

STAFF REPORT

SUBJECT: Census 2010

MEETING DATE: March 18, 2010

AGENDA ITEM: 6A

STAFF CONTACT: Brian Bresolin

RECOMMENDATION:

Receive report on the status of coordination opportunities for the upcoming 2010 Census.

DISCUSSION:

The following summarizes local activities on 2010 Census outreach.

Lompoc staff has been working with Mark Bouscaren of the Census Bureau, and have been present at local events promoting the census. Census staff made a brief presentation to the Lompoc City Council on March 2 and Planning staff made a presentation at a Rotary club function in February. A census flyer will be included in each city utility bill for the month of March. Census Assistance Centers (which will provide representatives to answer the public's questions about the census questionnaire) will be available at City Hall, Park & Recreation Center, and the Library. These centers assist residents in filling out the census questionnaire. The City of Lompoc also has a Census 2010 link on their website.

According to Mark van de Kamp, Management Analyst, the City of Santa Maria held a Complete CCC meeting on February 9th attempting to reach out to additional community based organizations that have not yet been involved in their outreach efforts to date. In attendance were 18 representatives, including the Census Bureau, City of Guadalupe, County of Santa Barbara, Filipino community, Betteravia Farms and Bonipak, the Korean Association and Univision TV among others. The February 9th meeting minutes are attached.

Mark van de Kamp also spoke about the City's CCC outreach to the Santa Maria Human Resources Association's monthly membership meeting on Wednesday, Feb. 24th at the Historic Santa Maria Inn. There were 30 to 35 people present, including a census bureau representative. The Association represents "trusted messengers" who can carry key talking points to employees, perhaps through notices about the census in payroll slips.

The City of Santa Maria City Web site hosts a Census webpage on the right hand side of the homepage at the following link: <http://www.ci.santa-maria.ca.us/203-03.shtml>. The city continues to air census messages on their public access government channel (Comcast 23) and on SMAT buses and there are census posters at City buildings. There will be eleven (11) Census Assistance Centers in the Santa Maria Valley, including one at City Hall in Santa Maria and one at City Hall in Guadalupe. The city has included Census information in each of their employee (in-house) newsletters and they plan to have a long story about the Census in their next publication.

The City of Goleta has participated in the Santa Barbara County Complete Count Committee (CCC), and has collaborated with community leaders, elected officials and staff from various agencies in an effort to increase census participation.

The City of Goleta has helped recruit census workers in the area by co-sponsoring a Census Job Fair at Camino Real Marketplace and promoting the Census Job Fair on the City's website. The City has, and will continue to post outreach materials, announcements, press releases, events and key dates on the City of Goleta website. The City is in the process of identifying hard to count populations in the city limits, and designing outreach efforts specifically for these populations. Direct outreach efforts to these groups will occur in early March in advance of the arrival of Census questionnaires. The City is also in the process of assisting the Census Bureau in identifying locations within city limits for Census Assistance Centers. The City is working with the Census Bureau and media outlets serving the local Hard To Count populations to facilitate and encourage census participation.

The County is continuing with focused Census outreach. In January, County staff worked with cities and the Census Bureau to host North and South County Kick-off events. On March 1, they made a presentation to the Santa Barbara County School District Superintendents. Since the beginning of this year, county staff has been meeting weekly with representatives from Isla Vista organizations, UCSB, and student groups to develop focused outreach in Isla Vista. In March, volunteers will post door hangers throughout the Isla Vista community. The County will host a "Count Me I.V.," Census event on April 9th featuring the regional Census Road Tour Van and fun activities. The County will also be finalizing several Public Service Announcement videos and ads, which will air on County and city TV stations as well as in movie theaters around Santa Barbara County.

The County has developed a locally produced census YouTube promotional video in both English and Spanish linked to their website at the location shown below. Other CCC representatives were encouraged to use this video in their outreach activities.

<http://www.youtube.com/watch?v=FZwsv0Vurs0>

A new Census Bureau Participant Specialist Pricilla Handley has been appointed to assist with South Coast outreach activities. She attended a February 23rd Santa Barbara City Council meeting to provide a summary of the bureaus outreach activities.

