



**TO:** Mayor and Councilmembers

**FROM:** Kelly Hoover, Community Relations Manager

**SUBJECT:** 2020 United States Census and Make Goleta Count Campaign

**RECOMMENDATION:**

Adopt Resolution No.20-\_\_ entitled “A Resolution of the City Council of the City of Goleta, California Supporting the 2020 United States Census and the Make Goleta Count/Haz Que Cuento Goleta campaign.”

**BACKGROUND:**

The 2020 United States Census will take place on April 1, 2020. This Census (decennial) is undertaken every 10 years for the purpose of counting the people living in the United States and to record basic demographic information such as age, race, economic characteristics, etc. The Census is also used to determine the number of seats each State is allotted in the United States House of Representatives as well as a means to determine how to distribute billions in federal funding to States and local communities.

To ensure coordinated efforts, increased funding for these efforts and an accurate and complete count of California residents, the State of California has initiated a statewide effort entitled “CA Census 2020.” As part of this statewide effort, ten regions were created across California to coordinate the 2020 CA Census efforts and to disperse resources to counties to ensure a complete count of the residents living in those jurisdictions. The City of Goleta is located in Region 5 (Central Coast), which includes Santa Cruz, San Benito, Monterey, San Luis Obispo, Santa Barbara, and Ventura Counties.

City staff have been participating in Santa Barbara County’s 2020 Census Complete Count Committee, which was initiated last year to ensure an accurate count of all County residents. Additionally, the City of Goleta launched a Make Goleta Count/Haz Que Cuento Goleta campaign to resonate with Goleta residents and to develop specific outreach strategies and efforts to effectively reach the City’s residents (especially hard-to-count populations).

The City is partnering with community-based organizations, local school district, and other interested parties as part of our Make Goleta Count campaign. Our City team is working

diligently to get information to the public to ensure that Goleta gets as close to 100% participation as possible in the 2020 Census.

## **DISCUSSION:**

The City's and County's 2020 Census outreach and media strategies are focused on educating, motivating, and informing residents as to why participation in the Census benefits them and the communities where they live directly. It also focuses on assuring residents that the information that they provide to the Census is confidential and protected under Title 13 of the U.S. Constitutional Code. Countywide outreach strategies discussed as part of Santa Barbara County's 2020 Census Complete Count Committee and the City's Make Goleta Count campaign include but are not limited to regionally and culturally relevant media strategies, information booths, hosting events, and working with trusted voices/organizations located throughout Santa Barbara County. Additionally, the City's Make Goleta Count team is partnering with community organizations and implementing other outreach and media strategies specifically focused on reaching City residents (including the hard-to-count populations).

The U.S. Census Bureau estimates that for every five uncounted residents, \$100,000 in local funding is lost over ten years. Hard-to-count populations include individuals who have been excluded or "undercounted" in the prior Census for various reasons such as fear of government, highly mobile populations, languages issues, etc. These individuals typically include children, immigrants, people experiencing homelessness, renters, and others.

An important piece of the Make Goleta Count campaign is to educate community members as to what is at stake for Goleta if there were to be an undercount. The impact would include Federal funding to City related Community Development Block Grants expended exclusively on programs for low- and moderate-income individuals/families. It would also have an impact on library funding, gas tax related allocations used for pavement and any other special revenue fund that is allocated or awarded based on population. Population changes may also have an 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. An accurate Census count is also extremely vital for Goleta as we move to our first District Elections in 2022. The data will be critical information in order to establish equal district boundaries.

The Goleta Census team is using every avenue possible to get our message out about the importance of completing the Census. Our efforts include but are not limited to press releases, Monarch Press articles, social media, an informative and updated website page, information booth at events, speaking engagements, a city-wide mailer, Census materials, light post banners located throughout the City, question assistance centers and more.

