



**TO:** Chair and Members of the Public Engagement Commission  
**FROM:** Kelly Hoover, Community Relations Manager/PIO  
**SUBJECT:** Census 2020 Make Goleta Count Update

**RECOMMENDATION:**

Receive an update from Community Relations Manager/PIO Kelly Hoover on the City of Goleta's outreach and efforts, such as, what is at stake for the City of Goleta and how can one spread the word about Census 2020 and help Make Goleta Count!

**Reviewed By:**

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Kristy Schmidt  
Assistant City Manager

**Attachment:**

1. Make Goleta Count Census 2020 Presentation

## **ATTACHMENT 1**

Make Goleta Count Census 2020 Presentation

**MAKE  
GOLETA** *Count!* 

**¡HAZ QUE  
GOLETA!** *Cuenta* 

# Make Goleta Count Website

- Page on the City website focusing on Census 2020: [www.CityofGoleta.org/Census2020](http://www.CityofGoleta.org/Census2020)
- Links to resources including SB County Census website
- Webpage in Spanish: [www.CityofGoleta.org/Censo2020](http://www.CityofGoleta.org/Censo2020)



# What is at Stake for Goleta

- Vital Information as we plan for District Elections
- If individuals in Goleta are not accurately counted in 2020, it could result in a loss of revenue for ten years.
- Federal funding to the City related to Community Development Block Grants (CDBG). Expended exclusively on programs for low and moderate income individuals/families.
- Library funding (county per capita)
- Gas tax related revenue allocations used for pavement
- Any other special revenue fund that is allocated or awarded based on population.
- Population changes may also have impact on the City's Gann Limit, which establishes a limit on the proceeds of taxes that may be appropriated for spending in a given fiscal year.

# What We are Doing:

- Make Goleta Count / Haz Que Cuente Goleta Campaign
- Promotional Material
- Event Tables / Information Booths
- Video
- Proclamation on March 3, 2020 at City Council Meeting
- Make Goleta Count Day / Haz Que Cuente Goleta el Día on March 14, 2020 at Jonny D. Wallis Neighborhood Park
- Citywide Postcard Mailer
- Lightpost Banners
- Partnerships
- Speaking Engagements
- Press Releases / Media
- Frequent promotion across all of our platforms

# How You Can Help:

- Be an Ambassador for the City
- Spread the Word About Census 2020 and Help Make Goleta Count!
- Ideas?
- Follow Us on Our Social Media



# Thank You

