



Snapshot of Poverty in Santa Barbara County

Department of Social Services

9/10/2013

Background

- The Recession resulted in a 52% increase in residents living in poverty
- Child poverty increased by 61% from 2007-2010
- The Board authorized a geographically based assessment on poverty in January 2012
- The Insight Center for Community Economic Development was the contractor hired

Overview

- Purpose and Methodology
- Population Demographics
- Poverty in Santa Barbara County
- Indicators of Need Findings
- Service Inventory Results (Survey and Interviews)
- Focus Areas
- What We've Learned
- Staff Observations
- Opportunities Moving Forward

PURPOSE AND METHODOLOGY

Purpose of Assessment

- To analyze how well county resources and services are strategically aligned to geographic areas and populations in greatest economic need and make recommendations for improvement

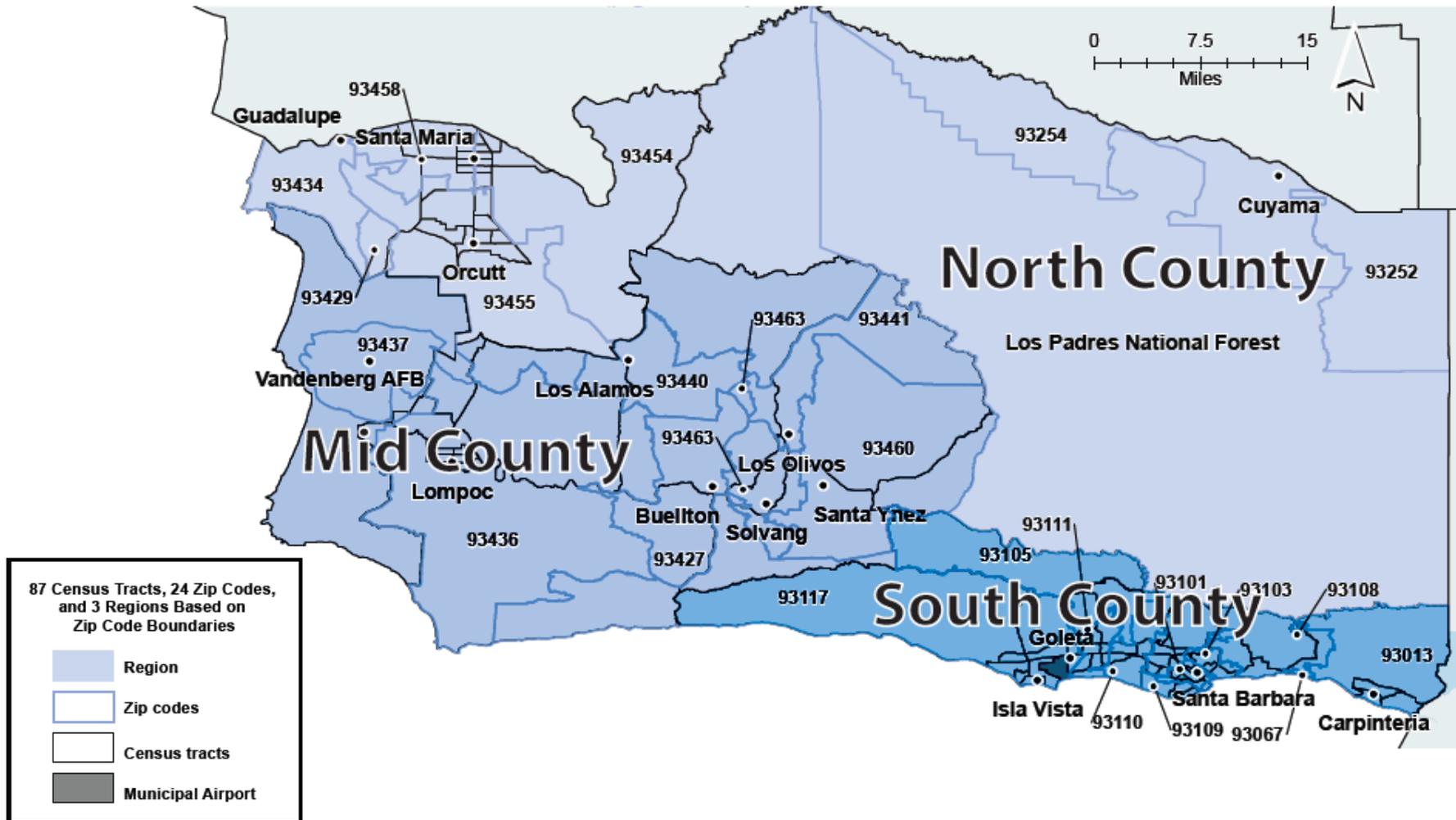
Methodology

- Data Collection/Analysis of 44 indicators in four key categories of well-being (Employment & Financial, Education, Health and Family Well-Being)
- Geographic Information System (GIS) mapping of select demographic, poverty and well-being indicators
- Survey distributed to 460 local public agencies, foundations, service providers
- Stakeholder interviews of 16 public and non-profit leaders

Data Sources

- US Census American Community Survey (ACS) 2006-2010 – demographics, poverty, financial/employment data, insurance coverage
- Local Agencies – 2007-2011 data collected to supplement US Census on public benefits, probation data, health data, crime data, mental health and substance abuse, housing data, child and adult abuse, child care, truancy and drop-out rates

County Regional Boundaries and Geography



Population Demographics

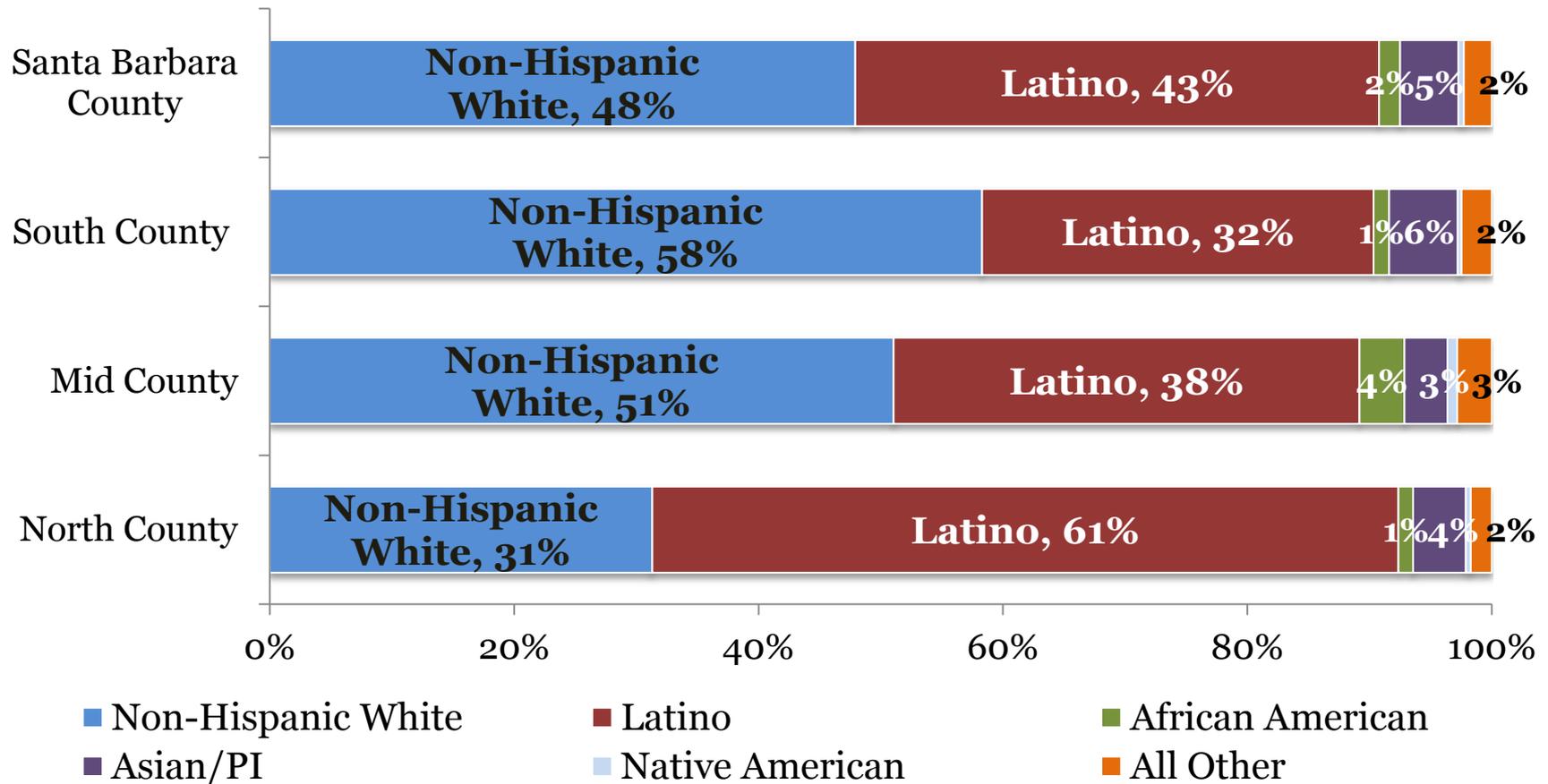
County and Regional Demographics by Age Group

