



CITY OF SANTA MARIA

2010 Census Complete Count Committee



MEETING MINUTES of August 10, 2009 TWO PAGES

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

Start 10:00 a.m. **Finish** 11:00 a.m.

21 Attendees: City of Santa Maria (Mark van de Kamp and Rosie Narez), City of Guadalupe (Amelia Villegas), Census (Amy Allen-Lopez, Michael Rodriguez, Marina Morales, Margarita Diaz), American Red Cross (Michael Johnson), Grower-Shipper Association (Richard Quandt), Community Action Commission (Sharon Cruz and Kimberly Sheehy), Allan Hancock College (Tim Bennett and Sherry Voruz), Central Coast Literacy Council (Isa Ponce-Jimenez), Marian Medical Center (Amanda Stanley), NAACP (Angie Bolden and Nadine Caldwell Cleveland), Santa Maria-Bonita School District (Maggie White), County of Santa Barbara (Susan Curtis), SBCAG (Brian Bresolin) and California Rural Legal Assistance (Mary Jacka).

Main points:

Mark van de Kamp (City of Santa Maria, (805) 925-0951 ext. 372) and Amy Allen-Lopez (Census (805) 345-3635) provided an overview of the importance of participating in the 2010 Census and how others can help.

Mark emphasized the importance of an accurate count. It matters to non-profits, schools, hospitals, the City, the County, businesses, everyone. Santa Maria has an official 2009 population of 92,542 but it's very likely above 100,000. The 1990 Census had a national undercount of 1.6 percent or 4 million people not counted; the 2000 Census undercount was 1.2 percent or 3.3 million. Brian Bresolin (SBCAG) said the census 2000 undercount in the County was about 14,000 people or more. Amy (Census) said every person who is counted means more Federal dollars to the community. Mark said this translates to more Community Development Block Grant (CDBG) money for local non-profits, to more Federal money for police officers, etc. So be counted! We don't get another chance for 10 years.

The national approach of local Complete Count Committees was outlined. Locals know the area best, so spread the word through posters, meetings, newsletters, e-mail, inserts with payroll – the census even can provide training and has persons fluent in Spanish and Mixteco. Partnering with the census means there are census funds available for materials. Michael Rodriguez (Census) discussed partnership funding in a Q&A and encouraged committees to apply. His number is (805) 258-1800. Several groups signed up!

Attendees were assured that census information is confidential. The 2010 Census will not have a “long form” only the “short form.” Every person over age 18 must complete and return a census form. Census staff will be working with the Mixteco and church groups in the area



CITY OF SANTA MARIA

**2010 Census
Complete Count Committee**



MEETING MINUTES of August 10, 2010 TWO PAGES

The Census will be hiring several hundred people to assist in the count.

Resources:

www.2010census.gov Amy Allen-Lopez (805) 345-3635 amfo.lco.3239@census2010.org

Partnership Specialist Michael Rodriguez (805) 258-1800

Suggestions:

Mary Jacka (CRLA) suggested the next meeting include representatives from agencies that receive CDBG money. She also suggested contacting local agricultural companies to help spread the word.

It was also suggested to get a representative from the Filipino Community to attend.

Get participation in community-based events, such as Las Fiestas Patrias on September 13, 2009. This was suggested by Michael Johnson (American Red Cross). The City has already invited the Census to participate in a booth at the "Autumn Arts Grapes and Grains" festival in October 2009.

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.

Attendees will be invited to future meetings and will be encouraged to share what tools/methods they are successfully using to spread the word. Everyone can benefit from "lessons learned."

The local media was not invited to this initial meeting but will be invited. The goal is more than media coverage; the media can help spread the importance of the census, potentially with public service messages.

Next tentatively scheduled meeting is Monday, September 14th at 12:30 p.m. at Atkinson Community Center. The City may use the larger room to accommodate a larger audience. Details to come.