



State of California – Government Operations Agency  
 California Complete Count-Census 2020  
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**GAVIN NEWSOM, Governor**  
**DITAS KATAGUE, Director**

## FINAL REPORT TEMPLATE

### General Information

Date of report	<b>November 12, 2020</b>
Organization / Entity	<b>Santa Barbara County</b>
Responsible Person / Title	<b>Joni Maiden, Santa Barbara County Complete County Committee Co-chair</b>
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### Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau’s operational adjustments?

#### Goal

Engage in active outreach and ensure the full participation by the hard-to-count and most vulnerable residents, ensuring that all of Santa Barbara County residents are counted.

#### Objectives

- 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.
- 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.
- Actively outreach to the hard-to-count populations through education and engagement.
- Support every community member participation in the Census 2020 by eliminating barriers to access.

Our objectives remained the same throughout the campaign; neither the COVID event nor the USCB’s operational adjustments prompted a revision. The pandemic

Due Date: November 16, 2020

[Insert contract partner name]

and changing operational adjustments did effect how we would meet our objectives. We had to adjust the manner in which met the objectives. For instance, prior to the pandemic, our County had 28 QAC/QAK that were going to be available to the public. Due to the COVID event/Public Health Orders all 28 were cancelled and we had to develop other ways (social media, printed materials, creating videos) in which to provide assistance to our community members.

- 2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

What worked well operationally?

In regards to the County of Santa Barbara and Santa Barbara Foundation partnership - for entire timeframe of the campaign:

First, having a good working relationship with the CA Census Office (especially our RPM) and the Ventura County Community Foundation was helpful in the following ways:

- Allowed us to focus on the operational aspects of the work.
- Allowed leveraging other resources and funding.
- Provided thorough information.
- Helped to keep us in compliance with contract requirements and ever changing deadlines.

The County of Santa Barbara and Santa Barbara Foundation partnership, being equal partners allowed us to:

- Leverage each other's funding to provide greater resources to the County,
- Provide our partners with a single voice to rely on for information.
- Allowed us to reach partners that individually we would have been challenged in doing so due to existing relationships or in the case of the SB Foundation, the difficulty in funding government organizations.
- Allowed us to have greater power in communicating to the community as both the County and the Foundation have the ability to influence different constituencies.
- Avoid relying on one organization or individual, thus allowing for and creating a backup to the work when leadership changes which did occur on the part of the County.

In summary, operational items that worked well for Contracted partners for entire timeframe of the campaign - are:

- Utilizing existing networks to support educating communities about the importance of completing the Census. Many grantees worked in coalition with other groups such as Promotores, Chamber of Commerce, County

[Insert contract partner name]

Education Office, City Governments and Family Service Agencies sharing resources to support efforts. For example, since there could be no gatherings/events in our county (due to pandemic) the Lompoc Valley Community Health Care Organization partnered with a few organization to host the first Census Caravan conducted in our county; Promotores provided Spanish translation, the Mayor of Lompoc lead the Caravan and other agency officials attended (City Council, US Census Bureau and CCC Co-chair). This is illustrative of the many such operations that occurred in our county amongst the network of agencies supporting Census efforts.

- Maximizing the use of technology and being able to shift to online platforms for both advertising and provision of information to the public. Social media platforms, such as Facebook/Facebook live, Twitter, ZOOM, etc. allowed us to conduct virtual outreach events, when we were under Shelter in Place orders and prohibited to conduct events/gatherings due to the pandemic. As an example, a few organizations used the PDI phone canvassing platform (made available to us by CA Census) to conduct education about the Census via direct phone calls. The Isla Vista Youth Projects and Isla Vista Community Services District agency broadened its phone canvassing population by using internal lists and the PDI platform. Since the General Manager had experience using PDI, he also provided additional training/help to other local agencies using it for the first time.
- Including Census information with other materials already being provided to the public. For example in food distribution bags, with library materials, in school supply donations (i.e. backpacks) and with PPE collateral.
- The availability of toolkits/templates that could be locally branded for social media, press releases, etc.
- The availability of informational materials (e.g. posters, informational cards, door hangers, etc.) and PPE (masks, gloves, hand sanitizer, etc.) for staff provided by CA Census.
- County and Santa Barbara Foundation supplying and delivering materials such as: Census information cards, Posters, Stickers, billing stuffers, coloring books, PPE and school supplies.
- The collaboration with the CCC committee helped establish ideas and encouraged breaking through barriers. For example, if an organization did not have the resources to conduct presentations about the Census, there was a pool of committee members that could fulfill the need. Prior to the pandemic shutdown we had approximately nine presentations scheduled that would be conducted by using this member pool.

