



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

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SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

April 14, 1999

AGENDA: April 20, 1999

Board of Supervisors
County of Santa Cruz
701 Ocean Street
Santa Cruz, California 95060

COUNTYWIDE CENSUS 2000 ACTIVITIES

Dear Members of the Board:

On February 23, 1999, your Board accepted and filed a report on the County's Census 2000 activities, and directed that a follow-up report be provided for your consideration at today's meeting. In that report, this office recommended research into the feasibility of establishing a countywide Complete Count Committee in conjunction with the cities. As your Board will recall, the establishment of a Complete Count Committee is based on the request from the federal Bureau of the Census to assist them in promoting census participation.

We are pleased to report to you that we have held two successful meetings with representatives from each of the cities, UCSC, AMBAG, and the Census Bureau. Each of the cities and agencies supports the efforts to establish a Countywide Complete Count Committee, and is willing to participate. Through these meetings, we have developed a proposed structure for a Countywide Complete Count Committee.

PROPOSED STRUCTURE FOR A COUNTY-WIDE COMPLETE COUNT COMMITTEE

Based on the Census Bureau's suggested model, we are requesting that a Countywide Complete Count Committee be established which would consist of a Steering Committee and six working groups. We recommend that the Steering Committee be composed of the Chair of the Board of Supervisors, the Mayor of each of the Cities, and the Chairs of the working groups or their designees. The recommended working groups include an Education Working Group, a Business Working Group, a Non-profit Working Group, a Minority Outreach Working Group, a Homeless Outreach Working Group, and a Government Group.

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The City of Watsonville has agreed to participate in the Countywide Complete Count Committee and will be establishing a separate Watsonville Complete Count Committee. This concentrated effort by the City of Watsonville will be critical in focusing outreach and census awareness in an historically undercounted area of the County.

The purpose of the Steering Committee is to provide policy direction to the working groups, to coordinate media coverage, to appoint other members to the working groups, and to take other steps as necessary to encourage participation in Census 2000. The purpose of the working groups is to either target specific populations which are vulnerable to undercounting or to utilize the facilities and services of the community to increase census participation by the general population.

We anticipate that each working group will operate in a fairly autonomous manner, determining the most effective and efficient way to meet its purposes. The presence of the chair of each group on the Steering Committee will allow the Steering Committee to provide policy direction and ensure a consistent message throughout the County. The chair will be responsible for inviting other persons, groups, or agencies to participate in the working group, and for ensuring that the groups achieve their goals.

An organization chart for the proposed Complete Count Committee is provided as Attachment 1. As mentioned above, each chair will also serve on the Steering Committee. A suggested lead agency for each working group is provided on the attached organization charts.

The Association of Monterey Bay Area Governments has agreed to staff the Steering Committee and each of the working groups. This support will include setting up meetings, taking, preparing, and distributing minutes of meetings, and providing other similar support activities. AMBAG has also agreed to coordinate media activities, including the issuance of press releases and public service announcements, the purchase of advertizing, and the coordination of other media efforts.

RECOMMENDED ACTIONS

Should this structure meet with your Board's approval, we will return on May 18, 1999, with recommended lead persons or agencies for your Board review. Until that time, we will be contacting persons and agencies to determine their willingness to serve their community in this capacity. We would also be happy to receive any suggestions from Board members on people to contact regarding participation in this effort.

Judy McTighe is the Assistant Manager of Field Operations for the San Jose Local Census Office. She and Ed Salazar, a Census Bureau Partnership Specialist, are planning to address your Board on April 20, 1999, to provide you with information on the 2000 Census activities which

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the Census Bureau will be carrying out in Santa Cruz County. This item has been placed on the regular agenda to provide them with the opportunity to address your Board.

IT IS THEREFORE RECOMMENDED THAT YOUR BOARD consider this report and direct the County Administrative Officer to return on May 18, 1999, with a further report on the Countywide Census 2000 Complete Count Committee.

