

STAFF REPORT

SUBJECT: 2010 Census

MEETING DATE: January 21, 2010

AGENDA ITEM: 6A

STAFF CONTACT: Brian Bresolin, Michael Powers

RECOMMENDATION:

Receive report on planned US Census outreach activities related to the 2010 Census.

DISCUSSION:

The Census Bureau local census office in Santa Maria has scheduled an open house on January 27 to promote the census, learn about current efforts to get a complete census count, and how the community can help. The official invitation is included in Attachment 1. A similar event is scheduled for January 21 hosted by the South Coast Complete Count Committee Coordinators and is included in Attachment 2. The intention of these events is to create excitement and interest in the upcoming Census. All cities, the County, Census Bureau, and SBCAG are participating. The events will seek to reach local organizations that outreach to those who are typically undercounted and address any concerns people might have about the census. Everyone's participation is needed to make this a successful census count.

Laminated posters for MTD busses have been printed. They will be in all the buses in the first part of January. MTD has provided 2 spaces per bus for a Spanish and English poster (100 buses total) to run through June 2010.

This report summarizes information from a December 21st U. S. Census newsletter, which provided an update on recent census activities, including the advertising campaign. The Census Bureau is preparing to launch a \$300 million advertising campaign in mid-January. Ads will run during the Golden Globe Awards on January 17, as well as during the Super Bowl. The paid media campaign will feature "tailored messages to very small areas," such as census tracts, targeting communities where mail response was especially low in 2000. Advertising also will try to convince people who hold anti-government views that the census can benefit their communities and families. Regional promotion will start in early January, when 13 vehicles set off on a road tour (one national; one for each of the 12 Census Bureau regions), stopping at local events to drum up interest in the 2010 count.

High unemployment in many areas has made census jobs more valued, resulting in an applicant pool of quality and skill. The Census Bureau is recruiting 3.8 million applicants to fill 1.2 to 1.4

million temporary positions in 2010, with as many as 700,000 of those workers on board during peak operations from May through early July, when enumerators visit households that didn't mail back a census form. The Census Bureau tries to "hire locally," giving priority to applicants from the neighborhoods in which they will work and bilingual applicants in areas where a language other than English is primary.

The schedule for advance notification of the census and the distribution of the actual census forms is shown below. In the rural areas where the address may not be linked to the physical address of the housing unit advanced letters notifying the residents of the census will be hand delivered beginning in mid February and for the more typical city style addresses advanced letters are to be mailed in early March. The actual questionnaires will be mailed on March 15th.

Advance Letters (Hand delivered to rural route areas etc.):	February 17 - 19, 2010
Advance Letters (Mailed to City style addresses):	To be sent March 8 - 10, 2010
Questionnaires to be mailed:	March 15 - 17, 2010
Reminder postcards to be mailed:	March 22 - 24, 2010

So, most of the population will receive their census forms in the mail in mid-March 2010. The Census Bureau is still evaluating factors that could affect mail response. The national mail-back rate is a very fragile number that could change due to unforeseen, widely-reported economic events. The foreclosure crisis will likely contribute to lower initial response rates because the numbers are calculated based on all housing units on the address list, whether occupied or vacant. New initiatives for 2010, such as bilingual (English-Spanish) forms and targeted replacement questionnaires in low response areas, will help boost cooperation during the "mail-out/mail-back phase of the census.

Door-to-door visits to unresponsive homes will take place from May through early July. High vacancy rates add to the scope and cost of the "Non-response Follow-Up" operation, as field workers try to confirm that no one lives in a unit. Those displaced by foreclosures could be doubled-up with relatives or friends. The Census Bureau is under a deadline to report state population totals to the President by December 31, 2010, for the purpose of reapportioning the 435 seats in the US House of Representatives.

A unique aspect to the Census Publicity program is a song, "Indivisible (Census 2010)," which promotes participation in the Census to those who are undercounted. This song is provided by the LA Regional Census Bureau Media Office for use in census promotion. The lyrics to the census outreach song are included in Attachment 3 and can be played on the SBCAG website; <http://www.sbcag.org/census.html> . The major points are the following:

- Mandated by the Constitution
- Counting people regardless of race or economic status
- Affects your representation in government
- 400 billion dollars that need to be allocated
- Hospitals
- Roads
- Education
- Parks
- 10 Questions
- Easier than signing up for Facebook
- Won't ask for citizenship status

- Confidentiality

ATTACHMENTS:

- Attachment 1:** Local Census Office Open House
- Attachment 2:** South Coast CCC Event
- Attachment 3:** Census Song Lyrics