What hindered the operations?

In regards to the County of Santa Barbara, Santa Barbara Foundation and the Contracted partners, there were four main areas that hindered operations, during various times of the campaign:

- Funding and the timing of its distribution delayed the start of the work. Although the County of Santa Barbara received funding first, the Foundation was delayed significantly before it received its funding.

[Insert contract partner name]

Specifically, funding did not arrive until the beginning of October 2019. This in turn delayed the ability of the Foundation to fund partners, conduct outreach, education and communications campaigns and outreach to new partners.

It is important to understand the process and timeline involved with accepting funding. For example, when the County was provided additional funding, CA Census provided a short time to have agreements signed and acceptance returned. Besides additional funding, the amended agreement included some significant revisions to exhibits (e.g. Volunteer Release and Waiver of Liability). The County was not able to submit the acceptance letter by the required date as we needed clarification regarding revisions and the amended agreement has to be reviewed by our CEO's office, County Counsel and be approved by our Board of Supervisors.

Regarding the Contracted partners/our Grantees, they have to have the capacity to front the funding for their outreach activities and then be reimbursed by invoicing the County/Santa Barbara Foundation.

Depending on the agency resources this funding issue can be a barrier that prohibits them from joining our efforts.

- The second item that was a hindrance to operations was the lack of clarity as to the reporting requirements attached to funding. On the Foundation side, the County side and by extension sub-grantee side, the lack of clarity in this regard gave potential partners pause in accepting funding if they were not clear what they would be reporting. Equally, changing or adding reporting requirements was also difficult to manage and this also gave partners reason to pause or reconsider the types of activities they engaged in since these could carry higher levels of reporting.
- The third hindrance was the lack of a strong partnership with U.S. Census Bureau. There seemed to be a lull in communication when the campaign began. When there was a change in our USCB Partnership Rep, the communication improved. However, in regards to counting people in our county experiencing homelessness, we learned too late about barriers preventing a more collaborative relationship between USCB enumerators and local partner organizations that serve the homeless community. That lack of collaboration coupled with the abrupt end of the Census, has dashed our hopes that there was an accurate count of this HTC community.
- Finally, it probably goes without saying the COVID event caused many hindrances to operations. The ever-changing landscape (Shelter in Place, Public Health restrictions, Census timeline changes) made it very difficult to reach the HTC communities who are more engaged with face to face interactions. The event also limited the availability of human resources to work on Census efforts. Some agencies in our county completely closed, some had staff that lost jobs or were furloughed and most everyone working on the Census campaign also worked on the pandemic response efforts and have responsibilities to their primary employer. As one partner put it – everything about COVID made this hard operationally.

[Insert contract partner name]

### Contracted partner's outreach

#### What outreach tactics worked well?

Given the pandemic changed a great deal of the activities that had been planned to have been accomplished in person, it was surprising how well the socially distant outreach tactics worked.

First, radio and print media played a very important role in outreaching to the HTC communities in our county. In particular, these tactics allowed HTC individuals to receive Census messages in more passive ways that social media does not allow. While we paid for more robust media campaigns, especially to reach our Spanish Speaking and Mixteco communities we were also fortunate that local television stations and newspapers continually ran stories, conducted interviews and printed op/eds about the importance of completing the Census. They were invested in keeping the Census messaging in the public prevue throughout the entirety of the campaign.

