



■ 960 North San Antonio Road., Suite B ■ Santa Barbara, CA ■ 93110
■ Phone: 805/961-8900 ■ Fax: 805/961-8901 ■ www.sbcag.org

STAFF REPORT

SUBJECT: 2010 Census

MEETING DATE: January 21, 2010

AGENDA ITEM: 6A

STAFF CONTACT: Brian Bresolin, Michael Powers

RECOMMENDATION:

Receive report on planned US Census outreach activities related to the 2010 Census.

DISCUSSION:

The Census Bureau local census office in Santa Maria has scheduled an open house on January 27 to promote the census, learn about current efforts to get a complete census count, and how the community can help. The official invitation is included in Attachment 1. A similar event is scheduled for January 21 hosted by the South Coast Complete Count Committee Coordinators and is included in Attachment 2. The intention of these events is to create excitement and interest in the upcoming Census. All cities, the County, Census Bureau, and SBCAG are participating. The events will seek to reach local organizations that outreach to those who are typically undercounted and address any concerns people might have about the census. Everyone's participation is needed to make this a successful census count.

Laminated posters for MTD busses have been printed. They will be in all the buses in the first part of January. MTD has provided 2 spaces per bus for a Spanish and English poster (100 buses total) to run through June 2010.

This report summarizes information from a December 21st U. S. Census newsletter, which provided an update on recent census activities, including the advertising campaign. The Census Bureau is preparing to launch a \$300 million advertising campaign in mid-January. Ads will run during the Golden Globe Awards on January 17, as well as during the Super Bowl. The paid media campaign will feature "tailored messages to very small areas," such as census tracts, targeting communities where mail response was especially low in 2000. Advertising also will try to convince people who hold anti-government views that the census can benefit their communities and families. Regional promotion will start in early January, when 13 vehicles set off on a road tour (one national; one for each of the 12 Census Bureau regions), stopping at local events to drum up interest in the 2010 count.

High unemployment in many areas has made census jobs more valued, resulting in an applicant pool of quality and skill. The Census Bureau is recruiting 3.8 million applicants to fill 1.2 to 1.4

million temporary positions in 2010, with as many as 700,000 of those workers on board during peak operations from May through early July, when enumerators visit households that didn't mail back a census form. The Census Bureau tries to "hire locally," giving priority to applicants from the neighborhoods in which they will work and bilingual applicants in areas where a language other than English is primary.

The schedule for advance notification of the census and the distribution of the actual census forms is shown below. In the rural areas where the address may not be linked to the physical address of the housing unit advanced letters notifying the residents of the census will be hand delivered beginning in mid February and for the more typical city style addresses advanced letters are to be mailed in early March. The actual questionnaires will be mailed on March 15th.

Advance Letters (Hand delivered to rural route areas etc.):	February 17 - 19, 2010
Advance Letters (Mailed to City style addresses):	To be sent March 8 - 10, 2010
Questionnaires to be mailed:	March 15 - 17, 2010
Reminder postcards to be mailed:	March 22 - 24, 2010

So, most of the population will receive their census forms in the mail in mid-March 2010. The Census Bureau is still evaluating factors that could affect mail response. The national mail-back rate is a very fragile number that could change due to unforeseen, widely-reported economic events. The foreclosure crisis will likely contribute to lower initial response rates because the numbers are calculated based on all housing units on the address list, whether occupied or vacant. New initiatives for 2010, such as bilingual (English-Spanish) forms and targeted replacement questionnaires in low response areas, will help boost cooperation during the "mail-out/mail-back phase of the census.

Door-to-door visits to unresponsive homes will take place from May through early July. High vacancy rates add to the scope and cost of the "Non-response Follow-Up" operation, as field workers try to confirm that no one lives in a unit. Those displaced by foreclosures could be doubled-up with relatives or friends. The Census Bureau is under a deadline to report state population totals to the President by December 31, 2010, for the purpose of reapportioning the 435 seats in the US House of Representatives.

A unique aspect to the Census Publicity program is a song, "Indivisible (Census 2010)," which promotes participation in the Census to those who are undercounted. This song is provided by the LA Regional Census Bureau Media Office for use in census promotion. The lyrics to the census outreach song are included in Attachment 3 and can be played on the SBCAG website; <http://www.sbcag.org/census.html> . The major points are the following:

- Mandated by the Constitution
- Counting people regardless of race or economic status
- Affects your representation in government
- 400 billion dollars that need to be allocated
- Hospitals
- Roads
- Education
- Parks
- 10 Questions
- Easier than signing up for Facebook
- Won't ask for citizenship status

- Confidentiality

ATTACHMENTS: (not included in council packet)

Attachment 1: Local Census Office Open House

Attachment 2: South Coast CCC Event

Attachment 3: Census Song Lyrics