

**STAFF REPORT**

**SUBJECT:** 2010 Census

**MEETING DATE:** October 7, 2009

**AGENDA ITEM:** 4

**STAFF CONTACT:** Michael Powers, Brian Bresolin

**RECOMMENDATION:**

Receive status report on 2010 Census outreach activities of local agencies and discuss coordination opportunities.

**DISCUSSION:**

At the August meeting the SBCAG Board directed that the two Subregional Planning Committees of SBCAG serve as a means of coordinating outreach for the upcoming April 2010 Census. At the September South Coast Subregional meeting local Complete Count Committee (CCC) representatives in the South Coast provided an overview of their recent 2010 census related outreach activities. Since that time there has been a meeting of the Santa Maria Complete Count Committee (CCC) and a CCC meeting has been scheduled by County staff for the South Coast on the following date.

October 14<sup>th</sup> from 10:30-11:30 AM  
Faulkner Gallery-City of Santa Barbara Central Library  
40 E. Anapamu St.  
Santa Barbara, CA 93101

The County is moving forward with the development of a regional Strategic Communication Plan for Census outreach and is soliciting information beginning the week of October 5, 2009. They will use the information to help in developing a master calendar that will enable staff to identify outreach opportunities, methods/channels and dates which we can use as a tool to do more coordinated outreach.

Information they are requesting includes:

Newsletters-publication dates, title, format (electronic, hard copy mailed etc.)  
Billing Inserts-publication dates, title, format (electronic, hard copy mailed etc.)  
Festivals and date of event

City-sponsored outreach events (e.g., Sponsored by Parks & Recreation, Health Clinics) and date of event

City TV Stations and/or programs (available stations and/or programs)

There has been no updates on census activity from other South Coast jurisdictions to date, however, the October 14<sup>th</sup> CCC meeting will provide the latest information.

Attachment 1 summarizes the meeting that took place in Santa Maria that has relevant information for the South Coast as well including a sample application for census partnership funding. In addition, staff has invited local staff census contacts to the subregional committee meeting in order to provide your committee with local updates.

## Attachment 1

The Santa Maria CCC meeting took place on September 14 at the Atkinson Center classroom, in Santa Maria at 12:30 p.m. The 24 attendees are as follows:

### **(13 returnees from 1st meeting):**

City of Santa Maria (Mark van de Kamp and Rosie Narez)  
City of Guadalupe (Amelia Villegas)  
Census (Amy Allen-Lopez, Asst. Manager of Field Operations, Michael Dave Rodriguez, Partnership Specialist, and Margarita Diaz)  
American Red Cross (Michael Johnson)  
Santa Maria-Bonita School District (Maggie White)  
NAACP (Nadine Caldwell Cleveland)  
Central Coast Literacy Council (Isa Ponce-Jimenez)  
California Rural Legal Assistance (Mary Jacka)  
County of Santa Barbara (Susan Curtis)  
SBCAG (Brian Bresolin)

### **(11 newcomers):**

American Red Cross (Ursula Rogers)  
Community Action Commission (Aurea Dominguez and Skye Allmang)  
Fighting Back Santa Maria Valley (Teresa Menchaca)  
City of Lompoc (Dinah Lockhart and Lucille Breese)  
City of Santa Maria (Christie Alarcon)  
Independent Living Resource Center (Jennifer Griffin and Kathleen Riel)  
Community Health Centers (Gail Tutino)  
SDX Media (David Patterson)

The City is encouraging schools, the hospital, employers, and nonprofits to be part of CCC's. Amy Lopez (Census) said every person counted results in approximately \$2,000 per year in federal and state money that goes to the community through various programs that use census data as allocation criteria. Mark van de Kamp (SM City) invited individuals from numerous nonprofits to this meeting that receive Community Development Block Grant (CDBG) and HOME funds that are tied to population figures.

Amy said her address canvassing team in Santa Barbara and other counties has discovered many additional potential residential units than on the original address list when census address canvassing started. Amy said a questionnaire needs to be completed by each family living in a housing unit. There may be three families sharing a house and that means three questionnaires need to be provided. Amy provided a review of the numerous farm worker labor contractors the Santa Maria office has contacted.

Partnership support funding is provided by Census and can offer up to \$2,999 for products and \$2,499 for services to agencies who sign up as census partners. Those agencies can choose a vendor to make signs, banners, tote bags, coffee cups, pens, etc. with the census logo to help spread the word. Dave Patterson, of SDX communications, described the process and provided an example of People Helping People that chose to co-brand its own logo on Census tote bags. Co-branding helps establish trust for the Census through a local organization with whom people

are already comfortable. Dave Rodriguez (Census) explained how the partnership program works and distributed partnership forms and funding request forms to those interested. The forms are included in this attachment. Dave also indicated that the Census can provide a mock-up version of a vendor partnership application so that partners can see how a vendor must complete a form to ensure it meets Census Bureau expectations. Additionally, Dave indicated he would investigate options for partners that have multiple offices in locations throughout the County to determine if they can apply for partnership reimbursement for each office or if they are restricted to one partnership reimbursement option for the entire organization. Amy said the Census provides translation services for the deaf, so agencies do not have to use their partnership money for that purpose. The census even can provide training and has persons fluent in Spanish and Mixteco.