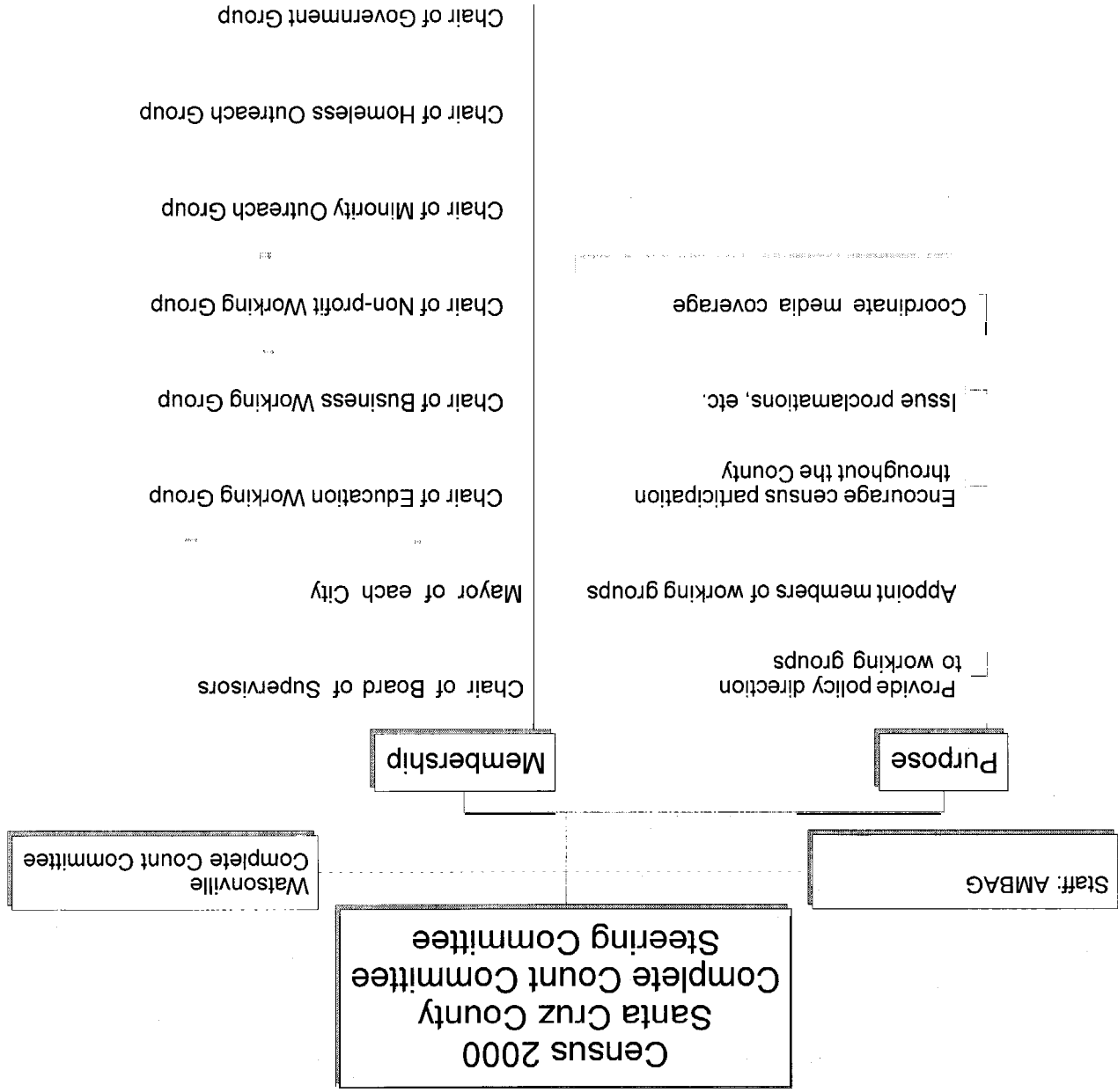
Very truly yours,

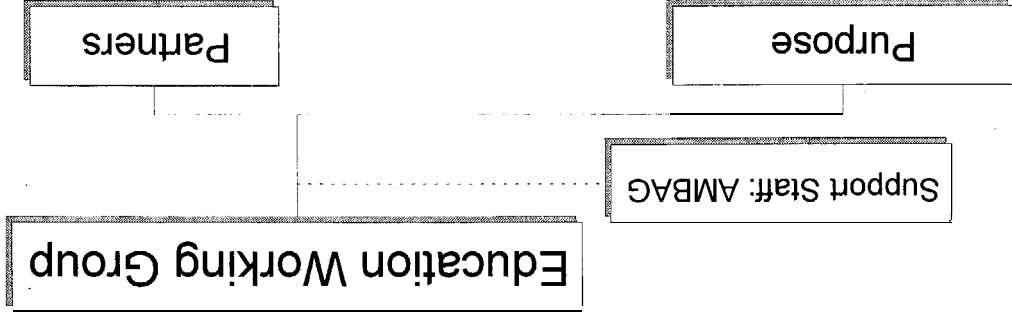


Susan A. Mauriello
County Administrative Officer

cc: The Mayor of each City
Caroline Bielskis, City of Capitola
Eileen Fogerty, City of Santa Cruz
Laura Kuhn, City of Scotts Valley