The Census Bureau met with the Carpinteria Unified School District on February 8th. David Rodriguez of the Census Bureau provided information and material related to the Census in Schools Program.

In order to inform stakeholders about the advertising campaign, the Census Bureau, in collaboration with their communications contractors, issues 2010 Census media highlights. The highlights contain information on when and where a sampling of advertisements will run for the various audiences for the upcoming week. Attachment 2 summarizes the weekly media highlight for the week of March 6 – March 12.

During the week of March 8-12, the Census Bureau will launch a public awareness campaign, Children Count Too, to remind parents about the importance of counting their babies and young children on the forms. Featuring Dora the Explorer, the popular children's cartoon character, the Census Bureau has teamed up with Nickelodeon to create a toolkit with resources to help spread the word. The toolkit can be found on the following census website; <http://2010.census.gov/partners/toolkits/toolkits-dora.php>

To encourage everyone to take 10 minutes to answer the 10 simple questions on the 2010 Census form, the census bureau is launching the "Take 10" campaign. Through "Take 10," you can visit <http://2010.census.gov/2010census/take10map/> to get updates on the proportion of households that have mailed back the 2010 Census forms. You also will be able to view differences between your community's participation rates and those of neighboring communities or other areas across the country.

Other upcoming Census Bureau activities include:

The enumeration of the homeless in shelters and outdoor locations (referred to as Targeted Non Shelter Outdoor Locations, TNSOL) will occur March 29th – 31st. The shelters will be enumerated from 7AM to 12 midnight and outdoor locations from midnight to 7AM. There will be approximately 200 enumerators working on this operation. The census has worked with local communities to identify these locations. A list of outdoor locations is not available due to confidentiality requirements.

Questionnaire (Census) Assistance Centers (QAC's) that assist persons in filling out the census questionnaire, and locations of Be Counted sites where census questionnaires can be picked up are also identified in Attachment 3. The 37 sites (as of February 22) are being located and staffed in cooperation with local government and community based organizations.

The Group Quarters Enumeration Operation (Living quarters with group eating facilities such as Dormitories, group homes etc.) begins March 29th and continues through May 21st.

Non-Response follow up for households that did not respond to mail out census questionnaire begins May 1st and continues until complete. However, reports that support when and where census enumerators will be following up are determined around April 14th.

COMMITTEE REVIEW

None

ATTACHMENTS

Attachment 1: City of Santa Maria February 9th Meeting Minutes

Attachment 2: Media Highlights

Attachment 3: Questionnaire Assistance Center Locations

Attachment 1, City of Santa Maria Meeting Minutes



CITY OF SANTA MARIA
2010 Census
Complete Count Committee

United States
**Census
2010**

MEETING MINUTES of February 9, 2010

Location: Minami Center meeting room, 600 W. Enos Drive, Santa Maria

Start noon Finish 1:00 p.m.

18 Attendees: City of Santa Maria (Mark van de Kamp and Rosie Narez), City of Guadalupe (Amelia Villegas), Census (Maria Dupras, Melissa Cook, Margarita Diaz), County of Santa Barbara (Lucy Pendl), Filipino Community of Santa Maria (Sonia J. Veal, Carol Chemaride, Lareta J. Francisco, Mila R. Gonzaga), Betteravia Farms / Bonipak (Simon Verdin), Korean Association (Mark Moon), People's Self-Help Housing / Duncan Group (Laureen Killenberger), Domestic Violence Solutions (Rosa Espinoza), Allan Hancock College Community Education (Rosa Olmedo), Coast Hills Federal Credit Union (Tahir Masood), Perla Torres (Univision TV).

Main points:

Mark van de Kamp (City of Santa Maria, (805) 925-0951 ext. 372) used a PowerPoint presentation about the importance of participating in the 2010 Census. It matters to non-profits, schools, hospitals, the City, the County, businesses, everyone. Santa Maria has an official 2009 population of 92,542 but it's very likely above 100,000. Every person who is counted means about \$2,000 per year to the community.