As part of our outreach, the City has put together a Make Goleta Count/Haz Que Cuento video which features a cross-section of community leaders and residents explaining the important need to Make Goleta Count in the 2020 Census. The video debut coincides

with the March 3, 2020 City Council meeting and the reading of the Resolution supporting the 2020 United States Census and the Make Goleta Count/Haz Que Cuento Goleta campaign. The video will be featured on Goleta TV/Channel 19 and across all the City outreach platforms. It will also be shared with our Census partners to show on their platforms as well.

The City is also holding a family friendly community Make Goleta Count Day/Haz Que Cuento Goleta (Dia de Promocion) event on Saturday, March 14, 2020 from 11 a.m. to 2 p.m. at Jonny D. Wallis Neighborhood Park in Old Town. The event will include census information, assistance, speakers, a DJ, games, raffle prizes and food to purchase. Spanish interpretation will be available.

City Staff recommends the City Council adopt the attached resolution recognizing the importance of supporting the 2020 Census and helping ensure a complete, fair and accurate count of all Goleta residents.

### **GOLETA STRATEGIC PLAN:**

The Make Goleta Count campaign falls under several aspects of our City-Wide Strategy and Strategic Goals including: Supporting programs that enhance the quality of life in the Goleta community such as recreation, public safety, human services and cultural arts; Promoting public engagement in the civic process and at City and community events; Supporting the Goleta Library as a robust community resource; Engaging limited-English-Spanish speakers in a strategic way; and, Implementation of District Elections.

The campaign also fits with the overarching strategy to Ensure Financial Stability and long-term financial health of the City, and with the strategy to Support Economic Vitality and to promote a sustainable local economy.

Furthermore, the Make Goleta Campaign also ties directly back to our Strategic Goal to and continue to protect and maintain our roadway system.

**City-Wide Strategy:** Support Community Vitality and Enhanced Recreational Opportunities.

**Strategic Goal:** Support programs that enhance the quality of life in the Goleta community such as recreation, public safety, human services and cultural arts

**Strategic Goal:** Promote public engagement in the civic process and at City and community events

**Strategic Goal:** Support the Goleta Library as a robust community resource

**Strategic Goal:** Engage limited-English-Spanish speakers in a strategic way

**Strategic Goal:** Implementation of District Elections

**City-Wide Strategy:** Ensure Financial Stability

**Strategic Goal:** Enhance revenue by seeking grants and implementing financing strategies that strengthen the City's budget.

**City-Wide Strategy:** Support Economic Vitality

**Strategic Goal:** Promote a sustainable local economy

**City-Wide Strategy:** Strengthen Infrastructure

**Strategic Goal:** Strengthen city-wide infrastructure including roads and traffic circulation.

**Strategic Goal:** Protect and maintain our roadway system

**City-Wide Strategy:** Maintain a safe community

**Strategic Goal:** Maintain robust community/emergency preparedness programs.

The funding received from the 2020 Census (based on an accurate and complete count) will support the ability to adequately provide many important City Services, programs and infrastructure.

#### **FISCAL IMPACTS:**

In order to offset the costs associated with our Census outreach of approximately \$20,000, the City applied for and received \$9,940 in state grant funding through the Santa Barbara County Complete Count Committee application process. We have applied for a second tier of grant funding of approximately \$10,000, and also are designated to receive some reimbursement from the Santa Barbara County Complete Count Marketing Committee.


While the state grant funding should cover a significant amount of our outreach efforts, any excess costs will be covered using Community Outreach division budget (Account 1500). No additional appropriation is recommended at this time but will be further reviewed and may be recommended at a later Council meeting date if needed.


#### **ALTERNATIVES:**

The City Council can choose not to adopt the proposed resolution.

