

**MEETING SUMMARY
SOUTH COAST SUBREGIONAL PLANNING COMMITTEE**

**September 2, 2009
SBMTD Conference Room
550 Olive St., Santa Barbara, California**

1:30 p.m. – 3:30 p.m.

1. CALL TO ORDER AND ROLL CALL

South Coast Subregional Planning Committee Members Present: Salud Carbajal, Supervisor First District; Janet Wolf, Supervisor Second District; Doreen Farr, Supervisor Third District; Marty Blum, Mayor, City of Santa Barbara; Michael Bennett, Councilmember, City of Goleta

Ex-Officio Members Present: Pat Mickelson, Caltrans District 5; Richard Weinberg, SBMTD Board of Directors

Members Absent: Joe Armendariz, Councilmember, City of Carpinteria

SBCAG Staff Members Present: Jim Kemp, Executive Director, Michael Powers, Deputy Director; Brian Bresolin, Regional Analyst; Gregg Hart, Public Information Officer

2. PUBLIC COMMENT

Chair Carbajal asked for public comment. Jerry Estrada, Assistant General Manager, SBMTD requested, in regards to the Draft Measure A Strategic Plan, that capital and operating expenses for transit be treated like local allocations and MTD be allocated its Measure A capital allocation on an annual basis.

3. MEETING SUMMARY

Following a motion by Mayor Blum, seconded by Supervisor Farr, the summary of the August 5, 2009 meeting of the South Coast Subregional Planning Committee was approved with an abstention by Supervisor Wolf.

4. MEASURE A CITIZENS OVERSIGHT COMMITTEE

Following a motion by Supervisor Carbajal, seconded by Councilman Bennett, the nomination of Pat Saley was unanimously approved to the Measure A Citizens Oversight Committee. Supervisor Farr stated that there is some gray area with those who work for agencies that have a vested interest in Measure A. Gregg Hart summarized the prior actions of the North County Subregional Planning Committee.

5. 2010 CENSUS

Michael Powers provided an overview of the census outreach program and the comments received at the previous North County Subcommittee meeting. His observations included the request by Supervisor Centeno for a presentation by David Matson to the Board of Supervisors on the County outreach strategy. Supervisor Farr added additional comments regarding the Bureau hiring 800 enumerators, and the potential for increased population in the City of Santa Maria based on current estimates of sewer effluent. Supervisor Carbajal indicated that the hard to count population is the primary focus of outreach activities and they include agricultural workers, homeless, retail and service workers, and the undocumented residents.

David Matson (County of Santa Barbara Planning and Development) provided an overview of the county's outreach activities that include a resolution for a census partnership and development of a strategic communications plan. The strategic communications plan would focus on the homeless, rural areas, and other hard to count populations. He suggested that undercounts of 6,000 to 14,000 are possible and losses of \$150 per capita to county social services could result. County GIS is developing a hard to count map and that it shows most of these areas are within the cities. All the south coast cities agreed to participate in a regional communications plan that includes 40 community based organizations, public access TV and radio. Supervisor Wolf requested clarity on how the structure will work and David indicated that a flexible plan is most appropriate since the census program and the process of identifying the hard to count is still evolving. A positive cohesive message with a local flavor is the desired outcome. Michael Powers indicated that SBCAG staff will provide technical assistance and coordination with census officials and CCC's. Supervisor Carbajal recalled the Census 2000 effort that used local funding for a successful coordinated effort. He suggested an inventory of other efforts including local, state and federal in order to modify the regional effort accordingly. David Matson suggested using mapping as a method to visually represent issue areas and where the most outreach effort be focused. Mayor Blum noted the importance of focusing their outreach within the cities jurisdiction and David Matson indicated that the hard to count do not necessarily follow established political boundaries. Mayor Blum recalled experiences from the previous census long form and Brian Bresolin indicated that there will only be a short form in 2010 with long form data coming from the ongoing American Community Survey. Supervisor Farr indicated she was on the Homeless Advisory Committee and the importance of outreach to the 6,000 homeless persons estimated in the county.

Liz Limon (City of Santa Barbara Community Development) concurred with the approach to develop a strategic communications plan. The City of Santa Barbara activities to date include a signed proclamation for census support, Channel 18 scrolling educational messages, among other activities. Liz reviewed the recent City of Carpinteria organizational meeting, which she attended, and noted the successful outcome and the presence of school districts, catholic charity, religious institutions, etc. Kristen Deshler (City of Goleta) indicated the City of Goleta was interested in coordinating with the County outreach strategy. She noted the importance of outreach to the Old Town area of the city using existing trusted relationships with those residents. The city has been putting census messages in their newsletters.

Michael Powers indicated the SBCAG Board will receive updates on outreach activities. David Matson will produce a written strategic plan available for participating jurisdictions and interested parties. Mayor Blum indicated that there is a local group that counts all the homeless population every two years.

6. **EXECUTIVE DIRECTOR'S REPORT**

Jim Kemp stated the initial draft of the Measure A Strategic Plan was under review by TTAC with Subregional Committee review to follow later. He stated that SBCAG applied for federal stimulus funds for the Santa Maria River Bridge and rail siding improvements. Member Weinberger asked the location of the siding project and Mr. Kemp replied south of Ortega.

KK Holland of ASERT indicated her organizations support for the rail siding project that would facilitate improved rail service in light of the long term construction for widening US 101.

There being no other business the committee adjourned.