Santa Barbara County had a population of 400,584*

	Children	County Distribution of Children	Adults	County Distribution of Adults	Seniors	County Distribution of Seniors	Total Persons	County Distribution of Total Persons
County	94,795	24%	253,911	63%	51,878	13%	400,584	100%
North County	40,593	43%	79,636	31%	14,625	28%	134,854	34%
Mid County	20,681	22%	45,729	18%	9,339	18%	75,749	19%
South County	33,521	35%	128,546	51%	27,914	54%	189,981	47%

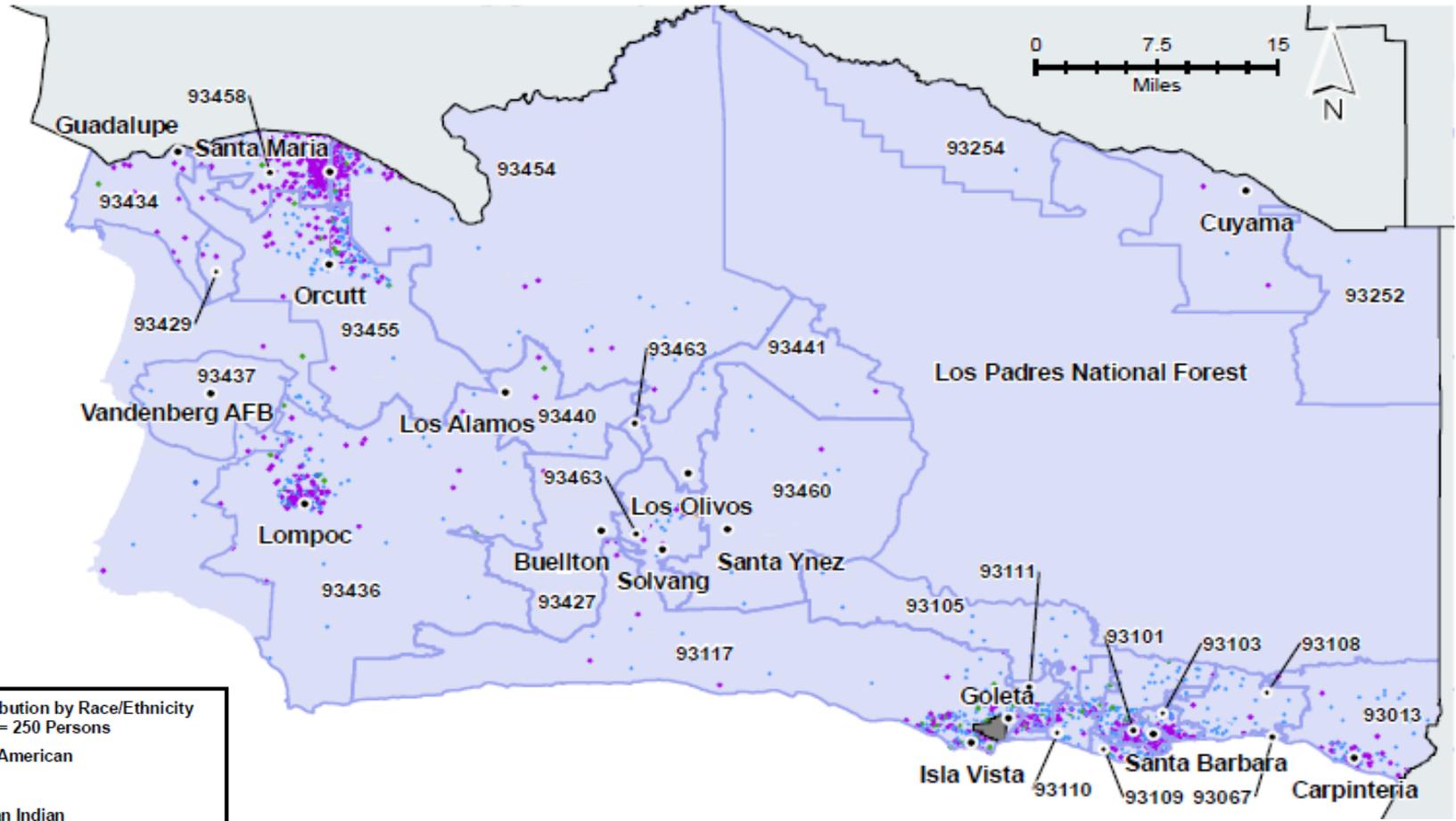
*U.S. Census ACS 2006-2010 based on population for “whom poverty is determined.” Figures do not include people living in institutionalized group quarters, military group quarters, college dormitories, or unrelated individuals under 15.

Population Distribution by Ethnicity/Race



Population Distribution by Race and Ethnicity

Number of African-American, Asian, American Indian, Hispanic/Latino and Non-Hispanic White Population by Census Tract with Zip Code Boundaries



Population Distribution by Race/Ethnicity
1 Dot = 250 Persons

- African-American
- Asian
- American Indian
- Hispanic/Latino
- Non-Hispanic White

Zip codes

Municipal Airport

Source: U.S. Census ACS 2006-2010 based on population for "whom poverty is determined".

Poverty in Santa Barbara County

Use of Poverty Numbers vs. Rates

- Poverty numbers tell us how many people in a given group are living in poverty
 - Numbers help us demonstrate where the greatest concentration of poverty is in the County by groups
- Poverty rate is calculated by dividing the number of people in a group who live in poverty by the total number of people in the group
 - Poverty rates help us make comparisons between geographies and population groups

