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MEETING SUMMARY

NORTH COUNTY SUBREGIONAL PLANNING COMMITTEE

Wednesday, September 2, 2009
9:00 a.m.

Santa Ynez Valley Marriott – The Del Mar Room
555 McMurray Road
Buellton, CA

1. CALL TO ORDER AND ROLL CALL:

Members Present: Doreen Farr, Supervisory Third District. Joni Gray, Supervisor, Fourth District; Joe Centeno, Supervisor, Fifth District; Russ Hicks, Councilmember, City of Buellton and committee chairperson; Lupe Alvarez, Mayor, City of Guadalupe; Ed Skytt, Councilmember, City of Solvang; Michael Cordero, Councilmember, City of Santa Maria; Pat Mickelson, Caltrans, District 5 (ex-officio member)

Members Absent: Anne Ruhge, Councilmember, City of Lompoc

SBCAG Staff Members Present: Jim Kemp, Executive Director; Michael Powers, Deputy Director; Brian Bresolin, Regional Analyst; Gregg Hart, Public Information Officer

2. PUBLIC COMMENT

There was no public comment.

3. MEETING SUMMARY

Following a motion by Councilmember Skytt, seconded by Mayor Alvarez the Meeting Summaries of May 6 and August 5 were approved with abstentions by members Farr and Cordero.

4. ELECTION OF OFFICERS

Supervisor Gray moved that the Lompoc representative be made vice chair. The motion was seconded by Councilmember Skytt and passed unanimously.

5. MEASURE A CITIZENS OVERSIGHT COMMITTEE

Gregg Hart presented the staff report. Mayor Alvarez moved that Mark Cheli be recommended for appointment by the SBCAG board to the Citizens' Oversight Committee. The motion was seconded by Supervisor Gray and passed unanimously.

6. 2010 CENSUS

Michael Powers provided a summary of the census staff report. Dave Rodriguez of the Census Bureau provided an overview of their recent outreach activities. He introduced his assistant Mark Buscard who is working on outreach activities in the Lompoc area. The local census office in Santa Maria will shut down the two-county operations and focus on Santa Barbara County. They will be hiring 800 enumerators that will work on ensuring census responses from each household. The goal is to wipe out the undercount. The federal funds resulting from each person counted amounts to approximately \$1,000 per capita annually.

Mark van de Kamp provided an overview of the City of Santa Maria efforts that include working with the City of Guadalupe, the County, and the City of Lompoc if they desire. Their recent Complete Count Committee meeting had 21 participants. A future meeting is scheduled for the 14th of September that will include CDBG and HOME grant recipients and the local census representative Amy Allen Lopez. There will be a census booth at the October Autumn Festival. In mid October there will be a CCC meeting with the local media. Census ads in Spanish have been placed on SMAT buses with 100,000 monthly riders. The city has estimated a larger population than the Department of Finance based of sewer effluent measurements and hopes to capture the additional population with their outreach. Supervisor Farr inquired to what extent the Santa Maria Valley outreach could partner with the County and include Sisquoc, Los Alamos, Garey etc. Mark suggested that through contacts with local growers and flu shot clinics some unincorporated areas will be addressed but replied this direct outreach was a County role. Supervisor Farr suggested a map would be helpful showing the areas addressed by the various outreach efforts.

David Matson provided an overview of the County's outreach efforts that include a Board resolution of census outreach cooperation, and mapping the hard to count areas of the county. He estimates that 10,000 persons are at risk of not being counted resulting in an approximate loss of \$10 to \$20 million dollars in revenue. He anticipates an aggressive program using the approximately 40 existing county agencies, public access media, and a coordinated communication plan developed in concert with organizations like First Five and the cities. Joe Centeno requested David put together a presentation of efforts to date for the Board of Supervisors. Supervisor Gray stated she was impressed with the efforts to date.

Mayor Alvarez indicated the local schools were participating in the Census in Schools program. Dave Rogriguez replied affirmatively and will try to use the kids to connect the parents with the importance of the census. He also indicated the post office are census partners and can serve as a "Be Counted" site. David Matson added the rural outreach is particularly important for unincorporated post office box addresses but understood they could not place flyers in the individual PO Boxes. Supervisor Centeno indicated that Allan Hancock College with its 11,000 students was an important outreach target. Mark van de Kamp replied that a representative attended the first census committee meeting Supervisor Farr requested regular briefings to the Subcommittee. Brian Bresolin provided details regarding the SBCAG Census 2010 website.

7. EXECUTIVE DIRECTOR'S REPORT

Jim Kemp provided an update on the status of the Measure A Strategic Plan. Supervisor Farr asked if the CHP was involved in the process. Jim replied that the Plan used highway safety as a selection criteria and the CHP works closely with the staff on road safety corridor planning.

Supervisor Centeno asked about the status of the Santa Maria River Bridge improvements. Mr. Kemp replied that an ARRA TIGER application was submitted by SBCAG staff in partnership with SLOCOG and Caltrans District 5. A statewide consensus committee formed by Caltrans reviewed all the TIGER applications submitted and recommended those projects that the Governor should support when the applications are submitted to the U.S. Secretary of Transportation who will choose projects for funding. The Santa Maria bridge project was not recommended but, staff has requested and received letters from Assemblyman Blakeslee and Senator Maldonado requesting that the Governor support the project. He added that staff had been examining ways to get the project reconsidered for this or other funding programs.

There being no other business, the committee adjourned.