

NCSPC STAFF REPORT

SUBJECT: Census 2020

MEETING DATE: November 13, 2019

AGENDA ITEM: 5

STAFF CONTACT: Lauren Bianchi Klemann

RECOMMENDATION:

Receive and File Update from the County of Santa Barbara on the Census 2020 Complete Count Effort.

SUMMARY:

In July 2019, the SBCAG Board approved coordination with the County of Santa Barbara to provide monthly “receive and file” Census 2020 Complete Count updates to the North County and South Coast Subregional Committees beginning September 2019 through September 2020. Today’s presentation will provide an update on local marketing efforts, status of the Implementation Plan to the State and local outreach and assistance grant opportunities.

DISCUSSION:

In its commitment to ensure that the 2020 Census counts every resident, regardless of age, gender, income, home ownership, permanent address, immigration status or any other factor, the County of Santa Barbara Complete Count Committee had an active month of October. The Committee accomplished some significant milestones for the hard-to-count public outreach efforts, such as:

- The launch of the Santa Barbara County Census website and social media pages,
- Submission of the Committee’s Hard-to-Count Implementation Plan to the State, and
- Began the process to offer local outreach and assistance grants for community-based organizations.

Census 2020 Marketing Efforts

Santa Barbara County’s Census 2020 Complete Count Committee in October launched a local, Census 2020 website at: www.santabarbaracountycensus.org. Making the website live in both English and Spanish languages to the public was an important step of the public outreach campaign, “We all Count. Todos Contamos,” and helps to provide a centralized location for the community and committee members to find resources and stay informed about Census activities in the county. Those visiting the website can also contact the Census 2020 team to request a Census speaker, inquire about outreach funding, volunteer or ask their own questions. Furthermore, the Committee established an email address at: CensusSBC@countyofsb.org, as well as Facebook and Twitter pages @CensusSBC.

Additionally, the marketing and communication efforts of the United States Census Bureau is underway with a campaign platform entitled: “Shape your Future, Start Here...” National media advertising will begin mid-January with various public service announcements being released in

November. The priority outreach focus leading into 2020 is the hiring of 500,000 people to support the Census.

In general, marketing materials developed by the Census Bureau public relations and communications team build upon the campaign platform along with key messages tailored to various hard-to-count audiences and demographic messaging based on a nationwide survey and a series of focus groups. The nationwide communication strategies focus on:

1. Connect census participation to support for local communities (may help to address apathy and lack of efficacy),
2. Inform the public on the census' scope, purpose, and process (may help to address privacy and confidentiality concerns and fear of repercussions), and
3. Engage trusted voices (may help to address trust-based concerns, especially among the most skeptical and disaffected).

Implementation Plan

Santa Barbara County submitted the Complete Count Implementation Plan (Plan) to the State on October 31st. The State will evaluate the Plan and conduct an analysis by region, census tract, Hard-to-Count populations and sectors. The Plan is part of a process for the potential allocation of additional funding. The Plan is intended to be a living document and captures known Census outreach activities, locations as well as time and date of those activities, census tract targets, frequency of the activity and the Hard-to-Count categories being reached by the activity. Additionally, the Plan was intended to feature operational locations for Questionnaires Assistance Centers and Kiosks (QAC-K) during the enumeration efforts in March through June 2020, however, the committee is waiting on State guidelines to determine the exact locations.

Outreach and Assistance Grant Opportunities

On October 30th, the Complete Count Committee through Santa Barbara County and Santa Barbara Foundation released the Santa Barbara County Census 2020 Outreach and Assistance Grants Request for Proposals (RFP) Guidelines to the Complete Count Committee Chairs and Local Government members. Grants are scheduled to be awarded in two phases, Phase 1: Education and Assistance and Phase 2: Census Outreach Mini-Grants. The Goal of the Outreach and Assistance Grants is to increase the self-response rate in Santa Barbara County, specifically with Hard-to-Count communities. Therefore, Santa Barbara County is seeking to fund organizations, coalitions, and collaborations that are committed to ensuring a complete count of County residents with an emphasis on Hard-to-Count populations. Most grant amounts will range between \$500 and \$20,000, and in some cases, it may be decided to grant a larger amount for projects that will have a far-reaching impact on census participation. Eligible organizations are encouraged to submit proposals for Phase 1: Education and Assistance grants by November 30th.

Attachment:

- A. Santa Barbara County Census 2020 Outreach and Assistance Grants Request for Proposals (RFP) GUIDELINES. Released: October 30, 2019.
- B. Santa Barbara County Census 2020 Outreach and Assistance Grants Application