



**Agenda Item A.3
PRESENTATION
Meeting Date: November 13, 2019**

TO: Chair and Members of the Public Engagement Commission

FROM: Kelly Hoover, Community Relations Manager/PIO

SUBJECT: Census 2020 Efforts

RECOMMENDATION:

Receive a report from Committee Chair Pedro Paz regarding Santa Barbara County's Complete Count Committee Efforts, followed by a report from Community Relations Manager/PIO Kelly Hoover on the City of Goleta's Census 2020 efforts.

Reviewed By:

A handwritten signature in black ink, appearing to read "Kristy Schmidt". The signature is written in a cursive style and is positioned above a horizontal line.

Kristy Schmidt
Assistant City Manager

Attachments:

1. Census 2020 Complete Count Committee Work
2. Make Goleta Count: Census 2020

ATTACHMENT 1

Census 2020 Complete Count Committee Work

Census 2020

Complete Count Committee Work

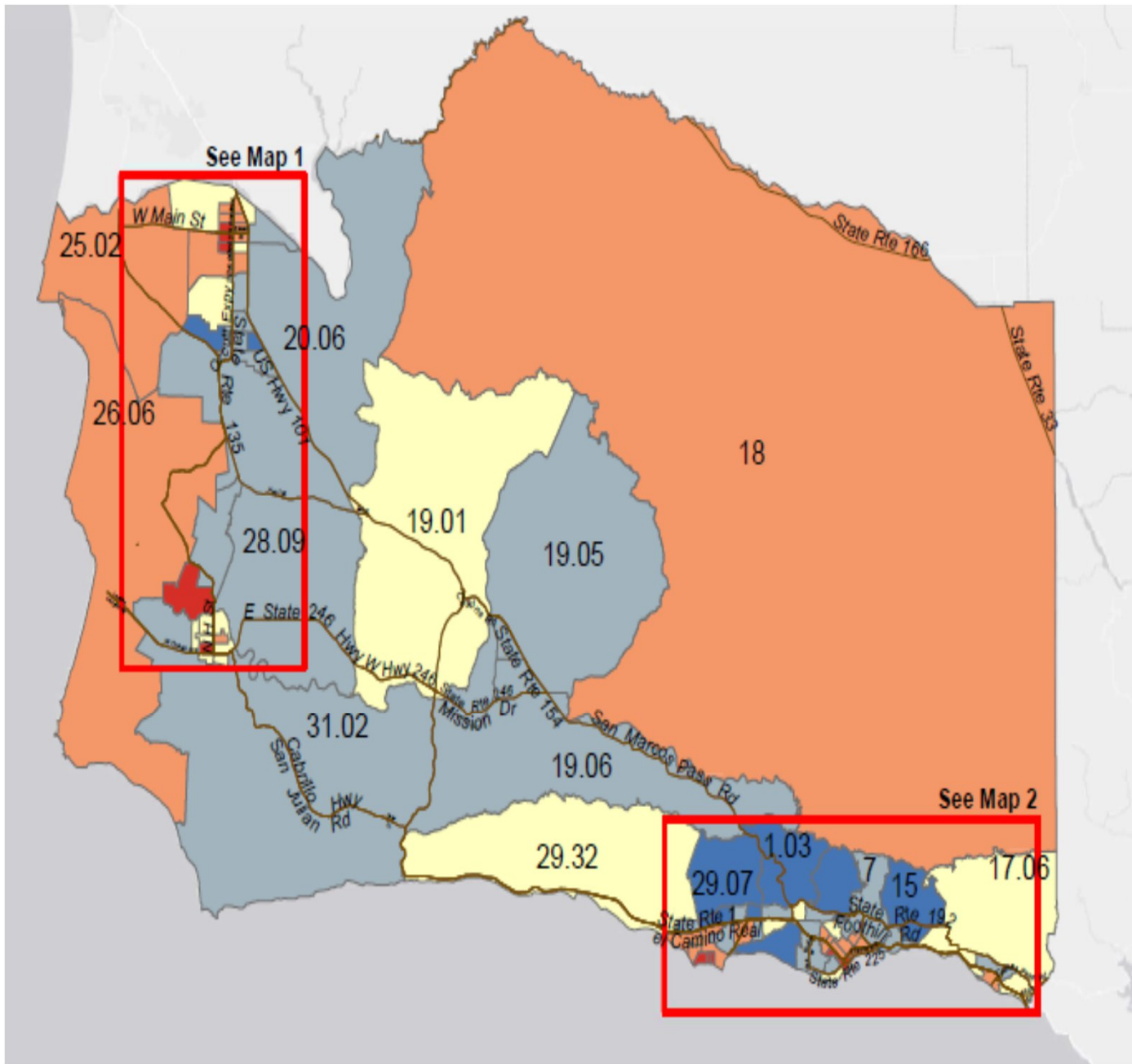


2020 Census-What's Different

- The number of people responding to the Census has been going down from nearly 80% in 1970 to little more than 60% in 2010
- The Census Bureau is using new technology to try to cut costs since the cost to count each household has gone from \$16 per household in 1970 to \$92 in 2010-specifically the use of an online form
- There will be 200,000 fewer Census workers knocking on doors to follow-up on those who do not respond-this matters as temporary Census workers generally know where to look for individuals who may be undercounted

