A Snapshot of POVERTY in Santa Barbara County

September 2013

Housing Issues
Lack of Advancement Opportunity
Health Care Needs
Lack of After School Care
Not enough jobs
Health Care Cost
Achievement Gap
Higher Education
Transportation Needs
High cost of living
Economic Immobility
Child Care Costs
Child Care Availability
Disability
Child Care Needs
Housing Needs
Skill Level
Underinsured
Uninsured
Housing Cost
Overcrowding
Physical Health Needs
Education Needs
Public Transportation
Mental Health Needs
Low Wages
Homelessness
Job Training
Lack of Infant Care
Lack of Preschool
Child Care Needs
Housing Cost
Housing
Education Needs
Homelessness
Job Training

INSIGHT
Center for Community Economic Development

County of Santa Barbara California

INTRODUCTION

About the Insight Center for Community Economic Development

The Insight Center for Community Economic Development, formerly the National Economic Development and Law Center (NEDLC), is a national research, consulting, and legal organization dedicated to building economic health in disenfranchised communities. The Insight Center's multidisciplinary approach utilizes a wide array of community economic development strategies including promoting industry-focused workforce development, building individual and community assets, establishing the link between early care and education and economic development, and advocating for the adoption of the Self-Sufficiency Standard as a measurement of wage adequacy as an alternative to the Federal Poverty Thresholds. For more information, visit www.insightcced.org.

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Table of Contents

Executive Summary . . . 4
Report - A Snapshot of Poverty in Santa Barbara County . . . 34
Introduction and Methodology . . . 36
Section I: Santa Barbara County Population and Geography . . . 38
Section II: Poverty in Santa Barbara County . . . 43
Definitions of Poverty . . . 43
Definitions of Economic Security . . . 43
Where Are People Struggling? . . . 45
Which Age Groups Are Struggling? . . . 47
Section III: Indicators of Need . . . 51
Employment and Income . . . 51
Education . . . 57
Select Public Benefits . . . 58
Housing . . . 63
Transportation . . . 70
Childcare . . . 71
Health Status and Insurance Coverage . . . 74
Physical Health . . . 74
Insurance Coverage . . . 78
Section IV: Service Provider and Funder Survey Results . . . 82
Service Provider Perspective . . . 83
. . . . Services by Area . . . 83
. . . . Services by Types of Programs . . . 88
. . . . Services by Target Population . . . 89
Capacity, Funding and Future Directions . . . 90
Challenges . . . 94
Respondent Recommendations . . . 96
Funder Perspective . . . 100
Funding by Area . . . 100
Funding by Types of Programs . . . 101
Funding by Target Population . . . 102
Future Funding Directions . . . 102
Section V: Stakeholder Interviews . . . 105
Unmet Needs and Local Challenges . . . 105
By Area . . . 105
By Population . . . 106
By Issue Area . . . 107
Stakeholder Recommendations . . . 109
Improving Service Delivery Infrastructure and Efficiency . . . 109
Improving Funding, Improving Impact . . . 114
Addressing Pressing Challenges: Affordable Housing . . . 115
Addressing Pressing Challenges: Workforce and Economic Development . . . 117
Section VI: Focus Areas . . . 120
Appendix A: County, Region and High Poverty Area Snapshot . . . 125
Appendix B: Additional Indicators . . . 145
Appendix C: Stakeholders Interviewed . . . 168
Notes . . . 169

EXECUTIVE SUMMARY

Santa Barbara County offers idyllic settings for residents and visitors. Located approximately 100 miles northwest of Los Angeles and bordered by the Pacific Ocean to the west and south, it is known for its mild climate, picturesque coastline, vineyards, scenic mountains, and numerous parks and beaches. The County's median household income is the 18th highest out of 58 counties in California at $60,078.[1] Beneath the surface, however, increasing poverty threatens the overall economic, social, and community well-being of the County.

The Recession of 2007–2010 resulted in a 52 percent increase in residents living below the Federal Poverty Thresholds and a 61 percent increase in child poverty in Santa Barbara County.[2] Yet, just as the community need for human service programs grew, state and federal budget deficits resulted in deep cuts in human services programs. These cuts have strained the public and non-profit safety net infrastructure, leaving Santa Barbara County's most vulnerable community members without adequate resources to make ends meet.

In 2012, the Santa Barbara County Board of Supervisors requested this geographically-based study to identify ways in which the Recession has impacted Santa Barbara County. Through data collection, a Service Provider and Funder Survey, Geographic Information Systems (GIS) mapping, and stakeholder interviews, the purpose of this assessment is to analyze how well county resources and services are strategically aligned to areas and populations in greatest economic need and to make recommendations for improvements. Commissioned by the Santa Barbara Department of Social Services and supported in part by a grant from the Santa Barbara Foundation, this report includes the following components:

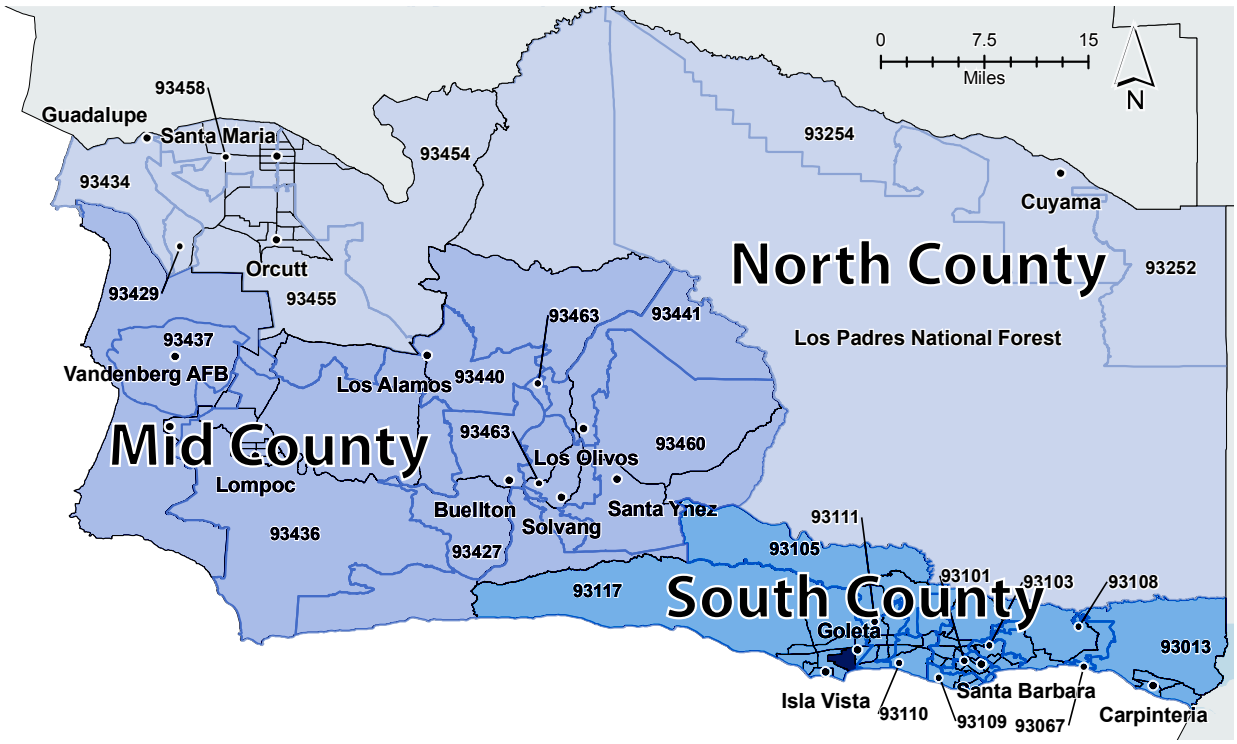
- An overview of Santa Barbara County's population and geography (Section I);
- Data analysis and mapping of 44 indicators in the areas of: poverty, employment, income, education, public benefits, housing, transportation, childcare, and health. This includes analysis of how each indicator correlates to poverty, as well as a compilation of the major data indicators into quintiles – or fifths – to identify the degree of need specific to each census tract or zip code. (Sections II, III, and the Appendix);
- A survey distributed to 460 local public agencies, foundations, service providers, and public officials to understand how well services, resources, and program capacities align to meet greatest needs; challenges faced by low-income residents and providers who serve them; and recommendations for helping more residents move out of poverty (Section IV);
- Stakeholder interviews of 16 public and non-profit leaders to enrich and explain the data findings (Section V);
- Recommendations to improve service delivery, resource alignment, and—ultimately—outcomes for Santa Barbara County's most vulnerable residents (Section VI).

Santa Barbara County Geography

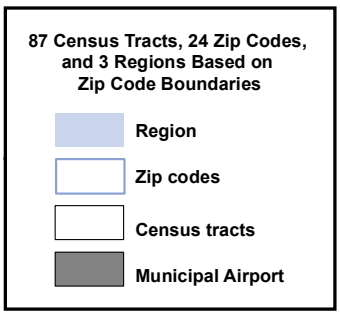
Santa Barbara County spans across 2,735 square miles and is bordered by the Pacific Ocean to the west and south, and one third of the County is located in the Los Padres National Forest to the northeast. This assessment analyzes data based on geographic subdivisions throughout the County. The most often analyzed geographic subdivisions are census tracts and zip codes. There are 91 census tracts (87 of which are populated) and 24 zip codes in Santa Barbara County. Since census tracts do not cleanly overlap with zip codes and sometimes cross over into more than one zip code, regional boundaries were determined based on where the greatest concentrations of people live. In order to aggregate the data collected, the County was divided in three major regions – North County, Mid County and South County as depicted in Map E. 1 on the following page. County and Regional data are provided to enable the reader to visualize the magnitude of disparities across the varying geographic areas of the County. Graphic representations of the data (including tables, bar-graphs, pie-charts, and other figures) are also used to illustrate disparities among census tracts, zip codes, and other sub-regional levels, as well as to make comparisons to County level averages.

Map E.1 Santa Barbara County Census Tracts, Zip Codes and Regions

Santa Barbara County: Census Tracts, Zip Codes and Regions



Data Source: US Census and Santa Barbara County (regions)



Santa Barbara County Population

According to 2006-2010 U.S. Census Bureau's American Community Survey (ACS) estimates, Santa Barbara County had a population of 416,051. Its two largest cities, Santa Maria and Santa Barbara, had populations of 94,645 and 87,859 respectively, followed by: Lompoc (41,864); Goleta (29,397); Carpinteria (13,122); Guadalupe (6,770); Solvang (5,283); and Buellton (4,609).

Non-Hispanic whites make up almost half of the population at 48 percent, and Latinos are 43 percent. Asian/Pacific Islanders are 5 percent, the African American population is 2 percent, and American Indian and all other populations are about 2 percent. The regional population distribution by race and ethnicity is illustrated in figure E.1 below.

Figure E.1 Percent Population Distribution by Race and Ethnicity, County and Regions

Adults make up 63 percent (253,911) of the County population, children are 24 percent (94,795) and seniors are 13 percent (51,878)[3]. Most children (43 percent) live in the North County, while most adults (51 percent) and seniors (54 percent) live in South County. South County has 47 percent of the County population, North County 34 percent and Mid County 19 percent.

Figure E.2 Percent Population Distribution by Age, County and Regions

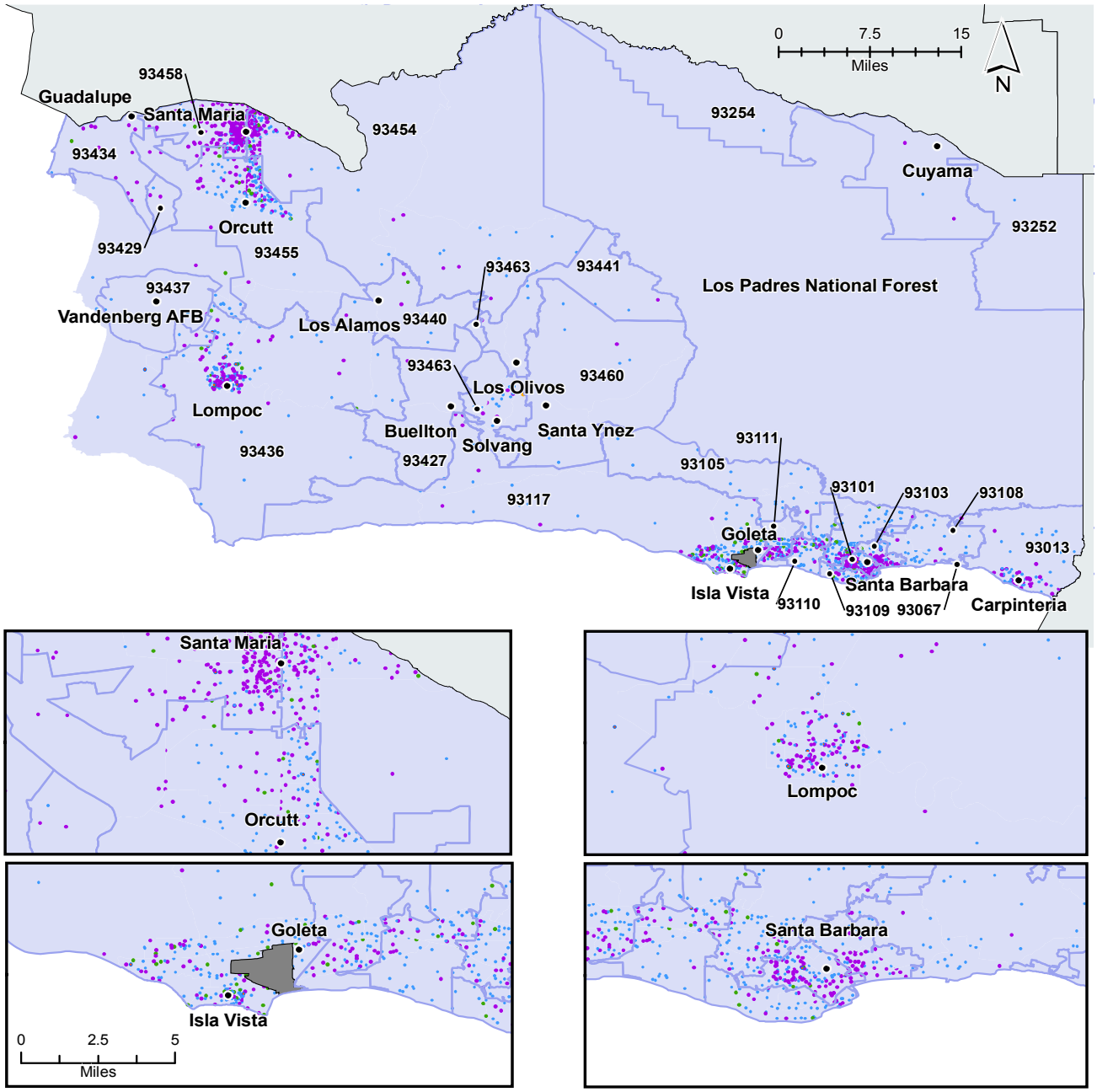
	Children	County Distribution of Children	Adults	County Distribution of Adults	Seniors	County Distribution of Seniors	Total Persons	County Distribution of Total Persons
County	**94,795**	**24%**	**253,911**	**63%**	**51,878**	**13%**	**400,584**	**100%**
North County	40,593	43%	79,636	31%	14,625	28%	134,854	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%

The maps in this report provide geographic context for various indicators examined in this report using both numbers and rates. Maps E.2 and E.3 (on the following two pages), show Santa Barbara County's population density, first by race and ethnicity and then by age. The population density maps provide context when considering service gaps and needs. Some *rates* may be high-for example, a census tract in Montecito has a child poverty rate of 28 percent-but this represents a *small number* of children as there are only 654 children in the area and 185 of those children live in poverty. Also, areas with large concentrations of population sub-groups (i.e. children, adults, seniors) will have differing service needs.

Map E.2 Santa Barbara County Population Distribution by Race and Ethnicity

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



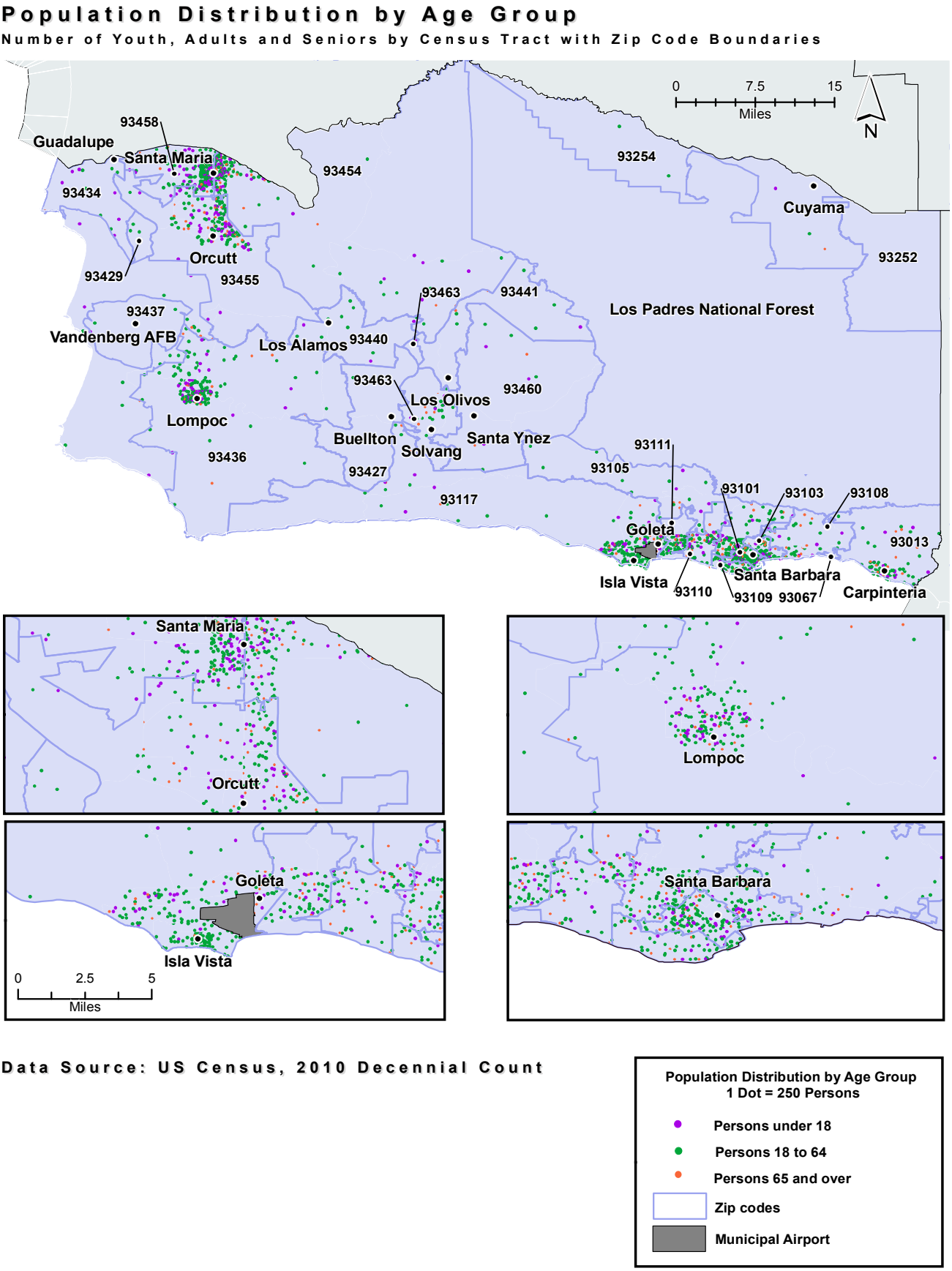
Data Source: US Census, 2010 Decennial Count

Map E.2 shows the population distribution by race and ethnicity. The Latino/a population is distributed throughout the County, but it is notable that the majority of Santa Maria's population is Latino/a. The County has a foreign born Latin American population of 72,536. This map demonstrates the importance of providing services in Spanish throughout the County.

Population Distribution by Race/Ethnicity
1 Dot = 250 Persons

- African-American
- Asian
- American Indian
- Hispanic/Latino
- Non-Hispanic White
- Zip codes
- Municipal Airport

Map E.3 Santa Barbara County Population by Age Group



A Snapshot of Poverty in Santa Barbara County

Where Are People Struggling?

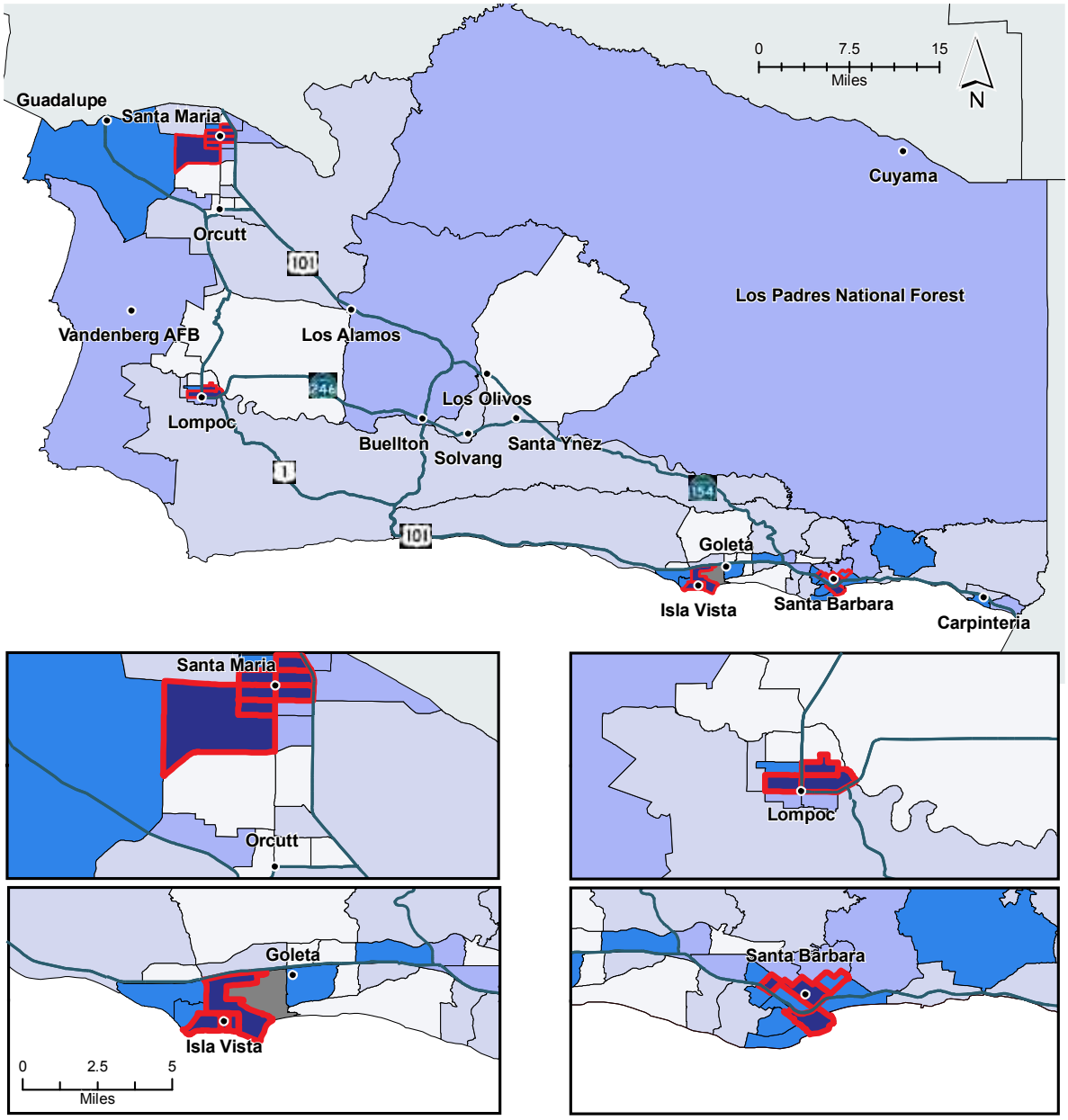
This study utilizes the U.S. Census American Community Survey 2006-2010, "Individuals for whom poverty status has been determined"[4] category at the census tract level to establish a baseline of areas of highest need in the County. **Census tracts in which 20 percent or more of individuals are living below 100 percent of the Federal Poverty Thresholds are designated "high poverty tracts" in this report (outlined in red on Map E.4 on the following page).** *Clusters* of high poverty census tracts adjacent to one another are designated "high poverty areas" (or HPAs).