Poverty Guidelines

2010 Poverty Guidelines

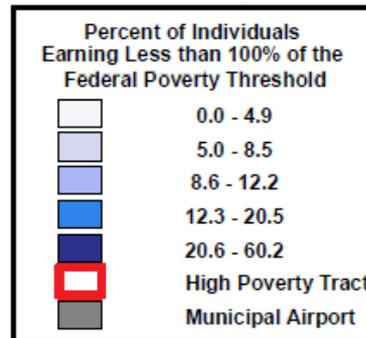
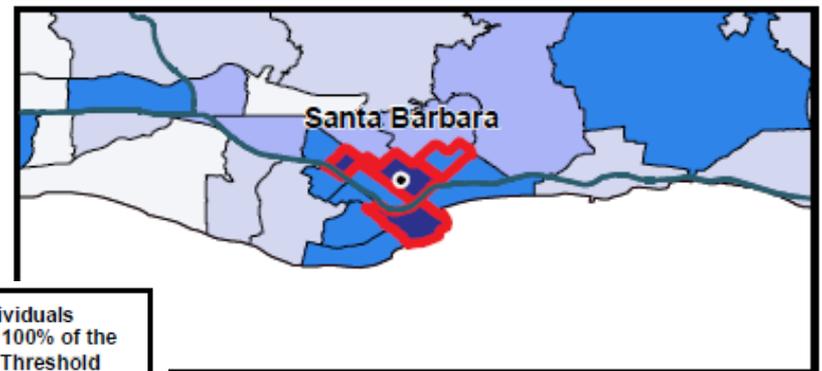
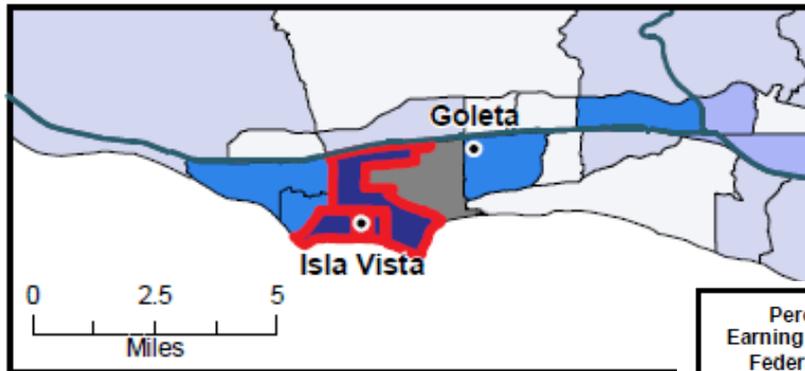
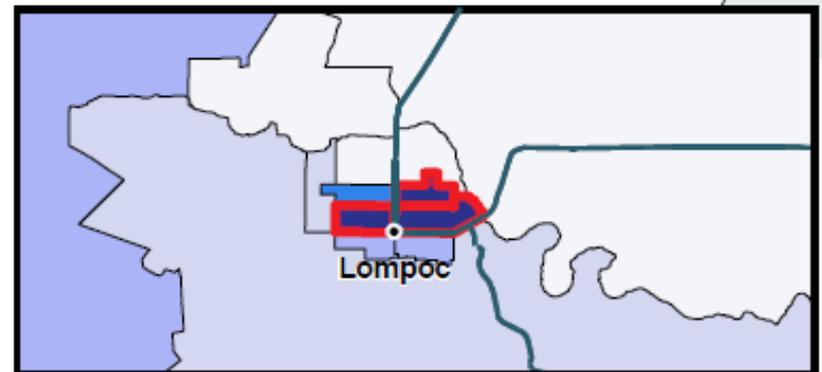
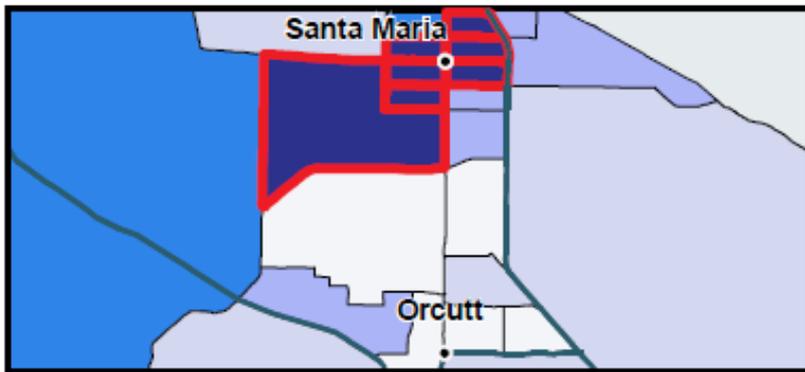
Persons in family/household	Poverty Guidelines
1	\$10,830
2	\$14,570
3	\$18,310
4	\$22,050
5	\$25,790
6	\$29,530
7	\$33,270
8	\$37,010

The Federal Poverty *Guidelines* listed above are a simplification of the Federal Poverty Thresholds and used to determine financial eligibility for a broad array of public programs.

Where are People Struggling?

- Census Tracts where 20 percent or more of individuals are living below 100 percent of the Federal Poverty Threshold are designated “high poverty tracts”
- There are 18 “high poverty tracts” identified and all of them are congregated in 4 main areas and are designated as “high poverty areas”

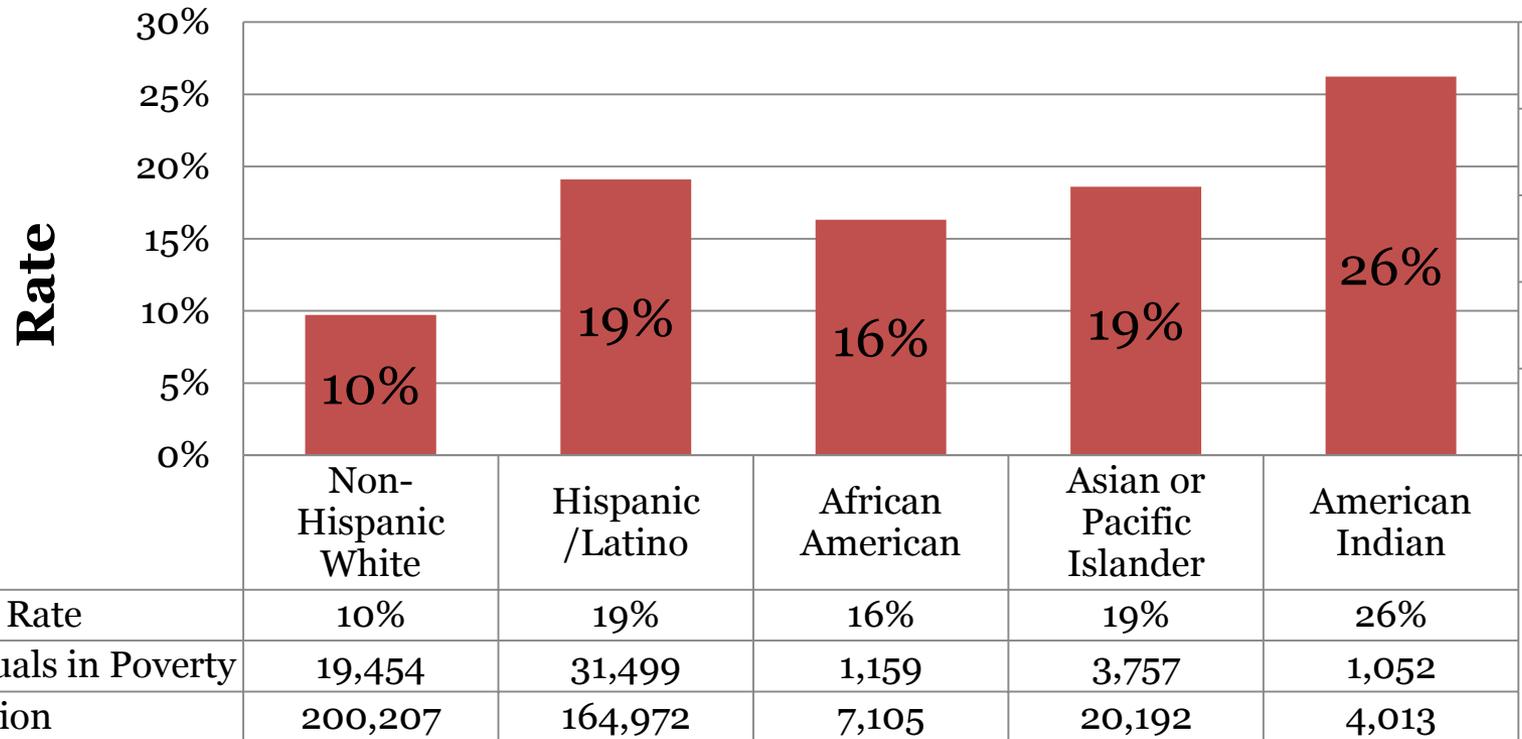
High Poverty Areas



Individuals in Poverty by Race and Hispanic Origin

County Poverty Rates by Race and Hispanic Origin

Total County Individuals in Poverty = 57,463



Source: US Census ACS 2006-2010

Note: The African American, Asian/Pacific Islander and American Indian categories may include people of Hispanic origin.