Each person in the room is a person of trust to their groups. Use that trust to tell others about the Census. Locals know the area best, so spread the word through posters, meetings, newsletters, e-mail, inserts with payroll. Attendees were assured that census information is confidential. The 2010 Census will not have a "long form" only the "short form."

Maria Dupras and Melissa Cook (Census) explained that they are still recruiting for jobs that pay about \$11.70 to \$15.50 to \$17 per hour. Want to fill by March. Margarita Diaz announced there will be 11 Census Assistance Centers (card tables and chairs) set up throughout the Santa Maria Valley – 2 in the City of Guadalupe (one at City Hall) and 9 in Santa Maria (one at City Hall). Dates and times will be announced later.

■ One of the women from the Filipino Community of Santa Maria (Ms. Gonzaga?) said she was the assistant manager for the local Census office in 2000, so she recognizes the need to spread the word to members. ■ Mr. Moon from the Korean Association requested materials printed in Korean, for distribution. Ms. Pendl said the Census Web site has materials in various languages and Ms. Diaz (Census) said she will request some materials in Korean. ■ Mr. Verdin of Bonipak asked about getting information to agricultural workers who lack addresses – those who may live in trailers or barns. Ms. Dupras said those people can receive help at the Assistance Centers that will soon be in operation throughout the Valley. ■ Mark thanked Perla from Univision TV for airing reports about these meetings and the Census. Mark will be speaking about the Census outreach, to the Santa Maria Human Resources Association meeting on February 24. ■ Mark had invited about 10 agriculture companies to today's meeting – great that Bonipak was represented - and previously Richard Quandt of the Grower-Shipper organization in Guadalupe has attended two of these meetings. ■ Rosie Narez said this meeting will be mentioned at tonight's City of Santa Maria All-America Committee.

Attachment 2, Media Highlights

Week 8: 3/6 – 3/12

Diverse Mass Audience

- National Television
 - ABC: Barbara Walters Pre-Oscar Special :15 spot on Sunday, 3/7 (7-8pm)
 - FOX: NASCAR Race on Sunday, 3/7 (1-5pm) :30 Frank spot
 - NBC: “Dateline” on Sunday, 3/7 (7-8pm) :15 Forward spot and :15 Next 10 Years spot
 - CBS: “Amazing Race” on Sunday, 3/7 (8-9pm) :15 Next 10 Years spot
 - ABC: “Castle” Saturday, 3/6 (10-11pm) :30 Shoot
 - The History Channel: “Time Machine” on Saturday, 3/6 :30 spots (9:50am and 10:39am)
 - CNN: “Campbell Brown” :15s on Tuesday 3/9 (8:06pm) and Friday 3/12 (8:21pm)
 - Fox News “O’Reilly Factor” :15 on Friday, 3/12 (8-9pm)
 - E!: “E! News” Thursday, 3/11 (12:17pm) and “Sandra Bullock Revealed E! Special” (4:48pm)
 - Lifetime: Primetime movie “Friends with Money” starring Jennifer Aniston on Wednesday, 3/10, :30 (9:16pm)
 - Food Network: “Semi Homemade w/ Sandra Lee” Saturday, 3/6 (8:09am), “Easy Entertaining w/ Michael Chiarello” Tuesday, 3/9 (11:09am)
 - TBS: “Lopez Tonight” Tuesday, 3/9 :30 (11:24pm) and Wednesday, 3/10 :30 (11:13pm)
 - TNT: “The Da Vinci Code” Saturday, 3/6 :15 (4:49pm), “Law & Order” Friday, 3/12 :30 (4:12pm)
 - TRU TV: “The Investigators” Saturday, 3/6 :15 (2:44pm)

- Cinema
 - Friday, 3/12 is the release of “Our Family Wedding,” a PG-13 comedy starring Forest Whitaker, America Ferrera, and Carlos Mencia as well as “Remember Me” featuring Robert Pattinson and Emilie de Ravin
 - At Regal, AMC, Clearview, Loews, and other theaters across the network watch for the Diverse Mass :30 prior to the trailers
 - To be screened across an estimated 3,132 theaters

