

## UCSB and Isla Vista 2020 Census Presentation to Redistricting Commission

February 1, 2021

In August 2019, UCSB and the Isla Vista Community Services District formed a Complete Count Committee that included Student Affairs departments and Isla Vista non-profits and county agencies. This committee did extensive planning/design of a massive social media campaign; established Q&A Centers and Q&A Kiosks in several locations both on campus and in the Isla Vista community; scheduled upcoming partner events like food distributions and presentations to table, distribute information, and assist with the questionnaire both in English and Spanish. The 2020 Census officially launched on March 12, 2020 and UCSB cancelled all in-person classes and events and moved to online on March 13, 2020. Our outreach and educational campaign had to immediately change its strategy to a solely virtual campaign.

The cancellation of classes and the sudden exodus of students from campus and Isla Vista housing to their family home created great confusion as to what address to report in the census questionnaire. Parents started to report students in their home address, but the Census Bureau still wanted them registered in their college addresses. At UCSB, we had the capacity to send email communications to 26,000 registered students and 24,000 parents in one message. We sent several communications with instructions on where and how to respond, depending on whether the students lived in the residence halls or in Isla Vista, Goleta, or Santa Barbara, with links to instructions, videos, and the questionnaire. Parents were instructed to tell their students to still register in UCSB and Isla Vista since the Census Bureau has the capability of eliminating duplicates through an algorithm.

In addition, instructional messages with links were posted on the home page of Gauchospace, the platform utilized daily by every student registered at UCSB. As an example, the first announcement was viewed 660,000 times in the first 2 weeks. The announcements remained on this platform during the whole census period and were updated with new information as needed. We also worked closely with chairs of 54 academic departments, who in turn requested their faculty, lecturers, and teaching assistants to post the information in their classes. Over 40 Student Affairs departments were asked to post the same information on their webpages and announcements were published in the weekly newsletter of the Vice-Chancellor of Student Affairs (received by every registered UCSB student). We were able to confirm that this newsletter was opened by more than 10,000 students every week. Ads were published in both school newspapers, the *Daily Nexus* and *The Bottom Line*.

### Group Quarters (GQ)

These include university housing (residence halls and apartments), fraternity and sorority houses in Isla Vista, and the Santa Barbara Housing Coop. Residents in this type of housing do not answer the census individually. Administrators answer for all the residents in one questionnaire form. This count was very successful. Housing, Dining, and Auxiliary Enterprises reported 10,509 residents (this figure includes Tropicana Apartments, which also house Santa Barbara City College students). Fraternity and sorority houses forms were completed by housemothers and house managers and were able to report 689 residents. The Santa Barbara Housing Coop reported 91 residents in 5 Isla Vista houses. **The total count for GQs at UCSB and Isla Vista was 11,289 residents** (out of 23,349 registered students in 2019-2020).

## **Isla Vista**

Isla Vista is the 1.8 square mile community adjacent to UCSB. It has a population of 27,707 (2019 data) with a mix of UCSB (8,441)\* and SBCC students, long-term residents, and low-income Latino families, many of them undocumented. The 2020 Census outreach and educational campaign for this community is mentioned in the introduction above. In this area, all the communications were done in English and Spanish. One challenge in this case was the concern of undocumented residents that feared they could be identified or reported if they answered the census questionnaire. We had to work on building their trust. It is important to note here that census information is provided by area and not by dwelling, so identification of residents is very difficult. In addition, release of personal information even to the president of the US is punishable by law, with up to 5 years in prison and a fine of up to \$250,000. This information was communicated to this community to encourage them to respond and avoid fear of being reported.

This outreach and educational campaign was done mainly on-line, relying on Isla Vista non-profits and agencies to distribute our messaging to their constituents. In addition, we used paid ads in FaceBook and Instagram and paid advertising on English and Spanish radio and TV. For this particular area, we added phone banking to all the numbers we had available.

The response percentages in Isla Vista were between 55.5% and 58.5 %, among different tracks. The response rate for Isla Vista in the 2010 Census was 65%. **For more detailed information on these tracks, please see graphics on the following pages.**

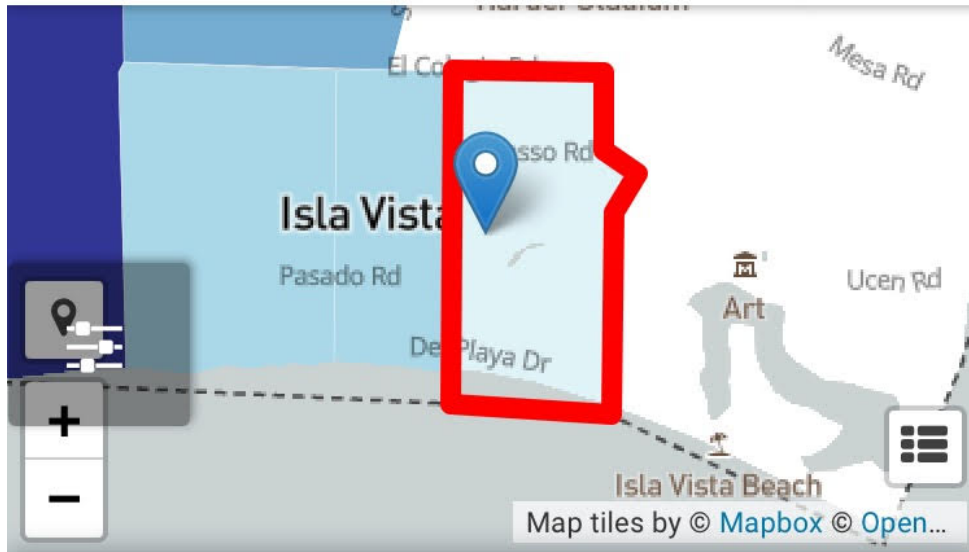
\*There are approximately 4,500 UCSB students living in Goleta and Santa Barbara, but could not identify specific response rates.