Using this definition, Santa Barbara County's high poverty areas are located within the cities of Santa Barbara, Santa Maria, Lompoc, and Isla Vista.[5]

Both historical and 2011 data, however, were also collected by local agencies to supplement the 2006–2010 ACS data and to identify additional areas of need beyond the established ACS census tract-based high poverty areas defined in this assessment. Although Guadalupe and Carpinteria do not meet the 20 percent high poverty threshold used in this report, they have significant numbers of residents struggling economically and display other indications of financial distress (e.g. high rates of benefits usage, over-crowding, and uninsurance). It is also important to note that undocumented workers are not counted in official statistics, so the poverty rates in certain areas are likely to be higher than portrayed.

Map E.4 Santa Barbara County People in Poverty

People in Poverty, US Census, ACS 2006-2010
by Census Tract



Data Source: US Census, American Community Survey (5-Year Estimates 2006-2010)

Percent of Individuals Earning Less than 100% of the Federal Poverty Threshold

- 0.0 - 4.9
- 5.0 - 8.5
- 8.6 - 12.2
- 12.3 - 20.5
- 20.6 - 60.2
- High Poverty Tract
- Municipal Airport

Understanding the Maps

The data displayed in the maps in this report are divided into fifths, or quintiles, ranging from a light to dark color scheme. The darkest color represents a "worst" indicator finding, relative to the other four categories, e.g. *higher* poverty, *higher* unemployment rates, *lower* median household income. The GIS mapping program sets the cut-points of the data ranges for each map such that each color gradient includes roughly the same number of census tracts. Therefore, the data range and groupings listed in the legend for each map will vary depending on the underlying data results.

Figure E.3 Numbers and Percent Distribution of Population and People in Poverty, County, Region and High Poverty Areas

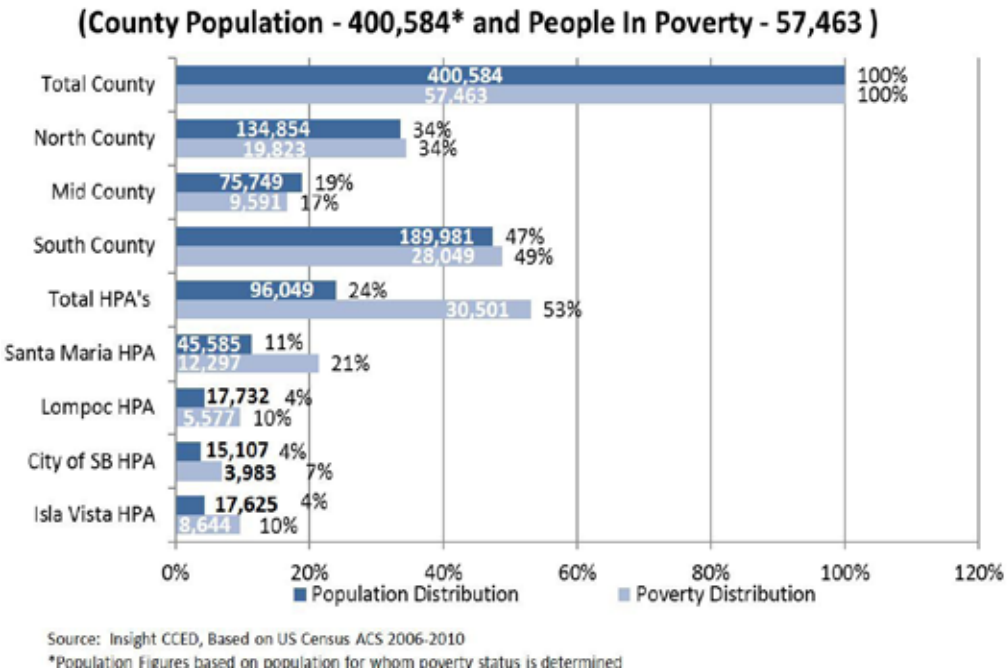
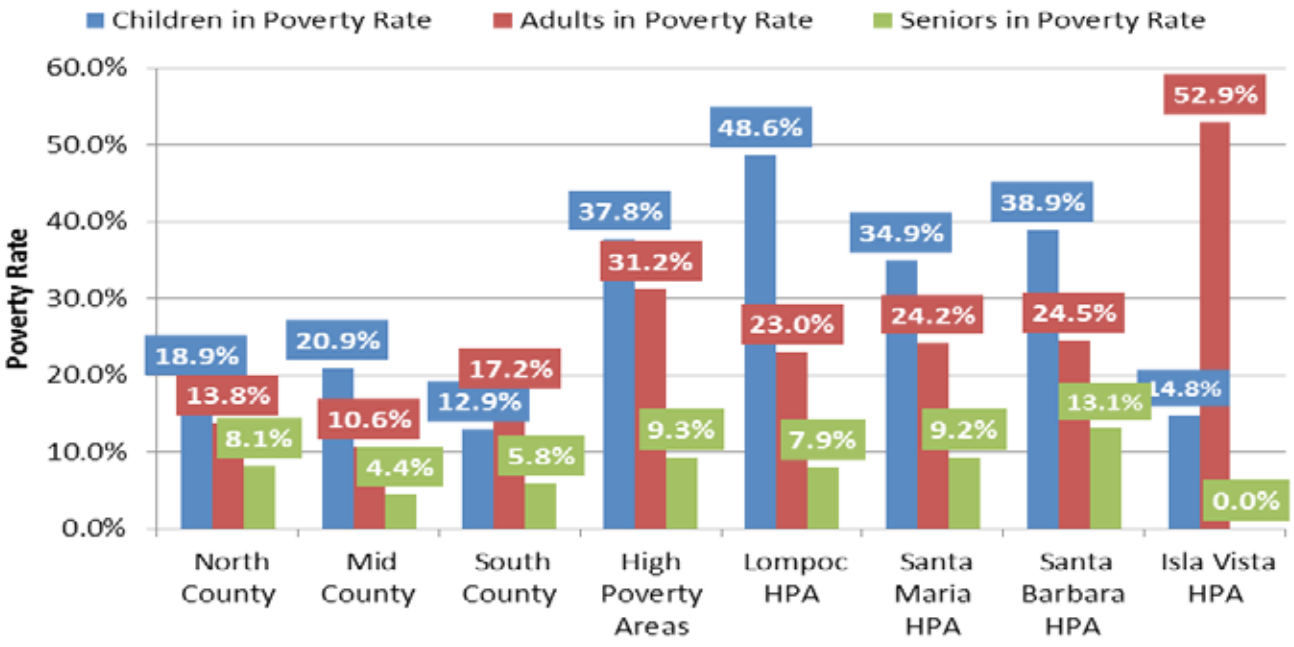


Figure E.3 illustrates the regional and high poverty area breakdown of the County percentage of people living in poverty compared to the County population distribution. All of the regions show relatively proportional population and poverty distributions. However, high poverty areas have 24 percent of the County residents and **53 percent of all County residents living in poverty.** 1 in 3 people in high poverty areas are in poverty compared to 1 in 7 in the County.

Figure E.4 Percent of People in Poverty by Age Group, Region and High Poverty Areas



Source: Insight Center, based on ACS 2006-2010

Figure E.4 illustrates the percentage of people living in poverty by age group—e.g. youth, adult, and senior—by region and high poverty areas.

Key findings include:

- High poverty areas have a child poverty rate of about 38 percent (almost twice the County rate of 21.8 percent); an adult poverty rate of 31 percent, more than one and a half times the County rate of 15 percent; and a senior poverty rate of 9 percent, which is 2 percent higher than the County rate of 7.1 percent.
- **Lompoc's high poverty area has the highest child poverty rate with nearly half of children residing in this area (48.6 percent) living in poverty.**
- With the exception of Isla Vista (52.9 percent), adult poverty rates are relatively similar in the high poverty areas at 23 percent in the Lompoc high poverty area and about 24 percent in both the Santa Maria and City of Santa Barbara high poverty areas.

Which Age Groups Are Struggling?

The table below illustrates the number of people living in poverty by age groups—senior, adult, and youth—by county, region, and high poverty areas. The distribution of the age groups also provides information on where the greatest number of children, adults, and seniors in poverty reside within the County. These statistics are useful in trying to understand how services relate to the needs of differing populations.

Of the 57,463 people in Santa Barbara County who are in poverty, 28 percent (16,319) are children, 66 percent (37,942) are adults, and 6 percent (3,202) are seniors. This compares to a total County population of 24 percent children, 63 percent adults and 13 percent seniors. In Santa Barbara County, **more than 1 in every 5 children, 1 in every 5 adults and 1 in every 14 seniors are in poverty.**

Figure E.5 Number and County Distribution of Poverty by Age Group, County, Region and High Poverty Areas

	Children in Poverty	County Distribution of Children in Poverty	Adults in Poverty	County Distribution of Adults in Poverty	Seniors in Poverty	County Distribution of Seniors in Poverty	Total Persons in Poverty	County Distribution of Total Persons in Poverty
County	**16,319**	**28.4%**	**37,942**	**66.0%**	**3,202**	**5.6%**	**57,463**	**100.0%**
North County	7,675	47.0%	10,968	28.9%	1,180	36.9%	19,823	34.4%
Mid County	4,320	26.5%	4,861	12.8%	410	12.8%	9,591	16.7%
South County	4,324	26.5%	22,113	58.3%	1,612	50.3%	28,049	48.8%
High Poverty Areas	**9,933**	**60.9%**	**20,063**	**52.9%**	**507**	**15.8%**	**30,503**	**53.1%**
Lompoc HPA	3,185	19.5%	2,301	6.1%	93	2.9%	5,579	9.7%
Santa Maria HPA	5,397	33.1%	6,655	17.5%	245	7.7%	12,297	21.4%
Santa Barbara HPA	1,161	7.1%	2,653	7.0%	169	5.3%	3,983	6.9%
Isla Vista HPA	190	1.2%	8,454	22.3%	0	0.0%	8,644	15.0%

Source: Insight Center, based on ACS 2006-2010

Where Are Individuals in Poverty?

Of the 57,463 individuals in poverty in the County, 49 percent (28,049) reside in South County, 34 percent (19,823) in North County, and 17 percent (9,591) in Mid County. **High poverty areas contain 53 percent (30,503) of all individuals in poverty**, of which 32 percent (9,933) are children, 65 percent (20,063) are adults, and 2 percent (507) are seniors. The Santa Maria high poverty area has 21 percent (12,297) of all County individuals in poverty and 62 percent of the North regions individuals in poverty. This is about three times that of the Santa Barbara City high poverty area and twice as many as in the Lompoc high poverty area.

Where Are Children in Poverty?

Of the 16,319 children in poverty in the County, 47 percent (7,675) reside in North County, 27 percent (4,324) in South County, and 27 percent (4,320) in Mid County.

High poverty areas have 61 percent of all the County's children in poverty. The Santa Maria high poverty area alone has 33 percent (5,397) of all of the County's children in poverty and 70 percent of the North County children in poverty. Lompoc's high poverty area has 20 percent (3,185) of the County's children in poverty and 74 percent of the Mid County children in poverty.

Where Are Adults in Poverty?

Of the 37,942 adults in poverty in the County, 58 percent (22,113) reside in South County, 29 percent (10,968) in North County, and 13 percent (4,861) in Mid County.

High poverty areas have just over half of the County's adults in poverty, with 22 percent (8,454) residing in Isla Vista. The Santa Maria high poverty area has 18 percent (6,655) of the total County's adults in poverty.

Where Are Seniors in Poverty?

Of the 3,202 seniors in poverty in the County, 50 percent (1,612) reside in South County, 37 percent (1,180) in North County and 13 percent (410) in Mid County.

High poverty areas have only 16 percent of the County's seniors in poverty, with 8 percent (245) residing in the Santa Maria high poverty area, the City of Santa Barbara high poverty area has 5 percent (169), and the Lompoc high poverty area has 3 percent (93) of the County seniors in poverty.

This section provided an overview of places and populations in poverty (more detailed maps showing percent of children, adults, and seniors in poverty by census tract can be found in the Appendix B). The next section provides the analyses of those indicators studied that illustrate place-based correlations between the indicator and the high poverty areas, revealing unmet needs, barriers and impacts of poverty on low-income residents in the County.

A Snapshot of Indicators of Need

Median Household Income

At $60,078 a year, Santa Barbara County has a similar median household income as the State of California ($60,883) as a whole and ranks 18th among all 58 counties in the state. However, the County is marked by significant income inequality. **In the City of Santa Barbara, median household income in the highest income census tract ($128,775) is more than four times that of median household income in the lowest income census tract ($28,631), representing a $100,000 disparity.** Similarly, median household income for Latinos, who comprise 43 percent of the County's population, is $46,274—only two-thirds the median household income of non-Hispanic white households ($69,286). In general, lowest income tracts correspond to the high poverty tracts, as expected. However, Guadalupe is an exception: household median income there registers within the lowest quintile in the County, but the census tract that includes Guadalupe has a 16 percent poverty rate and is lower than the 20 percent cut-off for high poverty areas in this report.

Employment

There are two mutually exclusive categories into which people can fall with respect to employment: they can be in the labor force (employed or unemployed) or not in the labor force. Persons who are neither employed nor unemployed are considered not in the labor force. This category includes retired persons, disabled persons, students, those taking care of children or other family members, and others who are neither working nor seeking work. Students in Isla Vista skew employment data. As a result, 16- to 21-year-olds residing in Isla Vista are excluded from the data in the table below.

Figure E.6 Snapshot of Employment Status*

	Total People of Working Age (age 16 and over)	Not in Labor Force	In the Labor Force	In the Labor Force	Unemployed Civilian
County	**270,148**	**24.7%**	**203,430**	**75.3%**	**6.9%**
North Region	86,337	25.9%	63,995	74.1%	8.3%
Central Region	53,375	27.4%	38,826	72.7%	7.4%
South Region	130,436	22.8%	100,649	77.2%	5.8%
High Poverty Areas	**57,838**	**26.5%**	**42,522**	**73.5%**	**10.0%**
Lompoc HPA	10,831	28.3%	7,765	71.7%	11.0%
Santa Maria HPA	29,229	28.1%	21,016	71.9%	10.5%
City of SB HPA	11,688	21.8%	9,141	78.2%	10.6%
Isla Vista HPA**	6,090	24.5%	4,600	75.5%	4.8%

*Seniors 65 years old and over who are not in the labor force are excluded from this table. **16-21 year olds in Isla Vista are also excluded. Source: Insight Center, based on ACS 2006-2010

- A quarter of Santa Barbara County residents over the age of 16 are not in the labor force. Mid County has the highest regional percentage (27.4) of people who are work-eligible yet are not in the labor force.
- The percentage of those not in the labor force in high poverty areas are only 1.8 percent higher than the County average, suggesting no significant difference in the "not in the labor force" populations in the high poverty areas and the rest of the County. The City of Santa Barbara high poverty area has the lowest percentage (21.8) of people who are over the age of 16 and who are not in the labor force—compared to the County, regional, and other high poverty areas.
- 1 in 10 individuals in the labor force in high poverty areas are unemployed compared to 1 in 7 in the County.

The employment data above illustrates that the **majority of working age residents residing in high poverty areas are either the "working poor" or unemployed**. Further analysis on employment wages and employment sectors follows.

Wages

The average wage for full-time work in Santa Barbara County in 2006-2010 was $24.65 per hour. **In high poverty areas, the average wage was almost $10 less at $15.48 per hour.** When added up over the course of a year, **the decline in average hourly wages for full-time work led to an average annual wage loss in high poverty areas of $2,038, compared to an annual average wage loss of only $20.80 countywide.** (See Figure E.7 below.) If we remove the Isla Vista high poverty area, the average annual lost wage in high poverty areas increases to $4,846.

While average full-time hourly wage remained stable for the County as a whole between 2000 and 2010, the City of Santa Barbara high poverty area has experienced the greatest reduction in wages, resulting in a $7,134 annual reduction. This is significant considering the poverty threshold for an individual is $10,830; for a family of four it is $22,050.

Figure E.7 Full-Time Hourly Wage Rate
County, Regions and High Poverty Areas
2000 and 2010

	Full-Time Average Wage, 2000	Full-Time Average Wage, 2006-2010	Annual Average Wage Difference: 2000-2010
County	**$24.66**	**$24.65**	**-$20.80**
North County	$21.37	$20.87	-$1,040.00
Mid County	$24.33	$23.37	-$1,996.80
South County	$26.74	$27.37	$1,310.40
High Poverty Areas	**$16.47**	**$15.48**	**-$2,038.40**
Lompoc HPA	$17.51	$15.64	-$3,889.60
Santa Maria HPA	$15.41	$13.72	-$3,515.20
City of SB HPA	$19.69	$16.26	-$7,134.40
Isla Vista HPA	$13.35	$16.75	$7,072.00

Source: Insight Center based on U.S. Census 2000 SF3 Tables P043 and QTP-31 and U.S. Census ACS 2006-2010 Tables B23001, B23022 and B24091. Adjusted for inflation to 2011 dollars.

Regional disparities in full-time wages increased over the decade. The average wage in South County increased 2% percent, while the average wage in the other two county regions declined slightly, resulting in a $6.50 per hour ($13,520/year) wage gap between the South and North regions. These wage differentials are likely to be rooted in multiple causes, including access to education, transportation, and jobs that pay fair and living wages.

" In high poverty areas, the average wage was almost $10 less [than the county average] at $15.48 per hour"

As Figure E.8 shows, employment throughout the County is dispersed across a broad spectrum of economic sectors. About a third of the County's labor force works in educational services, healthcare and social assistance, and retail trade sectors combined. Median hourly wages for these sectors are: $20.78 for educational services; $20.78 for health care and social assistance; and $13.57 for retail trade.

"Compared to County percentages, residents of high poverty areas disproportionately work in lower paid sectors."

Employment varies regionally, however, with some areas relying more heavily on a few concentrated sectors. Two notable examples are: Santa Maria's high poverty area where almost 40 percent of the working population is employed in agriculture, forestry, fishing and hunting with a median hourly wage of $11.82; and Isla Vista's high poverty area where over 20 percent is employed in accommodation and food services with a median hourly wage of $12.21. **Compared to County percentages, residents of high poverty areas disproportionately (and not surprisingly) work in lower paid sectors: agriculture, forestry, fishing and hunting (notably, more than double the County percentage), and accommodation and food services**. The exception is retail trade, where County percentages are roughly the same as in high poverty areas.

Figure E.8 Employed Labor Force in Select Economic Sectors, 2010
County, Regions and High Poverty Areas

	Median Hourly Wages*	County	North County	Mid County	South County	HPA	Lompoc HPA	Santa Maria HPA	City of SB HPA	Isla Vista HPA
Civilian Employed Labor Force, 2010		196,423	58,217	34,573	103,633	45,234	6,762	18,705	8,736	11,031
Agriculture, forestry, fishing & hunting	**$11.82**	**7.6%**	**19.7%**	**5.7%**	**1.4%**	**18.3%**	**11.3%**	**39.2%**	**0.4%**	**1.5%**
Construction	$22.53	6.3%	7.2%	6.6%	5.7%	5.6%	6.5%	6.1%	8.6%	1.7%
Manufacturing	$26.47	8.1%	7.8%	8.9%	7.9%	5.4%	5.9%	5.7%	4.4%	5.3%
Retail trade	**$13.57**	**9.8%**	**9.3%**	**10.1%**	**10.0%**	**9.4%**	**9.1%**	**7.0%**	**12.4%**	**11.2%**
Real estate and rental and leasing	$15.72	2.2%	1.5%	1.8%	2.6%	1.7%	0.9%	0.9%	4.6%	1.2%
Professional, scientific and tech services	$28.78	7.1%	3.1%	7.6%	9.1%	3.6%	4.6%	1.4%	8.3%	3.0%
Administrative/support and waste services	$15.99	4.5%	4.5%	4.0%	4.7%	5.2%	7.0%	4.4%	8.2%	3.1%
Educational services	**$20.78**	**11.9%**	**7.3%**	**8.7%**	**15.5%**	**11.5%**	**5.5%**	**3.1%**	**8.7%**	**31.6%**
Health care and social assistance	**$20.78**	**10.4%**	**10.1%**	**8.9%**	**11.1%**	**8.0%**	**10.8%**	**7.3%**	**9.8%**	**6.2%**
Accommodation and food services	**$12.21**	**8.9%**	**7.3%**	**11.2%**	**9.0%**	**13.3%**	**17.3%**	**8.6%**	**11.9%**	**20.1%**
Other services (except public admn.)	$11.62	5.3%	4.8%	4.1%	6.0%	4.8%	5.1%	3.8%	7.2%	4.3%
Public administration	$23.93	4.4%	5.1%	8.5%	2.6%	2.7%	5.6%	2.7%	2.0%	1.5%

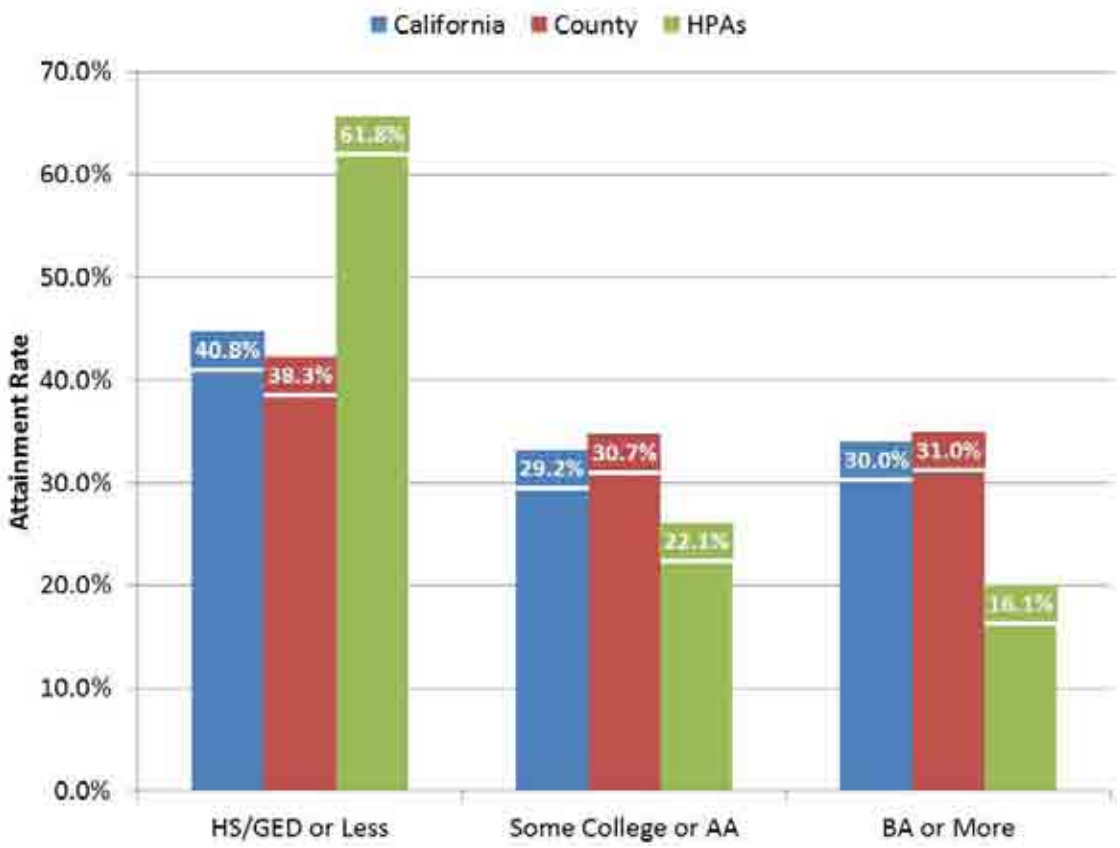
Source: Insight Center, based on U.S. Census ACS 2006-2010 Table DP03 *2010 Santa Barbara County Economic Forecast and WIB Industry Cluster Report

Education

The high poverty areas have populations of residents 25 years and older that have received significantly less education than the County average. About 62 percent of residents in high poverty areas have a high school diploma, obtained a GED, or received less education. This is 21 percentage points lower than the California average and 23.5 percentage points lower than the County average. Similarly, only 1 in every 6 adults living in a high poverty area has obtained a BA or higher compared to 1 in 3 in the County. This disparity in educational attainment and educational opportunities has an obvious impact on employment opportunities and income levels throughout the County and suggests the need to focus on educational achievement in high poverty areas. Furthermore, studies show that the beneficial effects of parental educational levels when children are young result in, not only academic achievement throughout the child's school years, but have long-term implications for positive outcomes well into their adulthood (i.e. higher education levels, better employment opportunities, etc.).[6]

> *"About 62 percent of residents in high poverty areas have a high school diploma, obtained a GED, or received less education."*

Figure E.9 Educational Attainment Among Residents 25 and Older California, Santa Barbara County, High Poverty Areas, 2010



Source: Insight Center, based on U.S Census ACS 2006-2010

Housing

Housing is one of the most significant issues facing Santa Barbara County. High housing costs impact the ability of County residents to pay for other basic needs, and they contribute to commute patterns, overcrowding, and homelessness.

