

STAFF REPORT

SUBJECT: 2010 Census

MEETING DATE: September 2, 2009

AGENDA ITEM: 5

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. The board directed that this be accomplished within existing resources of the current budget.

For the September meeting, SBCAG staff has requested that each local Complete Count Committee (CCC) representative in the South Coast provide an overview of their recent 2010 census related outreach activities. Attachment 1 lists the local Complete Count Committee staff contacts. Current activities to date include the following:

- City of Santa Barbara; Passed resolution for census outreach participation, running PSA's, coordinating with Redevelopment Agency contacts.
- City of Carpinteria; Passed resolution for census outreach participation, scheduled August 27 Complete Count Committee meeting, contacting local groups, census promos included in newsletter and Coastal View, Census presence website, public access TV scroll messaging.
- City of Goleta; Passed resolution for census outreach participation.
- County of Santa Barbara; Passed resolution for census outreach participation, developing organizational strategy to coordinate with other CCC's and city representatives.

As you recall, local jurisdictions have contacts with community based organizations through their community development block grant, recreation, and housing programs among others. Many of these programs are also tied into local schools. In addition, the local jurisdiction itself is in a position to provide low cost outreach through posters/notices at city hall and other facilities, community meetings, census publicity as a pre-condition to local grant programs provided to outside organizations, and experience and knowledge of the community. A more detailed list of outreach suggestions is included in Attachment 2.

The County of Santa Barbara is also in a position to have a significant role in outreach activities due to the many social service programs it currently administers that have direct contact with generally hard to count populations. Some of the departments that provide services to the hard to count populations include: Public Health Department, Social Services Dept., Alcohol, Drug, and Mental Health Services, and the Dept. of Child Support Services. In addition, the County is closely connected with the County Human Services Commission and the County First Five Children's Commission, two other organizations that address the hard to count population. Since the County has direct administrative influence over these organizations that provide direct services to the hard to count populations the County has a key role in mobilizing internal response to Census outreach. SBCAG has no contact with or direct influence over these programs.

SBCAG staff will continue its ongoing efforts at coordinating with Census Bureau Partnership Specialist and the local Census office in Santa Maria, State Census Data Center, and others on national census publicity, information, and training. Staff will continue to liaison with local CCC's, maintain regional CCC contact database and regularly update SBCAG Census 2010 website with census outreach materials, local and regional CCC meeting agendas and minutes as available.

Attachment 1
CCC Contacts

Jurisdiction	Complete Count Committee Representatives		
County of Santa Barbara	SANTA BARBARA COUNTY		
	David Matson		
	Office of Long Range Planning		
	Deputy Director /General Plan		
	dmatson@co.santa-barbara.ca.us		
	(805) 568-2068		
	Susan Curtis-Long Range Planning		
568-3573			
	scurtis@co.santa-barbara.ca.us		
City of Santa Barbara	John Ledbetter		
	Principal Planner		
	630 Garden St.		
	P.O. Box1990		
	Santa Barbara, CA 93102		
	jledbetter@ci.santa-barbara.ca.us		
	(805) 564-5470		
City of Carpinteria	Shanna Farley		
	Assistant Planner		
	shannaf@ci.carpinteria.ca.us		
	(805) 684-5405 ext.405		
City of Goleta	Kristen Deshler		
	Public Information Officer		
	kdeshler@cityofgoleta.org		
	(805) 961-7507		

Attachment 2

Local government 2010 Census outreach examples from census publications:

- Place census messages in water bills, property tax bills, and other correspondence generated by the jurisdiction.
- Use local public access TV to run census promotional messages.
- Develop and implement activities to involve local government employees in 2010 Census awareness campaign.
- Encourage corporations to become official sponsors of census activities.
- Require census promotion with grants given to community based organizations
- Have census banners, posters, and other signage placed in highly visible public locations.
- Include the 2010 Census logo and message on bus schedules, brochures, newsletters, and your local jurisdiction Web site.
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Sponsor a contest to design a sticker or poster promoting the 2010 Census.
- Have census information available during voter registration drives.
- Add a census message to all meetings, events, and correspondence.
- Provide information on population based federal, state, and local programs that have benefited the community.
- Plan a major promotional event around the mail out of census questionnaires.
- Saturate public access areas with easy-to read and understandable census information customized for your community.
- Ask elected officials to encourage residents to complete and return questionnaires immediately.
- Place a census message on all municipal marquees urging residents to complete and return their questionnaires.