



## CITY OF SANTA MARIA

### 2010 Census Complete Count Committee

United States  
**Census  
2010**

#### MEETING MINUTES of December 7, 2009 ONE PAGE

**Location:** Shepard Hall, Santa Maria Public Library, 421 S. McClelland Street, Santa Maria

**Start** 12:00 p.m. **Finish** 1:00 p.m.

**28 Attendees:** City of Santa Maria (Mark van de Kamp, Management Analyst II, and Rosie Narez, Community Outreach Coordinator), Census (Maria Dupras, Local Census Office Manager, Amy Allen-Lopez, Asst. Manager of Field Operations, Margarita Diaz, Partnership Assistant, Mark Bouscareu, Partnership Asst. - Lompoc), NAACP (Nadine Caldwell Cleveland and Angie Bolden); Santa Maria Healthy Start (Alma Marquez); Rep. Lois Capps' office (Betsy Umhofer); SM ARTS Council (Craig Shafer); Peoples Self-Help Housing (Elvia Garcia); SBFCC (Maria DeLeon); United Way of Northern Santa Barbara County (Sandy Soria); Duncan Group (S. Voyer); Fighting Back Santa Maria Valley (Jada Clark); Independent Living Resource Center (Jennie Morales); VTC Enterprises (Kirk Spry); Santa Maria Valley Contractors Association (Robin Hayhurst); Community Action Commission (David Krier). **Media:** KCOY-CBS 12 TV, Kira Klapper; KSBY NBC 6 TV, Ariel Wesler; KEYT ABC 3 TV, Mike DeFina and cameraman; Univision 38 TV, Blanca Figueroa and Miguel Sanchez; Santa Maria Times, Julian Ramos; Santa Maria Sun, Jeremy Thomas.

#### **Summary:**

Mark van de Kamp (City of Santa Maria, (805) 925-0951 ext. 372) welcomed everyone to the City's third CCC meeting and explained that the purpose is to enhance community outreach and participation in the 2010 Census. An accurate count is vital because population numbers are used for grants, by businesses, etc. This is true for every community in Santa Barbara County, the state and the nation. Mark said the Census has already hired hundreds of local people earlier in the year, around March-May 2009, for address canvassing. Now it's seeking to hire hundreds more. Chart of Census counts for Santa Maria since 1950 put on whiteboard.

Maria Dupras and Amy Allen-Lopez (Census (805) 345-3635) said they will hire 1,000 people in the Santa Maria area and in San Luis Obispo County for January through March 2010. These jobs pay \$15.50 to \$17 per hour, all are temporary. Q&A about this. Margarita Diaz said 10 recruitment workshops will be established in Santa Maria. The first one will be at 1:30 p.m. Thursday, December 17 at the City's Atkinson Center, 1000 N. Railroad Avenue. There is a toll-free number, 1-866-861-2010.

Maria emphasized that households with multiple families need to honestly and accurately state how many residents live there. 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. Various Q&A about outreach efforts. Margarita furnished handouts.

Groups doing outreach include United Way, Independent Living Center, Community Action Commission.

Media interviews followed. NAACP to contact church leaders and schools for potential Census displays.