**Attachment 1
Local Census Office Open House**

**U.S. CENSUS BUREAU
Santa Maria Local Census Office**

*Please join us in a community gathering to “Kick – Off” the
Census 2010 operations in Santa Barbara and San Luis Obispo Counties*

*January 27, 2010
One O'clock
124 W. Carmen Lane
Suites B and C
Santa Maria, CA 93458*

*You will join members of the community and government agencies to learn
about current efforts to help get a “complete census count” in our
communities and how you can help.*

*“Count Me In” for this important community event
RSVP: 805- 345-3643*

We look forward to seeing you,

*Event Coordinators- Maria R. Dupras, Local Census Office Manager
Amy Allen-Lopez, Assistant Manager Field Operations*

United States
**Census
2010**

Attachment 2 South Coast CCC Event



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PRESS RELEASE

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DATE: January 5, 2010
FOR IMMEDIATE RELEASE

**HELP US COMPLETE THE COUNT IN SANTA BARBARA COUNTY!
2010 CENSUS KICK-OFF EVENTS IN SANTA BARBARA & SANTA MARIA**

The events will provide up-to-date 2010 Census information to the general public and members of community-based organizations to "start a conversation" about the 2010 Census in our community.

Two important "kick off" events will be held later this month—one in Santa Barbara and one in Santa Maria—to help provide information to the public about the importance for everyone to participate in the 2010 U.S. Census. The events include:

- A special South Coast 2010 Census Kick-off event, Thursday, January 21, from 6:30 p.m. to 8:30 p.m. at the City of Santa Barbara Library-Faulkner Gallery, 40 E. Anapamu St, Santa Barbara, CA; and
- A Census Bureau Open House Wednesday, January 27 beginning at 1:00 p.m. at the Santa Maria Local Census Office, 124 West Carmen Lane, Suites B&C, Santa Maria, CA.

The events will feature speakers including elected officials, local government agency representatives, and community and faith-based organization leaders. Printed Census outreach materials will be distributed to interested parties and representatives from the Census Bureau will be on hand to answer questions.

Who should attend?

Anyone interested in learning more about the 2010 Census, or helping to encourage community members to participate in this once a decade opportunity. Examples include: residents who have questions about 2010 Census forms, privacy issues, or how Census information is utilized in our region; interested stakeholders, schools, community and faith-based organizations who would like to learn more about sharing Census information; and members of the media who want to learn more about the importance of the 2010 Census.

Why is a complete Census count important to our community?

The Census relies on community partners to reach local residents, especially "Hard-to-Count" populations, with the goal of achieving full participation and a complete Census count. An accurate count of all County residents is vital to ensuring that communities and local nonprofits receive their full share of federal and state funding. This funding provides revenue for services such as schools, roads, hospitals, and public safety.

The 2010 Census Form – 10 Questions, 10 Minutes to Complete

This Census form is one of the shortest questionnaires in history and takes only about 10 minutes to complete. All responses are used for statistical purposes only, and all are *strictly confidential*.

Help us Complete the Count in Santa Barbara County!

For more information, contact Susan Curtis with the County of Santa Barbara Office of Long Range Planning at (805) 568-3573 (scurtis@co.santa-barbara.ca.us) or visit www.countyofsb.org/2010census.

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SANTA BARBARA COUNTY COMPLETE COUNT COMMITTEES



Attachment 3 Census Song Lyrics

"Indivisible (Census 2010)"
by TopaZ

Remember when we died for freedom and this country began,
or the days when some were counted as three-fifths of a man,
But now we've got a plan to count every child, woman, and man,
and put everything you deserve right in the palms of your hands,

Whether you're struggling to make it work with all that you can,
or you're living on Hope and First street with a cup in your hand,
I know it's hard to be minority and Dr. King said it,
in this economy we ought to be properly represented,

Better believe what I say or in the future, we're going to regret it,
four hundred billion dollars they need to know how to spend it,
The Constitution defended this law so you cannot bend it
the resolution is short but the benefits never end,

what if the hospital for grandpa was just too far away,
or the road you needed to get there was severely decayed,
Or teachers working second jobs because they need to get paid,
or you're desperate for parks when it's ninety degrees in the shade,

Don't ask your mayor or your governor, 'cause whether you're urban or southern,
no one to blame except the ones that didn't write their own names,
And nine more questions, 'cause that's all that it took,
a process simpler than the one you went through to create your Facebook

And they don't care if mom and pops have papers
heed my chatter so what matters won't get cut up with lightsabers
When this nation sees the light you'll get the rights that you covet,
With information sealed so tight even Obama can't touch it

If you don't stand up and get counted, you'll be invisible,
throwing all that money away, that'd be criminal
If we stand together united, we'll be invincible,
one nation under the sun, indivisible...