Laura Segura Gallardo, City of Watsonville

Nicolas Papadakis, AMBAG
Judy McTighe, Census Bureau
Ellen Timberlake, HRA
Jim Carter, UCSC





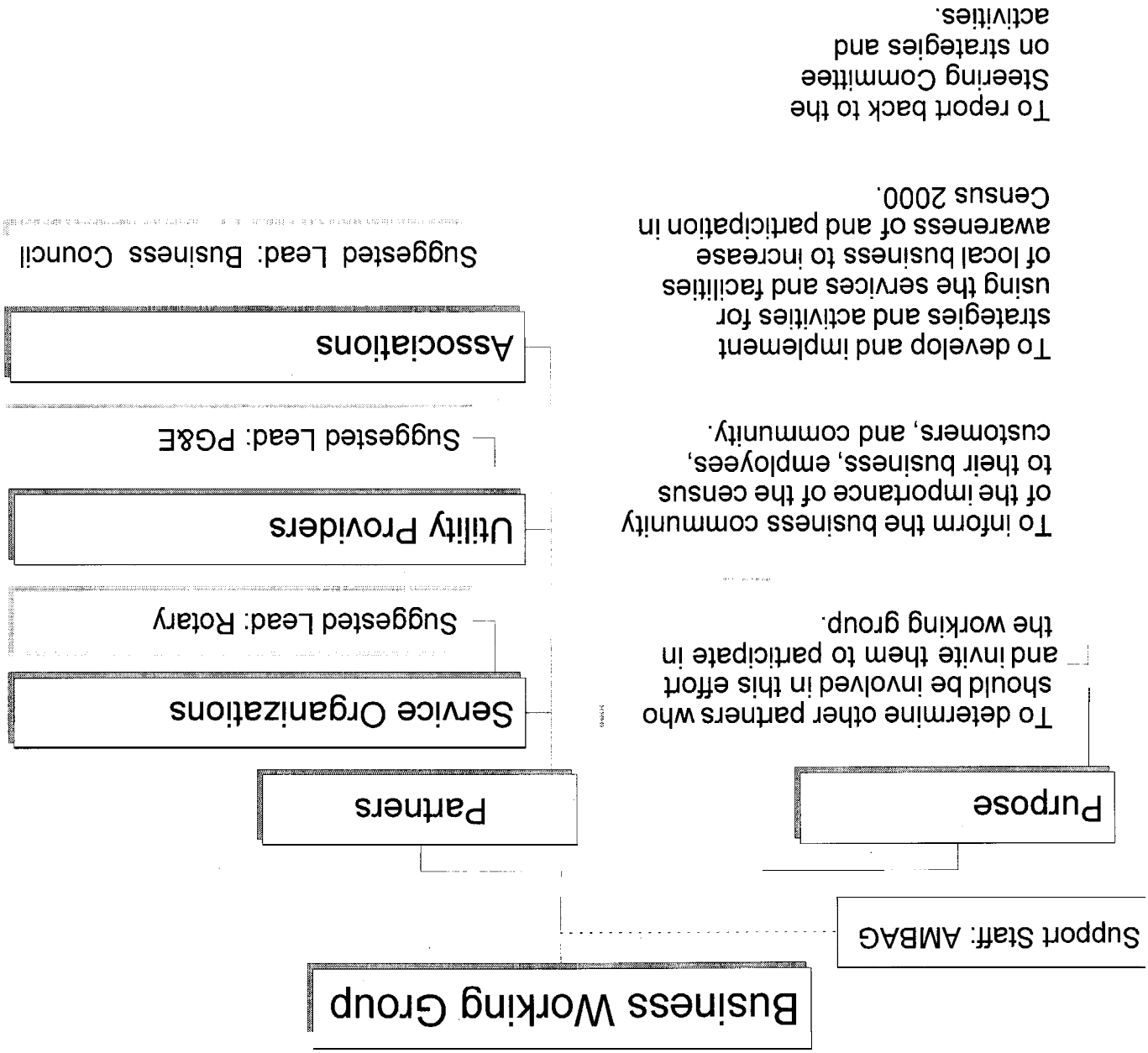
Suggested Lead: County Office of Education
 — Suggested Lead: University of California at Santa Cruz

