Communications Plan (County Census Plan) for use by Santa Barbara County Complete Count Committees (CCC), Census Partners and the internal County Census team (see Attachment A. Complete Count Committee Framework). The County Census Plan presents a roadmap for regional Census coordination and outreach that is aligned with the goals of the National Census communications campaign. The National Campaign is a multichannel, multidimensional, and multiphase initiative designed to accomplish the following three goals:

- Increase Census questionnaire response and return rates
- Improve overall accuracy and reduce the differential undercount (the difference between the undercount rate of minority groups and the rate of non-Hispanic whites)
- Improve cooperation between Census enumerators and the public

To accomplish these goals, the National Census Campaign includes a timeline with four distinct outreach phases: (1) Partner Support Program/CCC formation (Spring/Summer 2009), (2) Awareness and Education (January-February 2010), (3) Motivation and Participation (March-April 2010), (4) Nonresponse follow-up to areas that had low response rates (May-June 2010) (see Attachment B. 2010 Census Milestones). To date, Santa Barbara County has been implementing

activities supportive of the Partner Support Program/CCC phase of Census outreach. Additionally, the County is poised to launch a County-wide awareness and education campaign in early January 2010.

The County's approach is to promote local outreach that complements National Census campaign messaging and timing as a means of leveraging National efforts at the local level. The effort provides for both no-cost and low-cost outreach options, which can be modified and adapted over time to produce locally tailored, timely outreach materials to various target audiences. An area of focus is to ensure that Hard to Count (HTC) communities receive Census information, thereby assuring maximum receipt of census-derived funding from State and Federal sources (see Attachment C. Census Tracts-Santa Barbara County). Census derived funding provides revenue for schools, health and emergency services, public works projects, and social services. Census data is also used for the Santa Barbara County Association of Governments (SBCAG) Regional Growth Forecast and in planning for current and future community transportation, housing and safety needs.

#### Current Coordinated Activities

The County's outreach activities cover a range of collaborative endeavors conducted in consultation with the County Executive Office, to ensure a coordinated countywide media approach promoting the 2010 Census. The County Census team has had assistance from CCC Coordinators, SBCAG and Census Bureau staff in identifying ways to coordinate Census outreach throughout the region. This on-going collaboration has resulted in a number of outreach milestones which include:

- Creation of an local 2010 Census website [www.countyofsb.org/census2010](http://www.countyofsb.org/census2010)
- Distribution and display of locally customized Census posters to County Departments and facilities that have public counters, lobbies, or areas where the public may congregate.
- Production of customized Census posters in English and Spanish to display in 100 Santa Barbara Metropolitan Transit District (MTD) buses serving 31,000 passengers per day. Posters have been provided to the City of Santa Maria CCC Coordinator for placement in Santa Maria Area Transit (SMAT) buses which operate on fourteen regular fixed routes serving approximately 3,000 riders per day.
- Coordination of CCC meetings throughout the region. The South Coast CCC (comprised of representatives from the Cities of Santa Barbara, Carpinteria, Goleta, and the County) hosted a Census outreach workshop on December 9, 2009 modeled after a December 7, 2009 CCC workshop hosted by the City of Santa Maria. An integral component of the successful turnout for the South Coast workshop was the joint media coverage highlighting similar workshops in North and South County.

#### Future Coordinated Activities

The County Census team is working with a technical consultant and GATV to produce and distribute 30 and 60 second radio and television Public Service Announcements (PSAs) using non-profit community and faith based organizations, and community leaders. Messaging and images from the PSAs will be used to develop customized Census posters that will be distributed throughout the network of County facilities and available for reproduction and display throughout the community. Distribution of PSAs to the media are expected mid/late February 2010. These items will also be available for download and use by members of the public from the County Census website.