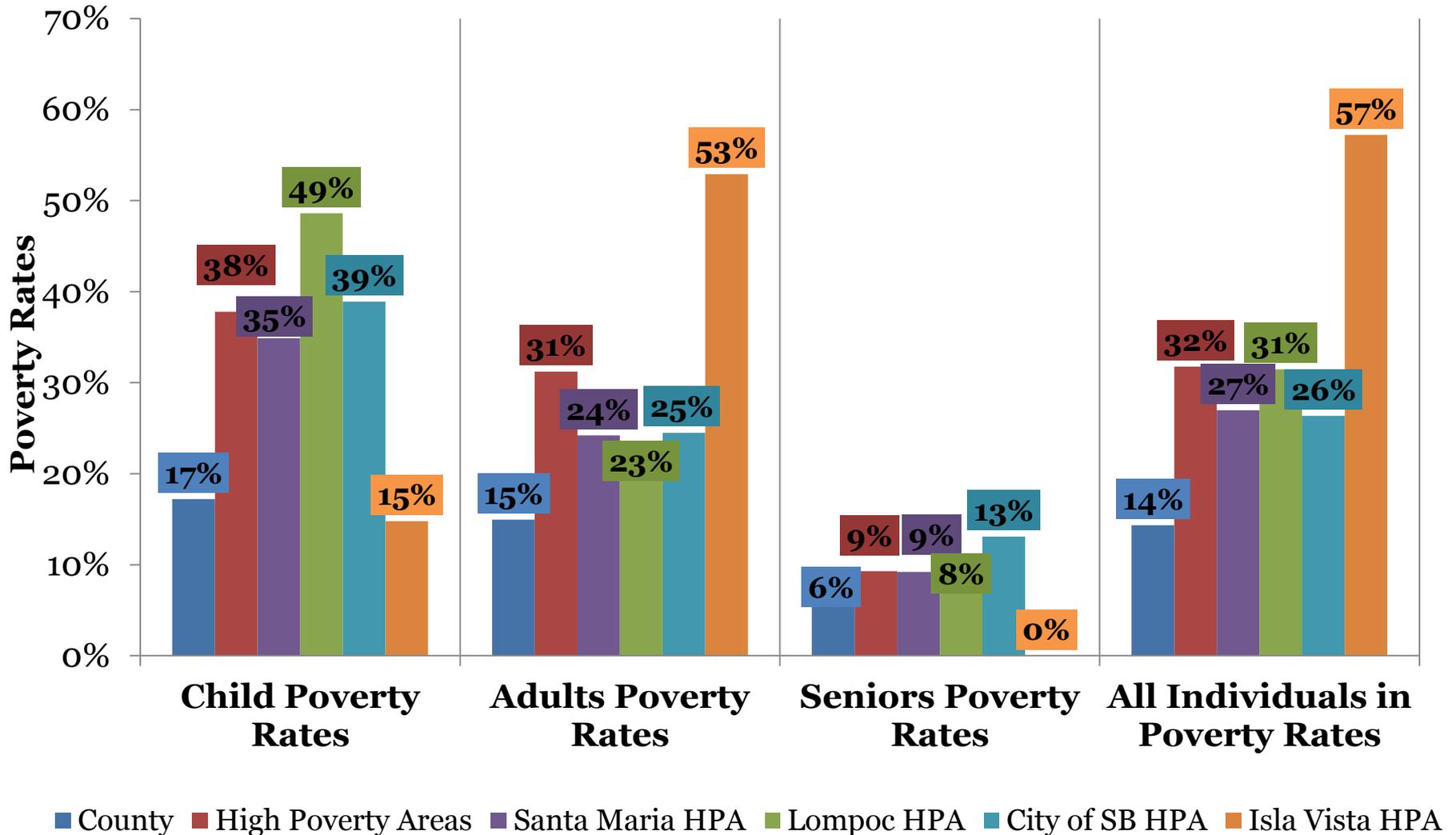
Individuals in Poverty by Race and Hispanic Origin

	Total Individuals in Poverty	Non-Hispanic White	Hispanic/Latino	African/American	Asian/Pacific Islander	American Indian
County	57,463	10%	19%	16%	19%	26%
High Poverty Areas	30,503	30%	32%	32%	39%	46%
Santa Maria HPA	12,297	16%	29%	35%	14%	37%
Lompoc HPA	5,579	19%	37%	29%	0%	0%
City of Santa Barbara HPA	3,983	17%	31%	22%	44%	83%
Isla Vista HPA	8,644	50%	40%	42%	58%	43%

Source: US Census ACS 2006-2010

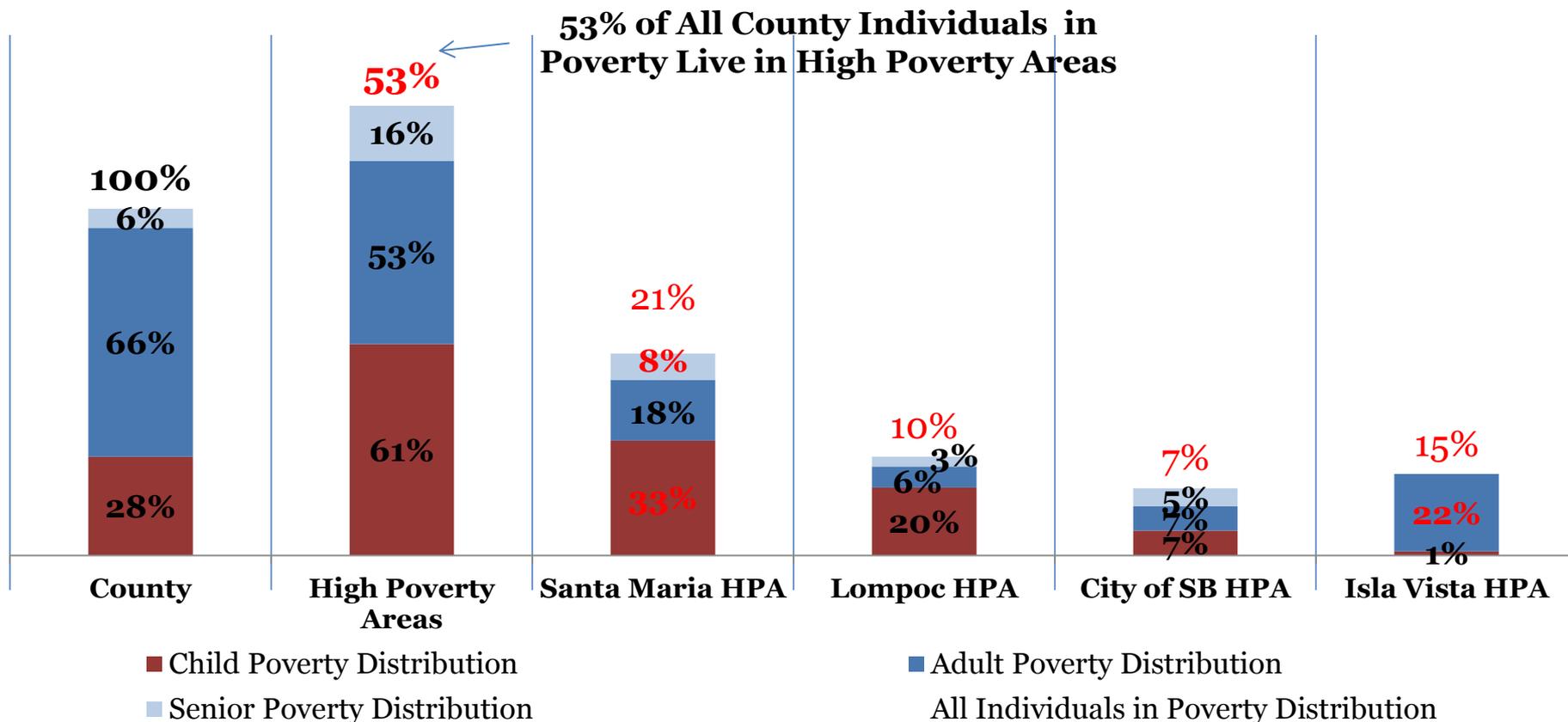
Note: The African American, Asian/Pacific Islander and American Indian categories may include people of Hispanic origin.