To develop and implement strategies and activities to utilize the services and facilities of the education community to increase participation in Census 2000.

To encourage incorporation of census awareness activities in the curriculum of K-12 classrooms

To encourage census awareness among local college students to encourage maximum participation

To report back to the Steering Committee on strategies and activities.



Non-profit Working Group

Support Staff: AMBAG

Purpose

To determine other partners who should be involved in this effort and invite them to participate in the working group.

To inform non-profit agencies in Santa Cruz County of the importance of the census to their clients and the community

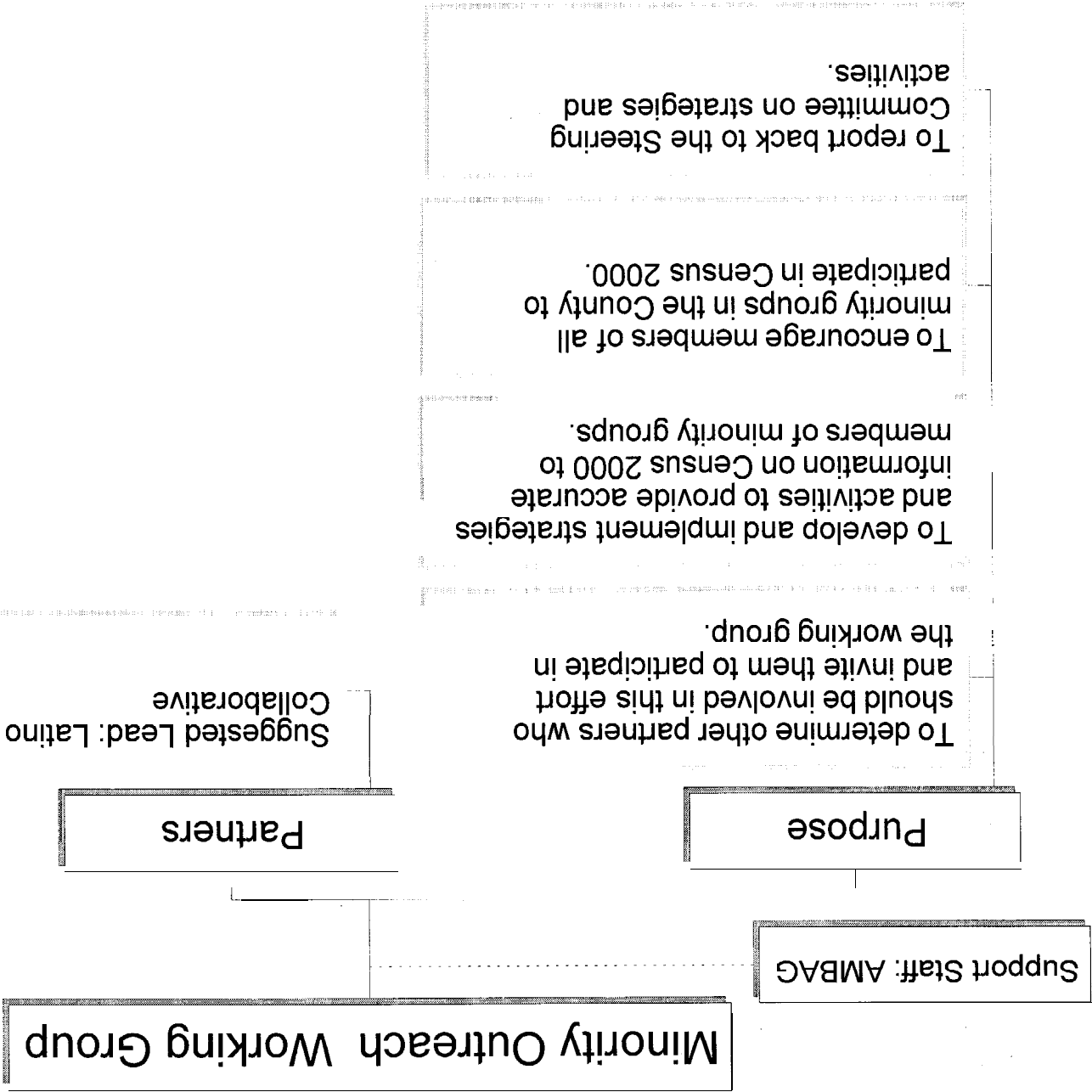
To encourage those who receive services from non-profit agencies to participate in the census.