There is tremendous variance in median home prices within Santa Barbara County. In 2011, median home prices in Santa Barbara's South Coast were a half million dollars more than median home prices in North County. The median price of a home in North County was also $29,000 *less* than the median home price in the State of California.

High rental and home ownership prices cause financial strain throughout the County. More than a quarter of all Santa Barbara County census tracts have a majority of residents who spend more than 30 percent of their income on housing (and are thus considered "housing cost-burdened" by federal standards). The strain is particularly difficult, however, in high poverty areas. **With the exception of four high poverty census tracts, more than half of the residents in all four high poverty areas spend over 30 percent of their income on housing.** (See Map E.5 on the following page for an overview of cost-burdened households.)

Figure E.10 Median Home Price for California, North and South County, Select Cities and Towns, 2011

California	**$286,824**
Santa Barbara South Coast	**$774,929**
Northern Santa Barbara County	**$257,821**
Buellton	$397,500
Carpinteria	$917,188
Goleta	$608,292
Guadalupe	$131,521
Lompoc	$195,083
Santa Barbara	$856,417
Santa Maria	$218,250
Solvang	$524,254

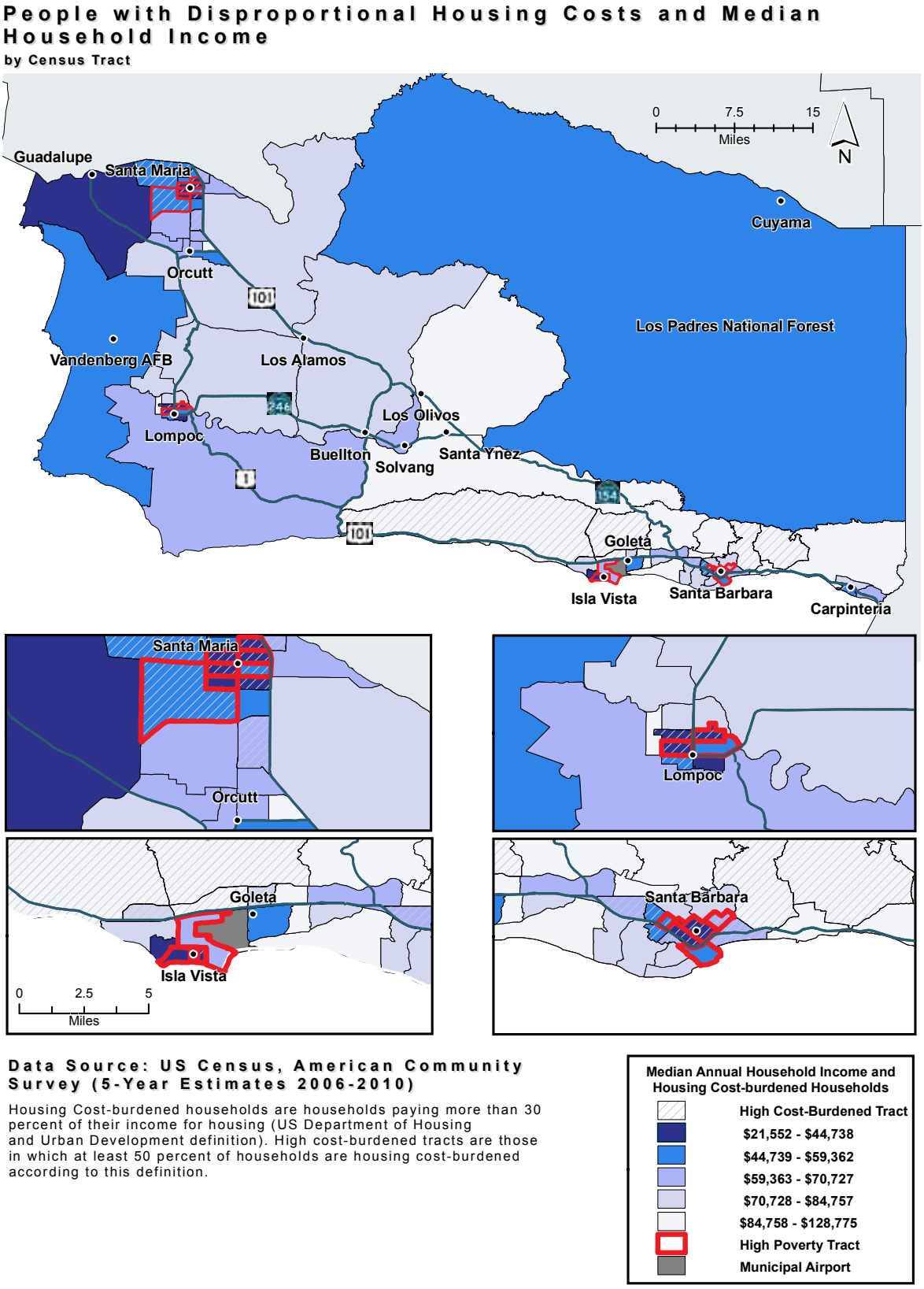
Source: 2012 Santa Barbara County Economic Outlook, UC Santa Barbara Economic Forecast Project May 2012

To help alleviate housing cost-burdens, the Section 8 Housing Choice Voucher (HCV) Program allows qualifying low-income households to pay approximately one-third of their income on rent and utilities to participating housing providers. The remainder of the rent is paid through federal subsidies to the landlords by the Housing Authorities of the County and City of Santa Barbara (HACSB). In addition, they own and operate 1,360 subsidized public housing rental units. As of 2012, **more than two-thirds of public housing units were located in South County.** In contrast, the regional distribution of Project-Based Section 8 and Section 8 Housing Choice Vouchers roughly mirrors the countywide population distribution. However, **families living in high poverty census tracts[7] have less than half of the total Project-Based Section 8 and Section 8 Housing Choice Vouchers, and they account for less than one-third of those living in public housing units in 2012.** Further investigation is necessary to determine why more people in high poverty census tracts are not accessing these critical housing subsidies at higher rates and what, if anything can be done about it.

"With the exception of four high poverty census tracts, more than half of the residents in all four high poverty areas spend over 30 percent of their income on housing."

High housing costs, cultural preferences, and other factors lead people to share housing. Some parts of Santa Barbara County exhibit high rates of overcrowding by federal standards.[8] The three census tracts with the highest rates of overcrowded housing—35, 37, and 44 percent—are all located in Santa Maria's high poverty area. While overcrowded units are clustered in high poverty areas, census tracts in Carpinteria and Guadalupe also have among the highest rates of overcrowded housing units.

Map E.5 Santa Barbara County People with Disproportional Housing Costs and Median Household Income



Data Source: US Census, American Community Survey (5-Year Estimates 2006-2010)

Housing Cost-burdened households are households paying more than 30 percent of their income for housing (US Department of Housing and Urban Development definition). High cost-burdened tracts are those in which at least 50 percent of households are housing cost-burdened according to this definition.

Homelessness is a significant issue in Santa Barbara County. Every two years, the Central Coast Collaborative on Homelessness conducts a physical count of the homeless individuals—as encountered by volunteers on the streets and in shelters across the County—during a pre-determined set of days. Below are some results of the two most recent surveys conducted in January 2011 and 2013.

Figure E.11 Homelessness Survey Data Results

	2011 Survey	2013 Survey	Percent Change
Number of People Encountered	1,536	1,466	-4.6%
Number of Surveys Completed	1,143	1,111	-2.8%
Number deemed "vulnerable" with an elevated risk of premature mortality	932 (82%)	886 (80%)	

Source: Central Coast Collaborative on Homelessness, 2013 Vulnerability Index Survey Results

According to these counts, of those encountered, Santa Barbara County experienced a 4.6 percent decrease in the number of people experiencing homelessness between 2011 and 2013.

Figure E.12 Number of Unhoused People Encountered by City 2011 and 2013

# of People Encountered by City	2011 No. of Contacts	2011 Percent of total	2013 No. of Contacts	2013 Percent of total	Percent Change
Carpinteria	15	1.0%	10	0.7%	-33.3%
Cuyama Valley	3	0.2%	0	0.0%	-100.0%
Guadalupe	5	0.3%	1	0.1%	-80.0%
Isla Vista/Goleta	114	7.4%	81	6.5%	-28.9%
Lompoc	110	7.2%	104	7.1%	-5.5%
Santa Barbara	1,040	67.7%	946	64.5%	-9.0%
Santa Maria	243	15.8%	300	20.5%	23.5%
Santa Ynez Valley	6	0.4%	24	1.6%	300.0%
Total	**1,536**	**100%**	**1,466**	**100%**	**-4.6%**

Source: Central Coast Collaborative on Homelessness, 2013 Vulnerability Index Survey Results

The City of Santa Barbara has by far the greatest share of the County's homeless individuals: just under 65 percent in 2013. Santa Maria is second with about 21 percent of the County's total in 2013. Proportions of homeless individuals across areas remained relatively stable between 2011 and 2013. Santa Maria showed the sharpest increase in homeless contacts between 2011 and 2013.

Transportation

Access to public transportation or a car improves residents' ability to get to jobs, support services, and childcare. More than half of the County's jobs are located in South County,[9] thus necessitating significant travel for many residents living in North and Mid Counties. According to U.S. Census ACS 2006–2010 estimates, two-thirds (66 percent) of Santa Barbara County's workers commute alone in a vehicle. Among workers who reside in Santa Barbara's high poverty areas, this figure drops to 53 percent. Notably, nearly four times as many workers carpool (15 percent) than use public transportation (4 percent) countywide. Among workers who reside in the County that report using other modes of transportation, such as a taxi, walking, and riding a bicycle or motorcycle, 40 percent reside in high poverty areas.

Childcare

Like transportation and housing, childcare availability and affordability is a significant issue in Santa Barbara County, especially in high poverty areas. Access to high quality affordable childcare enables parents to go to work or school and children to thrive later in life. According to the Santa Barbara County Child Care Planning Council's "Status of Early Care and Education" report (2010), the mean childcare cost for full-time infant care in a licensed childcare center is $11,991 annually, or $7,039 annually at a licensed family childcare home. The average annual cost of full-time preschool care drops to $8,684 for licensed childcare centers in the County and $6,854 at licensed family childcare homes.

The parents of 7,299 children were unable to access licensed childcare (e.g. state-licensed child care centers or family child care homes) if they needed it in 2010.[10] **Seventy-two percent of this unmet need is located in the zip codes that encompass the County's high poverty areas, with almost a third of the total unmet need in the zip code associated with Santa Maria's high poverty area.**

Select Public Benefits

Santa Barbara residents turned to the safety net system to survive the recession, with increasing numbers of residents enrolling in public benefits. Two major income support benefits are reported here: California Work Opportunity and Responsibility to Kids (CalWORKs) and CalFresh, formerly called Food Stamps.

CalWORKs provides monthly cash aid and services to eligible California families. The correlation between census tracts with high poverty rates and those with the highest CalWORKs cases is not always consistent. For example, one Santa Maria census tract outside of Santa Maria's high poverty area had the highest rate of CalWORKs recipients in the County: 52 percent. About half of the high poverty tracts fall into the quintile of census tracts with the highest percentages of CalWORKs recipients (26.4 to 52.0 percent) of all households with children, while most of the remaining high poverty tracts fall into the second highest quintile (12.3 to 26.3 percent). It is important to note that these data do not tell us why all census tracts with high poverty rates do not all have the highest percentages of CalWORKs recipients. Discrepancies between caseload data and poverty estimates, eligibility requirements, limits on the amount of time a benefit lasts, outreach efforts, undercounted groups of people, and/or ineligible (but poor) seasonal workers may all affect this discrepancy.

The CalFresh Program helps people purchase food by issuing monthly electronic benefits—averaging about $200 per month in California—that can be used to buy most food at many markets and food stores. Here the correlation between benefits and high poverty areas is clear. According to data provided by the Santa Barbara County Department of Social Services, 21,880 (15.4 percent) of the 141,793 County households received CalFresh benefits for at least one month in 2011, compared to a CalFresh participation of 9,037 households, or 32.5 percent, in high poverty areas. Regionally, over half of all CalFresh households reside in North County, 25.9 percent in South County, and 20.1 percent in Mid County. However, the percentage of households receiving CalFresh compared to the overall household population per region, referred to as a "participation rate", depicts a vastly different story. CalFresh participation in North County is 29 percent, compared to 16.2 percent in Mid County and only 7.7 percent in South County, suggesting the need for significantly more outreach in the City of Santa Barbara and Lompoc.

"CalFresh participation in North County is 29 percent, compared to 16.2 percent in Mid County and only 7.7 percent in South County, suggesting the need for significantly more outreach in the City of Santa Barbara and Lompoc"

A 2013 report by the California Food Policy Advocate (CFPA) separately confirmed the need for increased CalFresh outreach and enrollment. Using county-level analyses estimating CalFresh utilization among potentially eligible people, CFPA found that *Santa Barbara County's CalFresh usage ranks 51st out of 58 California counties.*[11] (The county ranked number one has the highest CalFresh utilization rate.) "If CalFresh reached all of these [eligible] low-income individuals in Santa Barbara County," CFPA's Press Release states,

"an estimated $52.2 million in additional federally funded nutrition benefits would be received by local residents each year. Those benefits would result in $93.4 million in additional economic activity [author's emphasis]."[12]

Figure E.13 CalFresh Participation Rates (Percent of Households Receiving CalFresh) by County, Region, High Poverty Areas in 2011

	Total CalFresh Cases (Households)	Total Households	Participation Rate (% of Households Receiving CalFresh)	Distribution of CalFresh Cases
County	**21,880**	**141,793**	**15.4%**	**100.0%**
North County	11,812	40,706	29.0%	54.0%
Mid County	4,396	27,092	16.2%	20.1%
South County	5,672	73,995	7.7%	25.9%
High Poverty Areas	**9,037**	**27,816**	**32.5%**	**41.3%**
Lompoc HPA	2,374	5,522	43.0%	10.9%
Santa Maria HPA	5,618	11,585	48.5%	25.7%
City of SB HPA	854	5,506	15.5%	3.9%
Isla Vista HPA	191	5,203	3.7%	0.9%

Source: Santa Barbara County Department of Social Services (2011)

Health Status and Insurance Coverage

Research from the World Health Organization[13] and many others demonstrates a clear connection between poverty and health. People in poverty tend to suffer from poorer health and are often under-insured or uninsured. Data findings on Santa Barbara County's residents confirm this trend.

In 2010, the average age of death in Santa Barbara County was 76 years of age; **the average age of death in the zip codes associated with high poverty areas was three years less.**[14]

Another common indicator of health status is the number of premature years of life lost (PYLL) due to poor health conditions. PYLL (premature years of life lost) is an estimate of the average years a person would have lived if she/he had not died prematurely. This measure is given more weight to causes of deaths that are more common in young people. It is useful to use this measure when deciding how best to divide up scarce resources for research and other purposes. Areas with the highest numbers of premature years of life lost are in:

- Guadalupe,
- the east side of Santa Maria,
- the area east of Santa Maria,
- the part of Mid County that includes Lompoc, Los Alamos, and Buellton,
- the east side of Santa Barbara City, and
- Carpinteria.[15]

With respect to health insurance coverage, 17 percent of Santa Barbara County residents were uninsured in 2010.[16] Every high poverty area except Isla Vista has a higher concentration of uninsured residents relative to their share of the population.[17]

Medi-Cal is a public health insurance program for qualifying low-income individuals including: families with children, seniors, persons with disabilities, children and teenagers in foster care, pregnant women, and low-income people with specific diseases. The census tracts with the highest rates of Medi-Cal cases are located in: Guadalupe, Santa Maria, Lompoc, Santa Barbara City, and just west of Isla Vista.[18] The high poverty areas, except Isla Vista, fall primarily into the two highest quintiles of Medi-Cal cases among all census tracts.[19]

Focus Areas

The focus areas are based on a synthesis of the poverty statistics and indicator research findings, in addition to a local service provider survey and 16 stakeholder interviews.

In the fall of 2012, the Insight Center conducted a countywide survey of non-profit service providers, public agencies, educational institutions, funders, public officials, and other leaders throughout Santa Barbara County. The purpose was to gain an on-the-ground understanding of:

- how well services, resources, and program capacities align to meet greatest needs;
- challenges faced by low-income residents and the providers who serve them; and
- recommendations for helping more residents out of poverty.

Thirty nine percent (178) of the 460 agencies contacted[20] responded to the survey, and 74 percent (131) of those who responded completed the survey. The survey results were supplemented by interviews with 16 stakeholders, including public and non-profit providers and local foundations.

These focus areas reflect a synthesis of all report findings.

1. Pursue Holistic Approaches

Families have complex and interrelated problems that need integrated, holistic approaches. The most successful local and national anti-poverty efforts address poverty on multiple fronts: education, jobs, housing, childcare, health, transportation, crime, etc.—in part by maximizing resources and targeting them in ways that are proven to work. In order to address barriers that arise from individual life circumstances as well as neighborhood and regional environments, efforts must also be **both people-based and place-based.** Some successful initiatives also use multi-generational approaches, seeking to address the economic security of families over two generations by addressing the academic achievement of children (e.g. Harlem Children's Zone).

> "These focus areas reflect a synthesis of all report findings."

2. Establish Poverty Reduction Goals and Track Progress Using Standardized Data Collection

Leaders in Santa Barbara County could use the data findings in this report to establish specified 10 year poverty reduction goals in areas of greatest need in the County. They could extract a subset of baseline indicators to track consistently over time and gauge the success of various local anti-poverty efforts, using a clear set of measurable and standardized results. To support any future anti-poverty campaign, the County could also improve the coordination and standardization of data collection, including the development of a "Data Warehouse" that could be accessed by the County Departments and non-profit and community leaders for research, evaluation, fundraising, and community building efforts.

3. Improve Service Delivery Infrastructure and Efficiency

Strategically site and/or co-locate services in targeted, impoverished neighborhoods using a collective impact model.

Implementing more holistic, data-driven strategies requires greater service integration and/or co-location of services. Integrated approaches can increase the "collective impact" of local agencies and ultimately improve outcomes for low-income residents and communities.[21] Strategically siting or co-locating agencies and services can also reduce costs (agencies can share back-office infrastructure and resources) and improve services for low-income populations (multiple needs can be addressed at the same place

and transportation barriers reduced).

While some co-location of services and/or collective impact efforts are already underway in Santa Barbara County (e.g. THRIVE SBC, The Central Coast Collaborative on Homelessness) public, philanthropic, and non-profit leaders should use the data findings in this report to expand targeted efforts. The following strategic areas should be considered:

- Santa Maria (census tracts 21.01, 22.05, 22.06, 23.04, 24.02, 24.03, 24.04),
- Lompoc (census tracts 27.02, 27.03, 27.06), and
- the City of Santa Barbara (census tracts 3.01, 8.01, 9, 12.06).

More investigation into Isla Vista's high poverty tracts (29.28, 29.22, 29.24, 29.26) is needed to determine whether these areas also warrant intensive efforts, given its large college student population. (Isla Vista is also home to a smaller, non-student, low-income population.) On the other hand, even though **Guadalupe is not a high poverty area as defined in this report, it shows other signs of financial distress, so it, too,** may be a target for integrated service. Philanthropic and public leaders can contribute to improved service delivery by not only funding the backbone infrastructure necessary for collective impact, but by also collaborating with each other on common goals, strategies, and administrative processes.

Streamline and improve access to services.

The Service Provider and Funder Survey and stakeholder interviewees conveyed the need for more streamlined and accessible services. Public and non-profit service providers should strive to:

- create "one entry door" for people to get all the services they need at once;
- ensure hours of services are accessible to working populations; and
- offer services in other languages, particularly Spanish (but other languages as well depending on the needs of target populations).

Effective use of technology can also increase efficiencies, reduce duplicative services, promote information sharing, and make programs more accessible throughout the County. Examples include using laptops to enroll eligible people in public benefits at schools, places of worship, and community centers.

Consider consolidating in specific areas.

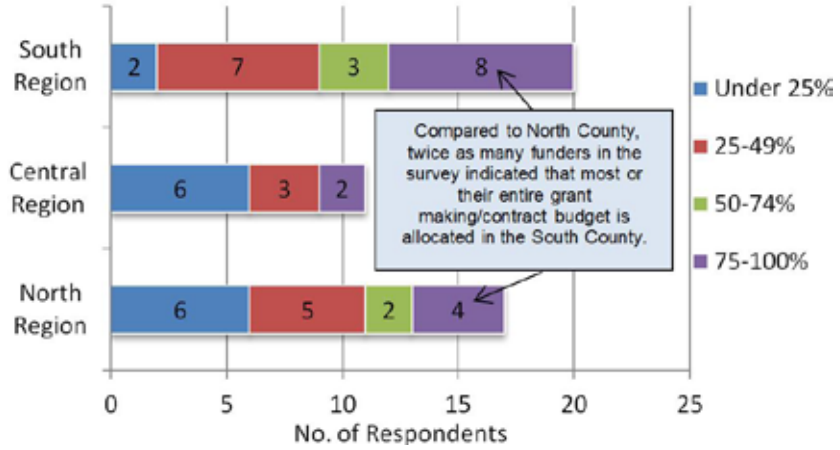
Lompoc and Isla Vista—two localities with several high poverty census tracts—have relatively large numbers of service providers that serve small numbers of people (e.g. 16 survey respondents reported serving fewer than 50 people in Isla Vista and 11 reported serving fewer than 50 people in Lompoc). This survey finding invites further research to analyze whether there may be a need to consolidate services in Isla Vista and Lompoc, in addition to expanding the overall number of people helped in these areas. (It may be that consolidation is warranted, but it may also be that different organizations in these two areas are serving the needs of different populations or neighborhoods.) More investigation into the non-profit service infrastructure in each locality would be needed to determine whether consolidation of organizations is advisable.