The use of phone banking and socially distant ways of distributing leaflets and collateral were also effective ways of outreach to the HTC communities in our County. For example, leaflets promoting the Census were distributed in food bags at food distributions or when individuals came in for services at family resource centers. For individuals seeking financial relief from the impact of COVID-19, service providers answering the phone asked applicants whether they had completed the Census and if they answered "no" they were encouraged to complete it. The County also had great success in hosting car as well as bike caravans promoting the Census. The caravans took place in a number of cities including the cities of Lompoc, Goleta, Guadalupe and Santa Barbara. In some cases, such as in the City of Goleta, these events were filmed which then provided a second opportunity to utilize the event to promote the Census via social media platforms such as Instagram, Facebook and YouTube.

Finally, our CCC lead & marketing teams made informational materials (posters, info cards, yard signs, available to any entity in our county that wanted it for outreach. This helped to cast a wide net throughout our county to help everyone understand the why completing the Census was so important.

#### What hindered the outreach?

Without a doubt, the biggest hindrance was the inability to do outreach in person. Before the pandemic shelter in place order was given by Governor Newsom, a number of in-person events had been planned either on their own or in conjunction with ongoing community events, these were cancelled or postponed. Unfortunately, many of these events were never able to be rescheduled. In addition, the inability to host questionnaire assistance centers and kiosks also hindered the work. As stated previously there were 28 QAC/QAK planned to be set up throughout our county. This was particularly challenging as the threat of the inclusion of a citizenship question could have been more easily answered in person and any concerns in filling out Census questionnaire quelled had these been held.

In addition the USCB's ever-changing deadline for completing the Census made outreach efforts difficult. Materials had to be updated several times (or became obsolete), messaging was confusing for the public and at the short notice at the end of the campaign meant that outreach/events planned for an 10/31/2020 end date, came to an abrupt end.

[Insert contract partner name]

- 3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

Once again, the COVID event was the main challenge and because of it there was a domino effect that presented a host of other challenges. State and Local Health Departments issued Stay at Home Orders and Social Distancing Orders in response to the increase of positive COVID-19 cases. These circumstance and orders were in effect in our county during the entire Census campaign. Consequently QAC/QAK's were cancelled, in person events were cancelled, offices/business were closed, staff were furloughed or lost jobs and staffing resources were redirected to more pressing responsibilities such managing pandemic issues and/or working in Emergency Operations. In addition the challenges we knew we would face in HTC communities remained (fearful to provide info, mistrust of government).

In response we increased our efforts to provide more support within CCC group and partners and took advantage of networking opportunities. For example, due to the impact of the pandemic on staffing resources within the City of Santa Barbara, they had to cancel their contract and decline grant funds. We enlisted/supported other partners to broaden their efforts within the City to make up for this loss. We increased visibility in traditional media (TV, radio & print) and social media to target the HTC within the City limits and throughout the county.

In order to assist partners with pivoting to virtual outreach/safe communications, we provided social media toolkits, more collateral, more informational materials, press release templates, delivered and prepared materials (assembled baggies with school supplies/Census info, baggies with PPE/Census info, etc.) and contracted a Public Relations Consultant to help our partners with these efforts.

- 4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate?

The 2010 Self-Response rate for Santa Barbara County was 68.5% and for 2020, we exceeded our previous rate with a Self-Response rate of 71.8%.

If the response rate met and exceeded the 2010 response rate, what contributed to that?

A few factors contributed to exceeding our 2010 response rate:

- The strong partnership of the County of Santa Barbara and The Santa Barbara Foundation, allowed us leeway in providing funding, resources for education and outreach and more avenues to communicate directly with community members.
- A robust network of entities (elected officials, local governments, non-profits & private businesses) dedicated to educating everyone who lives in our County about the importance of completing the Census.
- The ability to complete the Census online; in hindsight, this was a very important tool considering the Shelter in Place orders we were under due to the pandemic

[Insert contract partner name]

- The deadline extension date for completing the Census; although it would have been more beneficial to keep the 10/31/2020 deadline, it did help that it was extended past the original 06/30/2020 date.