**Legal Review By:**

**Approved By:**

  
Michael Jenkins  
City Attorney

  
Michelle Greene  
City Manager

#### **ATTACHMENTS:**

1. Resolution No.20-\_\_ entitled "A Resolution of the City Council of the City of Goleta, California supporting the 2020 Census"

**ATTACHMENT 1:**

Resolution No.20-\_\_ entitled “A Resolution of the City Council of the City of Goleta,  
California supporting the 2020 Census”



## **RESOLUTION NO. 20-\_\_**

### **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GOLETA, CALIFORNIA, SUPPORTING THE 2020 UNITED STATES CENSUS AND THE MAKE GOLETA COUNT/HAZ QUE CUENTE GOLETA CAMPAIGN**

**WHEREAS**, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years; and

**WHEREAS**, the next enumeration will be April 1, 2020 and will be the first Census to rely heavily on online responses; and

**WHEREAS**, the primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups; and

**WHEREAS**, that challenge is amplified in California, given the size of the state and the diversity of communities; and

**WHEREAS**, California has a large percentage of individuals that are considered traditionally hard to count; and

**WHEREAS**, these diverse communities and demographic populations are at risk of being missed in the 2020 Census; and

**WHEREAS**, California receives nearly \$77 billion in federal funding that relies, in part, on census data; and

**WHEREAS**, a complete and accurate count of California's population is essential; and

**WHEREAS**, the data collected by the decennial Census determines the number of seats each state has in the U.S. House of Representatives and is used to distribute billions of dollars in federal funds to state and local governments; and

**WHEREAS**, the data is also used in the redistricting of state legislatures, county boards of supervisors and city councils; and

**WHEREAS**, the decennial census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count; and

**WHEREAS**, California's leaders have dedicated a historic amount of funding and resources to ensure every Californian is counted once, only once and in the right place; and

**WHEREAS**, this includes coordination between tribal, city, county, state governments, community-based organizations, education, and many more; and

**WHEREAS**, U.S. Census Bureau is facing several challenges with Census 2020, including constrained fiscal environment, rapidly changing use of technology, declining response rates, increasingly diverse and mobile population, thus support from partners and stakeholders is critical; and

**WHEREAS**, California kicked off its outreach and engagement efforts in April 2019 for the 2020 Census; and

**WHEREAS**, the City of Goleta, in partnership with other local governments, the State, businesses, schools, and community organizations, is committed to robust outreach and communication strategies, including reaching out to the hardest-to-count populations; and

**WHEREAS**, The City of Goleta launched a comprehensive local “Make Goleta Count/Haz Que Cuenta Goleta” campaign to encourage and ensure wide-spread participation in the 2020 Census; and

**WHEREAS**, The City of Goleta recognizes March 14, 2020 as Make Goleta Count Day/Haz Que Cuenta Goleta (Dia de Promocion) and encourages attendance at a Census Information and Community Celebration at Jonny D. Wallis Neighborhood Park from 11 a.m. to 2 p.m. There will be information booths, speakers, music, games, food for purchase, raffle prizes and fun for the whole family.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GOLETA AS FOLLOWS:**

**SECTION 1.**

The City of Goleta recognizes the importance of the 2020 U.S. Census and supports outreach efforts helping to ensure a complete, fair, and accurate count of all City of Goleta residents.

**SECTION 2.**

The City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED, APPROVED AND ADOPTED** this \_\_\_\_day of \_\_\_\_\_2020.

\_\_\_\_\_  
PAULA PEROTTE  
MAYOR

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
DEBORAH S. LOPEZ  
CITY CLERK

\_\_\_\_\_  
MICHAEL JENKINS  
CITY ATTORNEY



STATE OF CALIFORNIA                    )  
COUNTY OF SANTA BARBARA        )       ss.  
CITY OF GOLETA                        )

I, DEBORAH S. LOPEZ, City Clerk of the City of Goleta, California, DO HEREBY CERTIFY that the foregoing Resolution No. 20-\_\_\_\_ was duly adopted by the City Council of the City of Goleta at a regular meeting held on the \_\_\_\_ day of \_\_\_\_\_, 2020, by the following vote of the Council:

AYES:           COUNCILMEMBERS

NOES:           COUNCILMEMBERS

ABSENT:        COUNCILMEMBERS

(SEAL)

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DEBORAH S. LOPEZ  
CITY CLERK