Which Age Groups are Struggling?



Where Are Individuals Struggling?

County Distribution of Individuals in Poverty by Age Group

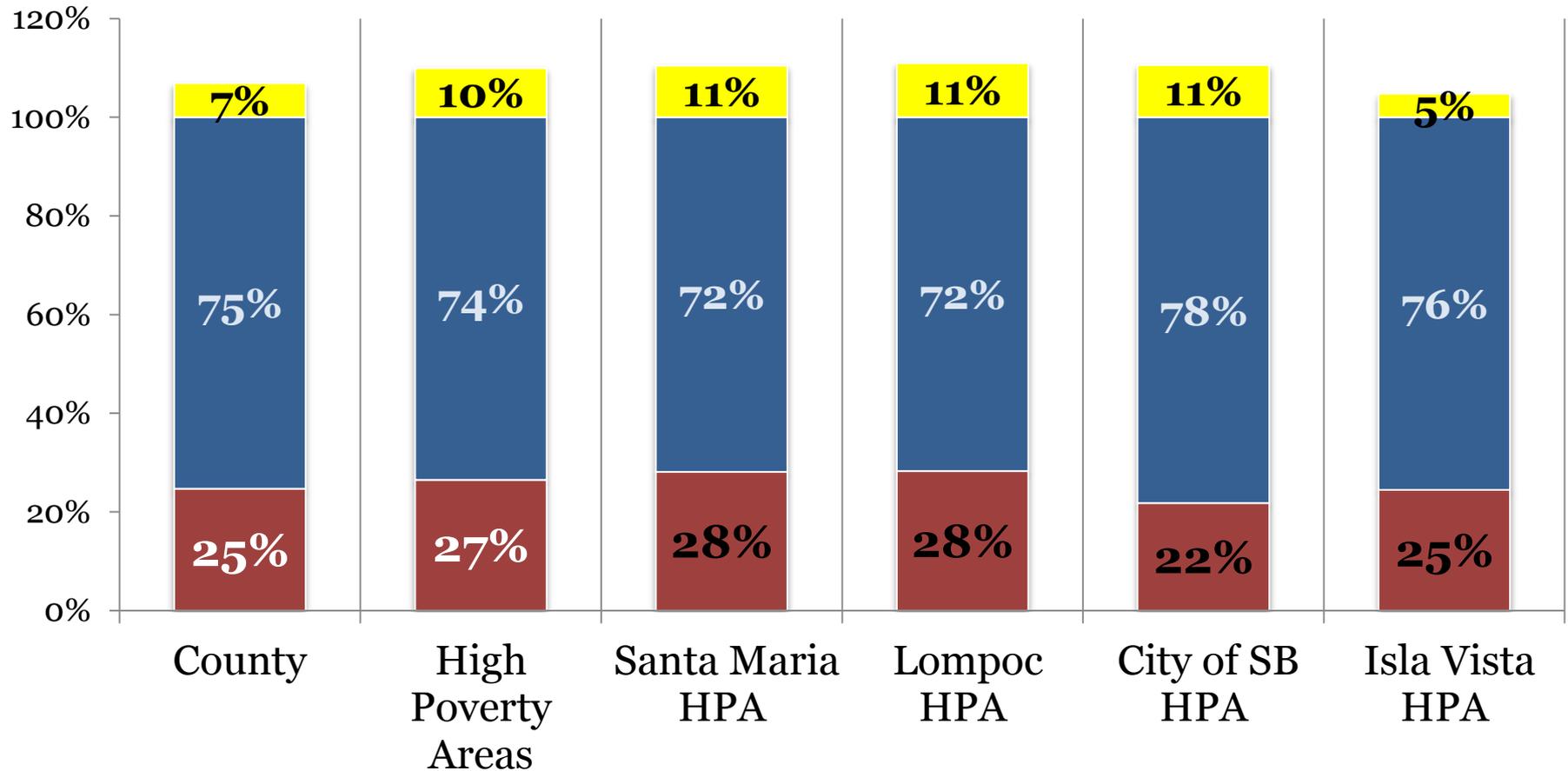


Indicators of Need Findings

Median Household Income

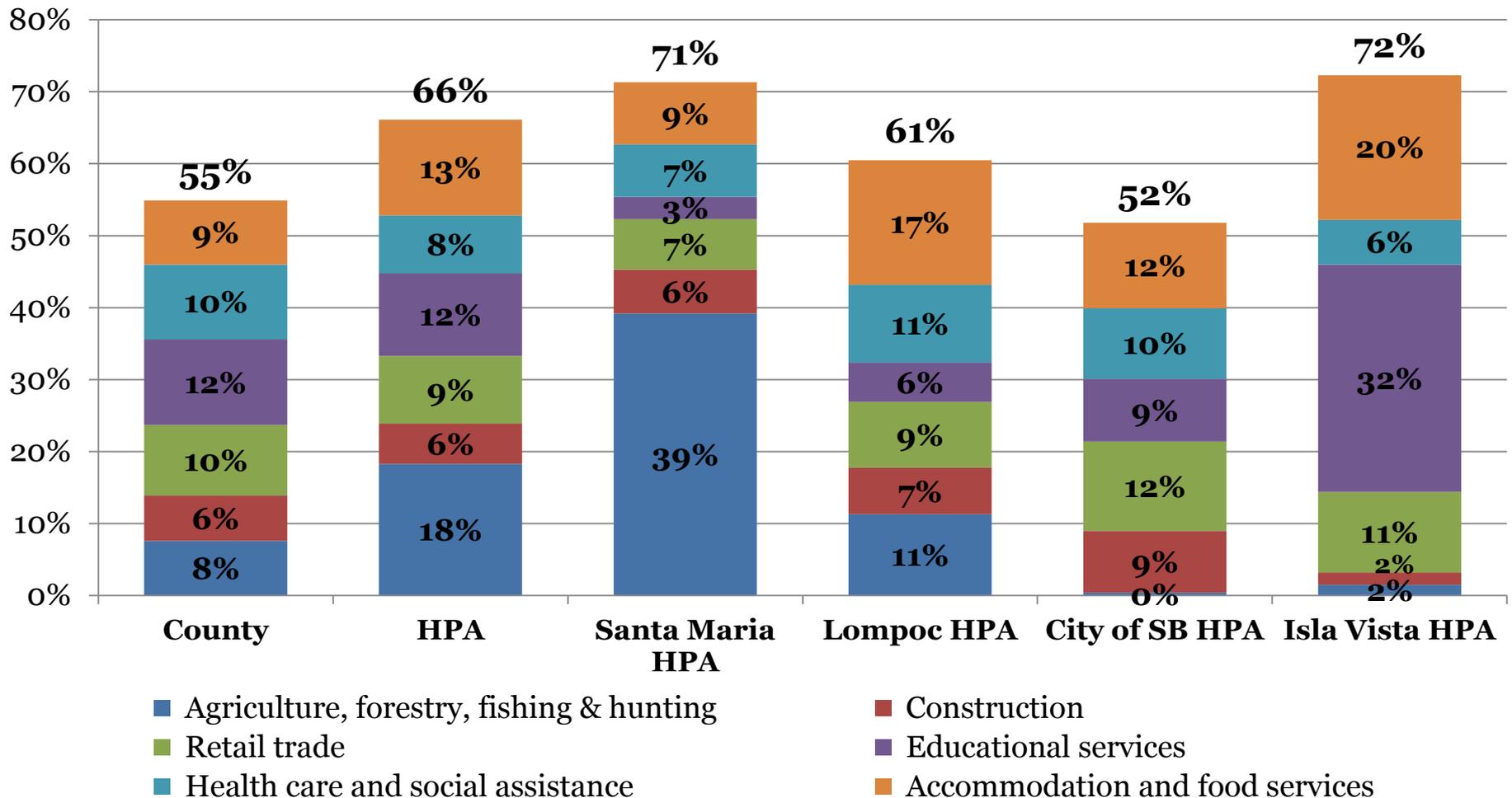
- County median household income is \$60,078
 - 27-53% higher than in high poverty areas
- Santa Maria high poverty area - \$40,436
- Lompoc high poverty area - \$35,775
- City of Santa Barbara high poverty area - \$53,888
- Isla Vista high poverty area - \$34,583