To report back to the Steering Committee on strategies and activities.

Partners

Suggested Lead: United Way

Suggested Lead: Human Care Alliance



Homeless Outreach Working Group

Support Staff: AMBAG

Purpose

To determine other partners who should be involved in this effort and invite them to participate in the working group.

Partners

Lead: Continuum of Care Coordinating Committee

To develop and implement strategies and activities to encourage homeless persons to participate in Census 2000.

To report back to the Steering Committee on strategies and activities.

Government Working Group

Support Staff: AMBAG

Purpose

To develop and implement strategies and activities for using the services and facilities of government to increase awareness of and participation in Census 2000.

To report back to the Steering Committee on strategies and activities

Partners

Suggested Lead: County Representative

Representative from Capitola

Representative from Santa Cruz

Representative from Watsonville

Representative from Scotts Valley

Representative from Fred Keeley's Office

Representative from Sam Farr's Office

Representative from Tom Campbell's Office

Bay Area counts on census committees

After '90 fiasco, local governments launch grass-roots effort to ensure full funding

BY ELIZABETH HOWTON
Mercury News Staff Writer

Still smarting from the 1990 census undercount that cost them millions, Bay Area cities and counties are taking a new, more proactive approach to the 2000 census.

By the time the forms are returned a year from now, local governments hope to have educated their residents enough to help prevent a repeat of 1990, when more than 800,000 Californians were missed.

Santa Clara County and such cities as Fremont, Sunnyvale and Oakland are forming their own "complete-count committees," joining with community groups that serve traditionally undercounted populations. Even little Watsonville has been working on the problem for al-

most a year and has budgeted city money toward a more nearly complete count.

Cities' efforts range from enlisting ministers in Oakland to spread the word among their congregations, to translating census materials and ad campaigns into Santa Clara County's many languages.

The Census Bureau is actively encouraging the local efforts, looking to avoid some of the myriad lawsuits that cities and counties filed after the government's last attempt to count every American.

"I think the Census Bureau learned from some of the mistakes they made in 1990," said Rand Quinn, public policy director at the Northern California Coalition for Immigrant Rights, which is partici-

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Area's uncounted in 1990 census? BACK PAGE

Bay Area takes initiative to ensure accurate census

■ CENSUS

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pating in various local complete-count efforts. "That's why they're starting earlier, partnering with community-based organizations and really trying to frame the census as something that's important to local government."

Minorities and new immigrants historically have been most heavily undercounted, along with renters and homeless people. The undercount costs cities and counties money because state and federal funding for hundreds of government programs is based on official census numbers. And some of the people most likely to be missed also are most likely to need those programs.

Census officials say there are many reasons people don't return census forms, which will be mailed out in March. Sometimes an address is wrong. Sometimes the form gets buried in a pile of junk mail or thrown out. But often people who don't respond have a fear or distrust of the government.