Similarly, according to the Service Provider and Funder Survey, there is a relatively large number of organizations serving less than 50 people in Mid County: in Santa Ynez, 14 organizations listed that they serve fewer than 50 people; in Solvang, 13 organizations listed that they serve fewer than 50 people; and in Buellton, 11 organizations listed that they served less than 50 people. While these towns have smaller populations, further research is necessary to determine whether consolidation of services within Mid County localities is recommended.

4. Address Unmet Needs in North County and Lompoc

Consider shifting some South County resources to Santa Maria, Lompoc, and Guadalupe.

Figure E.14 Percent of Funders Budget Directed in Different Regions by Number of Funders



Source: Insight Center, Service Provider and Funder Survey, 2012

Quantitative and qualitative research findings from this study suggest the importance of re-aligning some programs and resources to meet the needs of low-income residents in certain parts of the County. Santa Maria is the most populated city in the County and also has the greatest number of people and proportion of people living below the Federal Poverty Thresholds (17,066 people in poverty in Santa Maria compared to 13,522 in the City of Santa Barbara, according to the most recent Census estimates).[22] However, the City of Santa Barbara has more services and resources to serve people in poverty. According to the Service Provider and Funder Survey, twice as many funders support programs in the City of Santa Barbara (8) compared to Santa Maria (4). (See Figure IV.19 on page 101.) Therefore, the City of Santa Barbara has significantly greater service capacity. Similarly, as Figure E.14 above illustrates, local funders tend to direct larger proportions of their grantmaking budgets to South County compared to North County. (Compared to North County, twice as many funders in the survey indicated that most or their entire grantmaking/contract budget is allocated in South County.)

Although Lompoc has far fewer residents in poverty, it has one of the highest percentages of people living below the Federal Poverty Thresholds in the County (more than one in five residents). Lompoc, however, ranks fifth in the number of clients served monthly, and very few funders direct significant resources to Lompoc, according to the results of the Service Provider and Funder Survey. Lompoc was also cited by several stakeholder interviewees as an area of unmet needs. Given limited resources, local leaders should consider realigning some current resources to help struggling residents in both Santa Maria and Lompoc. Finally, while Guadalupe does not meet the 20 percent poverty threshold to be classified as a high poverty area in this report, 16.4 percent of persons (or 1,124 people) in Guadalupe are living below the Federal Poverty Thresholds,[23] yet Guadalupe has much lower comparative service usage numbers. It, too, deserves special consideration. (See Figure E.15 next page.)

Figure E.15 Number of Provider Respondents by Clients Served Monthly in Each City/Town

	Numbers Served	1-49	50-99	100-199	200-299	300-499	500-750	750+	Total Served MIN	Total Served MAX
	Buellton	*11	5	1	0	2	0	1	**1,711	2,781+
	Carpinteria	13	5	5	2	3	1	2	3,313	5,422+
	Cuyama	6	2	0	1	0	0	0	1,056	1,541+
	Goleta	13	4	10	4	2	1	3	3,863	6,517+
	Guadalupe	7	4	1	1	2	0	1	1,857	2,785+
HPA	**Isla Vista**	**16**	**1**	**4**	**0**	**3**	**0**	**2**	**2,116**	**3,626+**
HPA	**Lompoc**	**11**	**2**	**4**	**3**	**2**	**1**	**5**	**2,961**	**4,728+**
	Los Alamos	7	4	0	1	0	0	0	1,157	1,788+
	New Cuyama	6	2	2	1	0	1	0	1,756	2,689+
	Orcutt	10	4	2	0	1	1	1	1,960	3,183+
HPA	**City of SB**	**8**	**5**	**9**	**2**	**11**	**4**	**13**	**7,608**	**11,415+**
HPA	**Santa Maria**	**8**	**3**	**1**	**6**	**4**	**3**	**7**	**4,908**	**7,278+**
	Santa Ynez	14	3	1	1	2	0	1	1,814	3,029+
	Solvang	13	3	1	1	2	0	2	1,813	2,980+
	Vandenberg Village	9	2	0	0	0	1	1	1,359	2,139+
	Ventucopa	3	0	0	0	0	0	0	3	147+

*E.g., 11 respondents who provide direct services to people in Buellton reported serving 1-49 people per month.
** E.g., respondents served in total between 1,711 and 2,781+ people in Buellton per month.
Note: not all providers collect data on unduplicated clients so this table may include some duplicated counts
Source: Insight Center, Service Provider and Funder Survey, 2012

5. Improve Allocation of Existing Resources

Adopt best practices in philanthropy.

Santa Barbara County has more non-profit organizations per capita than any other Southern California county, and one-quarter of one percent of the nation's total non-profits.[24] This is a tremendous asset. To increase the impact of philanthropic resources, many foundations across the country (e.g. the Ford Foundation, the W.K. Kellogg Foundation, and Atlantic Philanthropies, among others) are adopting new practices whereby they *fund fewer organizations with larger grants over multiple years.* Some foundations also require external evaluations for all grants over a certain dollar threshold (e.g. the W.K. Kellogg Foundation, the Bill and Melinda Gates Foundation, Atlantic Philanthropies). These philanthropic leaders have found that focusing investments on a smaller number of well-documented, high performing organizations increases impact.[25] Large philanthropic investors in Santa Barbara County should consider adopting this national best practice. If local funders were to adopt a strategy of investing in fewer organizations, it would be even more important to institute strong oversight and evaluation mechanisms to hold those entities accountable. Similarly, philanthropic leaders can also improve how resources are allocated by funding evaluations and sharing findings on lessons learned and best practices with local leaders.

Adopt best practices in public funding.

Fostering public/non-profit partnerships that capitalize on each sector's relative strengths is another best practice in the field.[26] Government's strengths often lie in oversight, quality control, accounting standards, resource allocation, and technical assistance; whereas, the non-profit sector's strengths tend to lie in identifying community needs, building trust with community leaders and low-income populations, and providing flexible services to accommodate local needs. Non-profit organizations also have lower overhead costs and can often leverage public support with private funding. There were several promising examples of local partnerships cited by interviewees that catered to these relative strengths (although interviewees hoped for even more shared decision-making and genuine collaboration). Santa Barbara leaders should consider building upon and expanding successful collaborative models.

Just as more foundations nationally are investing in fewer numbers of organizations over multiple years, the *public sector should consider bundling and consolidating its investments in high-capacity, proven organizations.* Small contracts spread over many non-profit agencies are often less effective than larger, more targeted investments. In particular, interviewees raised a concern that Community Development Block Grants were so small and administratively cumbersome that some agencies simply stopped applying for those funds.

Finally, streamlining public contracting, reporting, and administrative processes would enable local agencies to dedicate more resources to helping people in poverty and less time on contract administration.[27] Especially for agencies that are funded annually with consistently high performance, the County should consider requiring less intensive due diligence processes.

6. Expand Targeted, Impactful Public Programs

Increase outreach and enrollment of CalFresh benefits.

Data provided by the County of Santa Barbara Department of Social Services—and California Food Policy Advocate's findings that Santa Barbara County ranks 51st out of 58 counties in CalFresh usage—suggest the need to do significantly more outreach to enroll eligible residents for CalFresh, particularly for residents in the City of Santa Barbara. Given some of the high poverty rates in Lompoc, additional outreach may be warranted there as well. Eligibility rules hamper student CalFresh eligibility, thus resulting in very low CalFresh participation rates in Isla Vista. However, more outreach may be warranted to ensure other eligible residents are accessing CalFresh benefits. Increased CalFresh enrollment would also enable the County to draw an estimated $52.2 million in federal funding and catalyze $93.4 million in additional economic activity, according to CFPA.

Create local tax credit programs.

Well-timed and targeted tax credits—including modest expansions of the Earned Income Tax Credit (EITC) and Child Tax Credit, as well as a Making Work Pay tax credit that offsets payroll taxes—helped keep more than three million Americans, mostly those in families with children, out of poverty in 2010 alone.[28] These tax credits, particularly the Making Work Pay credit, also reached middle class families, providing help to those families and buttressing the effects of a recessionary economy.[29] San Francisco County and other counties have developed effective local working poor tax credit models from which Santa Barbara County could borrow to bolster current local efforts already underway by United Way of Santa Barbara County.

7. Address Affordable Housing, Economic and Workforce Development, and Public Transportation

Convene affordable housing experts in the public, non-profit and private sectors.

As demonstrated by the housing data in this report, affordable rental and homeownership opportunities are an enormous challenge throughout the County, but particularly in South County. Amending zoning ordinances to allow for well-designed, high density development, and investing in, or expanding, work-force homebuyer programs are two suggestions made by interviewees among a host of potential options to address this housing crisis. Convening community leaders and experts in the public, non-profit, and private sectors to craft and implement creative, cross-sector affordable housing programs and policies would be a first step. Given the large number of people struggling to pay for housing and the significant homeless population, it is critically important to develop the buy-in, political will, and financial capital to expand affordable housing options in the County—an assessment confirmed in the stakeholder interviews.

Convene experts in education and workforce and economic development and community leaders to develop a shared vision of economic development.

Attracting large numbers of jobs with family-sustaining wages, mobility, and decent benefits, along with workforce pipelines to train local residents in these kinds of jobs, would help lift many Santa Barbara residents out of poverty. Best practices in the field[30] and local leaders suggest that one critical step is to identify and align workforce development systems to meet the needs of growing industry "clusters of opportunities," identified locally as Health Care, Energy and the Environment, Building and Design, Technology and Innovation, Business Support Services, and Agriculture/Tourism/Wineries.[31] Intricately related, the disparity in educational achievement among residents in high poverty areas draws attention to the importance of technical training, GED, and other educational opportunities for adults, coupled with efforts to narrow achievement gaps among children. (Notably, very few funders—at least those who participated in the survey—focused on workforce development).

Like affordable housing, however, assessing the best strategies to narrow educational achievement gaps and increase workforce and economic development opportunities merits a study of its own. Most immediately, convening experts in education, workforce and economic development and engaging community leaders in an open dialogue about the most appropriate economic development vision would be a first step to implement a broad, inclusive plan for the County's economic future. County leaders, however, will need to mitigate competing interests and/or perceptions among environmentalists, the business community, urban agriculturalists, "smart" versus "anti-growth" advocates, and "NIMBYism" to move the conversation forward.

Convene transportation experts and community leaders.

Finally, Santa Barbara County's geography poses significant transportation barriers, especially for those low-income residents without a car. Only four percent of workers in the County use public transit to get to work, likely reflecting the limited public transit options. Stakeholders interviewed and survey respondents commonly cited transportation challenges that prevented many residents from accessing needed services and employment opportunities. Convening a work group with transportation experts and community leaders to more deeply understand transportation barriers and craft solutions is also warranted.

Conclusion

Through data collection, GIS mapping, a survey of service providers and funders, and stakeholder interviews, this project brought together a wealth of information to analyze Santa Barbara County's service delivery infrastructure and the alignment of current services and resources to changing local needs. The hope is that these findings and focus areas for improvement will spark community discussions, build upon local and national best practices, and inspire new strategies to help Santa Barbara County's most vulnerable communities climb out of poverty. The County is fortunate to have a vibrant community of non-profit leaders, philanthropists, and public officials which can each play an important role on the journey. The time to act is now.

Report
A Snapshot of Poverty in Santa Barbara County

INTRODUCTION AND METHODOLOGY

The County of Santa Barbara offers idyllic settings for residents and visitors. Located approximately 100 miles northwest of Los Angeles and bordered by the Pacific Ocean to the west and south, it is known for its mild climate, picturesque coastline, vineyards, scenic mountains, and numerous parks and beaches. The County's median household income is the 18th highest in California at $60,078[32]. Beneath the surface, however, increasing poverty threatens the overall economic, social, and community well-being of the County.

The Recession of 2007–2010 resulted in a **52 percent increase in Santa Barbara County residents living below the Federal Poverty Thresholds and a 61 percent increase in child poverty**.[33] Yet, just as the community need for human service programs expanded, state and federal budget deficits resulted in deep cuts to human services programs. These cuts have strained the public and non-profit safety net infrastructure, leaving Santa Barbara County's most vulnerable community members without adequate resources to make ends meet.

Research demonstrates that being poor during childhood is associated with being poor as an adult.[34] Specifically, children who experience poverty earn less money, achieve lower levels of education, and are less likely to be gainfully employed over their lifetimes compared to those who do not live in poverty. In addition, children living in poverty are more likely to be in poor health as adults, resulting in human suffering and costly medical intervention. With more than one in five children in poverty in Santa Barbara County, this issue has both short and long-term implications for children and the County.[35] According to the National Center for Children in Poverty, "policies and practices that increase family income and help families maintain their financial footing during hard economic times not only result in short-term economic security, but also have lasting effects by reducing the long-term consequences of poverty."[36] Through achieving higher levels of education, adults and children have the opportunity to increase their future earning power and overcome some of the issues mentioned above.

While the overarching countywide poverty statistics mentioned above are significant, a deeper analysis is necessary to gain a full understanding of the problem and potential solutions. Statistical averages can be deceiving by masking outliers—or values that are extreme (both positive and negative). For example, a census tract with a very large concentration of wealth may impact the regional average to give the impression that all residents in that region are better off economically than they actually are. Furthermore, the data do not convey either the barriers to escape poverty, nor innovative solutions to help people struggling to gain a better footing.

With these concerns in mind, in 2012, the Santa Barbara County Board of Supervisors requested a geographically, place-based study of poverty and overall community well-being in Santa Barbara County. The purpose was to find some balance between the supply and demand of human services and to determine if current programs and resources are strategically aligned to areas and populations in greatest economic need. Commissioned by the Santa Barbara Department of Social Services and supported in part by a grant from the Santa Barbara Foundation, this report includes:

- An overview of Santa Barbara County's population and geography (Section I);
- Data analysis and mapping of 44 indicators in the areas of poverty, employment, income, education, public benefits, housing, transportation, childcare, and health. This includes analysis of how each indicator correlates to poverty, as well as a compilation of the major data indicators into quintiles—or fifths—to identify the degree and type of need specific to each census tract or zip code (Sections II, III, and the Appendix);
- A survey distributed to 460 local public agencies, foundations, service providers, and public officials to understand how well services, resources, and program capacities align to meet greatest needs; challenges faced by low-income residents and providers who serve them; and recommendations for helping more residents move out of poverty (Section IV);
- Stakeholder interviews of 16 public and non-profit leaders to enrich and explain the data findings (Section V);

- Recommendations to improve service delivery, resource alignment, and—ultimately—outcomes for Santa Barbara County's most vulnerable residents (Section VI).

Methodology

This multi-methodological study brings together quantitative and qualitative data to provide a broad, yet detailed description of the Recession's impact on Santa Barbara County. The study gathered data on 44 indicators.[37] Sections I, II, and III include 22 indicators in the areas of demographics, poverty, employment, income, education, public benefits, housing, transportation, childcare, and health. The Appendix includes an additional 22 indicators related to employment, public benefits, health, substance, child and adult abuse and crime. Through the gathering and analysis of quantitative data from a variety of sources—such as the U.S. Census, Santa Barbara County Department of Social Services, Santa Barbara County Department of Public Health and numerous other local County, city, and non-profit providers—this assessment provides a snapshot of the impact of the economic downturn on local residents and community providers.

Many of the indicators described are based on data gathered by the ACS 2006–2010. The ACS was launched in 2005 to replace the traditional U.S. Census "long-form" survey. Unlike the decennial census, which is sent to every home and group facility in the U.S., the ACS reaches a sample of three million housing units each year. This allows ACS to release estimates for areas as small as census tracts and block groups every five years. The ACS is designed to collect community level information in key demographic, social, and economic characteristics of the U.S. population. Like the decennial census, the ACS tends to undercount children,[38] especially those under 10 years of age; racial and ethnic minorities; undocumented people; and temporary residents.[39] As of 2006, the ACS includes data for group quarters, such as college residence halls, residential treatment centers, nursing homes, group homes, military barracks, homeless facilities, and correctional facilities.

This report analyzes data based on geographic subdivisions throughout the County. The most often analyzed geographic subdivisions are census tracts and zip codes. Census tracts are small, relatively permanent statistical subdivisions used by the U.S. Census. They usually have between 2,500 and 8,000 persons and, when first established, they were designed to be homogeneous with respect to population characteristics, economic status, and living conditions. Because they vary in population density, the size of census tracts varies widely. Zip codes were established by the U.S. Post Office Department and generally correspond to address groups or mail delivery routes.

There are 91 census tracts (87 of which are populated[40]) and 24 zip codes in Santa Barbara County (see the Geographic Units of Analysis table on the next page). Wherever possible, data is presented at the census tract level. In many cases, however, only zip code level data were available. Census tracts are used to present and analyze most of the demographic and financial data and zip codes are used primarily for the health and public benefits data. Much of the data is also reported regionally by North County, Mid County, and South County (see Map 1.1 for the Santa Barbara County census tract, zip code and regional boundaries).

Geographic Units of Analysis				
	County	Regional*	Zip Code	Census Tract
Stable boundaries over time?	yes	yes	no	no
Data consistently available from other sources (includes local providers)?	yes	yes	yes	limited
Number of geographic units across the County	1	3	24	91
Population Size	416,051	138,683 average	17,335 average	4,572 average

*Regions were determined for report reference to depict the regionally aggregated data presented.

The County, regional, zip code, and census tract level data are depicted in various formats in this report. Geographic Information Systems (GIS) mapping of selected well-being and poverty indicators augments the data, enabling the reader to visualize the magnitude of disparities across the varying geographic areas of the County. Graphic representations of the data (including tables, bar-graphs, pie-charts, and other figures) are also used to illustrate disparities among census tracts, zip codes, and other sub-regional levels, as well as to make comparisons to County level averages.

This report also includes primary data, gathered through a service provider survey and 16 key-informant interviews (in Sections IV and V). These primary data describe the effects of the recession on both service providers and residents in greater depth and nuance. **Whenever possible, survey and interview data and claims were corroborated independently with other reports and data sources, including the most recently available ACS data (as compared to Sections II and III, which relied on ACS 2006–2010 data in order to produce maps at the *census tract* level).**

Challenges

As with any research, several challenges surfaced. First, although there are more recent County-level data available for some of the indicators, they do not allow for the place-based analysis at the neighborhood level necessary to meet the goals of this study. Census tract-level data provide the most precise geographic unit of analysis because they typically cover a smaller area and are reported for areas with smaller populations.

Additionally, when this study was commissioned the most recent census tract level data available were the ACS 2006–2010 estimates. Because of how these data are gathered—over a five-year span—they do not accurately reflect the full economic impact of the economic downturn. This is particularly challenging because the ACS 5-year estimate is the only data source available that captures poverty data down to the census tract level. These estimates require five years to compile because they are based on a larger sample size gathered over several years in order to make statistically reliable estimates for a smaller geographic unit. This study utilizes the U.S. Census category "Individuals for whom poverty status has been determined"[41] at the census tract level to establish a baseline of areas of highest need in the County. Both historical and 2011 data, however, were also collected by local agencies to supplement the 2006–2010 ACS data and to identify *additional* areas of need beyond the established ACS census tract-based high poverty areas defined in this study.

Another challenge relates to the unit of analysis in this study. The project depended on the participation of numerous independent entities, many of which gather data at different levels: e.g. census tract, zip code, and agency site level. Because these geographic units often do not neatly coincide, the data can be difficult to compare. For example, there is no correlation between census tracts developed for the U.S. Census Bureau and zip codes established by the U.S. Postal Service. Consequently, census tracts

do not cleanly overlap with zip codes and sometimes cross over into more than one zip code. Similarly, it is difficult to correlate some of the public assistance data gathered on *case-based* or *family-based* level to the high poverty areas which are designated based on the number of *individuals* in poverty.

The unincorporated community of Isla Vista posed a unique challenge. Located in close proximity to the University of California, Santa Barbara, Isla Vista contains an abundance of high density housing inhabited primarily by college students. According to the most recent Census estimates, Isla Vista had a median age of 20.6, and 83 percent of Isla Vista residents were enrolled in college or graduate school.[42] Isla Vista is also home to a significant, though smaller, non-student, low-income population. As such, poverty remains an issue in Isla Vista, though it is sometimes masked by the presence of college students. Although many college students fit the U.S. Census definition of people in poverty, the U.S. Census does not account for the financial support college students may receive from their families. Thus, the significant student population in Isla Vista has the effect of skewing the data presented for numerous indicators; this fact is highlighted in the report when it appears problematic.

Technological issues facing some of the institutions that provided primary data created another challenge. Changes in computer systems, for example, by local agencies during the study period impacted the collection and analysis of trends. Some of the education data are also incomplete due to sampling procedures and led to a decision not to focus on K-12 education in this study. Antiquated computer systems were also a challenge for some agencies, and at least one organization was undergoing a computer system shift that did not allow them to pass along potentially significant historical data for use in this project. Finally, the data collection phase of this project was labor-intensive and posed a challenge for public and private agencies already overburdened with their own workload and inadequate resources.

Despite these unavoidable challenges, this project brings together a wealth of data on numerous indicators of economic, social, and community well-being from a variety of institutions, agencies, and organizations. Wherever necessary, limitations of the data (or the potential analysis that might be derived from it) are specified.

Ultimately, this study will enable local leaders to identify service gaps and locate programs accordingly, realign resources to meet current needs, and expand best practices locally and nationally to help the County's most vulnerable populations and communities.

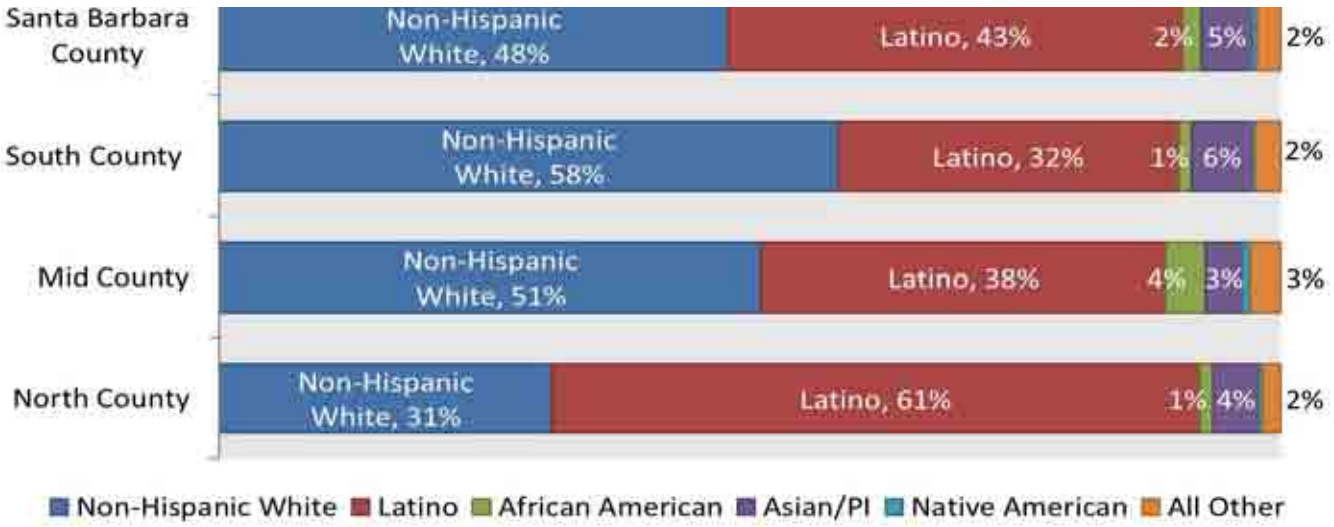
SECTION I: SANTA BARBARA COUNTY POPULATION AND GEOGRAPHY

Santa Barbara County spans across 2,735 square miles and is bordered by the Pacific Ocean to the west and south, and one third of the County is located in the Los Padres National Forest to the northeast. The County is also home to Vandenberg Air Force Base.