The South Coast CCC will be collaborating with the Census Bureau to host a South Coast 2010 Census Kick-Off event January 21, 2010 at the City of Santa Barbara Faulkner Gallery from 6:30 PM to 8:30 PM. This event will complement a North County Census Kick-Off event hosted by the Census Bureau January 27, 2010 at their regional office in Santa Maria. Additional community events, workshops and meeting opportunities will be identified throughout the local Census campaign in an effort to raise awareness and increase participation in the 2010 Census.

The County Census team will continue to collaborate with the Census Bureau and CCCs to identify ways to ensure a complete Census count. In addition to conducting community outreach, the County Census team will work with the Census Bureau and CCCs to identify Question Assistance Centers (QAC) and Be Counted Sites. QACs are spaces donated by community organizations, where staff from the Census Bureau is available to answer questions and offer assistance in completing Census questionnaires. These centers will be open between mid-March to mid-April 2010.

The County's approach provides a logistical framework supportive of a cost-effective and efficiently coordinated regional Census outreach program. This, in combination with continued collaboration with the Census Bureau and CCCs, will ensure that County time and resources dedicated to the 2010 Census are executed in a efficient and strategic approach.

**Background:**

During the 2000 Census the SBCAG Board allocated \$200,000.00 for regional Census outreach under the coordination of SBCAG staff. In summer 2009 the Census Bureau formalized the creation of city-centered CCCs with the cities of Buellton, Carpinteria, Goleta, Santa Maria, Guadalupe, Lompoc, Santa Barbara, and Solvang to assist in providing Census outreach material and information to Census Partners and County residents. The County, as the jurisdiction with oversight of unincorporated areas, is an active member of all CCCs. SBCAG Board members representing each city may coordinate Census outreach with their respective CCC staff members.

On June 18, 2009 the SBCAG Board voted to eliminate \$200,000 for Census 2010 outreach from the FY 09/10 SBCAG budget. In an effort to address Census outreach at a regional scale on August 20, 2009 the SBCAG Board modified the CCC framework to facilitate a regional approach which promotes regional dialogue, reduces duplication of effort, leverages partnerships, opportunities, and resources.

SBCAG staff has been directed to support the CCCs and use the South Coast and North County subregional Planning Committees as the organizational vehicle for coordinating outreach for the Census 2010. County Supervisors Janet Wolf and Doreen Farr have volunteered to serve as SBCAG Board member liaisons to these subregional planning committees. The SBCAG Board will, in turn, serve as the regional CCC coordinator receiving monthly reports from SBCAG staff on CCC activities and efforts.

In November 2009, the County completed the County Census Plan and in December 2009 the Board of Supervisors allocated funding to coordinate and implement outreach activities. The County Census team has commenced implementation, as well as continued to actively participate in Santa Barbara County CCCs. The County Census team has also provided regular monthly Census updates to the South Coast and North County SBCAG subregional Planning Committees.

**Performance Measure:**

N/A

**Fiscal and Facilities Impacts:**

Budgeted: \$76,600.00

**Fiscal Analysis:**

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
General Fund	\$ 76,600.00		
State			
Federal			
Fees			
Other:			
Total	\$ 76,600.00	\$ -	\$ -

**Narrative:**

Staff time for Census 2010 activities are budgeted in the Board approved FY09-10 Office of Long Range Planning Work Program. The funding amount originally projected for the Census 2010 was limited to coordinating the Local Update of Census Addresses (LUCA) program. In response to the decision made by the SBCAG Board to eliminate Census outreach funding from the SBCAG budget, the Office of Long Range Planning revised this scope of work and increased funding to support Census activities which include participation in all city CCCs and coordination of Census outreach to unincorporated areas of the County.

**Staffing Impacts:**

**Legal Positions:**  
 N/A

**FTEs:**  
 N/A

**Special Instructions:**

N/A

**Attachments:**

- Attachment A. Complete Count Committee Framework
- Attachment B. 2010 Census Milestones
- Attachment C. Census Tracts-Santa Barbara County

**Authored by:**

Susan Curtis, Senior Planner, Office of Long Range Planning (568-3573)

**CC:**

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