For additional 2020 Census response rates in other areas, see

<https://www.censushardtocountmaps2020.us/?latlng=34.41155%2C-119.85736&z=14&query=coordinates%3A%3A34.41272%2C-119.86633&promotedfeaturetype=censusTracts&arp=arpRaceEthnicity&baselayerstate=5&rtrYear=sR2020latest&infotab=info-rtrselfresponse&filterQuery=false>

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## HTC 2020



SHOW INFO FOR:

TRACTS



## Local response rate:

47.3%

+8.2%

Self-response pre-NRFU\*

Self-Response during  
NRFU

55.5%

66.1%

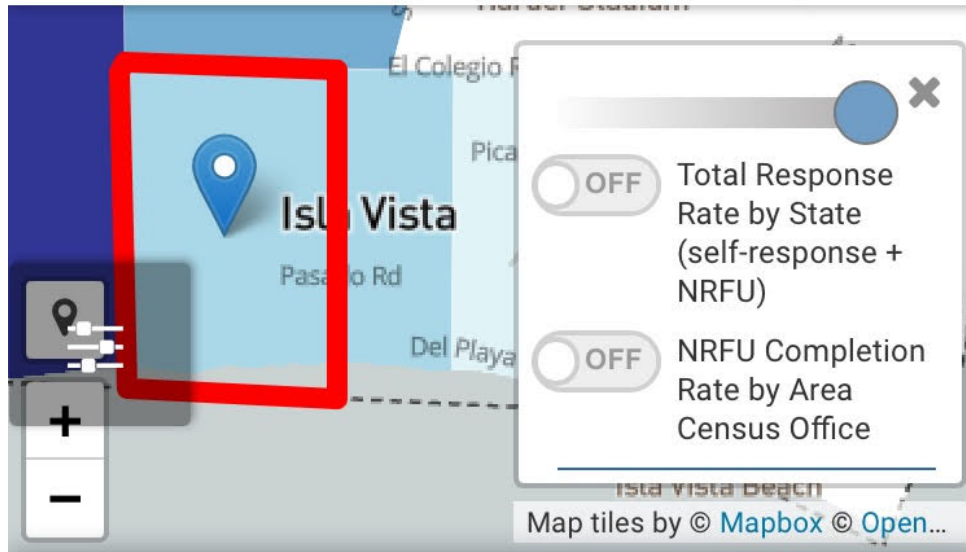
Self-response as of  
10/17

2010 final self-response

\* **NRFU** = **nonresponse followup**, the Census Bureau's door-knocking operation to enumerate households in-



## HTC 2020



SHOW INFO FOR: TRACTS



### Local response rate:

51.4%

+6.5%

Self-response pre-NRFU\*

Self-Response during  
NRFU

57.9%

61.5%

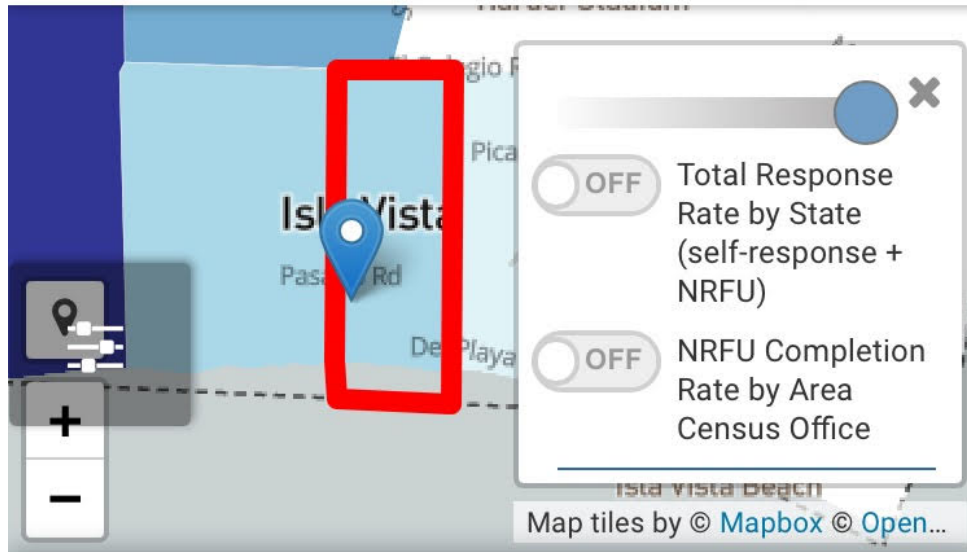
Self-response as of  
10/17

2010 final self-response

\* NRFU = nonresponse followup, the Census Bureau's door-knocking operation to enumerate households in-



## HTC 2020



SHOW INFO FOR:

TRACTS



### Local response rate:

51.2%

Self-response pre-NRFU\*

+7.3%

Self-Response during  
NRFU

58.5%

Self-response as of  
10/17

65.6%

2010 final self-response

\* **NRFU** = **n**on**r**esponse **f**ollow**u**p, the Census Bureau's door-knocking operation to enumerate households in-