According to the 2006–2010 U.S. Census Bureau's American Community Survey (ACS) estimates, Santa Barbara County had a population of approximately 416,051. Its two largest cities, Santa Maria and Santa Barbara, had populations of 94,645 and 87,859 respectively, followed by Lompoc (41,864), Goleta (29,397), Carpinteria (13,122), Guadalupe (6,770), Solvang (5,283), and Buellton (4,609). Regionally, 47 percent of Santa Barbara County's total population resides in South County, 34 percent in North County, and 19 percent in Mid County.

Non-Hispanic whites make up almost half of the population at 48 percent, and Latinos are 43 percent. Asian/Pacific Islanders are 5 percent, the African American population is 2 percent, and American Indian and all other populations are about 2 percent. The regional population distribution by race and ethnicity is illustrated in figure I.1 below.

Figure I.1 Percent Population Distribution by Race and Ethnicity, County and Regions



Adults make up 63 percent (253,911) of the County population, children are 24 percent (94,795) and seniors are 13 percent (51,878)[43]. Most children (43 percent) live in the North County, while most adults (51 percent) and seniors (54 percent) live in South County.

Figure I.2 Percent Population Distribution by Age, County and Regions

	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%

Maps I.2 and I.3 show Santa Barbara County's Population density, first by race and ethnicity and then by age. The maps in this report provide geographic context for various indicators examined in this report. Some rates may be high—for example, a census tract in Montecito has a child poverty rate of 28 percent—but this represents a small number of children as there are only 654 children in the area and 185 of those children live in poverty. Also, areas with large concentrations of population sub-groups (i.e.

children, adults, seniors) will have differing service needs. Similarly, it is important to take into account how language barriers and cultural factors may impact program efficacy. Knowing these contexts should therefore be considered in program development and implementation.

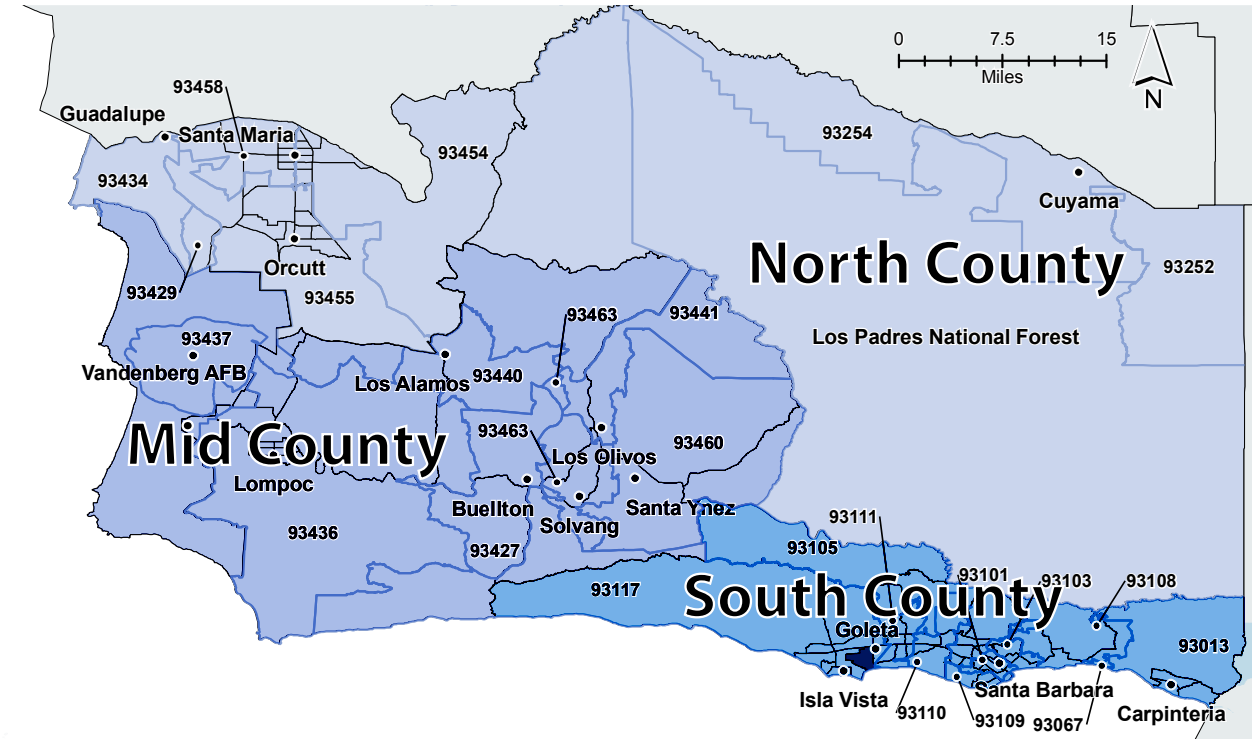
The areas with high concentrations of poverty in the County—referred to as high poverty areas (HPAs)—are determined at the census tract level. These census tracts have 20 percent or more of individuals living below 100 percent of the Federal Poverty Thresholds. An important caveat to remember in reading the sections of the report where we examine zip code level data is that zip codes tend to be larger than census tracts. Therefore, we refer to the high poverty tracts *associated* with their respective zip codes. The zip codes for which data are presented are usually larger and often account for a larger population than the boundaries of the high poverty census tracts.

Understanding the Maps

The data displayed in the maps in this report are divided into fifths, or quintiles, ranging from a light to dark color scheme. The darkest color represents a "worst" indicator finding, relative to the other four categories, e.g. *higher* poverty, *higher* unemployment rates, *lower* median household income. The GIS mapping program sets the cut-points of the data ranges for each map such that each color gradient includes roughly the same number of census tracts. Therefore, the data range and groupings listed in the legend for each map will vary depending on the underlying data results. For example, in Map III.2, Unemployment Rate, the data range from 0 to 17.6 percent unemployment across 87 populated census tracts in Santa Barbara County. The lightest colored category represents the one-fifth of census tracts with the *lowest* unemployment rate, ranging from 0.0 to 4.4 percent. The darkest colored category represents the one-fifth of census tracts with the *highest* unemployment rate, ranging from 9.4 to 17.6 percent. The other three-fifths of census tracts fall into the data ranges and map colors in between these two extremes. The larger the range of data, the more disproportion between the quintiles representing the lowest and highest values—in this case, between a census tract with no unemployment to a census tract with 17.6 percent unemployment.

Map I.1 Santa Barbara County Census Tracts, Zip Codes, and Regions

Santa Barbara County: Census Tracts, Zip Codes and Regions



Data Source: US Census and Santa Barbara County (regions)

In order to aggregate the data collected the County was divided in three major regions – North County, Mid County and South County as depicted above. There are 91 census tracts (87 of which are populated) and 24 zip codes in Santa Barbara County. Since census tracts do not cleanly overlap with zip codes and sometimes cross over into more than one zip code, regional boundaries were determined based on where the greatest concentrations of people live.

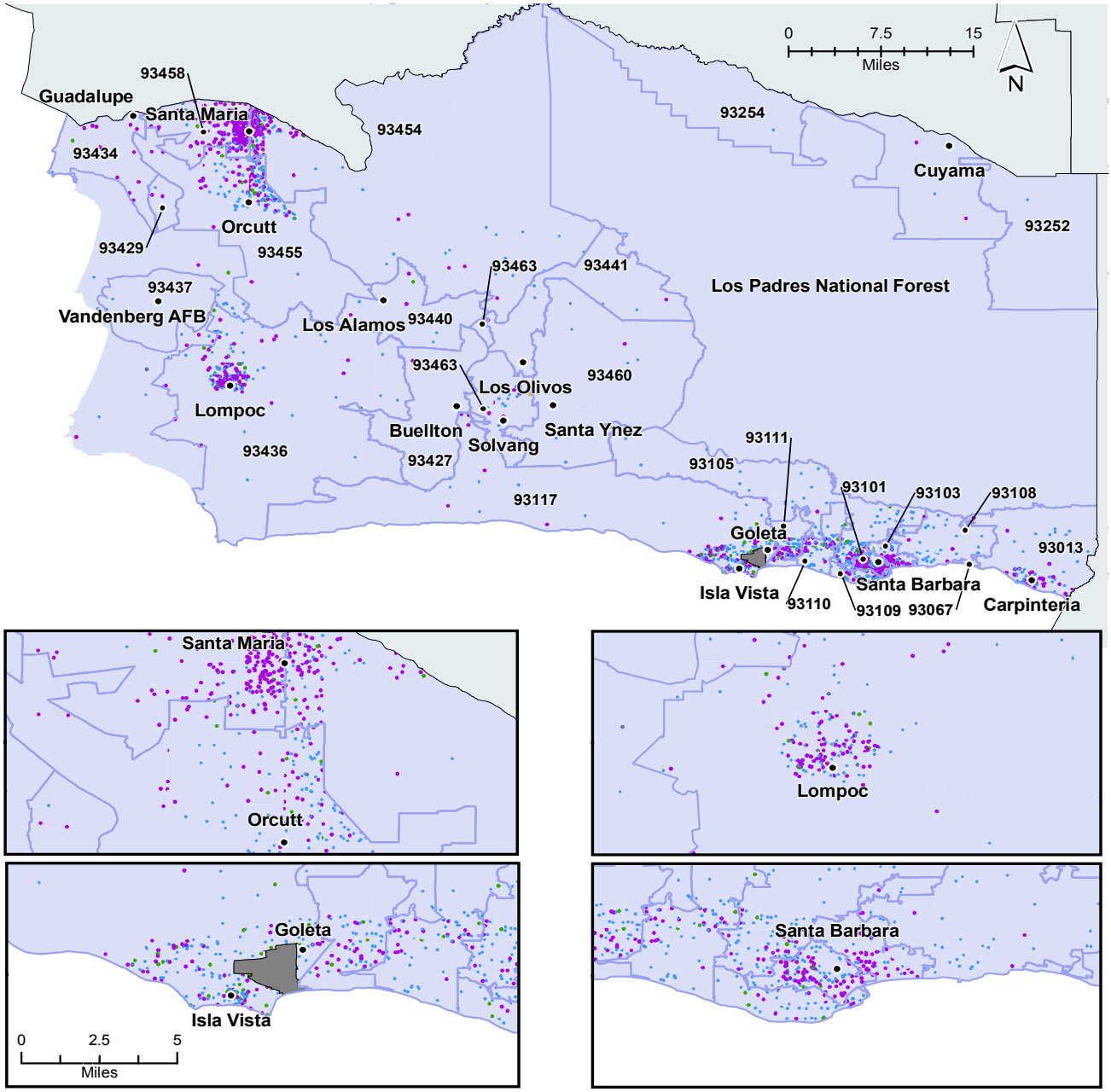
87 Census Tracts, 24 Zip Codes, and 3 Regions Based on Zip Code Boundaries

- Region
- Zip codes
- Census tracts
- Municipal Airport

Map I.2 Santa Barbara County Population Distribution by Race and Ethnicity

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



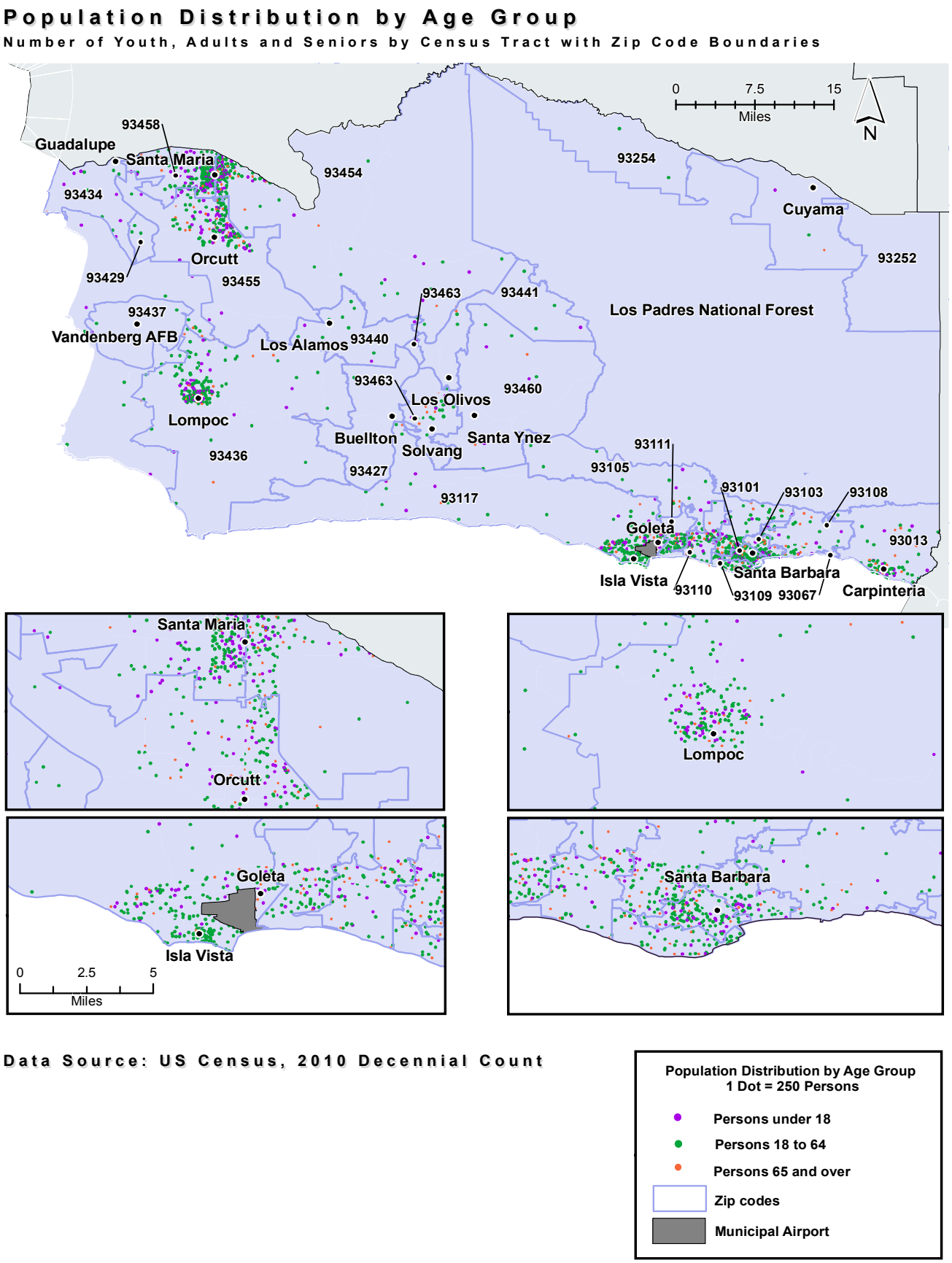
Data Source: US Census, 2010 Decennial Count

Map I.2 shows the population distribution by race and ethnicity. The Latino/a population is distributed throughout the County, but it is notable that the majority of Santa Maria's population is Latino/a. The County has a foreign born Latin American population of 72,536. This map demonstrates the importance of providing services in Spanish throughout the County.

Population Distribution by Race/Ethnicity
1 Dot = 250 Persons

- African-American
- Asian
- American Indian
- Hispanic/Latino
- Non-Hispanic White
- Zip codes
- Municipal Airport

Map I.3 Santa Barbara County Population Distribution by Age Group



Data Source: US Census, 2010 Decennial Count

Definitions of Poverty

There are two measures of poverty used by the federal government: Federal Poverty Thresholds and Federal Poverty Guidelines. The U.S. Census compares households' pre-tax cash income to the Federal Poverty *Thresholds* for each household type in order to calculate *poverty rates*. The Federal Poverty *Guidelines* listed below in Figure II.3 are a simplification of the Federal Poverty Thresholds and used to determine financial eligibility for a broad array of public programs.

This report defines census tracts where 20 percent or more of the individuals are living below 100 percent of the Federal Poverty Thresholds as "High Poverty Census Tracts" (HPTs). High poverty census tracts are delineated with red lines on maps in this report.

This report utilizes *individuals in poverty statistics* and reports on subpopulations in these totals. It is therefore important to understand that the U.S. Census ACS includes all individuals *except* the following: people living in group quarters, military group quarters, college dormitories, and unrelated children under the age of 15. (Group quarters include correctional facilities, nursing homes, group homes for foster children, and treatment facilities.) In some areas *household poverty statistics* are used and, in these instances, the U.S. Census ACS *does* count people living in institutional group quarters.

High Poverty Areas (HPAs) in this report are defined as clusters of census tracts adjacent to one another where 20 percent or more of individuals are living below 100 percent of the Federal Poverty Thresholds. **Using U.S. Census, American Community Survey 2006–2010 estimates high poverty areas in Santa Barbara County are located within the City of Santa Barbara, Santa Maria, Lompoc, and Isla Vista.**

Figure II.3
2010 Poverty Guidelines for the 48 Contiguous States and D.C.

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

* For families/households with more than 8 persons, $3,740 is added for each additional person. Source: U.S. Department of Health and Human Services

Although Guadalupe does not meet the high poverty threshold used in this report, it has significant numbers of residents struggling economically, and displays other indications of financial distress (e.g. low median household income and high rates of benefits usage, overcrowding, and uninsurance). It is important to note that undocumented workers are not counted in official statistics, so the poverty rates in certain area like Guadalupe are likely to be higher than portrayed.

Definitions of Economic Security

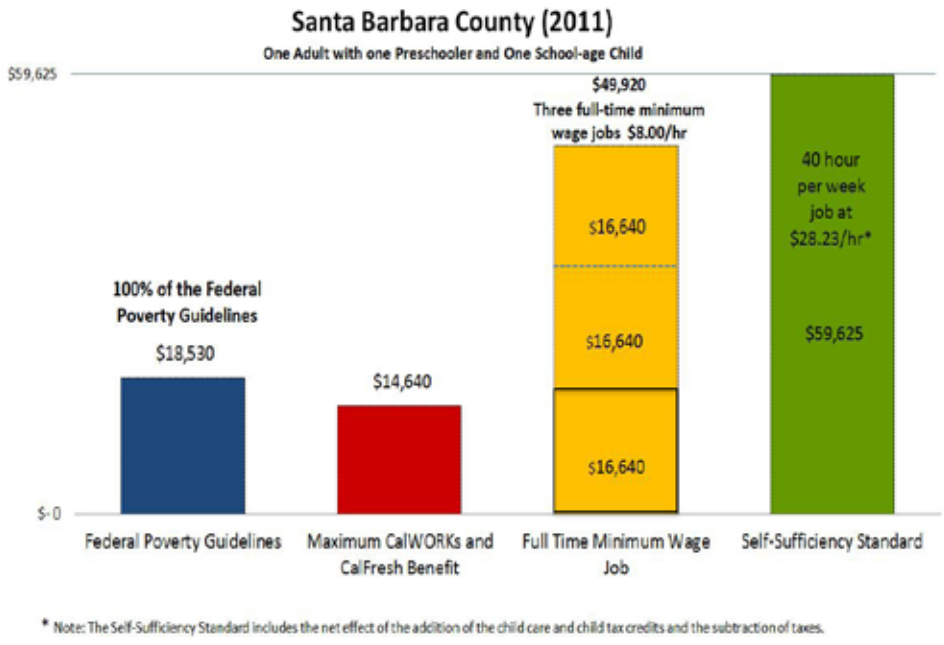
While the Federal Poverty Thresholds (Thresholds) are the U.S. government's official, primary measures for judging income adequacy in the United States, there is widespread agreement among researchers and others that the official federal Thresholds are inadequate.[44]

Common critiques include:

- The federal government's methodology for calculating the Federal Poverty Thresholds is outdated, since it is based on 1950s spending patterns.
- The Thresholds are very low when compared to median incomes and do not change in light of changing standards of living. (For example, the Federal Poverty Thresholds represented 50 percent of median income for a family of four in 1959, while in 2007 they represented only 30 percent of median income for a family of four.[45] In relative terms, the Thresholds have eroded over time.)
- The Thresholds capture only pre-tax, cash income which means they do not enable policymakers or others to evaluate how public policy (i.e. the safety net, taxes, or tax credits) impacts poverty.
- The methodology does not reflect local variation in the cost of living or cost differences by family composition.

As a result, researchers, policymakers, advocates, and others have developed a host of alternative metrics that measure poverty and/or economic security.[48] Calculated for 37 states, Washington, D.C., and New York City, the Self-Sufficiency Standard (the Standard) is one such measure. The Self-Sufficiency Standard for California uses publicly available data sources to calculate the income needed for working families to meet their basic needs in every county in California and for 156 family types; the Standard includes the cost of housing, food, health care, child care, transportation, and taxes.[47]

Figure II.4 Self-Sufficiency Standard



According to the most recent Self-Sufficiency Standard for Santa Barbara County (2011), a single parent with a preschooler and a school-age child needs nearly $60,000 a year—equivalent to more than three full-time minimum wage jobs—to cover their basic expenses.[48]
A single adult with no children needs $13.22 per hour, or $27,912 annually.[49]

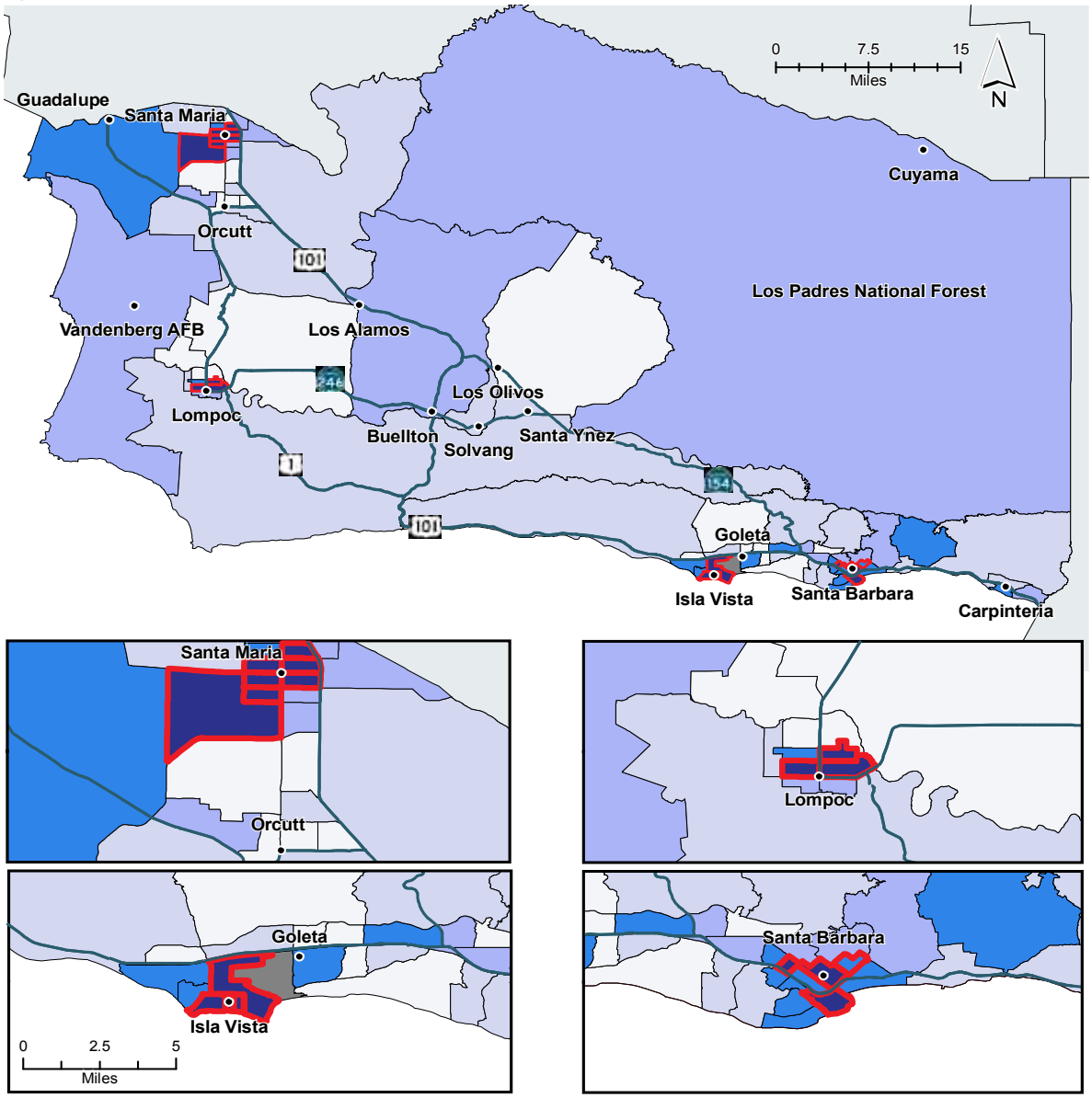
When understanding which populations are struggling to make ends meet in Santa Barbara County, it is important to consider the high cost of living. However, in an effort to be conservative and consistent with the officially recognized measure of poverty in the United States, this report uses the Federal Poverty Thresholds to define poverty. The survey respondents and interviewees, nevertheless, raise issues related to housing affordability, living wages, and transportation that impact a broader spectrum of the population. Therefore, later sections also touch upon issues of economic security, not just poverty.