County staff discussed scheduling and co-hosting a Lompoc CCC meeting in the near future. SBCAG staff provided Lompoc reps with the Community Resources Directory (CRIS) directory mailing labels for social service agencies in Lompoc and provided Mark with CRIS directory labels for Santa Maria. The mailing labels have also been provided to all jurisdictions in the South Coast. The directory contains a comprehensive list of all social services agencies in the county. Distributing the appropriate section of the list to all jurisdictions helps ensure that there are no geographical areas neglected in the outreach effort. Santa Maria City staff has invited the Census to participate in a booth at the "Autumn Arts Grapes and Grains" festival in October 2009. The next CCC meeting for Santa Maria is scheduled to be in mid-October that may involve the local media.

## **Census Partnership Funding Applications**

# United States™ Census 2010

U.S. Census Bureau  
Partnership Program  
9301 Corbin Avenue, Suite 1000  
Northridge, CA 91324  
(818)717-5820  
(818)717-6774 Fax

## 2009 Partnership Support Program Funding Request Form

**Name of Partner:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**County:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Contact Person's Title:** \_\_\_\_\_

**Contact Person's Daytime Phone:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_

**Name of Vendor:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Contact Person's Title:** \_\_\_\_\_

**Contact Person's Phone:** \_\_\_\_\_

**Please include a copy of the quote from the vendor with this funding request. Vendor quote must show Census Bureau as purchaser. Quote should include cost of item(s) and all additional costs such as set up charges, shipping & handling, etc. Total should not exceed \$2,999 for products or \$2499 for services.**

**ELIGIBILITY- Partner's Proof of Commitment to 2010 Census:**

Please list details (dates, quantities, photocopies) of activities proving your organization's commitment to 2010 Census. Examples include: copies of a proclamation, resolution, letter of appointed liaison, partnership agreement, letter of support, article(s) published in partner's newsletter information on partner's web site,

evidence (sample/photo) that you've produced "area specific" promotional items or logo, proof of donations of newspaper advertising or media air time, proof of commitment to allow the Census Bureau to use free space for meetings, training or testing.

Please check off which past activities your organization have been involved in to help increase awareness about Census 2010. If not listed, please provide a description of your prior commitment activities in the space provided.

To receive full consideration, proof of the activities checked off must be attached.

- our organization adopted a proclamation/resolution supporting Census 2010
- our organization designated a member to be a Census liaison
- our organization printed information, articles about Census 2010 in our newsletter or website
- our organization paid for promotional items for Census 2010
- our organization donated advertising space or airtime to Census 2010
- our organization donated the use of free space for meetings, training or testing
- our organization made a donation in the form of an exhibit booth
- our organization had a presentation made at one of our meetings about Census 2010
- our organization helped put up posters or pass out flyers about Census 2010.

Other:

**PROJECT REQUIREMENTS**

Describe the project:

Specify the measurable objective of the project:

Specify the 2010 Census component of your project and explain its relevance to the census mission. How will the proposed project encourage the targeted audience to fill out and mail back their questionnaire?

If you are collaborating with another group(s), define each organization's role:

Provide project time line.

By affixing my signature, I certify that:

1. All information contained in this request is correct.
2. I have reviewed this proposal with the members of my organization, group and/or Complete Count Committee.
3. This submission contains the following:
  - Proof of Commitment
  - Sample, photo, and/or draft text of item(s) being requested
  - Vendor's name, address, phone number, and price quote
4. The recommended vendor accepts credit cards as payment.
5. The anticipated completion date of this project is \_\_\_\_\_.

\_\_\_\_\_  
Signature and Title

\_\_\_\_\_  
Date

**Send Request to:**

Partnership Program  
U.S. Census Bureau  
9301 Corbin Avenue, Suite 1000  
Northridge, CA 91324

## Partner Support Program Checklist

The Guidelines are as follows:

Today's Date: \_\_\_\_\_

Partnership Specialist: \_\_\_\_\_

Partner: \_\_\_\_\_

Initial when complete	Items Needed
	Partner Contact Name(s) & Phone Number(s).
	Partnership Specialist Contact Name & Phone Number(s).
	Completed application with DETAILED Description(s) regarding project and its requirement(s).
	<b>Copy of ALL Draft Graphic for any item(s) that is to be produced</b> , i.e. promotional items, T-shirts, brochures and flyers, or draft of any item.
	<b>Identify if Vendor(s) has/have the ability to accept Credit Card(s).</b> If not, vendor needs to register with CCR (Central Contractor Registration) at <a href="http://www.ccr.gov">www.ccr.gov</a> (need Tax ID#)
	Vendor Contact Name(s) & Phone Number(s).
	Three (3) Different Vendor <b>QUOTE (S)</b> .
	Vendor <b>QUOTE(S)</b> MUST show <b>US BUREAU of the CENSUS as PURCHASER</b> .
	Partner's <b>Delivery Receipt</b> from Vendor for items Received.
	<b>Two (2) of each ITEM that was Delivered for use by Partner (For HQ and RCC).</b>

NOTE(S):

For Office Use Only:

Approved

PO #: \_\_\_\_\_

Disapproved

Reason: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Luz Castillo, Coordinator

Date /

\_\_\_\_\_  
Jennifer Cho, Administrative Specialist