Hard-to-Count Populations

- Young children
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Highly mobile persons
- Persons who distrust the government
- LGBTQ persons
- Persons with mental or physical disabilities
- Elderly persons

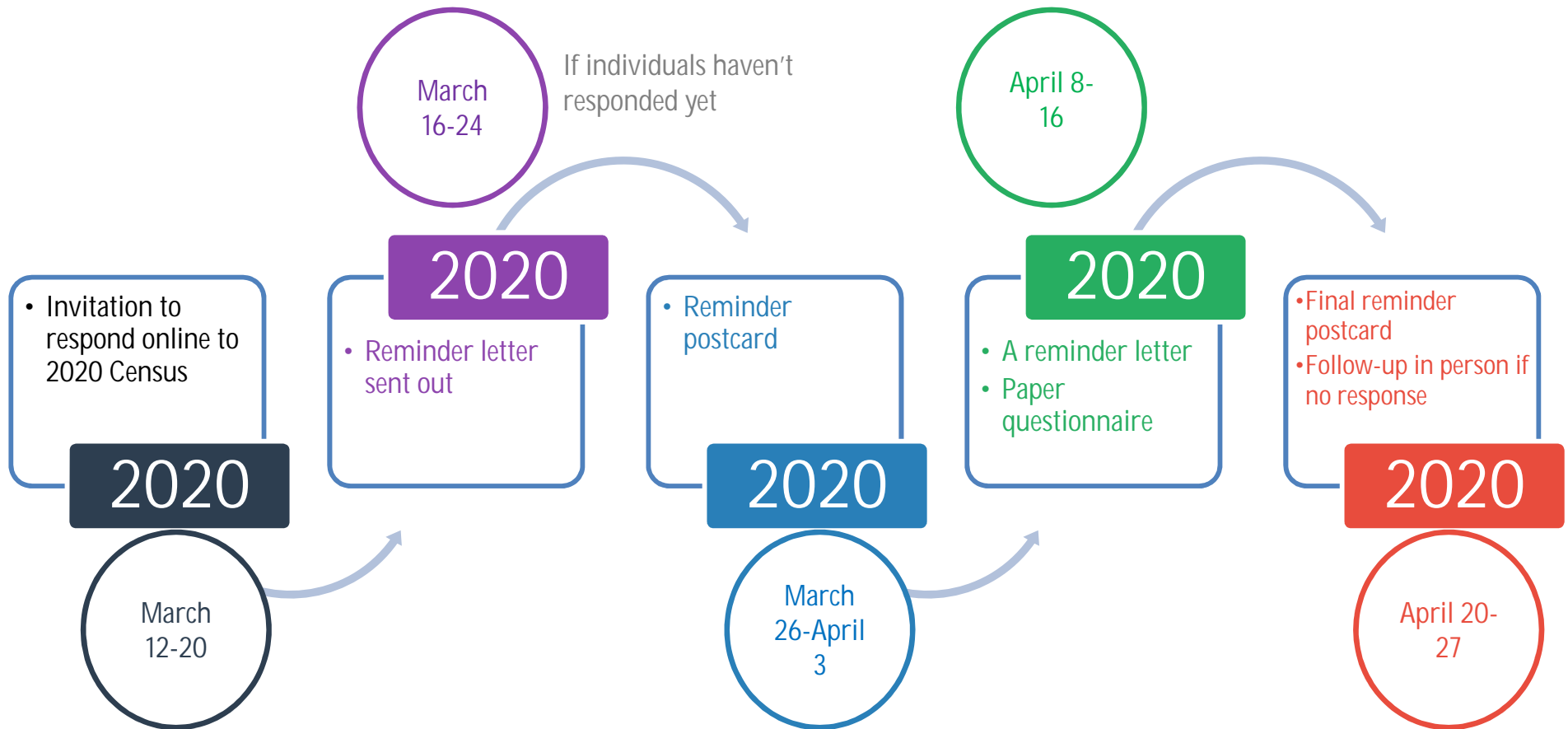


County-Wide Map of Areas Identified as Hard to Count

What the Census means for Santa Barbara County

- Local nonprofits and government programs could receive less funding if there is an undercount of residents.
- If individuals in SB County are not accurately counted in 2020, it could result in a loss of approximately \$43 million/year for ten years.
- Census count is used for state & local redistricting.
- Santa Barbara County has many populations that have been historically hard-to-count.
- County will be impacted because it includes a number of hard to count Census tracts.