If it did not meet the 2010 response rate, what were some of the challenges for that?

N/A

For other partners, please note what data you used and how you used data for your strategies.

N/A

- 5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

Our partnership coordination was shared between the County of Santa Barbara and the Santa Barbara Foundation with the Foundation taking the initial lead in gatherings and outreach to non-profit partners and the County taking over the role when the partnership transitioned to bi-weekly meetings. Our structure was one in which the leadership team composed of the County Staff, Foundation staff and Santa Barbara Association of Governments Staff would meet weekly; addressing status, marketing/collateral needs and upcoming activities/media. Meetings scheduled with the entire Complete Count Committee (with over 100 members of funded and unfunded partners) were conducted every third week, to discuss challenges, resolve them and proactively share ideas and strategies to outreach to the HTC communities. The various entities in our committee have developed relationships within the community they support and therefore are a trusted resource to educate and motivate people living in our county to complete the Census.

Throughout the campaign, as the pandemic lingered, we consistently assessed and pivoted efforts, based upon data and input from organizations. Some example include (but are not limited to):

- When we received data & input that the farming/Mixteco communities needed more focused outreach, we put together a sub-sub-committee and developed strategies to increase efforts to promote the Census. Including but not limited to providing informational materials at local business frequented by those community members (i.e. local markets, ice cream vendors, food trucks, laundry mates, etc.), partnering with County Agriculture Commissioner's office to provide PPE & Census information when they visited farmworkers and agriculture employers and developing a Spanish Speaking marketing campaign (via Spanish TV, radio and print).
- We provided Census information cards to agencies conducting food distribution and they inserted them in the food bags.
- In partnership with Board of Supervisor member and the Santa Barbara County Veterans Service Office, we created a "Make Veterans and First Responders Count 2020" PSA/video in order to promote completing the Census in the Veteran community.

[Insert contract partner name]

- When the new school year began we provide school supplies along with Census information cards to families with students ranging from Kindergarten through High School.

Grantee funding in our partnership was structured so that the County would fund a majority of Government entities and the Foundation would fund non-profits. In this regard, our funded partners consisted of the following:

- Community Action Commission of Santa Barbara County
- City of Carpinteria
- City of Goleta
- City of Santa Maria
- Future Leaders of America
- Housing Authority of City of Santa Barbara
- Immigrant Hope Santa Barbara
- Independent Living Resource Center of Santa Barbara County
- Isla Vista Community Services District
- Isla Vista Youth Projects
- Lompoc Valley Community Health Care Organization
- Mixteco/Indigena Community Organizing Project
- People's Self-Help Housing
- Pacific Pride Foundation Inc.
- Cuyama Valley Family Resource Center
- Fr. Virgil Cordano Center
- St. Vincent's
- Santa Ynez Valley People Helping People
- Family Service Agency of Santa Barbara County

- 6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts. Pedro's and Grantees, Elected Officials. We had several partners that contributed to our efforts. Our Complete County Committee alone grew to over 104 participants representing a variety of entities within our county. Key partners included:

#### U.S Census Bureau Specialist

Our USCB representative attended Census Caravans, CCC meetings and provided information updates (not easy to keep up with), Presented USCB information to the Santa Barbara County Association of Governments meetings and liaised with local partners and USCB units on issues that arose about enumerators, Targeted Non-Sheltered Outdoor Location (TNSOL) operation & Service Based Enumeration operation.

#### CA Census Regional Manager

Our CA Census Regional Manager was invaluable. She kept us updated in an every changing environment. Consistently checked in to see to our needs and provide support in many areas: conducted QAC/QAK training in our County, helped us form farm-worker sub-committee and brainstorm outreach ideas. She liaised with USCB, CA Census Communications Unit, local partners, and representatives for elected officials, followed up and/or escalated troubleshooting issues, conducted Region 5

[Insert contract partner name]

partner meetings, provided materials, kept us informed about presentations, made sure we met deadlines. We could fill a whole page about the contributions from Patricia.