With these caveats in mind, the next section presents data on people living below the Federal Poverty Thresholds in Santa Barbara County. The data are presented by different geographic areas, age groupings, and time periods.

Where Are People Struggling?

MapII.1 Santa Barbara County People in Poverty

People in Poverty, US Census, ACS 2006-2010
by Census Tract



Data Source: US Census, American Community Survey (5-Year Estimates 2006-2010)

Percent of Individuals Earning Less than 100% of the Federal Poverty Threshold

- 0.0 - 4.9
- 5.0 - 8.5
- 8.6 - 12.2
- 12.3 - 20.5
- 20.6 - 60.2
- High Poverty Tract
- Municipal Airport

The darkest shaded area on this map represents census tracts with the highest poverty rates in Santa Barbara County (above 20.6 percent). Concentrations of individuals in high poverty are located in the cities of Santa Maria, Isla Vista, Lompoc, and Santa Barbara. Census tracts in the second darkest quintile—the census tracts that include Guadalupe and Carpinteria, for example—also have significant populations that are struggling economically, but the percentage of people in poverty in those tracts is smaller. High poverty tracts (20 percent or more) are outlined in red.

Figure II.5 Numbers and Percent Distribution of Population and People in Poverty, County, Region and High poverty Areas

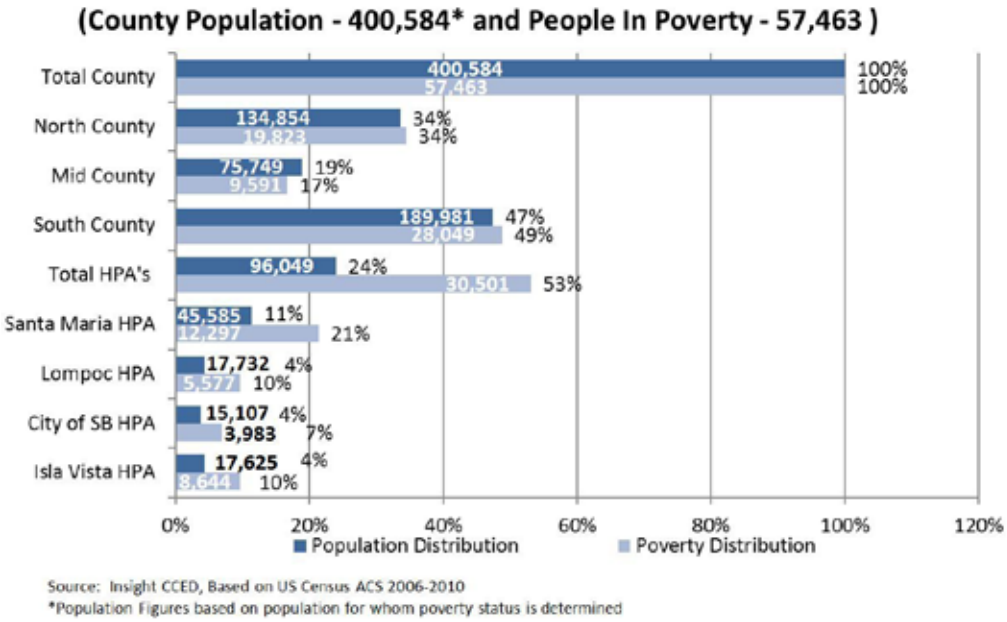


Figure II.5 illustrates the regional and high poverty area breakdown of the County percentage of people living in poverty compared to the County population distribution. All of the regions show relatively proportional population and poverty distributions. However, high poverty areas have 24 percent of the County residents and **53 percent of all County residents living in poverty.** 1 in 3 people in high poverty areas are in poverty compared to 1 in 7 in the County.

Figure II.6 below shows the poverty rate for Santa Barbara County as well as the County's largest cities and towns, (with cities containing high poverty areas marked in maroon). Poverty rates among the County's cities and towns range from 3.6 percent in Santa Ynez to 21.7 percent in Santa Maria. (Note: Isla Vista's high poverty area registers a 56.8 percent poverty rate that is highly skewed by the college population there.) In addition, the cities of Guadalupe and Carpinteria also exhibit relatively high poverty rates compared to other areas.

Figure II.6 Poverty Rates for Largest Cities and Towns in Santa Barbara County, 2010

	Total People	Number of Persons in Poverty	Poverty Rate	*American Community Survey Table 1701 Data Source
Santa Barbara County	**409,497**	**73,741**	**18.0%**	**2010 1 Year Estimates**
Santa Barbara City	**87,461**	**15,796**	**18.1%**	2010 1 Year Estimates
Santa Maria	**98,746**	**21,455**	**21.7%**	2010 1 Year Estimates
Lompoc	**39,088**	**7,667**	**19.6%**	2008-2010 3 Year Estimates
Goleta	29,160	1,632	5.6%	2008-2010 3 Year Estimates
Orcutt	29,741	1,992	6.7%	2008-2010 3 Year Estimates
Isla Vista	**18,014**	**10,239**	**56.8%**	2008-2010 3 Year Estimates
Carpinteria	13,122	1,400	10.7%	2006-2010 5 Year Estimates
Montecito	7,983	769	9.6%	2006-2010 5 Year Estimates
Guadalupe	6,713	996	14.8%	2006-2010 5 Year Estimates
Solvang	5,163	311	6.0%	2006-2010 5 Year Estimates
Santa Ynez	4,852	175	3.6%	2006-2010 5 Year Estimates
Buellton	4,532	331	7.3%	2006-2010 5 Year Estimates

(*Note: data sources vary depending on the most recently available Census ACS estimates for given cities and towns. Total people is based on those for whom poverty status is determined and may be lower than reported in other areas of the report.)

Which Age Groups Are Struggling?

Figure II.7 displays how poverty rates have changed during the Recession, broken down by select population characteristics. Key findings include:

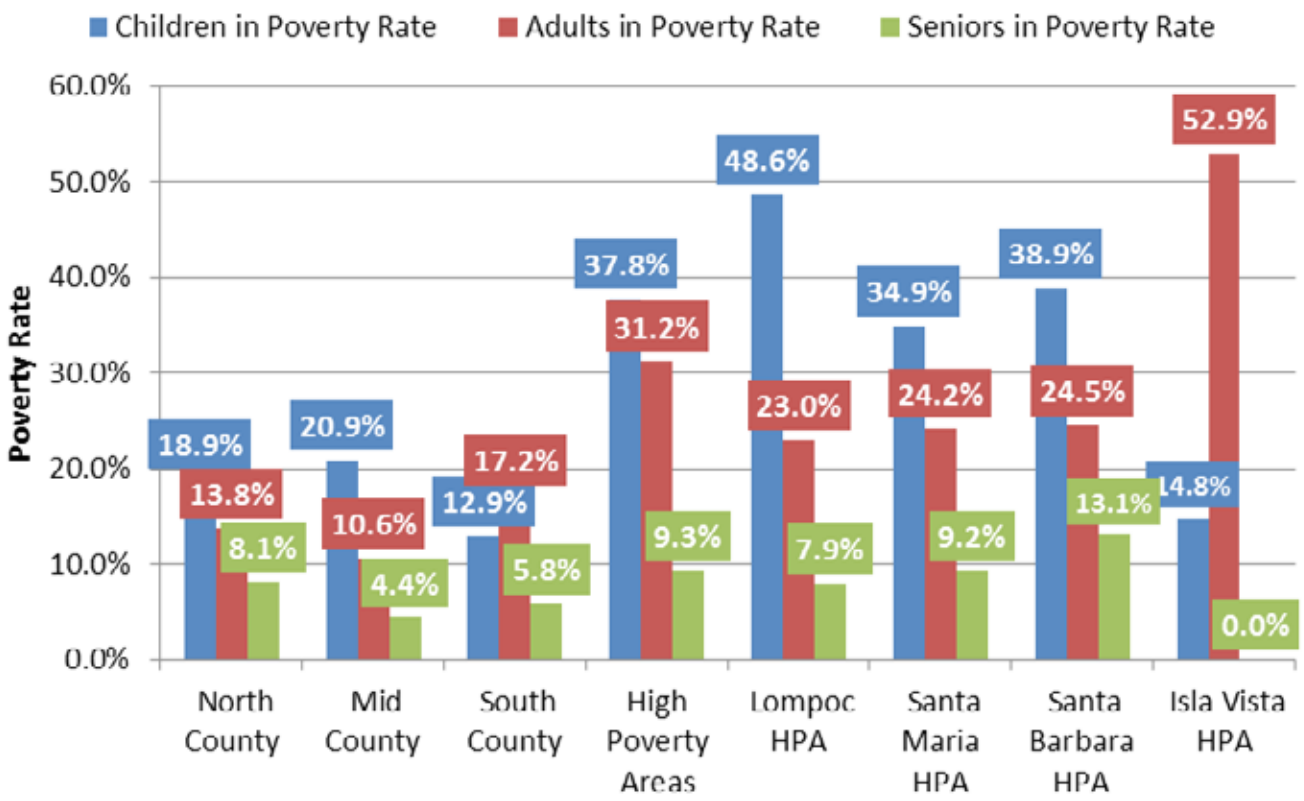
- Overall, the number of individuals in poverty has increased by 51.2 percent from 2007 to 2010.
- Child poverty has increased by 61 percent since 2007; almost one in five children was in poverty in 2010 (21.8 percent). This is the largest percent increase in poverty among the age population groups.
- More adults are in poverty since 2007—a 50 percent increase.

Figure II.7 Annual Trends in Poverty in Santa Barbara County and Select Population Characteristics

	2007	2008	2009	2010	% Change from 2007-2010
All Individuals	11.9%	12.0%	15.1%	18.0%	51.2%
Children	13.5%	12.7%	20.5%	21.8%	61.0%
Adults 18–64	12.6%	13.1%	15.3%	18.9%	50.0%
Seniors 65 and Over	5.8%	5.7%	4.5%	7.1%	22.4%
Families with Related Children	12.0%	9.7%	15.7%	16.2%	28.3%
Families with Female Head of Household with Children Under the age of 18	34.4%	19.9%	27.3%	26.8%	-7.0%

Source: Insight Center, based on ACS 2007-2010 1-year estimates table CP03

Figure II.8 Percent of People in Poverty by Age Group, Region, and High Poverty Areas



Source: Insight Center, based on ACS 2006-2010

Figure II.8 above illustrates the *percentage* of people living in poverty by age group—e.g. youth, adult, and senior—by region and high poverty areas. Key findings include:

- High poverty areas have a child poverty rate of about 38 percent (almost twice the County rate of 21.8 percent); an adult poverty rate of 31 percent, more than one and a half times the County rate of 15 percent; and a senior poverty rate of 9 percent, which is two percent higher than the County rate of 7.1 percent.
- **Lompoc's high poverty area has the highest child poverty rate with nearly half of children residing in this area (48.6 percent) living in poverty.**
- With the exception of Isla Vista, adult poverty rates are relatively similar in the high poverty areas at 23 percent in the Lompoc high poverty area and about 24 percent in both the Santa Maria and City of Santa Barbara high poverty areas.

Figure II.9 on the following page illustrates the *number* and *distribution* of people living in poverty by age group—senior, adult, and youth—by County, region, and high poverty areas. These data are useful in trying to understand how services relate to the needs of differing populations, and where poverty is concentrated by age group throughout the County. Of the 57,463 people in Santa Barbara County who are in poverty, 28 percent (16,319) are children, 66 percent (37,942) are adults, and 6 percent (3,202) are seniors. This compares to a total County population by sub-group of 24 percent children, 63 percent adults, and 13 percent seniors. In Santa Barbara County**, more than 1 in every 5 children, 1 in every 5 adults, and 1 in every 14 seniors are in poverty.**

Figure II.9 Number and County Distribution of People in Poverty by Age Group, County, Region, and High Poverty Areas

	Children in Poverty	County Distribution of Children in Poverty	Adults in Poverty	County Distribution of Adults in Poverty	Seniors in Poverty	County Distribution of Seniors in Poverty	Total Persons in Poverty	County Distribution of Total Persons in Poverty
County	**16,319**	**28.4%**	**37,942**	**66.0%**	**3,202**	**5.6%**	**57,463**	**100.0%**
North County	7,675	47.0%	10,968	28.9%	1,180	36.9%	19,823	34.5%
Mid County	4,320	26.5%	4,861	12.8%	410	12.8%	9,591	16.7%
South County	4,324	26.5%	22,113	58.3%	1,612	50.3%	28,049	48.8%
High Poverty Areas	**9,933**	**60.9%**	**20,063**	**52.9%**	**507**	**15.8%**	**30,503**	**53.1%**
Lompoc HPA	3,185	19.5%	2,301	6.1%	93	2.9%	5,579	9.7%
Santa Maria HPA	5,397	33.1%	6,655	17.5%	245	7.7%	12,297	21.4%
Santa Barbara HPA	1,161	7.1%	2,653	7.0%	169	5.3%	3,983	6.9%
Isla Vista HPA	190	1.2%	8,454	22.3%	0	0.0%	8,644	15.0%

Source: Insight Center, based ACS 2006-2010

Where Are Individuals in Poverty?

Of the 57,463 individuals in poverty in the County, 49 percent (28,049) reside in South County, 35 percent (19,823) in North County, and 17 percent (9,591) in Mid County.

High poverty areas contain 53 percent (30,503) of all individuals in poverty, of which 32 percent (9,933) are children, 65 percent (20,063) are adults, and 2 percent (507) are seniors. The Santa Maria high poverty area has 21 percent (12,297) of all County individuals in poverty and 62 percent of the North regions individuals in poverty. This is about three times that of the City of Santa Barbara high poverty area, and over twice as many as in the Lompoc high poverty area.

Where Are Children in Poverty?

Of the 16,319 children in poverty in the County, 47 percent (7,675) reside in North County, 27 percent (4,324) in South County, and 27 percent (4,320) in Mid County. This compares to a County child population distribution of 43 percent (40,593) in North County, 35 percent (33,521) in South County and 22 percent (20,681) in Mid County.

High poverty areas have 61 percent of all the County's children in poverty. The Santa Maria high poverty area alone has 33 percent (5,397) of all of the County's children in poverty and 70 percent of the North County children in poverty, compared to County child population distribution of 16 percent (15,474) and 38 percent of the North County children. Lompoc's high poverty area has 20 percent (3,185) of the County's children in poverty and 74 percent of the Mid County children in poverty, compared to County child population distribution of 7 percent (6,552) and 32 percent of the Mid County children. The Santa Barbara City high poverty area has 7 percent (1,161) of the County's children in poverty and 27 percent of the South County children in poverty, compared to 3 percent of the County child population distribution and a 9 percent of the South County children.

Where Are Adults in Poverty?

Adults in South County and the City of Santa Barbara, Isla Vista, Santa Maria and Lompoc high poverty areas are all disproportionately impacted by poverty. Of the 37,942 adults in poverty in the County, 58 percent (22,113) reside in South County, 29 percent (10,968) in North County, and 13 percent (4,861) in Mid County. This compares to a County adult population distribution of 51 percent (128,546) in South County, 31 percent (79,636) in the North County, and 18 percent (45,729) in Mid County.

High poverty areas have just over half of the entire County's adults in poverty, 7 percent residing (2,653) in the City of Santa Barbara, 22 percent (8,454) residing in Isla Vista, 18 percent (6,655) in the Santa Maria high poverty area, and 6 percent (2,301) in the Lompoc high poverty area, compared to a City of Santa Barbara high poverty area County adult population distribution of 4 percent (10,829), Isla Vista of 6 percent (15,974), Santa Maria high poverty area of 11 percent (27,460) and Lompoc high poverty area of 4 percent (6,552).

Where Are Seniors in Poverty?

Of the 3,202 seniors in poverty in the County, 50 percent (1,612) reside in South County, 37 percent (1,180) in North County and 13 percent (410) in Mid County. This compares to a County senior population distribution of 54 percent (27,914) in South County, 28 percent (14,625) in North County, and 18 percent (9,339) in Mid County.

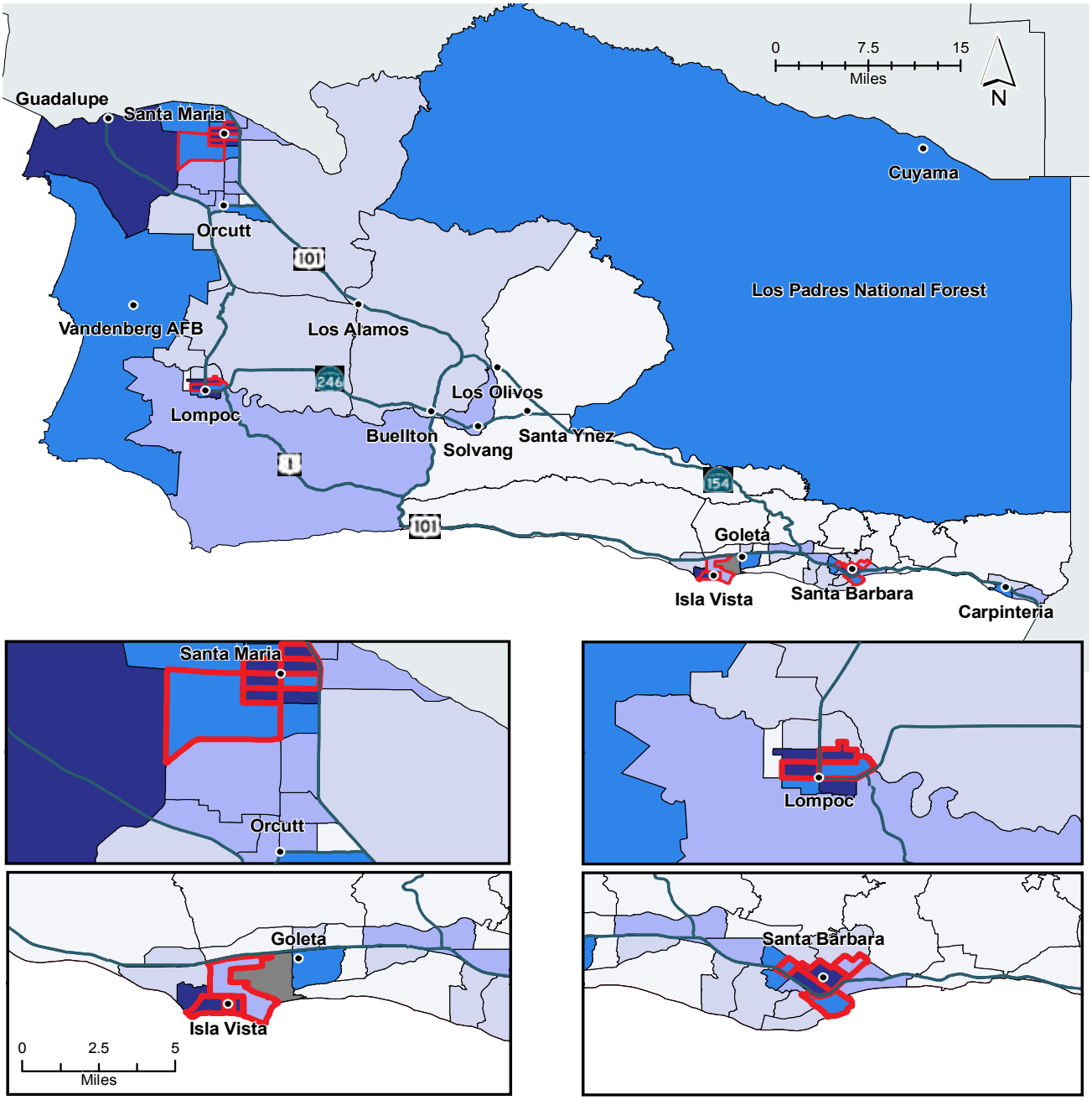
High poverty areas have only 16 percent of the County's seniors in poverty, with 8 percent (245) residing in the Santa Maria high poverty area, the City of Santa Barbara high poverty area has 5 percent (169), and the Lompoc high poverty area has 3 percent (93) of the County seniors in poverty, compared to a Santa Maria high poverty area County senior population distribution of 5 percent (2,651), City of Santa Barbara high poverty area of 3 percent (1,290), and Lompoc high poverty area County distribution of seniors of 2 percent (1,174).

This section provided an overview of places and populations in poverty. The next section provides the analyses of those indicators studied that illustrate place-based correlations between the indicator and the high poverty areas, revealing unmet needs, barriers and impacts of poverty on low-income residents in the County.

Employment and Income

Map III.1 Santa Barbara Median Household Income

Median Household Income
by Census Tract



Data Source: US Census, American Community Survey (5-Year Estimates 2006-2010)

Median Annual Household Income

- $21,552 - $44,738
- $44,739 - $59,362
- $59,363 - $70,727
- $70,728 - $84,757
- $84,758 - $128,775
- High Poverty Tract
- Municipal Airport

Employment and Income

- At $60,078 a year, Santa Barbara County has a similar median household income as the State of California ($60,883) as a whole and ranks 18th among all 58 counties in the state. There is also marked income inequality. **In the City of Santa Barbara, median household income in the highest income census tract ($128,775) is more than four times that of median household income in the lowest income tract ($28,631), representing a $100,000 disparity.**
- Similarly, median household income for Latinos, who comprise 43 percent of the County's population, is $46,274—only two-thirds the median household income of non-Hispanic white households: $69,286.
- In general, lowest income tracts correspond to the high poverty tracts.
- **Guadalupe is an exception: household median income in the census tract that includes Guadalupe registers within the lowest quintile in the County,** but the poverty rate (16 percent) is lower than the 20 percent cut-off for high poverty areas.

Figure III.1 Snapshot of Employment Status*

	Total People of Working Age (age 16 and over)	Not in Labor Force	In the Labor Force	In the Labor Force	Unemployed Civilian
County	**270,148**	**24.7%**	**203,430**	**75.3%**	**6.9%**
North Region	86,337	25.9%	63,995	74.1%	8.3%
Central Region	53,375	27.4%	38,826	72.7%	7.4%
South Region	130,436	22.8%	100,649	77.2%	5.8%
High Poverty Areas	**57,838**	**26.5%**	**42,522**	**73.5%**	**10.0%**
Lompoc HPA	10,831	28.3%	7,765	71.7%	11.0%
Santa Maria HPA	29,229	28.1%	21,016	71.9%	10.5%
City of SB HPA	11,688	21.8%	9,141	78.2%	10.6%
Isla Vista HPA**	6,090	24.5%	4,600	75.5%	4.8%

*Seniors 65 years old and over who are not in the labor force are excluded from this table. **16-21 year olds in Isla Vista are also excluded.
Source: Insight Center, based on ACS 2006-2010

There are two mutually exclusive categories into which people can fall with respect to employment: they can be in the labor force (employed or unemployed) or not in the labor force. According to the U.S. Census Bureau, persons are classified as unemployed if they do not have a job, have actively looked for work in the prior 4 weeks, and are currently available for work. Persons who are neither employed nor unemployed are considered not in the labor force. This category includes retired persons, disabled persons, students, those taking care of children or other family members, and others who are neither working nor seeking work. Countywide there are 44,174 seniors (85 percent of all seniors) over the age of 65 who are retired and not in the workforce. Seniors not in the workforce were, therefore, excluded in order to get a better idea of the percentage of people who are of working age and not in the labor force. Additionally, students in Isla Vista skew employment data. As a result, 16- to 21-year-olds residing in Isla Vista were excluded from the data in the table above.