Key Census Dates



Purpose of Complete Count Committees

- Utilize local knowledge, influence, and resources to educate communities as well as sectors and promote the census through locally based, targeted outreach efforts.
- Provide a vehicle for coordinating and nurturing cooperative efforts between state, local governments, communities; and the Census Bureau.

Santa Barbara County Complete Count Sub-Committees

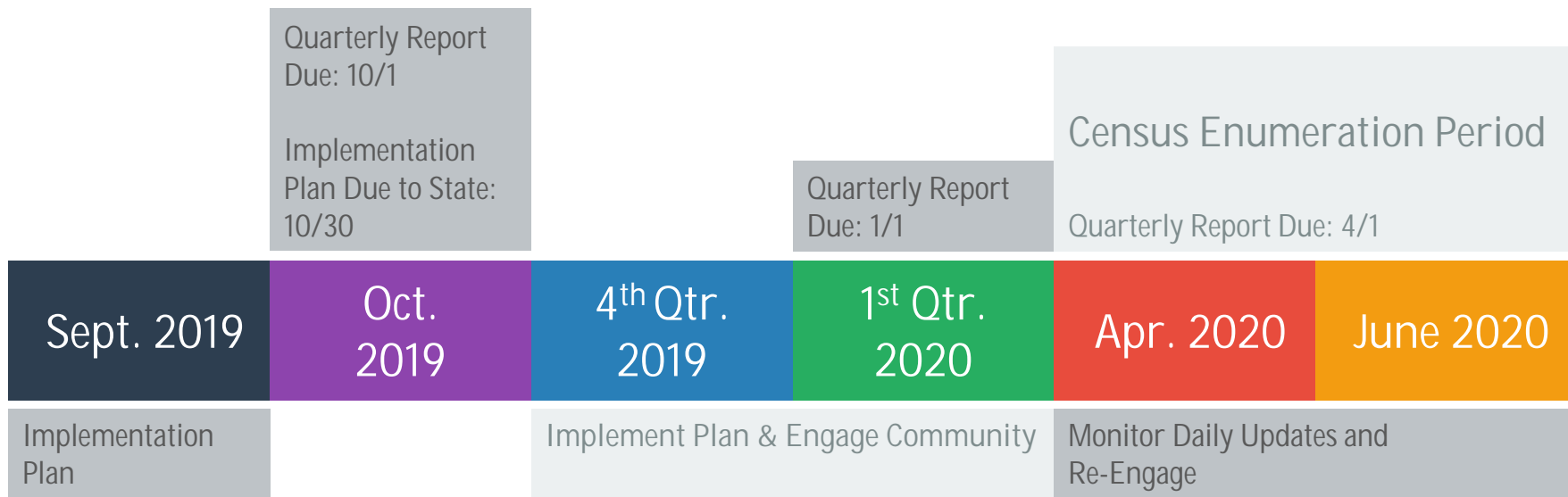
- Local Government and State Authority Partners
- Philanthropic
- Special Focus
 - 0-5 populations
 - Disability Access
 - Homeless
 - Senior Citizens
 - Business and Economic
 - Faith-Based
- Family Resources & Housing
- Public Health Sector & Education
- Marketing
- Messaging to Undocumented and Immigrants

Strategic Plan Goals

- Strategic Goal 1: Community resources, such as cities and community-based organizations, are engaged and coordinated in developing and executing the Census 2020 Complete Count outreach efforts ensuring broad regional participation.
- Strategic Goal 2: Increase community member awareness about the importance of the census and build trust about the Census 2020 through a comprehensive, multi-lingual, multi-modal communication campaign.
- Strategic Goal 3: Actively outreach to the hard-to-count populations through education and engagement.
- Strategic Goal 4: Support every community member participation in the Census 2020 by eliminating barriers to access.

Timeline

State Due Dates



County Implementation

ATTACHMENT 2

Make Goleta Count: Census 2020

MAKE GOLETA COUNT!

Census 2020

Census 2020 Outreach

- Make Goleta Count website
- Spanish engagement partnership
- Event tables
- Social media
- Monarch Press
- GovDelivery
- Nextdoor
- Press releases
- Videos
- Mobile kiosks and Library computer access and help
- City-wide mailing

Spanish Engagement Partnership

- Partnered with IVYP on Spanish engagement for Census
- Spanish page on the City website:
www.CityofGoleta.org/Censo2020
- Partner at events
- Spanish logo and stickers!