#### Santa Barbara Foundation

Santa Barbara Foundation/Pedro are/were an equal partner in every sense of the work. As state previously we were able to leverage funding to provide greater resources in our County. SB Foundation has a great relationships with various entities in our community that provide further support in our efforts – for instance through their COVID grant opportunity with United Way, when contacting community members about the grant, Census information was also provided. SB Foundation and Pedro are trusted members in the County and people pay attention to their messaging. Pedro conducted many television, radio and print interview (in Spanish and English) and presentations promoting the Census. Having worked on the 2010 Census and on the entire 2020 Census (the County's co-chair leadership changed midway through the campaign) he is the Subject Matter Expert. His experience, knowledge and counsel was invaluable.

#### Elected Officials

Here in Santa Barbara County we are fortunate to have very involved Elected Officials. They are important and influential voices amongst our community and they support the Census in many ways: hosting live and virtual town hall meetings (Congressman Carbajal, Senator Jackson, Assembly member Limon), promoted the census on their social media platforms (County Board of Supervisors, City Mayors, Councilmembers), conducted television interviews, participated in PSA videos and attended Census Caravans.

The Santa Barbara County Association of Governments (SBCAG) provided one staff member in the form of their Manager of Government Affairs and Public Information. In her role, she provided invaluable guidance in outreaching to the hardest to count tracts, was a conduit of information from and to our local governments and officials, arranged for us to provide Census updates at SBCAG meetings, co-chaired our CCC marketing committee and provided strong guidance within our leadership committee.

#### Local Governments

Local governments were key in helping with outreach opportunities: enabling us to display materials in Libraries, enlisting departments and their partners in displaying yard signs, posters & banners, having their staff help distribute materials and attend caravans, helping to host caravans and working with CA Census to have digital trucks drive through local communities to promote the Census. In addition by working in coalition with other agencies and leveraging resources, they allotted us more avenues to conduct Census outreach throughout our county.

#### An array of other agencies

The grantees listed in in question 5 and a host of other agencies were essential partners in our Census efforts. Again many worked in coalition and all are trusted amongst the communities they serve. Some of their contributions have been

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described in previous questions and there are too many to address all, here are a few others to highlight:

- The University of California, Santa Barbara (UCSB). This partner was crucial in reaching out to college students in the community of Isla Vista, one of our hardest to count populations in our county, made even more so, when schools closed due to the pandemic and most college students returned to their family homes. The UCSB representative working on Census promotion quickly “pivoted” and conducted outreach in other ways, such as: sending a Census email to every UCSB student and to parents, enlisting 54 department chairs to have them engage every faculty in their department to include a slide with important census information on their on-line lectures and arranging for a Census announcement (with instructions and links to completed the Census on the UCSB site) to be posted on online platform that every student taking a class at UCSB has to utilize for every class they take.
- The Isla Vista Community Services District was another key partner who also played the same role as that of UCSB in reaching out to college students and Isla Vista community, promoting the Census on social media, interacting with property providers to share Census messages and materials and conducting phone banking to Isla Vista residents.
- The Housing Authority of the City of Santa Barbara was an energetic partner that promoted the Census in the HTC communities in Santa Barbara. They conducted outreach to their specific clients via email, phone, mail, and social media platforms, providing direct Census assistance to over 1500 HTC household receiving housing assistance and had a direct link to information on how to complete the Census on their main page. They hosted two Caravans that drove throughout the City of Santa Barbara and partnered with other community organizations on “Tools for School 2020” campaign – sending community members packets with Census information, gift card, a school resource guide and face masks for children.
- The many organizations – Fr. Virgil Cordano Center, City of Santa Maria, City of Goleta, Family Support Agencies, Housing Authority of the City of Santa Barbara, Lompoc Valley Community Health Care Organization (to name only a few) included Census information with food distribution efforts; unfortunately many community members became food vulnerable after COVID hit our county.