Employment Status (16 and over) County and High Poverty Areas (HPA's)

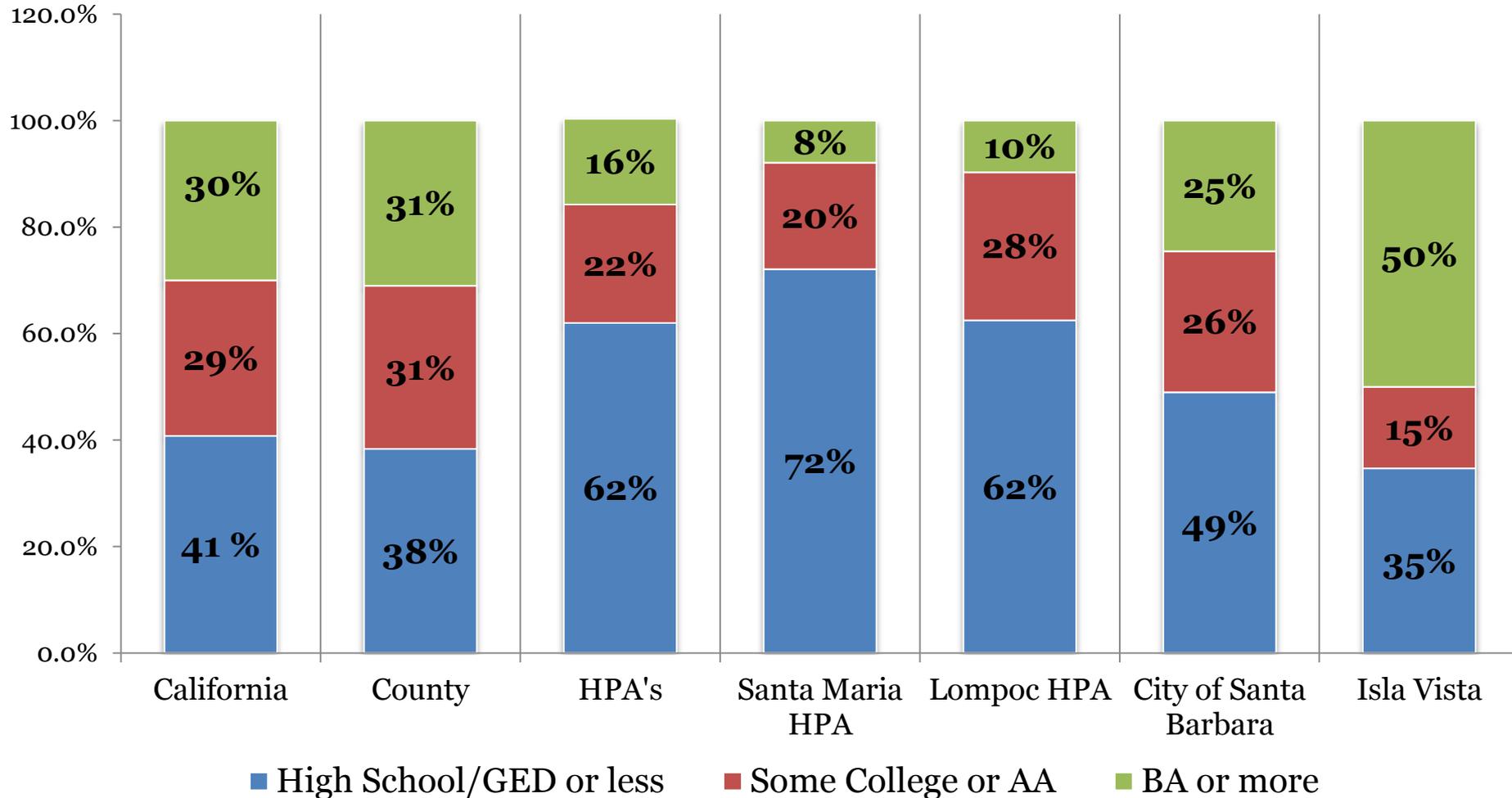


■ Not in the Labor Force ■ In the Labor Force: Employed ■ In the Labor Force: Unemployed

Percent of Employed Labor Force in Top 6 Employment Sectors, County and High Poverty Areas (HPA's)

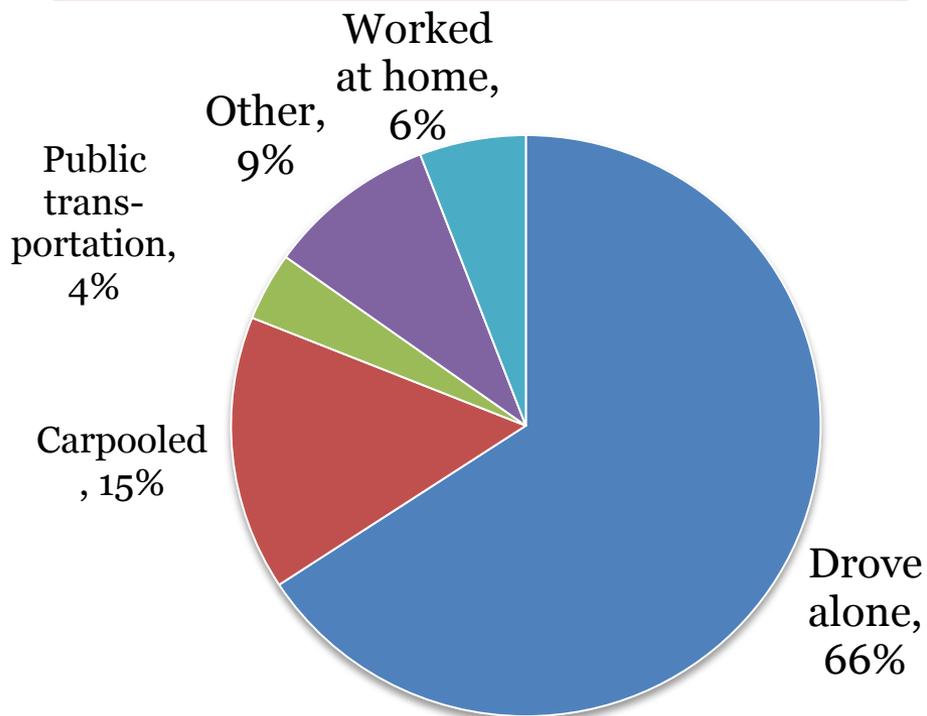


Rate of Individuals by Educational Attainment (California, County, High Poverty Areas (HPA's), 2006-2010)

