



## CITY OF SANTA MARIA

### 2010 Census Complete Count Committee



#### MEETING MINUTES of September 14, 2009    TWO PAGES

**Location:** Atkinson Center classroom, 1000 N. Railroad Ave., Santa Maria

**Start** 12:30 p.m. **Finish** 1:45 p.m.

**24 Attendees: (13 returnees from 1<sup>st</sup> meeting):** City of Santa Maria (Mark van de Kamp and Rosie Narez), City of Guadalupe (Amelia Villegas), Census (Amy Allen-Lopez, Asst. Manager of Field Operations, Michael Dave Rodriguez, Partnership Specialist, and Margarita Diaz), American Red Cross (Michael Johnson), Santa Maria-Bonita School District (Maggie White), NAACP (Nadine Caldwell Cleveland), Central Coast Literacy Council (Isa Ponce-Jimenez), California Rural Legal Assistance (Mary Jacka), County of Santa Barbara (Susan Curtis), and SBCAG (Brian Bresolin) and. **(11 newcomers):** American Red Cross (Ursula Rogers), Community Action Commission (Aurea Dominguez and Skye Allmang), Fighting Back Santa Maria Valley (Teresa Menchaca), City of Lompoc (Dinah Lockhart and Lucille Breese), City of Santa Maria (Christie Alarcon), Independent Living Resource Center (Jennifer Griffin and Kathleen Riel), Community Health Centers (Gail Tutino), SDX Media (David Patterson).

#### **Main points:**

Mark van de Kamp (City of Santa Maria, (805) 925-0951 ext. 372) and Amy Allen-Lopez (Census (805) 345-3635) explained that the local Complete Count Committee is composed of local agencies who know the community best. They help spread the word and encourage participation in the 2010 Census. The City is encouraging schools, the hospital, employers and nonprofits to be part of the CCC.

An accurate count is vital. Santa Maria's population as of 2009 is 92,542 but is likely closer to 105,000 based on wastewater volume. Amy said every person counted is about \$2,000 per year. This matters greatly to agencies and nonprofits that receive State and Fed funding based on population. Mark invited dozens of individuals from numerous nonprofits to this meeting; many of those agencies receive Community Development Block Grant (CDBG) and HOME funds that are tied to population figures.

Amy said her team that covers 5 counties has discovered many additional potential residential units – up to 40 percent more than originally listed when Census Address Canvassing started. This will have a big impact. Mark said there are 2,800 households with 7 or more people, in the Santa Maria Valley. Valley's population is rising by about 1,900 people per year. Amy said a questionnaire needs to be completed by each family living in a house. There may be 3 families sharing a house. This means three questionnaires or up to 12 people per questionnaire. If there are more residents at the address then additional questionnaires need to be provided. Census is doing its part to spread this message and needs local agencies' help. The discussion about how various households respond to the census survey pointed out difficulties that will be encountered. It's very important to get word out, now.

Brian Bresolin (SBCAG) inquired about the method used to count the transient farm worker population and Amy provided a review of the numerous farm worker labor the Santa Maria office contacted.



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Partnerships provided by Census offer up to \$2,999 for products and \$2,499 for services to agencies who sign up as partners. Those agencies can choose a vendor to make signs, banners, tote bags, coffee cups, pens, etc. with the census logo to help spread the word. Mark introduced Dave Patterson of SDX, with a disclaimer that the City is not directly endorsing his business over other vendors. Mark invited Dave here to shed light on the process and explain why a nearby nonprofit, People Helping People, chose him as a vendor and why PHP selected certain products for distribution.

Dave P. noted that PHP chose to co-brand its logo on the Census tote bags, etc. and that helps establish trust for the Census through a local organization with whom people are already comfortable – so important. Dave Rodriguez (Census) explained how the partnership program works and, with Margarita Diaz, distributed partnership forms and funding request forms to those interested. Dave also indicated that the Census can provide a mock-up version of a vendor partnership application so that partners can see how a vendor must complete a form to ensure it meets Census Bureau expectations. Additionally, Dave indicated he would investigate options for partners that have multiple offices in locations throughout the County to determine if they can apply for partnership reimbursement for each office or if they are restricted to one partnership reimbursement option for the entire organization. Dave's number is (805) 207-6906 or 661-477-3987. At least 2 groups requested forms.

Amy said the Census provides translation services for the deaf, so agencies do not have to use their partnership money for that purpose. The census even can provide training and has persons fluent in Spanish and Mixteco. Amy talked about sending questionnaires out with paychecks, especially farm workers. One questionnaire can count up to 12 people.

#### **After the Meeting:**

Lompoc representatives met with Brian Bresolin (SBCAG) and Susan Curtis (County) to discuss a Lompoc CCC meeting. Brian provided Lompoc reps with the CRIS directory mailing labels for social service agencies in Lompoc. Brian provided Mark (Santa Maria) with CRIS directory labels for SM.

#### **Next Steps:**

Mark (City) encouraged all attendees to “tell a friend, tell five friends” to spread the word and begin sharing census information with their employees and families. Also, to start now, and return to share what tools/methods they are using to spread the word. This also will be a message shared with media when media interest picks up. The media will be invited to a future CCC meeting.

The City has already invited the Census to participate in a booth at the “Autumn Arts Grapes and Grains” festival in October 2009.

Next CCC meeting to be in mid-October. Details to come.