7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

Pursuant to our implementation plan and the Language & Communications Access Plan (LACAP) for our region, Spanish is the required language for Santa Barbara County. According to U.S. Census Bureau data, 8% of households in our county are limited English speaking households and of these limited English speaking households, 83% speak Spanish. Unsurprisingly, we planned to concentrate in-language activities on Spanish Speaking individuals. We worked with partners who are seen as trusted service providers to limited English proficient individuals in the

[Insert contract partner name]

county. Most partners included bi-lingual staffing and messaging in their Census promotions, including but not limited to:

- Bi-lingual Census information cards, door hangers & yard signs.
- Bi-lingual text messages
- Bi-lingual phone canvassing; some recipients were provided the opportunity to speak with call specialist, who could provide services in up to 150 different languages.
- Bi-lingual PSA's, press releases, videos, emails and social media messaging.

Quite a few partners formed coalitions comprised of Local Governments, Chambers of Commerce, County Educations Offices, Family Service Agencies, and Promotoras, etc.; partnering together to ensure HTC communities were counted. The County and Santa Barbara Foundation.

In addition, outreach in the Mixteco community was also included in our plan. We worked with the Mixteco Indigena Community Organizing Project (MICOP) who outreached to a significant population of Mixteco community that resides in the Northern part of our county. They made themselves available either via phone or when needed safely in-person to answer questions about the Census. Later in our campaign we formed a sub-committee to focus more robust outreach efforts to farm workers and HTC Spanish speaking communities in the North County. The County's Agriculture Commission provided Census info/PPE bags to farmworkers when they conducted interviews and COVID certification. The bilingual info cards included in the bags also had a MICOP sticker attached that provided contact information so Mixteco community members could obtain assistance for completing the Census. Once COVID regulations/Pubic Health Orders allowed, MICOP set up assistance tables at parks, employment training facility, swap meets and other areas the community would tend to visit. They also put up materials at local markets, with food trucks and ice cream vendors and at laundry mats (again – areas that community members visit).

Another trusted partner were our Family Resource Centers who were able to answer or assist individuals with Census questions while providing direct services to many individuals with limited English proficiency. In addition to working through these trusted partners, we also implemented two other strategies to encourage individuals to complete their Census forms. The first was to micro-targeted radio ads to the hardest to count and in many cases, limited English proficient tracts in our County. The second one was to target text messaging to these same tracts and individuals.

Regarding access for people with disabilities, we provided CCC members/partners materials/information created by CA Census and USCB to help assist people with disabilities (e.g. TTY phone info, options for info in Braille & video in ASL). Partners that were serving people with disabilities provided access by:

- Including Census information with grocery and food deliveries.
- Conducting mobile outreach
- Providing sign language interpreters/captioning for social media and videos.

[Insert contract partner name]

- 8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

I am including a few stories from our partners (also sending all the grantees' final report as attachments) and will start with an experience I had during one of the Caravans. It was after the event had ended and we were cleaning up. A gentleman accompanied by two toddlers asked me what was going on. I took the opportunity to explain about the Census and asked if he had completed his. He said, he had not and that we would be hard pressed to get people in his community to do it; "they don't want the government to paying attention to them, they want to be left alone and be with their families" (we were in one of the hi-index HTC areas). I gave him the talking points but nothing I said compelled him to consider completing the Census. I pointed to his toddlers and told him he was not just determining his future he was shaping his children's and if we don't have a correct count we risk losing needed funding for services our children deserve (health care, nutrition programs an schooling). This made an impression and he told me that was a good point and he would really consider doing his Census. The exchange illustrated that people want the best for our children's future and that is perhaps the most important reason for making sure we all count.

#### Fr. Virgil Cordano Center

When conversing with one of our newer female Members, we asked her if she knew about the Census. She mentioned that she had filled it out in the past when she had a home, but couldn't remember how long ago that was, and had no way of doing it now. Our associate was able to help here right there on location with the mobile computer kiosks that we created with the laptop computers and Wi-Fi hotspots.