- A quarter of Santa Barbara County residents over the age of 16 are not in the labor force. Mid County has the highest regional percentage (27.4) of people who are work-eligible yet are not in the labor force.

Employment and Income

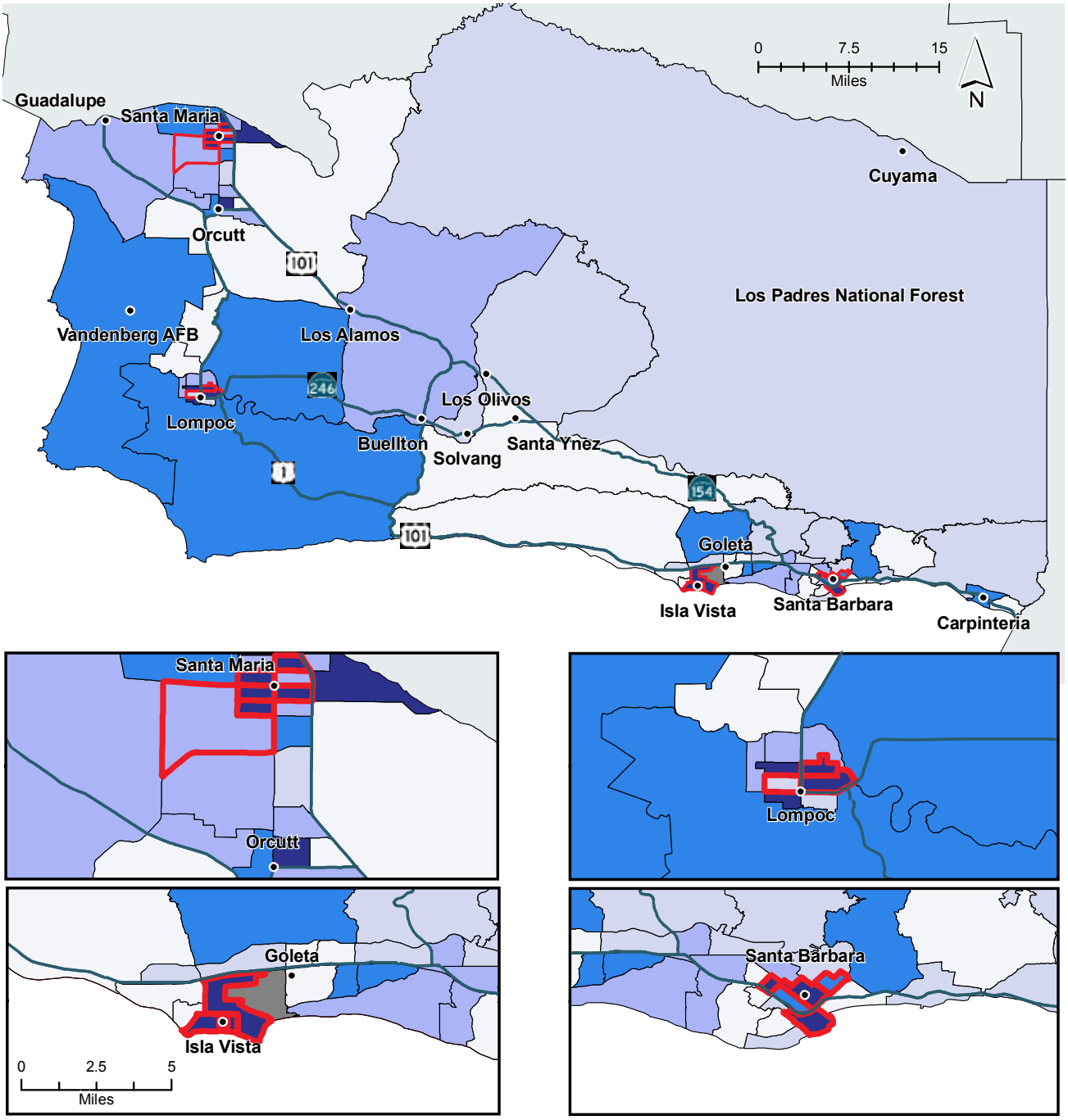
- **The percentage of those not in the labor force in high poverty areas is only 1.8 percent higher than the County average, suggesting no significant difference in the "not in the labor force" populations in the high poverty areas and the rest of the County**. The City of Santa Barbara high poverty area has the lowest percentage (21.8) of people eligible to work who are not in the labor force—compared to the County, regional, and other high poverty areas.
- Seven percent of working age residents, or 15,646 people, were unemployed Countywide. If we remove 16-21 year olds residing in the Isla Vista census tracts, this number drops slightly to 14,035.

The employment data above illustrates that the **majority of working age residents residing in high poverty areas are either the "working poor" or unemployed**. Further analysis on employment wages and employment sectors follows.

Map III.2 Santa Barbara Unemployment Rate

Unemployment Rate, ACS 2006-2010

by Census Tract



Data Source: US Census, American Community Survey (5-Year Estimates 2006-2010)

Note: Because this unemploymnet rate is derived from the ACS Estimates for 2006-2010 it is not based on one point in time.

Unemployment Rate (%)

- 0.0 - 4.4
- 4.5 - 6.0
- 6.1 - 7.7
- 7.8 - 9.3
- 9.4 - 17.6
- High Poverty Tract
- Municipal Airport

Employment and Income

Figure III.2 Full-Time Hourly Wage Rate County, Regions, High Poverty Areas, 2000 and 2010

	Full-Time Average Wage, 2000	Full-Time Average Wage, 2006-2010	Annual Average Wage Difference: 2000-2010
County	**$24.66**	**$24.65**	**-$20.80**
North County	$21.37	$20.87	-$1,040.00
Mid County	$24.33	$23.37	-$1,996.80
South County	$26.74	$27.37	$1,310.40
High Poverty Areas	**$16.47**	**$15.48**	**-$2,038.40**
Lompoc HPA	$17.51	$15.64	-$3,889.60
Santa Maria HPA	$15.41	$13.72	-$3,515.20
City of SB HPA	$19.69	$16.26	-$7,134.40
Isla Vista HPA	$13.35	$16.75	$7,072.00

Source: Insight Center, based on U.S. Census 2000 SF3 Tables P043 and QTP-31 and U.S. Census ACS 2006-2010 Tables B23001, B23022 and B24091. Adjusted for inflation to 2011 dollars.

- The average wage for full-time work in Santa Barbara County in 2006–2010 was $24.65 per hour. **In high poverty areas, the average wage was almost $10 less at $15.48 per hour.**
- **The decline in average *hourly* wages for full-time work led to an average *annual* wage loss in high poverty areas of $2,038, compared to only a $21 annual average wage loss countywide.** If we remove the Isla Vista high poverty area, the average annual lost wage in high poverty areas increases to $4,846.
- The City of Santa Barbara's high poverty area has experienced the greatest reduction in wages since 2000, resulting in a $7,134 annual reduction. This is significant considering the 2010 Federal Poverty Guidelines is $10,830 for an individual and $22,050 for a family of four.
- Between 2000 and 2010, the average full-time hourly wage remained stable for the County as a whole.
- **Regional disparities in full-time wages increased over the decade:** the average wage in South County increased 0.2 percent, while the average wage in the other two regions declined slightly, resulting in a $6.50 per hour ($13,520/year) wage gap between the South and North Counties. These wage differentials are likely to be rooted in multiple causes, including access to education, transportation, and jobs that pay fair and living wages.

Employment and Income

Figure III.3 Employed Labor Force in Select Economic Sectors, 2010
County, Regions, and High Poverty Areas

	Median Hourly Wages*	County	North County	Mid County	South County	HPA	Lompoc HPA	Santa Maria HPA	City of SB HPA	Isla Vista HPA
Civilian Employed Labor Force, 2010		196,423	58,217	34,573	103,633	45,234	6,762	18,705	8,736	11,031
Agriculture, forestry, fishing & hunting	**$11.82**	**7.6%**	**19.7%**	**5.7%**	**1.4%**	**18.3%**	**11.3%**	**39.2%**	**0.4%**	**1.5%**
Construction	$22.53	6.3%	7.2%	6.6%	5.7%	5.6%	6.5%	6.1%	8.6%	1.7%
Manufacturing	$26.47	8.1%	7.8%	8.9%	7.9%	5.4%	5.9%	5.7%	4.4%	5.3%
Retail trade	**$13.57**	**9.8%**	**9.3%**	**10.1%**	**10.0%**	**9.4%**	**9.1%**	**7.0%**	**12.4%**	**11.2%**
Real estate and rental and leasing	$15.72	2.2%	1.5%	1.8%	2.6%	1.7%	0.9%	0.9%	4.6%	1.2%
Professional, scientific, and tech services	$28.78	7.1%	3.1%	7.6%	9.1%	3.6%	4.6%	1.4%	8.3%	3.0%
Administrative/support and waste services	$15.99	4.5%	4.5%	4.0%	4.7%	5.2%	7.0%	4.4%	8.2%	3.1%
Educational services	**$20.78**	**11.9%**	**7.3%**	**8.7%**	**15.5%**	**11.5%**	**5.5%**	**3.1%**	**8.7%**	**31.6%**
Health care and social assistance	**$20.78**	**10.4%**	**10.1%**	**8.9%**	**11.1%**	**8.0%**	**10.8%**	**7.3%**	**9.8%**	**6.2%**
Accommodation and food services	**$12.21**	**8.9%**	**7.3%**	**11.2%**	**9.0%**	**13.3%**	**17.3%**	**8.6%**	**11.9%**	**20.1%**
Other services (except public admn.)	$11.62	5.3%	4.8%	4.1%	6.0%	4.8%	5.1%	3.8%	7.2%	4.3%
Public administration	$23.93	4.4%	5.1%	8.5%	2.6%	2.7%	5.6%	2.7%	2.0%	1.5%

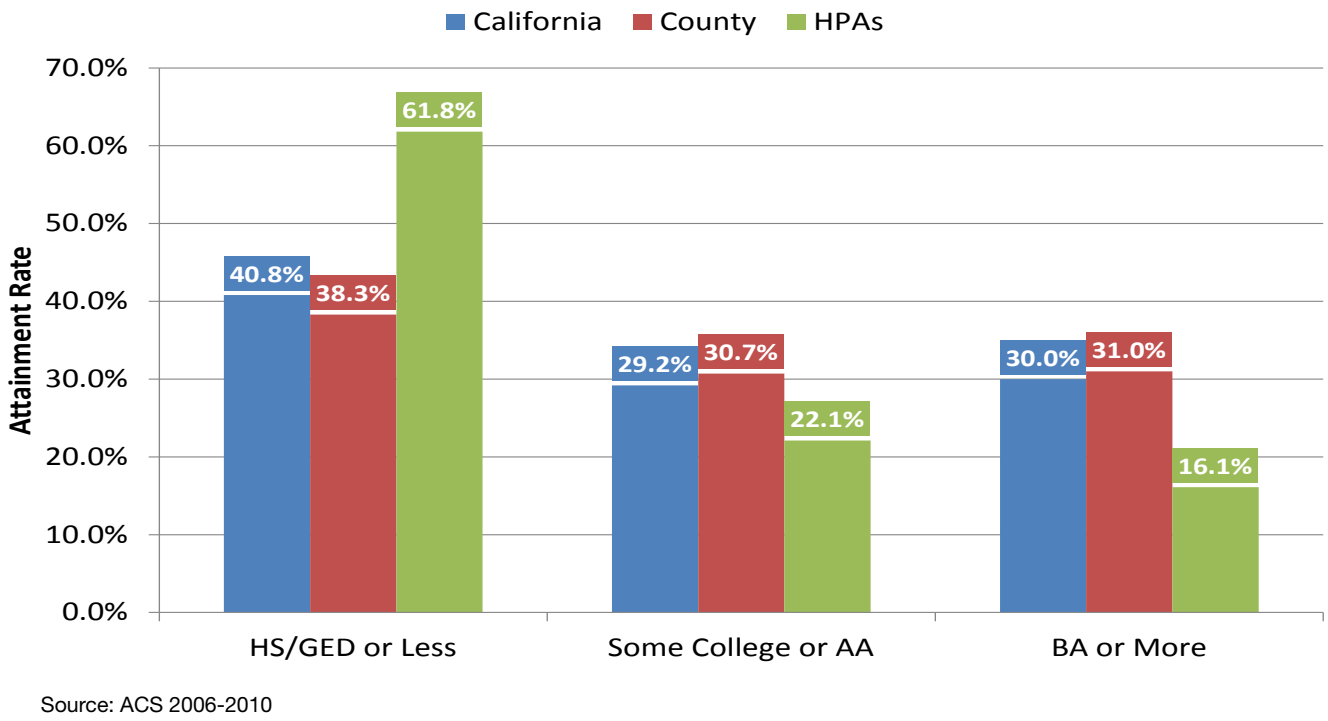
Sources: Insight Center, based on U.S. Census ACS 2006-2010 Table DP03 and
*2010 Santa Barbara County Economic Forecast and WIB Industry Cluster Report

Employment throughout the County is dispersed across a broad spectrum of economic sectors. About a third of the County's labor force works in educational services, healthcare and social assistance, and retail trade sectors combined. Median hourly wages for these sectors are $20.78 for educational services, $20.78 for health care and social assistance, and $13.57 for retail trade.

Employment varies regionally, however, with some areas relying more heavily on a few concentrated sectors. Two notable examples are Santa Maria's high poverty area where almost 40 percent of the working population is employed in agriculture, forestry, fishing and hunting with a median hourly wage of $11.82, and Isla Vista's high poverty area where over 20 percent is employed in accommodation and food services with a median hourly wage of $12.21. **Compared to County percentages, residents of high poverty areas disproportionately (and not surprisingly) work in lower paid sectors: agriculture, forestry, fishing and hunting (notably, more than double the County percentages), and accommodation and food services.** The exception is retail trade where County percentages are roughly the same as in high poverty areas.

The next indicator, education levels, has a direct impact on the employment and income data presented in this sub-section, including residents' ability to enter and move up in higher paid sectors.

Education



Overall, the County is doing as well in educational attainment as (or slightly better than) the State of California. There are, however, marked differences in the educational attainment of residents in Santa Barbara County as a whole, compared to residents living in areas of high poverty. The high poverty areas have populations of residents 25 years and older that have received significantly less education than the County average. Below are the key findings:

- About 62 percent of residents in high poverty areas have a high school diploma, obtained a GED, or received less education. This is 21 percentage points lower than the California average, and 23.5 percentage points lower than the County average.
- Only 22 percent of residents in high poverty areas have had some college or earned AA degrees.
- Only about 1 in every 6 adults living in a high poverty area has obtained a BA or higher compared to about 1 in 3 in the County.

This disparity in educational attainment and educational opportunities has an obvious impact on employment opportunities and income levels throughout the County and suggests the need to focus on educational achievement in high poverty areas. Studies show that the beneficial effects of parental educational levels when children are young result in not only academic achievement throughout the child's school years, but have long-term implications for positive outcomes well into their adulthood (i.e. higher education levels, better employment opportunities, etc.).[50]

Select Public Benefits

Santa Barbara residents turned to the safety net system to survive the Recession, with increasing numbers of residents enrolling in public benefits. Two major income support benefits are reported here: California Work Opportunity and Responsibility to Kids (CalWORKs) and CalFresh, formerly called Food Stamps.

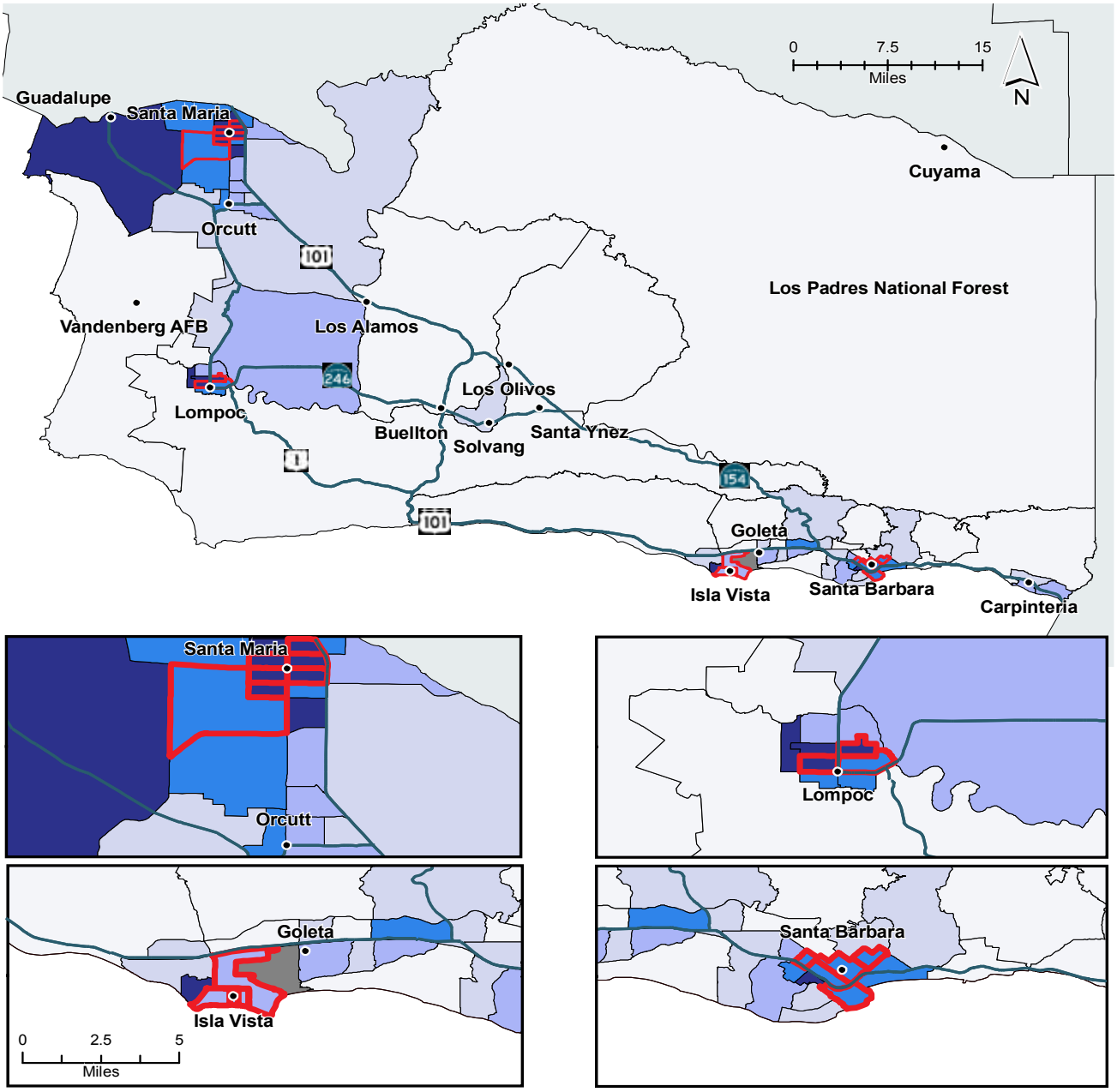
CalWORKs provides monthly cash aid and services to eligible California families. As Map III.3 on the following page depicts, the correlation between census tracts with high poverty rates and those with the highest CalWORKs cases is not always consistent. For example, some of the high poverty census tracts do fall into the highest quintile, particularly those in Santa Maria, but one Santa Maria census tract outside of Santa Maria's high poverty area had the highest rate of CalWORKs recipients in the County (52 percent). About half of the high poverty tracts fall into the quintile of census tracts with the highest percentages of CalWORKs recipients (26.4 to 52.0 percent) of all households with children, while most of the remaining high poverty tracts fall into the second highest quintile (12.3 to 26.3 percent). It is also notable that while some census tracts with the highest percentage of CalWORKs recipients are not part of a high poverty area, they often border census tracts with high poverty rates. Guadalupe is the most obvious example.

It is important to note that these data do not tell us why all census tracts with high poverty rates do not all have the highest percentages of CalWORKs recipients. Discrepancies between caseload data and poverty estimates, eligibility requirements, limits on the amount of time a benefit lasts, outreach efforts, undercounted groups of people, and/or ineligible (but poor) seasonal workers may all affect this discrepancy.

Select Public Benefits

MAP III.3 Santa Barbara County CalWORKs Cases

CalWORKs Cases
by Census Tract



Data Source: Santa Barbara County Department of Social Services (1/1/11-12/31/11)

Unduplicated CalWORKs Cases as Percent of Families with Children

- 0.0 - 3.1
- 3.2 - 6.1
- 6.2 - 12.2
- 12.3 - 26.3
- 26.4 - 52.0
- High Poverty Tract
- Municipal Airport

Select Public Benefits[51]

The **CalFresh Program** helps people purchase food by issuing monthly electronic benefits—averaging about $200 per month in California—that can be used to buy most foods at many markets and food stores. Here the correlation between benefits and high poverty areas is clear. According to data provided by the Santa Barbara County Department of Social Services represented in Figure III.5 below, 21,880 (15.4 percent) of the 141,793 County households received CalFresh benefits for at least one month in 2011, compared to a CalFresh participation of 9,037 households, or 32.5 percent, in high poverty areas. Regionally, over half of all CalFresh households reside in North County, 25.9 percent in South County, and 20.1 percent in Mid County. Similarly, according to Map III.4 more than half of the census tracts with the highest percentage of households receiving CalFresh benefits are in North County or in and around Santa Maria and Guadalupe.

However, the percentage of households receiving CalFresh compared to the overall household population per region, referred to as a "participation rate", depicts a vastly different story. CalFresh participation in North County is 29 percent, compared to 16.2 percent in Mid County, and only 7.7 percent in South County, suggesting the need for significantly more outreach to eligible families in the City of Santa Barbara and Lompoc. Finally, eligibility rules hamper student CalFresh eligibility, thus resulting in very low CalFresh participation rates in Isla Vista. Additional outreach may be warranted to ensure other eligible residents are accessing CalFresh benefits.

