

Please submit your completed application to [grants@sbfoundation.org](mailto:grants@sbfoundation.org) by 5:00 PM on 11/30/2019.

## Applicant General Information

1) **Applicant Name:** Jonathan Abboud and Viviana Marsano

*(Please provide the name of your Organization, School Group, Government Agency, or Coalition)*

Isla Vista Community Services District and Office of Student Life, University of California, Santa Barbara

2) **Applicant Type**

*(If you are applying as a Coalition please select all that apply)*

If Coalition, please list the members here:  
Isla Vista Community Services District and  
Office of Student Life, University of California,  
Santa Barbara

- Tax-Exempt Organization
- School Group
- Government Agency
- Coalition

**Contact Name:** Jonathan Abboud  
**Fiscal Agent:** Isla Vista Community Services District  
**Title:** General Manager

**Address:** 970 Embarcadero del Mar, Suite 101

**Phone Number:** 805-770-2752

**Email:** generalmanager@islavistacsd.com

**3) Applicant Description**

*Provide a summary of your organization or coalition's history, mission, and purpose, as it relates to the effort to increase participation in the Census.*

The Office of Student Life at the University of California, Santa Barbara and the Isla Vista Community Services District have recently formed a Complete Count Committee composed of departments, agencies, and non-profits at the university and in Isla Vista to ensure that everybody at UCSB and Isla Vista is counted. The next few months, we will be reaching out to the whole UCSB and Isla Vista population with relevant information and directions on how to help us achieve this goal. The projects and activities included in this application will be a collaboration between the two organizations.

The Office of Student Life (OSL) is part of the Student Affairs Division at UC Santa Barbara. OSL supports the university's commitment to public service through the creation and distribution of knowledge that advances the well-being of our state, nation, and world that takes place within a living and learning environment. OSL is the home to approximately 500 registered campus organizations, including fraternities and sororities, and student leadership development programs. To this end, the office hosts a variety of special initiatives including After Dark Late Night Social Programs, CommUnity Grants, funding for Student-Initiated Outreach Programs, leadership development, and coordinates voter registration in the whole campus and the Isla Vista community.

The Isla Vista Community Services District aims to improve the resources available to the community, ensure a high quality of life and level of public safety, and provide a local voice to the people of Isla Vista. The District will work to prioritize community engagement as it delivers localized public services and maximizes the resources available to the community.

The IVCS D is Isla Vista's new local government. We want to make sure there is a strong local effort to achieve a complete count, so that we have an accurate view of our community and its needs.

**4) What makes the Census 2020 relevant for your community, organization, school group, or coalition?**

As mentioned in Census 2020 literature, the census is much more than a head count. Completing the census helps:

- 1) Determine the number of seats each state has in the House of Representatives.
- 2) Guide how more than \$675 billion in federal funding is distributed to states and communities each year.

3) Create jobs, provide housing, prepare for emergencies, and build new schools, hospitals, and businesses.

Having a complete count for the 2020 census is of great importance for the allocation of funds and resources for the populations we work with, both at UCSB and Isla Vista. We are aware that the county of Santa Barbara has historically been one of the lowest counted in the state of California and we would like to reverse this trend.

In addition to the material benefits of a complete count, the involvement and active participation in these efforts of UCSB students, Isla Vista long-term residents, and the low-income Spanish speaking community will hopefully inspire these populations to increase their civic engagement.

## Project Overview

5) **What is the focus area of your project/program?** *You may select more than one focus area*

- Outreach, Education, and Awareness
- Questionnaire Assistance (QAC/QAK)
- Innovative Strategies

- Non-English Outreach
- Non-English QAC/QAK

6) **Describe your Proposed Project**

*Include how your project helps to increase the response rate in Santa Barbara County and the objectives of your project.*

UCSB and Isla Vista comprise a large portion of the population in District 3. This project will target several UCSB and Isla Vista hard to count populations: 1) college students, 2) non-English speaking communities, and 3) senior citizens. Both of the agencies involved in this proposal do daily, meaningful, and close work with these populations.

The Office of Student Life at UCSB has direct access to approximately 26,000 students (graduate and undergraduate). In addition, it can also reach out to approximately 4,000 faculty and 7,000 non-academic staff. The Isla Vista Liaison in the office works annually with Isla Vista programs and non-profits including the Isla Vista Youth Projects, the St. George Youth Center, the Isla Vista Elementary School, Isla Vista Recreation and Parks District Program, the Santa Barbara Housing Coop, and St. Michael's and All Angels Church, among others.

The IVCS D is the official local government of Isla Vista, a community almost entirely made up of hard to count populations. It has a staff of interns and an Assistant General Manager focused on outreach efforts to the community including tenants, businesses, property managers, and non-profits. Our program will ensure widespread awareness about the census by in-person and digital outreach.