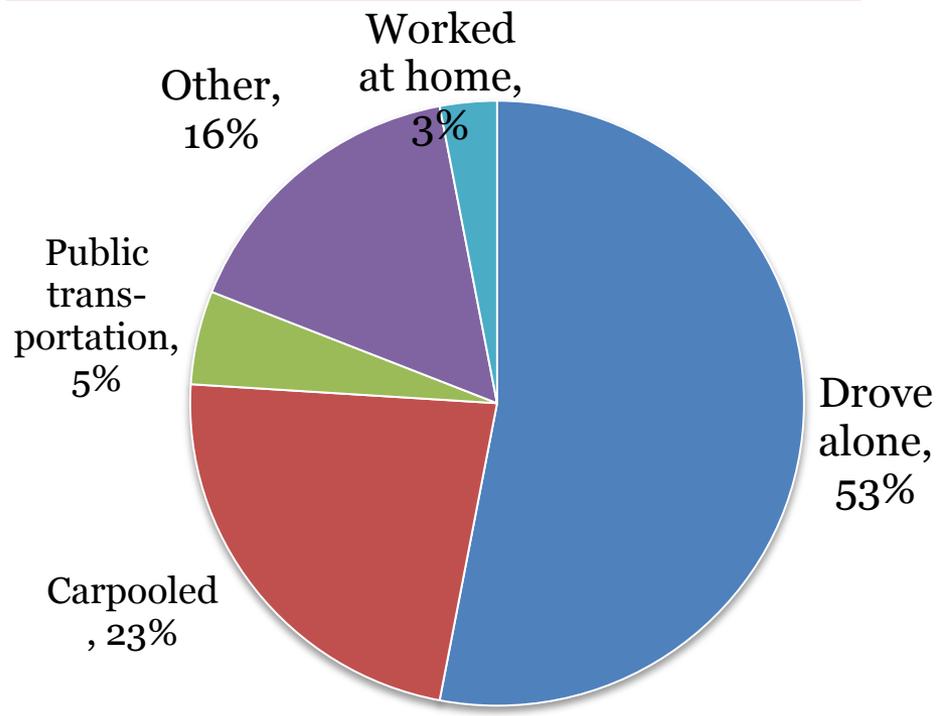


Primary Mode of Transportation to Work

County

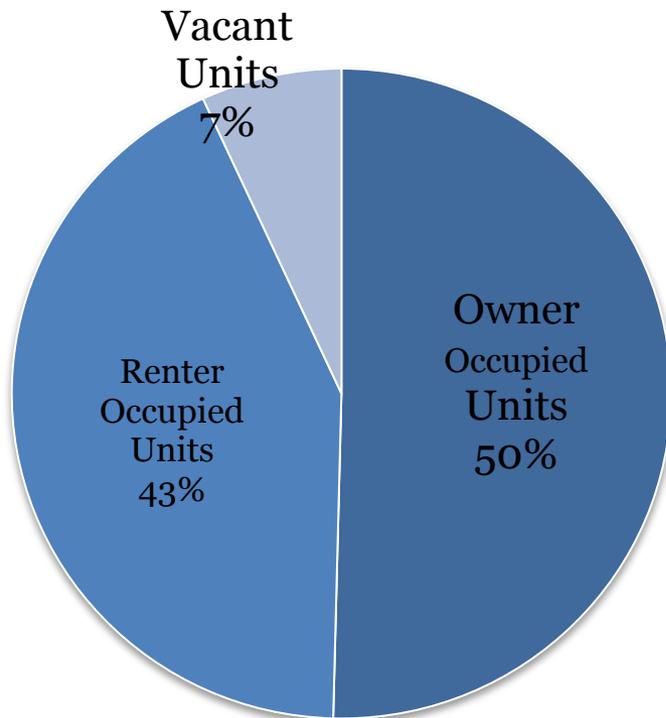


High Poverty Areas

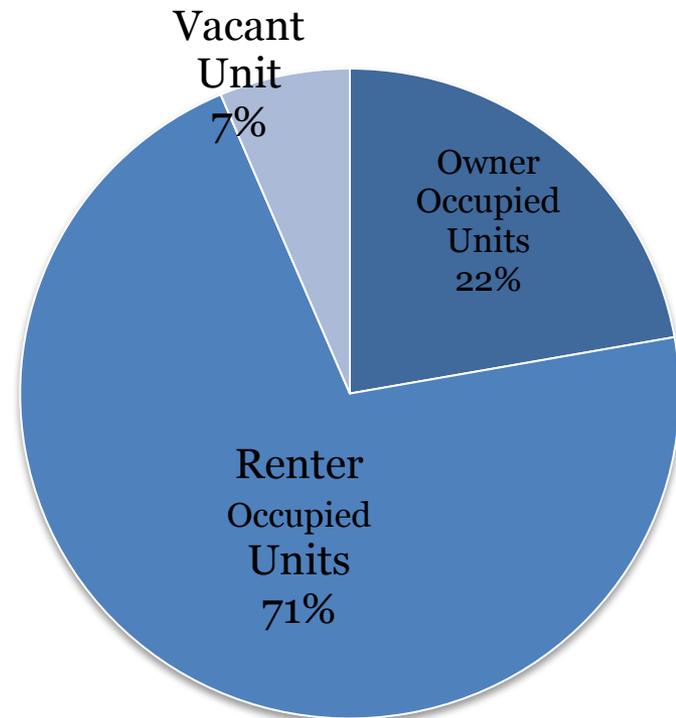


Housing Stock

County

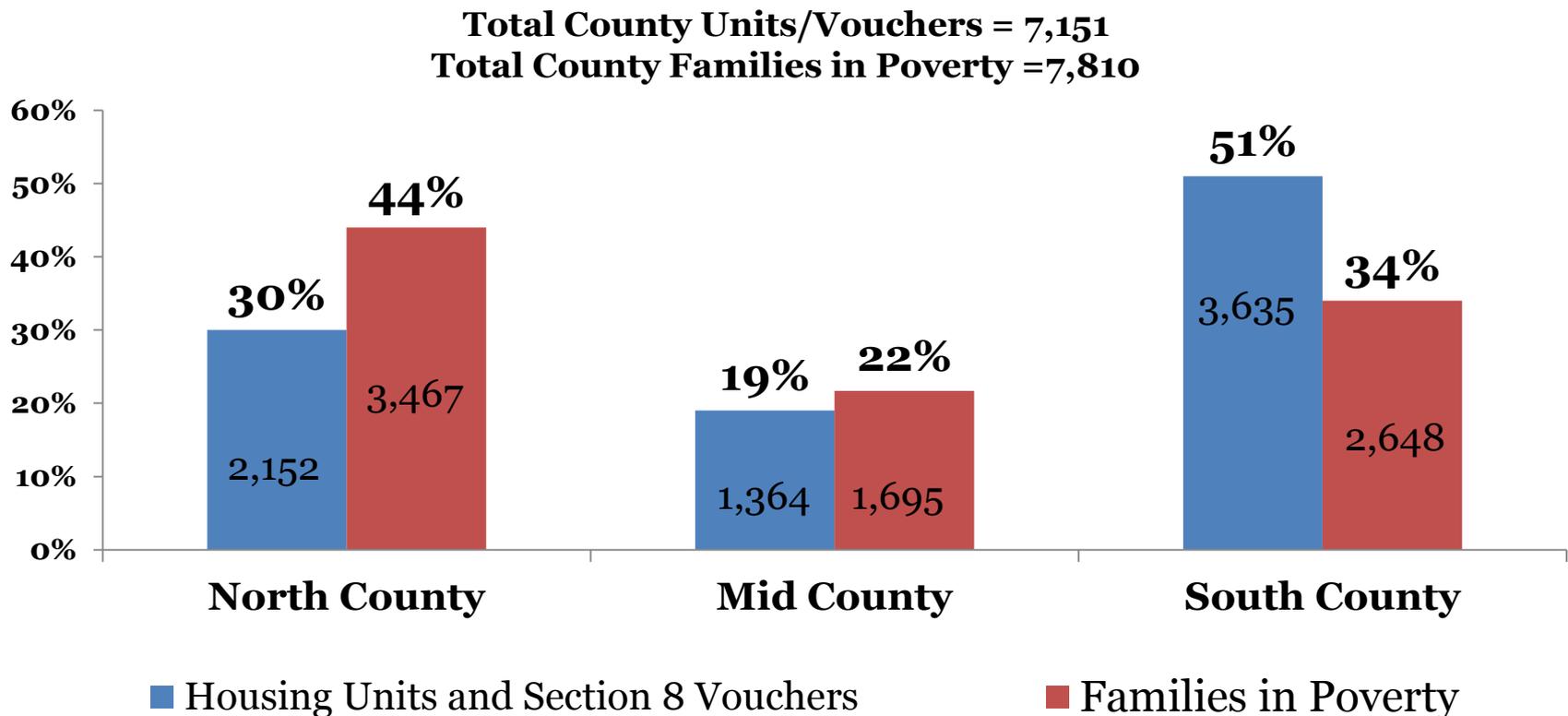


High Poverty Areas



Public Housing Units and Section 8 Vouchers

- North and Mid County show a gap in available housing units to numbers of families in poverty

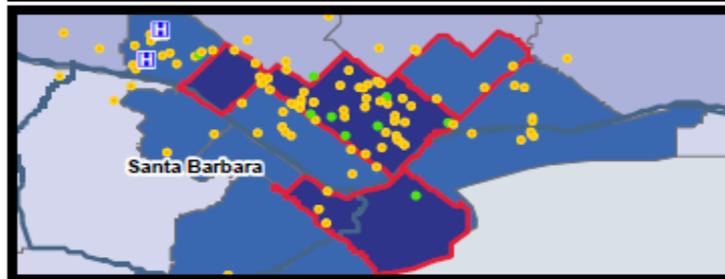
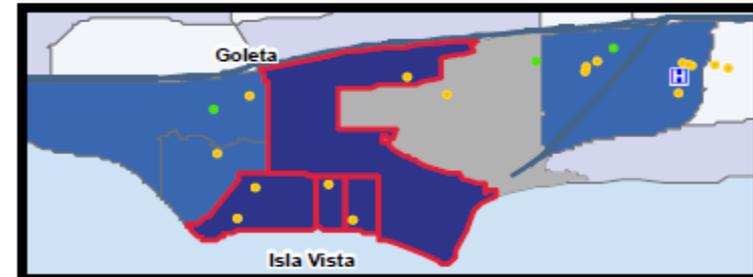
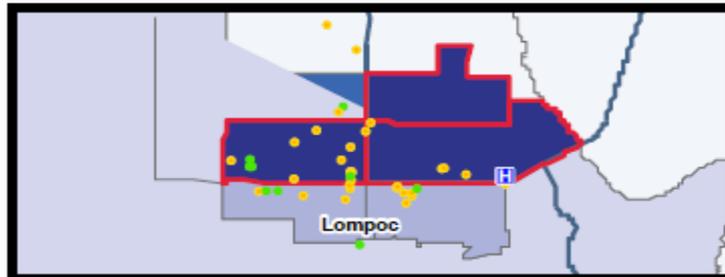
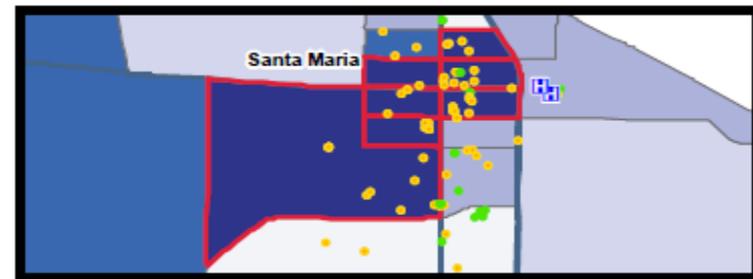


Health Status and Access

- Average age of death in Santa Barbara County was 76 years of age, compared to 73 years of age in high poverty area zip codes
- **Age adjusted death rates** allow us to make fairer comparisons between zip codes that have overrepresentation of people in certain age groups
 - The County rate is 590 per 100,000, compared to high poverty areas 767 per 100,000
 - The Santa Maria high poverty area has the highest rate at 1,153 per 100,000 persons
- Seventeen percent of County residents were uninsured, compared to 21% in high poverty areas
 - The City of Santa Barbara and Santa Maria high poverty rates uninsured rates were the highest at 26% and 25%

SERVICE INVENTORY

Location of Health and Human Services Providers



Health and Human Service Locations: (Types of services include government and non-profit assistance programs, disability services, elder services, employment programs, nutrition programs, health clinics and medical services, mental health and substance abuse services, homeless shelters and social services.

-  Hospital
-  Governmental Health and Human Services
-  Non-Profit Health and Human Services

Survey and Provider Interviews

- 39% Response Rate – 178 out of 460 agencies contacted responded to a provider/funder survey
- Stakeholder interviews were done with 16 non-profit and public agency leaders
- Collective findings were incorporated in the Focus Areas:
 - Identified potential gaps in services and service areas
 - Ideas for possible consolidation
 - Programmatic and regional capacities
 - Challenges facing local non-profit organizations and their clients
 - Recommendations for improving service delivery, streamlining access to services, and holding organizations accountable

FOCUS AREAS

Focus Areas

- Pursue holistic approaches
 - Efforts are both people and place-based
- Establish poverty reduction goals and track progress