No reason to hide

Immigrants may not want the INS to know where they are. Tax evaders may fear the IRS. Welfare recipients may not want it known that there's a man around the house. But census officials stress that none of these government agencies can see individual census responses.

"The Census Bureau being a government agency themselves, they're not the best source of reassurance for people," Quinn said. "They're really starting to reach out to community groups, grass-roots organizations and churches to carry the message."

Census officials also want local officials to clue them in to demographic changes: new ethnic enclaves, neighborhoods that have been transformed since 1990.

"Cities know their neighborhoods far better than we can," said Laura Washburn, Census 2000 partnership specialist. She said that's why the Census Bureau has beefed up its partnership programs with local governments as well as community-based organizations.

In 1990, complete-count programs existed, but on a much smaller scale. The census that year was widely viewed as a disaster, especially for large cities such as San Jose, Oakland and San Francisco. All three sued, along with Santa Clara

WHERE WERE THE UNCOUNTED?

Below is the number of people missed by the 1990 census in Bay Area counties and selected cities. The Census Bureau estimates the undercount using a representative survey conducted after the census.

	1990 undercount	Percent
Cities		
San Francisco	21,621	3.0%
Oakland	19,318	5.2%
San Jose	19,077	2.4%
Salinas	3,946	3.6%
Berkeley	3,910	3.8%
Hayward	3,222	2.9%
Sunnyvale	2,781	2.4%
Fremont	2,755	1.6%
East Palo Alto	1,414	6.0%
Emeryville	240	4.2%
Counties		
Alameda	38,100	3.0%
Santa Clara	33,850	2.3%
San Francisco	21,650	3.0%
Monterey	12,150	3.4%
San Mateo	12,100	1.9%
Santa Cruz	6,290	2.7%
San Benito	1,500	4.1%

Source: Census Bureau

MERCURY NEWS

and Alameda counties and other cities across the country, and the case eventually ended up at the U.S. Supreme Court.

The court ruled earlier this year that the undercount remedy preferred by cities and the Census Bureau — a representative survey of households known as "sampling" — could not be used to apportion congressional seats.

Congress and the Census Bureau still are wrangling over whether the method, believed to be more accurate than a literal head count, can be used for redistricting or to allocate federal funds — the big money issue for cities and counties. The bureau estimates that each person not counted represents a loss of \$200 to \$250 per year to local governments.

If the bureau ends up using sampling, the undercount would not cost cities and counties so much, but many local governments aren't waiting to find out.

City and county planning departments are canvassing neighborhoods to update the Census Bureau's address lists. They're review-

ing maps to see if the boundaries of the current census tracts make sense. The tracts are supposed to follow physical and geographical landmarks and contain 4,000 to 8,000 people.

Next will come the public-awareness campaigns and the formation of complete-count committees made up of community and religious leaders. In most areas, those efforts are still in the planning stages.

Thousands of census jobs

The Census Bureau also has a carrot to offer local governments: jobs. The census is being billed as the largest peacetime national effort, and thousands of people will be hired for short-term work as census takers, preferably in their own neighborhoods. At its peak, the census will employ 285,000 people — 21,600 in Northern California alone — and many need to be multilingual.