7) **Non-English Support**

*If providing non-English language services, please describe the specific languages your*

*organization will accommodate and support and describe the qualifications for doing so.*

This project will accommodate services in Spanish. Several of the staff included in this project are bilingual English/Spanish. In addition, the funds from this grant will fund the hiring of two bilingual social media and outreach interns as well as a Spanish-speaking community member.

If needed, the project can also accommodate services in Chinese since there is easy access to an intern or volunteers through the UCSB student body.

**8) Proposed Project Activities and Timelines**

Key Activities	Timeline (include month and year of start and end dates for each key activity)
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**Please, see page attached next**

<b>Key Activities</b>	<b>Timeline (include month and year of start and end dates for each key activity)</b>
<b>UCSB student body outreach through media campaign:</b>	January 10-30, 2020: social media message design
OSL platform (500 student groups), targeted email: (26,000 students), targeted emails to staff & faculty, Facebook, Twitter, Instagram, Free and for Sale, etc.	February 1, 2020 – June 1, 2020
You Tube educational videos	Production: January 10, 2020-March 1, 2020 Campaign: March 1, 2020 – June 1, 2020
Print ads: Daily Nexus and The Bottom Line	February, 2020 to end of May, 2020
<b>Face to Face educational campaign:</b>	
UCSB: class announcement, tabling, student group meetings	February 1 – June 1, 2020
Housing and Residential Services staff in charge of responding	3 to 4 meetings February 1 to March 1, 2020
Study jams	

<b>Isla Vista Outreach</b>	
Door hangers with instructions in Spanish and English	January 7-30, 2020: design and production, Distribution: March 15, 2020
Isla Vista Elementary School: school functions, Viva el Arte (IV Elementary and Marjorie Luke), PTA, have a parents dinner at the school (partly subsidized by the grant), events already organized	February 1, 2020 to June 1, 2020 (specific dates determined per event)
Isla Vista Youth Projects: in their childcare programs, after school program, and food distribution events	February 1, 2020 to June 1, 2020 (specific dates determined per event)
St. George Youth Center: programs and events for youth and parents.	February 1, 2020 to June 1, 2020 (specific dates determined per event)
Fraternity and Sorority Houses	February 15, 2020 to June 1, 2020

Tabling at Isla Vista Neighborhood Clinic, Isla Vista Food Coop, Friendship Manor	February 1, 2020 to June 1, 2020
Tabling and informational meetings at Isla Vista churches	February 1, 2020 to June 1, 2020
<b>Questionnaire Assistance Centers</b>	
Isla Vista Community Center, in English and Spanish	February 1, 2020 to June 1, 2020

## Hard to Count Population

### 9) Describe your work with Hard to Count (HTC) Populations

*Include the HTC population(s) you work with, including geographic area, and any past Census activities your organization has participated in, if applicable. Also, describe your experience with community engagement and outreach.*

As mentioned above, the Office of Student Life is home to over 500 registered campus (RCOs) organizations, including fraternities and sororities. Through this office, RCOs register their events, streamline their fundraising efforts, and manage their organizations' funds. Therefore, there is a very close communication line and support to many student activists and group leaders. In addition, this office manages the dissemination of information to the whole student body ((26,000 undergraduates and graduate students).

The OSL is in charge of the coordination of voter registration for the whole campus and Isla Vista. In this capacity, the office works very closely with Housing, Dining, and Auxiliary Enterprises to outreach over 5,000 students who live in residence halls and university-owned apartments. The Voter Registration Volunteer Coalition (coordinated through the OSL) also has a very active role in voter registration of over 18,000 students who live in Isla Vista. We believe that the campaign strategies used in this project will be of great use for the Census 2020 campaign.

Finally, the Isla Vista Liaison in the OSL works closely with other hard to count populations in Isla Vista during the GIVE Benefit Sale every June. In 2019, GIVE worked with 190 volunteers, most of them Spanish speakers and residents of Isla Vista. Through the years, this project has developed tight bonds and trust with this community. Other connections of this office include Isla Vista programs and non-profits such as the Isla Vista Youth Projects, the St. George Youth Center, the Isla Vista Elementary School, Isla Vista Recreation and Parks District Program, the Santa Barbara Housing Coop, and St. Michael's and All Angels Church, among others.

The IVCS D has done work both online and in person to reach out to the student community about major projects. We have operated a small canvassing program and a digital outreach strategy mainly targeted to students.

### 10) Describe your strategy to reach target HTC

*How will you reach your target HTC populations to participate in your proposed project and complete the Census 2020 questionnaire?*

The strategies have already been mentioned in question 9 above. Due to the mission and work of the Office of Student Life and the Isla Vista Community Services District, both agencies have already built in very successful strategies and have developed very efficient and close relationships with the hard to count populations.