Make Goleta Count Website

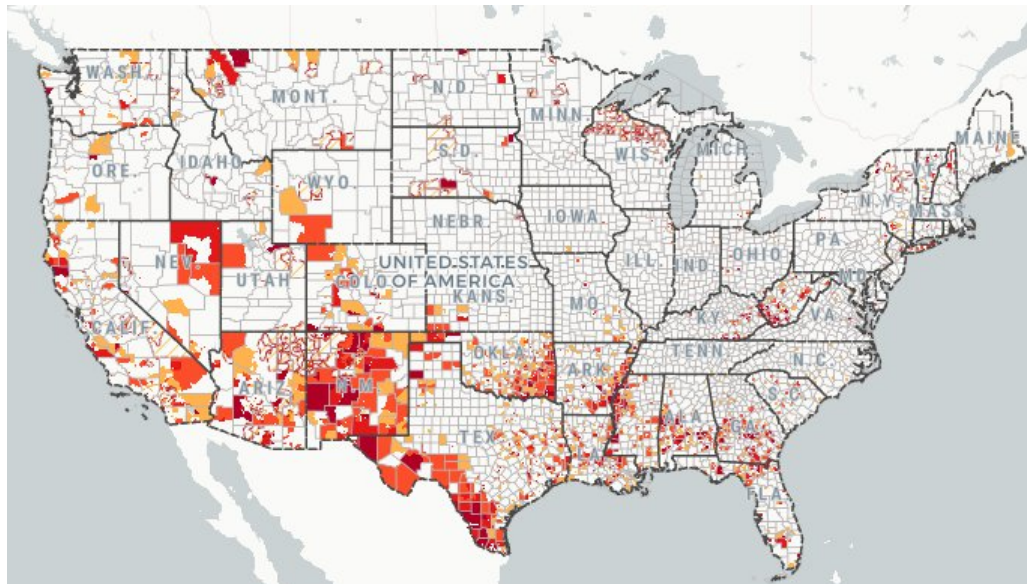
- Page on the City website focusing on Census 2020:
www.CityofGoleta.org/Census2020
- Links to resources including SB County Census website

The screenshot shows the City of Goleta website. At the top left is the City of Goleta logo. To its right is the text 'GOLETA, CA'. Further right are links for 'Home | About Us | Contact Us' and a accessibility icon. Below these are social media icons for Facebook, Twitter, YouTube, and Instagram, along with a 'Select Language' dropdown menu. A navigation bar contains 'I Want To...', 'Projects & Programs' (which is active), 'City Hall', and 'Community', followed by a search bar. On the left is a green sidebar menu with categories like 'Map of Projects', 'Advocacy', 'Bicycle Projects', 'Building & Development', 'Census 2020', 'City Work Programs', 'Drainage Improvements', 'Economic Development', 'Emergency Preparedness', 'Historic Preservation', 'Landscaping Projects', and 'LEAD Goleta (Learn Empower Advocate Discuss)'. The main content area is titled 'Census 2020' and features a large green banner with the text 'MAKE GOLETA Count!' and a checkmark icon. Below the banner is a paragraph of text: 'The 2020 Census is coming! It is vital that everyone in Goleta participates. Knowing who lives here allows us to get proper funding for important programs and services that we value and depend on. An undercount could result in a loss of money for the'.



Santa Barbara County Census Website

- <https://santabarbaracountycensus.org/>
- People can sign up to stay informed
- Interactive map of hard-to-count areas in the United States → can drill down by location



Event Tables

- Lemon Festival
- Multi-purpose field ribbon cutting
- Dia de los Muertos



Multi-Platform Approach

The City of Goleta uses a number of public outreach platforms and will use all of these avenues for Census 2020

- Facebook



- Nextdoor



- Twitter



- YouTube



- Instagram



Monarch Press

- Monthly newsletter sent to residents, the media and put on all of our platforms.
- Highlighted in each issue



the
Monarch Press



Make Goleta Count

November 2019 Monarch Press
Related Topics: [Community](#)

Census 2020 is coming and even though you won't be asked for your participation until March, the City of Goleta is making a concerted effort NOW to ensure that we do everything we can to let you know how important this census is and that we do our part to Make Goleta Count! Ideally, we want 100% participation in order for Goleta to get proper funding for important programs and services we value and depend on. An undercount could result in a loss of money for the next ten years!

Another important reason to make sure



Press Releases & Videos

- Write Press Releases on Make Goleta Count effort to raise community awareness about the importance of participating. Include examples of what is at stake.
- Press releases will garner media coverage of the topic.
- Pitch stories to specific media for feature stories.
- Create Make Goleta Count video with testimonials from community leaders and residents. Put on website, Channel 19, website slider and all outreach platforms.

Mobile Kiosks and Computer Access

- Placed at the Library, senior centers, Old Town, Farmers Market to provide computers and help signing up to those who need it.
- Libraries will also have specified times that community members can use computers and get help signing up.

Thank You

Questions?