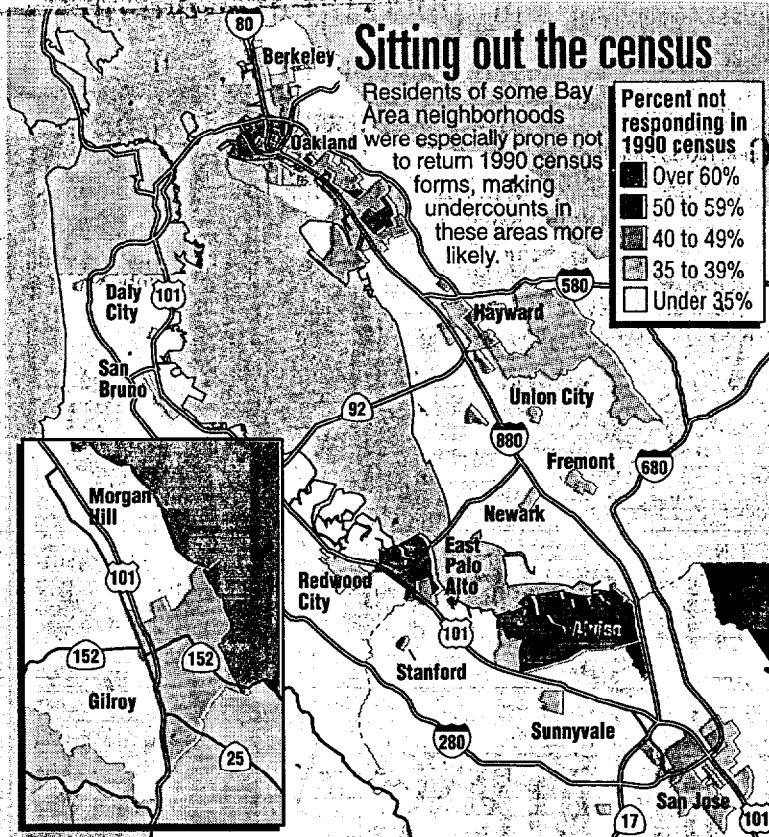
Santa Clara County plans to spend about \$350,000 to form a 30-member complete-count committee with appointments by each county supervisor and liaisons from each city in the county, said Andrea Boyc Ball, the county's Census 2000 project manager. She will be one of three staff members working full time on the project.

Most cities in the county, including San Jose, have signed on, with the exception of Sunnyvale, which is forming its own committee. San Mateo and Santa Cruz counties also are organizing mostly on the county level, while in Alameda County, cities are going it alone.

In Watsonville, the city budgeted \$10,000 for its planning department efforts, with more expected to be spent on outreach. The canvassing paid off. Workers found 938 addresses that were not on the Census Bureau's list, housing about 3,200 people, said Maria Hurtado, assistant director of parks, recreation and neighborhood services.

Other cities are relying more on volunteer efforts. At a recent meeting in Oakland, city officials passed out maps to almost everyone who showed up. Minority group members were asked to mark up the maps, showing where members of their groups are concentrated.

Fremont is planning to hire summer interns to head up its efforts targeting areas where large number of people congregate, such as the Fremont Art and Wine Festival and Fourth of July celebration. And Red



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HOW THE CENSUS WORKS

The official U.S. Census date is April 1, 2000. Here's how the census tries to count every American:

- **Mid-March 2000:** Census questionnaires delivered. About 83 percent of respondents will get the short form, which asks seven questions and takes about 10 minutes to complete. The other 17 percent will get the long form, which asks 34 questions and takes about 38 minutes to fill out. Respondents should fill out the postage-paid forms and mail them back to the Census Bureau as soon after April 1 as possible.
- **April-June 2000:** Census takers visit homes that did not return forms. They will go back as many as six times if necessary, working evenings and weekends when people are more likely to be there.
- **Dec. 31, 2000:** Congressional apportionment counts delivered to the president.
- **April 1, 2001:** Redistricting counts delivered to the states.

Source: U.S. Census Bureau

wood City is harnessing its existing neighborhood boards to identify potential problem areas and get the word out.

Locks, language barriers

Immigrants and minority group members are not the only ones who are undercounted. Those who live in locked apartment complexes or affluent gated communities can be difficult for census-takers to reach if residents do not mail in their forms. And even the seven-question short form, which will be sent to 83 percent of households, can be maddeningly complex for those who don't speak English well.

Boyd Ball said census forms nationwide will be printed in six languages: English, Spanish, Tagalog, Vietnamese, Chinese and Korean. Letters mailed out in advance of the actual census will determine which

homes should get which languages.

But there are many more languages than those spoken in Santa Clara County, and the county plans to print census information in every other language it knows of, she said, targeting neighborhoods where those languages are spoken.

Beyond technical difficulties and distrust of the government, there is a deeper problem, "the feeling that it really doesn't matter, that it doesn't affect them if they're counted," as Hurtado of Watsonville puts it.

That's why the bureau is using advertising slogans like "This is your future. Don't leave it blank."

"It's about equality," says census community-partnership specialist Lia Bolden. "Every person does count and should be counted."

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