Similarly, another longer term member has met with us once a week at a local laundromat during the pandemic. He lives and volunteers at the Santa Barbara Rescue Mission, and wasn't aware that the Census was still going on. We informed him of the extended response timeline due to the pandemic, encouraged him to inform his friends at the Rescue Mission, and told him about our mobile computer kiosk that is available to help anyone complete the Census.



#### Housing Authority of the City of Santa Barbara

While canvassing local business in HTC tracks of Santa Barbara for "Get Out The Count Day" on August 6, my colleague Leticia Zuniga and I stopped to talk to a lady selling tamales and an older man standing with her. We asked them if they had

[Insert contract partner name]

filled out their Census questionnaire yet to which they answered no. The man told us he knew of the importance of participating the Census and that he had heard many commercials on the radio and TV but was very hesitant about completing it. He also said he knew of many other Latinos like him that were scared about providing personal information to government agencies because of messaging from the Trump Administration they had heard during the year. In specific, he said the citizenship question was very alarming to him because he was afraid it would be used against people of color that were non-citizens. My colleague and I informed both of them that the citizenship question was not in the questionnaire and their personal information was protected under Federal Law. The man said he understood that but he just didn't trust the government or that they wouldn't share his information with Law enforcing agencies such as ICE. He said he trusted us and everything we were saying, thanked us for trying to inform the public about the Census and that he would think about it. I truly believe that we planted the seed of trust in him and that we were able to change his mind that day. There is power in knowledge and when you're able to convey a message in a way that not only makes sense to the person on the other side but they can also relate to the person conveying the message, words have power too. Hence, the value of trusted messengers.



#### Family Service Agency of Santa Barbara

During countless calls made to families for individual assistance and community resources, the discussion involved what the applicant could do to give back to the community that was helping them through this crisis. When sharing how important it was to fill out the census, each person happily agreed to call or go online to fill out the Census questionnaire directly after our call. They quickly learned the importance and appreciated the communication to let them know it was safe and easy to do right from their own homes. During this difficult time with the pandemic, it also gave them a true sense of contributing to the welfare of the community.

[Insert contract partner name]



Immigrant Hope

When the census, the confidentiality and the financial impact was explained to a lady and her spouse who came in for Immigration Services she stated, "I had always feared giving my information to the government. But I have a large family and another family living with me for a total of 11 people. Providing this information means that more money is available for services for my family and others for many years. That is a good thing. "

City of Goleta

Two simple yet powerful stories that stand out, a resident confided a member of the Make Goleta Count team that she was not planning on filling out her census but admitted after she saw all of the messaging going out from the City she realized the importance and took action. Also, at the Famer's Market outreach event at least 30 people we contacted said they had not filled out their census yet and received the information on how to do so. We believe we reached many people who would not have ordinarily filled out the Census who did so because of the consistent messaging we put on multiple platforms throughout the duration of this campaign.



St. Vincent's

An important component of our project that made a positive impact on the 2020 Census was our laptop computers kiosks. Since we weren't able to have larger scale in-person presentations like we had originally hoped, these kiosks were a vital piece of our outreach strategy. In addition to signs, flyers, and marketing materials, each station had two laptop computers with our informational videos pre-loaded and a link directly to the Census webpage. With these computers, we were able to

[Insert contract partner name]

demonstrate to several residents how quick and easy it is to complete the Census online.



- 9) Please add any suggestions for the 2030 Census efforts, including timelines. Some suggestions to consider for 2030:
- If funding is made available from the State of California again, it should be distributed to County and Philanthropic partners a year and half ahead of the final date of the Census. This would allow for outreach strategies to be worked on and refined with greater flexibility.
  - Similarly, reporting requirements should go out with the NOFA notice. It is hard for organizations and especially nonprofits to commit to doing this important work if they don't have a thorough understanding about the entirety of the commitment or the time and amount of the work involved. It would be good to receive an orientation/overview well in advance; most partners work on very thin margins and have limited staff that may not be able to accommodate work changes such as these. A few partners mentioned that it would be beneficial for Census planning and development occur sooner.
  - Training and materials available sooner.
  - HTC Area Map/ROAM Map with more detailed information of business in certain areas to better leverage outreach.
  - Streamline data requirements on reports.
  - Address barriers from USCB being able to be more collaborative with local agencies (e.g. partner enumerators with local agency advocates working with those experiencing homelessness).