In addition, the Office of Student Life is developing an outreach and educational campaign through the Academic Senate at UCSB to recruit department chairs and faculty for collaboration in this campaign.

11) **Addressing Concerns, Fears, and Distrust**

*Describe your strategy for addressing the concerns, fears and distrust in government with the HTC population you work with.*

The population that will probably have concerns, fears, and distrust is the Latino, undocumented population in Isla Vista. Most of the organizations participating in the Complete Count Committee do extensive work with this community, have built very strong relationships, and have earned their trust. It will be easy to implement a comprehensive, accurate campaign that addresses their fears and concerns. Some of these agencies have already been mentioned in the previous question. Hiring trusted members of this community through this grant to inform them on 2020 Census and address their concerns will be a highly effective strategy.

**Budget and Collaboration**

12) *Please fill out the budget below: See attached budget on next page*

Expense Type	Description	Total Budget (\$)	County Funded (\$)	Other Funding Sources (List)
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Total \$ 0.00 \$ 0.00

13) **Fronting Funds**

*Does your organization have the capacity to front the funds and to be reimbursed?*

The Isla Vista Community Services District has offered. Full confirmation by December 10, 2019

14)

**Swag**

*Will you need Census swag for your project?*

Yes  No

*If yes, please share what swag will be effective and how many do you need?*

As of time of the application, we do not know what type of swag is available.

<b>Census 2020 Santa Barbara County Grant Budget</b>				
<b>Expense Type</b>	<b>Description</b>	<b>Total Budget</b>	<b>County Funded</b>	<b>Other Sources</b>
<b>OUTREACH, EDUCATION, AND AWARENESS</b>				
	Media and outreach interns (2)			**
	social media message design: 10 hours per week for 3 weeks at \$15 per hour x 2 interns (Jan.10-20 2020)	\$900.00	\$900.00	
	YouTube videos design: 5 hours per week for 3 weeks, at \$15 per hour x 2 interns (Jan.10-30, 2020)	\$450.00	\$450.00	
	Paid ads in Facebook and special placement in YouTube	\$1,500.00	\$1,500.00	
	Intern hours 10 hours each per week for class announcements, tabling, registered campus organizations meetings, (February 1 to June 1, 2020) (2 interns for a total of 320 hours- 10 hours each for 16 weeks)at \$15 per hour	\$4,800.00	\$4,800.00	
	Print ads in Daily Nexus and The Bottom Line, 3 ads in each at \$400 each in Daily Nexus and \$300 each in The Bottom Line (Feb.1-June 1,2020)	\$2,100.00	\$2,100.00	
	Printing of door hangers one side English/one side Spanish for Isla Vista Campaign (2,500)	\$400.00	\$400.00	
	Door hangers distribution in Isla Vista	\$350.00	\$350.00	
<b>Sub-Total</b>		<b>\$10,500.00</b>	<b>\$10,500.00</b>	
<b>NON-ENGLISH PROMOTION OF OUTREACH, EDUCATION AND AWARENESS, QUESTIONNAIRE ASSISTANCE, AND NON-ENGLISH QUESTIONNAIRE ASSISTANCE</b>				
	Spanish speaking community outreach organizer: tabling and presentations at food distribution, community events, Isla Vista Elementary, St. George Youth Center, door to door with Latino familias (10 hours per week, February 1 to June 1, 2020) at \$18 per hour		\$2,880.00	





15)

**Other Funding**

*Is your organization receiving or do you plan to apply for Census funding elsewhere? If so, please describe.*

The OSL and the CSD are not planning to apply for funding elsewhere. The OSL is contributing 25% of the Isla Vista Liaison time to co-chair the Complete Count Committee and this campaign as well as some OSL interns' work time for the social media campaign since they have direct access to UCSB platforms that non-UCSB students will not have.

The general manager of the CSD is also devoting time as co-chair of the Complete Count Committee. In addition, the general manager, together with the assistant general manager will co-supervise the outreach interns and community member hired if this grant is awarded.

16)

**Collaboration**

*If you are collaborating with other entities or coalitions, please identify any local partners with whom you plan to engage for this project.*

UCSB and the CSD have already started a collaboration with the Isla Vista Community Network and most of its members (already mentioned in previous questions): the Isla Vista Youth Projects, the Saint George Youth Center, the Isla Vista Elementary School, the Isla Vista Recreation and Park District, the Santa Barbara Housing Coop, St. Michael's and All Angels Church, Isla Vista property providers, sororities and fraternities, UCSB Housing, Dinning, and Auxiliary Enterprises, and UCSB faculty

## Long Term Impact

**Impact of Census Grant**

17) *How will the Census Grant activity support your organizations mission and improve its capacity and long-term sustainability?*

This grant will help build the capacity of the IVCSD to operate a wide-scale community outreach program. This capability will be redeployed to reach out to the community on other important matters.