 - Need to improve the coordination and standardization of data collection
- Improve service delivery infrastructure and efficiency
 - Strategically site and/or co-locate services in targeted neighborhoods using a collective impact model
 - Streamline and improve access to services
 - Consider consolidating in specific areas

Focus Areas (cont'd)

- Address unmet needs in North County and Lompoc
 - Consider shifting some South County resources to Santa Maria, Lompoc, and Guadalupe
- Improve allocation of existing resources
 - Adopt best practices in philanthropy
 - Adopt best practices in public funding
- Expand targeted, impactful public programs
 - Increase outreach and enrollment of CalFresh
 - Create local tax credit programs

Focus Areas (cont'd)

- Address affordable housing, economic and workforce development and public transportation
 - Convene affordable housing experts in public, non-profit and private sectors
 - Convene experts in education and workforce and economic development and community leaders to develop a shared vision of economic development
 - Convene transportation experts and community leaders

What We've Learned

- Four areas of geographic concentration of poverty in the County – No Outliers
 - Promising from a service delivery perspective
 - Challenging from a service capacity perspective
- Characteristics of those in living in poverty, their service needs, and the impacts of poverty on health.
- Now have geographically based baseline of data to track progress
 - Demographics, poverty, employment, income, education, housing, transportation, childcare public benefits, and health

Staff Observations

- Fragmented data collection limited our ability to:
 - Capture all desired data sets
 - Capture data sets consistently down to the census tract level
- Key Indicators for future tracking (publically available – U.S. Census Data)
 - Poverty stats
 - Educational attainment
 - Housing Stock
 - Employment/employment sectors
 - Health (uninsurance rates)
 - Transportation

Opportunities

- Share information with community partners, municipalities by way of a link to the report from County and DSS websites
- Encourage community, foundations and public agencies and groups to utilize this data as a springboard for further investigation
- Recommend the Board of Supervisors direct the CEO to work in conjunction with appropriate departments to utilize data, assess findings and focus areas, and incorporate information as appropriate in program and budget development processes