## Attachments

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- 10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.
- a) SwORD uploads of completed activities - **Yes**
  - b) Updated list of subcontractors – **Grantees are listed in question 5 (just an FYI - our entire CCC committee was comprised of over 100 representatives of organizations throughout our county).**

[Insert contract partner name]

- c) Evaluations or analytical reports, if any – We have summary info for push text we did toward what turned out to be the end of campaign; sending as attachment. We thought we would have analytics for our local website but there was some misunderstanding and it was not set up.
- d) Sample products\* - Some information is included in written responses above. Also sending small sample as attachment. More examples can be accessed in our box account:  
<https://cosantabarbara.box.com/s/riv12fkky0en9id1axuxph726u52kkv>

\* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

## Submission

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Please submit your final report and attachments no later than November 16, 2020 to: [outreach@census.ca.gov](mailto:outreach@census.ca.gov) with a copy to the RPM/contract manager. Please include your organization name in the subject line.

# Santa Barbara County CA Census Campaign

## 10/12/2020

### SUMMARY

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- **Reach:** Our texting campaign contacted **20,800** people.
- **Response Breakdown:** We received **155 substantive responses** with 146 people saying they had completed their Census and 9 who hadn't.
- **Response Rate:** The Response Rate was **0.7%**.
- **Clicks:** Our texting generated 211 clicks at a click-thru rate of **1%**.
- **Low Opt Out Rate:** Our opt out rate was below 1%, which is better than average.

### CAMPAIGN BREAKDOWN

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SUMMARY				
Contacts Texted	Clicks	Click-Thru Rate	Responses	Response Rate
20,800	211	1%	155	0.7%

## ADDITIONAL METRICS

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SUMMARY		
Wrong Number	Moved	Spanish
2	15	10

Questions? [alan@publicresults.us](mailto:alan@publicresults.us)

Census 2020  
Santa Barbara County Grantees

County Funded

Organization	Amount funded	Amount spent
Community Action Commission	\$21,700.00	\$21,700.00
City of Carpinteria	\$17,368.00	\$ 6,385.43**
City of Goleta	\$22,740.00	\$22,719.39
City of Santa Maria	\$87,000.00	\$80,557.25**
Future Leaders of America	\$21,000.00	\$18,934.53
Housing Authority Comm. of Santa Barbara	\$30,379.00	\$23,078.15
Immigrant Hope	\$ 9,000.00	\$ 4,608.60
Independent Living Resource Center	\$ 5,000.00	\$ 4,992.89
Isla Vista Community Service District	\$16,108.00	\$ 7,000.00
Lompoc Valley Community Healthcare Org.	\$35,095.00	\$35,095.00**
Mixteco Indigenous Community Org. Project	\$16,480.00	\$16,480.00**
Pacific Pride Foundation	\$27,500.00	\$11,447.83
People's Self Help Housing	\$ 8,200.00	\$ 8,200.00

\*\* waiting for final invoices (these numbers are based on info we have)



Other Santa Barbara County CCC materials accessible at:  
<https://cosantabarbara.box.com/s/xvlga7bckqzswfzz71sbqf6yambuvv5>

<https://cosantabarbara.box.com/s/5qo836yka1gqrdwq39etqef92rpnnp9>

Links to video from:  
Independent Living Resource Center: <https://vimeo.com/428629980>

Lompoc Valley Community Health Care Organization: English: <https://vimeo.com/468652665/8488db0473>  
Spanish: <https://vimeo.com/468662978/c66d9c1e92>

City of Goleta: <https://youtu.be/U35ZqKIOcxE>

City of Carpinteria: [https://youtu.be/y-Yw\\_VC\\_VSE](https://youtu.be/y-Yw_VC_VSE)

Santa Barbara County CCC: <https://vimeo.com/459067717>