Hispanic Audience

National Media

- Television
 - ESPN Deportes magazine full Page editorial on newsstands Wednesday, 3/10
- Online
 - Roadblock on Telemundo.com on Monday, 3/8
 - Roadblock Terra.com Noticias Channel on Wednesday, 3/10

Attachment 3: Questionnaire Assistance Center Locations

CITY	Tract	FACILITY NAME	ADDRESS
Goleta/Isla Vista	29.03	CAC- Santa Barbara- South County	5681 Hollister Ave.
Goleta/Isla Vista	29.03	Goleta Valley Community Center	5679 Hollister Ave. #1
Goleta/Isla Vista	29.02	IV Tenant Union	6550 Pardall Road
Goleta/Isla Vista	29.02	IV Youth Projects (Family Resource Center)	701 H W. Campus Point Lane
Goleta/Isla Vista	29.11	IV Food Co-Op	6575 Seville Road
Goleta/Isla Vista	29.11	Javans	938 Embarcadero del Norte
Goleta/Isla Vista	29.12	YMCA Isla Vista Teen Center	889 Camino del Sur
Goleta/Isla Vista	29.12	St. Marks University Parish	6550 Picasso Road
Guadalupe	25.00	Guadalupe Family Service Center	4681 Eleventh St.
Guadalupe	25.00	Guadalupe City Hall	918 Obispo St.
Lompoc	27.06	Lompoc Unified School District	1301 North A St.
Lompoc	27.06	City of Lompoc City Hall	100 Civic Center Dr. 93436
Lompoc	27.06	Lompoc Public Library	501 E. North Ave.
Lompoc	27.02	La Chiquita Market	819 W. Laurel Ave.
Lompoc	27.02	City of Lompoc Anderson Recreation Center	125 W. Walnut Ave. 93436
Lompoc	27.02	County of Santa Barbara - Fourth District	100 E. Locust Ave.
New Cuyama (UL)	18.00	C & H Market	4859 Primero St.
Orcutt	20.05	Albertson's	1120 E. Clark Ave.
Santa Barbara	8.02	Our Lady of Guadalupe Parish	227 N. Nopal St.
Santa Barbara	8.02	City of Santa Barbara Franklin Center	1136 E. Montecito st.
Santa Barbara	10.00	Independent Living Resource Center	423 W. Victoria St.
Santa Barbara	10.00	City of Santa Barbara Westside Center	423 W. Victoria St.
Santa Barbara	11.02	Cantwell's Restaurant	24 W. Figueroa
Santa Barbara	11.02	Super Cucas Restaurant	626 W. Micheltorena St.
Santa Barbara	12.04	CAC-Santa Barbara-So. County	629 Coronel Place 93101
Santa Barbara	9.00	Transition House	425 E. Cota
Santa Barbara	9.00	Santa Barbara Public Library	40 E. Anapuma St. (Central Libr)
Santa Maria	24.02	Foods Co.	1465 S. Broadway
Santa Maria	24.02	Mercado y Carneceria Su Mesa	1571 Stowell Center Plaza
Santa Maria	22.05	La Princesa Market	1000 N. Broadway
Santa Maria	22.05	La Chiquita Market	1635 N. Broadway
Santa Maria	23.04	Mercado y Carniceria El Toro	1125 W. Main St.
Santa Maria	23.04	Charlene's Closet	122 W. El Camino
Santa Maria	23.04	Catholic Charities of L.A.	607 W. Main St.
Santa Maria	23.04	CAC-Chapel Toddler (NAEYC)	201 W. Chapel St.
Santa Maria	24.03	City of Santa Maria City Hall	110 East Cook St.
Santa Maria	24.03	Los Adobes de Maria	1026 W. Boone St.
Santa Maria	24.03	La Favorita Market	721 West Church St.
Santa Maria	24.04	Carniceria la Mia	417 S. Blosser Rd.