Figure III.5 CalFresh Participation Rates (Percent of Households Receiving CalFresh) by County, Region, High Poverty Areas in 2011

	Total CalFresh Cases (Households)	Total Households	Participation Rate (% of Households Receiving CalFresh)	County Distribution of CalFresh Cases
County	**21,880**	**141,793**	**15.4%**	**100.0%**
North County	11,812	40,706	29.0%	54.0%
Mid County	4,396	27,092	16.2%	20.1%
South County	5,672	73,995	7.7%	25.9%
High Poverty Areas	**9,037**	**27,816**	**32.5%**	**41.3%**
Lompoc HPA	2,374	5,522	43.0%	10.9%
Santa Maria HPA	5,618	11,585	48.5%	25.7%
City of SB HPA	854	5,506	15.5%	3.9%
Isla Vista HPA	191	5,203	3.7%	0.9%

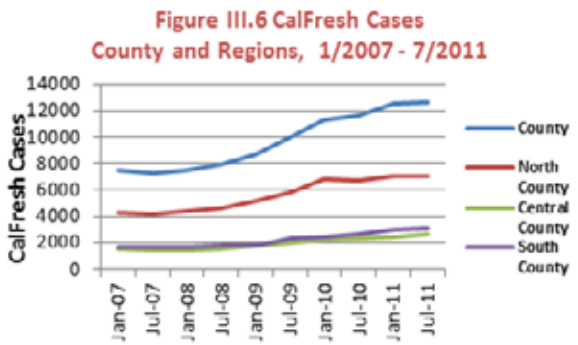
Source: Santa Barbara County Department of Social Services (2011)

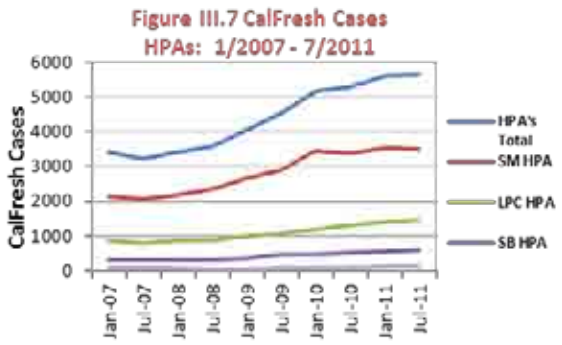
A 2013 report by the California Food Policy Advocate (CFPA) separately confirmed the need for increased CalFresh outreach and enrollment. Using county-level analyses estimating CalFresh utilization among potentially eligible people, CFPA found that Santa Barbara County's CalFresh usage ranks 51st out of 58 California counties.[52] (The county ranked number one has the highest CalFresh utilization rate.)

> **"If CalFresh reached all of these [eligible] low-income individuals in Santa Barbara County," CFPA's Press Release states, an estimated $52.2 million in additional federally funded nutrition benefits would be received by local residents each year. Those benefits would result in $93.4 million in additional economic activity [author's emphasis]."[53]**

Select Public Benefits

According to Figures III.6 and III.7 below, the number of CalFresh recipients has increased in every region after 2008. From fiscal year January 2007–July 2011, Santa Barbara County's CalFresh households increased by 5,172 households—or 69 percent. Caseloads, however, had sharp spikes in North County (Santa Maria in particular) and the high poverty areas overall.





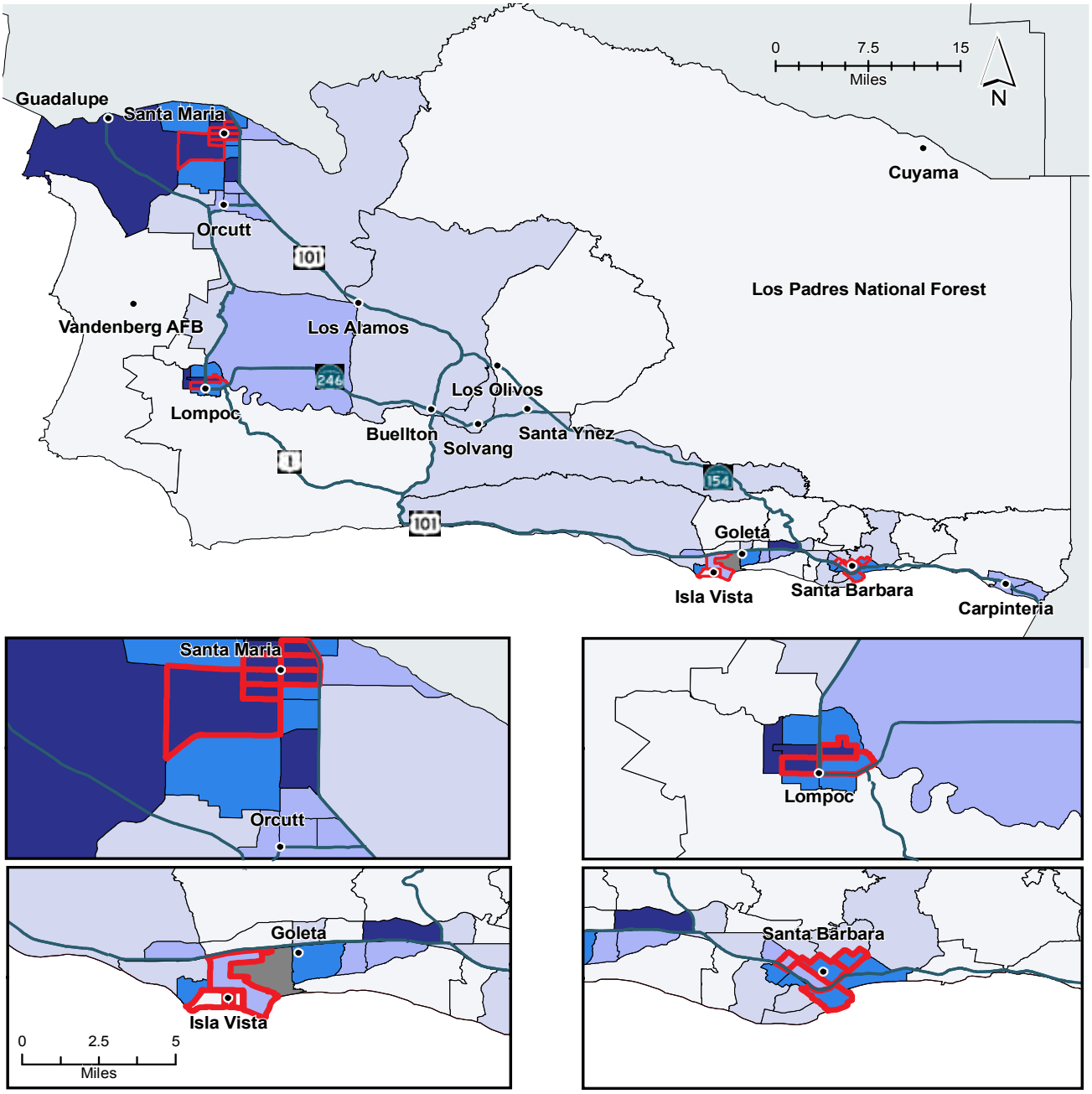
Source: Santa Barbara County Department of Social Services (1/2007-7/2011)

> *"an estimated $52.2 million in additional federally funded nutrition benefits would be received by local residents each year. Those benefits would result in $93.4 million in additional economic activity [author's emphasis]."*[53]

Select Public Benefits

MAP III.4 Santa Barbara County CalFresh Cases

CalFresh Cases
by Census Tract



Data Source: Santa Barbara County Department of Social Services (1/1/11-12/31/11)

Unduplicated CalFresh Cases as Percent of All Households

- 0.7 - 2.7
- 2.8 - 5.8
- 5.9 - 11.1
- 11.2 - 27.8
- 27.9 - 66.6
- High Poverty Tract
- Municipal Airport

Housing

Housing is one of the most significant issues facing Santa Barbara County. High housing costs impact the ability of County residents to pay for other basic needs, and they contribute to commute patterns, overcrowding, and homelessness.

The housing stock and vacancy rates listed below impact the availability of housing options and prices.

Figure III.8 Snapshot of Housing Stock

	Total Units		Owner-Occupied Units		Renter-Occupied Units		Total Vacant Units	
	No.	Distribution	No.	Distribution	No.	Distribution	No.	Distribution
County	**152,381**	**100.0%**	**76,757**	**50.4%**	**65,036**	**42.7%**	**10,588**	**6.9%**
North County	43,220	28.4%	24,184	56.0%	16,522	38.2%	2,514	5.8%
Mid County	29,262	19.2%	15,461	52.8%	11,631	39.7%	2,170	7.4%
South County	79,899	52.4	37,112	46.4%	36,883	46.2%	5,904	7.4%
High Poverty Areas	**29,731**	**19.5%**	**6,609**	**22.2%**	**21,207**	**71.3%**	**1,915**	**6.4%**
Lompoc HPA	5,993	3.9%	1,864	31.1%	3,658	61.0%	471	7.9%
Santa Maria HPA	12,193	8.0%	3,439	28.2%	8,146	66.8%	608	5.0%
City of SB HPA	5,869	3.9%	1,023	17.4%	4,483	76.4%	363	6.2%
Isla Vista HPA	5,676	3.7%	283	5.0%	4,920	86.7%	473	8.3%

Source: Insight Center, based on ACS 2006-2010.

Key findings from this table include:

- Over half of Santa Barbara County's total housing stock is located in South County (52 percent), while 28 percent is located in North County, and the remaining 19 percent in Mid County. About 20 percent of the County's total housing stock is located in the high poverty areas.
- Half of all housing units in Santa Barbara County are owner-occupied. Almost 43 percent of the total units are renter-occupied, and 7 percent of the total housing stock is vacant. (Note, the Coastal Housing Coalition found the average *apartment* vacancy rate in South County to be less than two percent; by contrast, in Santa Maria, the apartment vacancy rate was closer to seven percent.[54])
- The trend toward owner-occupied units is not reflected in census tracts with high poverty rates. Only 22 percent of housing units in the high poverty areas are owner-occupied, and 71 percent are renter-occupied (with the remaining vacant). This reflects the straightforward relationship between poverty and homeownership: people in poverty are less likely to own their homes.
- South County has double the number of renter-occupied housing units than other regions. The difference is likely caused primarily by two factors: first, the higher cost of purchasing homes along the coast and in Santa Barbara City and its surroundings; second, the high percentage of renter-occupied units in Isla Vista where the large number of university students are more likely to rent, rather than own, while attending university.

Housing

There is tremendous variance in median home prices within Santa Barbara County. In 2011, median home prices in Santa Barbara's South Coast were a half million dollars more than median home prices in North County. Similarly, the median price of a home in North County was also $29,000 *less* than the median home price in the State of California, while the median price of a home in the South Coast was almost a half million dollars ($488,105) *more* than the State median prices. Carpinteria had the highest median home price at $917,188 and Lompoc had the lowest median home price at $195,083.

High rental and home ownership prices cause financial strain throughout the County. Map III.5 on the following page shows more than a quarter of all Santa Barbara County census tracts have a majority of residents who spend more than 30 percent of their income on housing (and are thus considered "housing cost-burdened" by federal standards). There are numerous census tracts across the income spectrum where 50 percent of residents experience a housing cost burden.

The strain is particularly difficult, however, in high poverty areas. With the exception of four high poverty census tracts, more than half of the residents in all four high poverty areas spend over 30 percent of their income on housing. (See Map III.5 on the following page for an overview of cost-burdened households.)

Figure III.9 Median Home Prices: California, North, and South County, and Select Cities and Towns

	2011 Median Home Price
California	**$286,824**
Santa Barbara South Coast	**$774,929**
Northern Santa Barbara County	**$257,821**
Buellton	$397,500
Carpinteria	$917,188
Goleta	$608,292
Guadalupe	$131,521
Lompoc	$195,083
Santa Barbara	$856,417
Santa Maria	$218,250
Solvang	$524,254

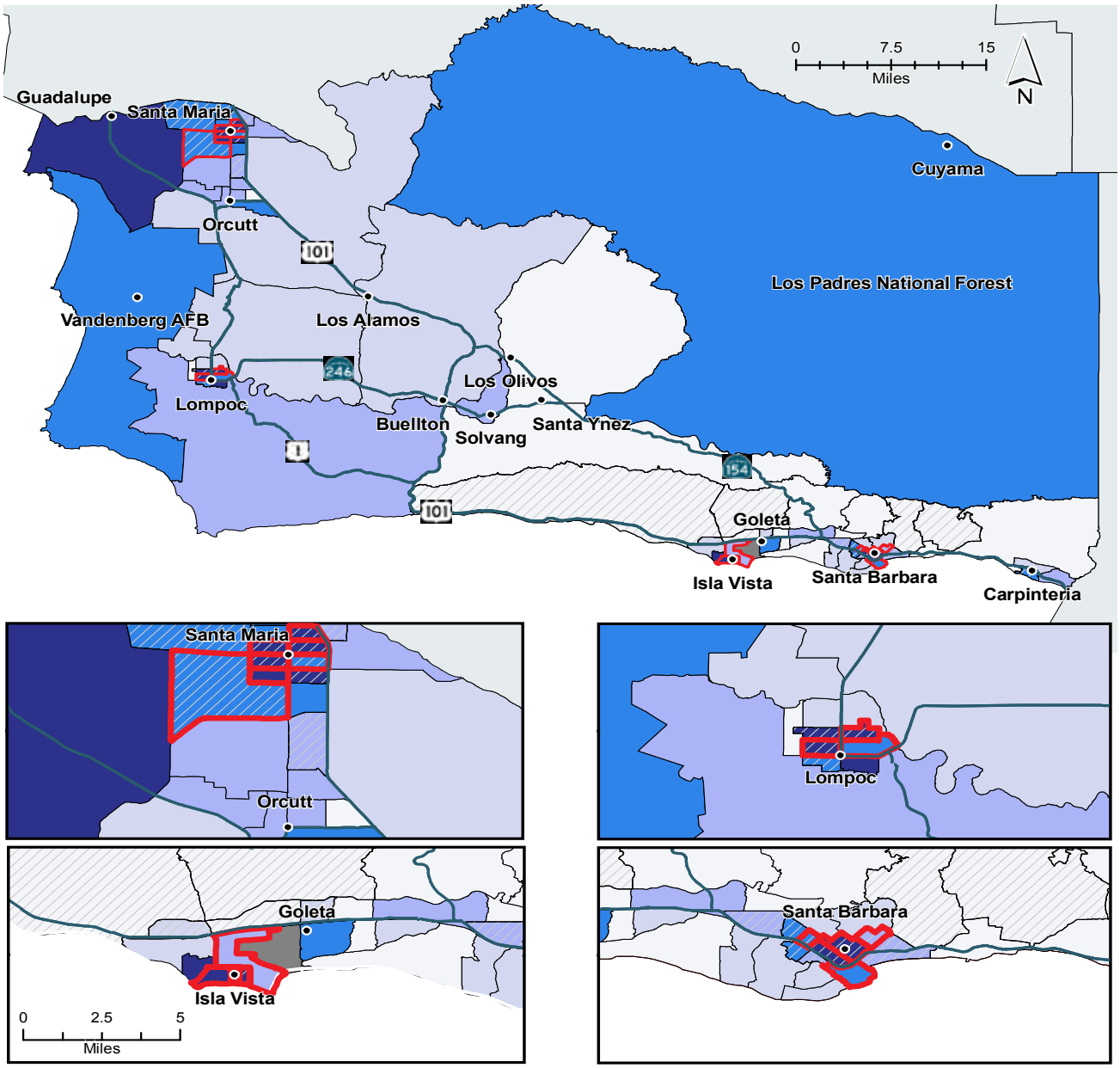
Source: 2012 Santa Barbara County Economic Outlook, UC Santa Barbara Economic Forecast Project May 2012

Housing

Map III.5 Santa Barbara County People with Disproportional Housing Costs and Median Household Income

People with Disproportional Housing Costs and Median Household Income

by Census Tract



Data Source: US Census, American Community Survey (5-Year Estimates 2006-2010)

Housing Cost-burdened households are households paying more than 30 percent of their income for housing (US Department of Housing and Urban Development definition). High cost-burdened tracts are those in which at least 50 percent of households are housing cost-burdened according to this definition.

Median Annual Household Income and Housing Cost-burdened Households

- High Cost-Burdened Tract
- $21,552 - $44,738
- $44,739 - $59,362
- $59,363 - $70,727
- $70,728 - $84,757
- $84,758 - $128,775
- High Poverty Tract
- Municipal Airport

Housing

To help alleviate housing cost-burdens, the Section 8 Housing Choice Voucher (HCV) Program allows qualifying low-income households to pay approximately one-third of their income on rent and utilities to participating housing providers. The remainder of the rent is paid through federal subsidies to the landlords by the Housing Authorities of the County and City of Santa Barbara (HACSB). In addition, both the City and County Housing Authorities owns and operates 1,360 subsidized public housing rental units. As of 2012, **more than two-thirds of public housing units were located in South County.** In contrast, the regional distribution of Project-Based Section 8 and Section 8 Housing Choice Vouchers roughly tracks the countywide population distribution. However, **families living in high poverty census tracts[55] have less than half of the total Project-Based Section 8 and Section 8 Housing Choice Vouchers, and they account for less than one-third of those living in public housing units in 2012.** Further investigation is necessary to determine why more people in high poverty census tracts are not accessing these critical housing subsidies at higher rates and what, if anything, can be done about it.

Figure III.10 Public Housing Units and Section 8 Vouchers*

	Families in Public Housing Units, 2012		Families on Project-Based Section 8 and Section 8 HCV, 2012	
	No.	County Distribution	No.	County Distribution
County	**1,360**	**100.0%**	**5,791**	**100.0%**
North County	217	16.0%	1,935	33.4%
Mid County	181	13.3%	1,183	20.4%
South County	962	70.7%	2,673	46.2%
ZIP Codes with HPAs	**397**	**29.2%**	**2,029**	**35.0%**
Lompoc Zip Code with HPA	128	9.4%	571	9.9%
Santa Maria Zip Code with HPA	0	0.0%	1,082	18.7%
City of SB Zip Codes with HPA	269	19.8%	322	5.6%
Isla Vista Zip Code with HPA	0	0.0%	54	0.9%

Source: Insight Center, based on Santa Barbara County Housing Authority and Housing Authority of the City of Santa Barbara* Due to data discrepancy, these numbers represent only 95 percent of existing public housing and Section 8 cases.

Figure III.10 also shows:

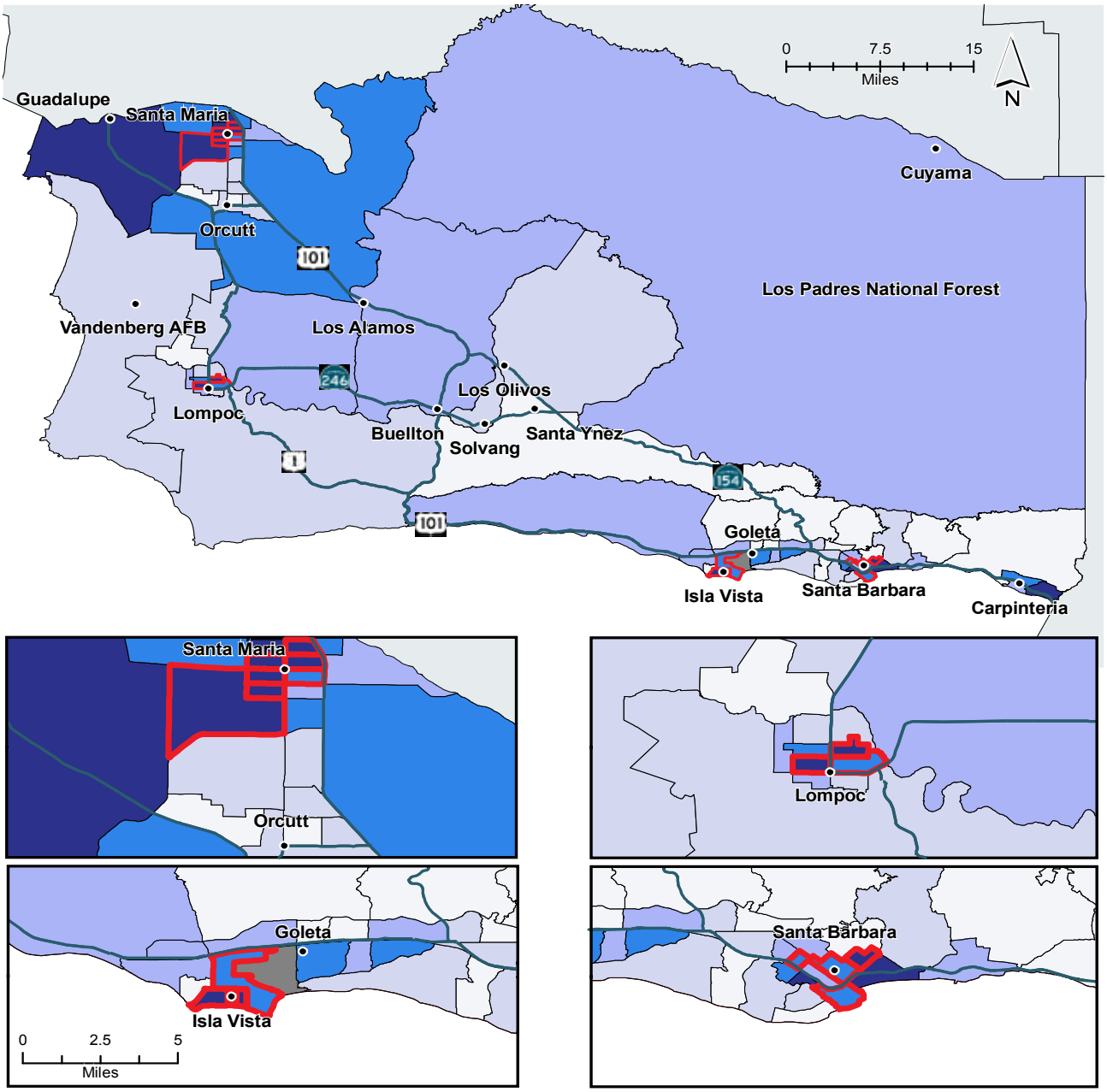
- Of the 1,360 families in public housing units, only 397 of them resided within high poverty areas, and over half of those were in the City of Santa Barbara high poverty area.
- There were 5,791 families using Project-Based Section 8 and Section 8 Housing Choice Vouchers in 2012; the percentage breakdown by region roughly mirrored the countywide population distribution.
- The Santa Maria high poverty area had the greatest concentration of families receiving Section 8 housing assistance among high poverty areas, but even that was only 19 percent of all Section 8 units.
- Families in the City of Santa Barbara and Isla Vista high poverty areas received the smallest share of Section 8 benefits, occupying 6.5 percent of the County's subsidized housing units.

Housing

Map III.6 Santa Barbara County Overcrowded Housing Units

Overcrowded Housing Units

by Census Tract



Data Source: US Census, American Community Survey (5-Year Estimates 2006-2010)

Overcrowded housing units are those containing more than one person per total habitable rooms. Habitable rooms include: living rooms, dining rooms, kitchens, bedrooms, finished recreation rooms, enclosed porches suitable for year-round use, and lodger's rooms (US Census definition).

Overcrowding as Percent of All Occupied Housing Units

- 0.0 - 0.9
- 1.0 - 3.9
- 4.0 - 6.3
- 6.4 - 15.0
- 15.1 - 44.0
- High Poverty Tract
- Municipal Airport

Housing

High housing costs, cultural preferences and other factors lead people to share housing.[56] Some parts of Santa Barbara County exhibit high rates of overcrowding by federal standards (Map III.6 on the previous page).[57] The three census tracts with the highest rates of overcrowded housing—35, 37, and 44 percent—are all located in Santa Maria's high poverty area. While overcrowded units are clustered in high poverty areas, census tracts in Carpinteria and Guadalupe also exhibit very high overcrowded rates—in the highest quintile—yet neither meets this report's definition of high poverty tracts.

Homelessness

Homelessness is a significant issue in Santa Barbara County. Every two years, the Central Coast Collaborative on Homelessness conducts a physical count of the homeless—as encountered by volunteers on the streets and in shelters across the County—during a pre-determined set of days. Below are some results of the two most recent surveys conducted in January 2011 and 2013.

Figure III.11 Homelessness Survey Data Results, 2011 and 2013

	2011 Survey	2013 Survey	Percent Change
Number of People Encountered	1,536	1,466	-4.6%
Number of Surveys Completed	1,143	1,111	-2.8%
Number deemed "vulnerable" with an elevated risk of premature mortality	932 (82%)	886 (80%)	

Source: Central Coast Collaborative on Homelessness, 2013 Vulnerability Index Survey Results

According to these counts, of those encountered, Santa Barbara County experienced a 4.6 percent decrease in the number of people experiencing homelessness between 2011 and 2013.

Figure III.12 Number of Unhoused People Encountered by City, 2011 and 2013

# of People Encountered by City	2011 No. of Contacts	2011 Percent of total	2013 No. of Contacts	2013 Percent of total	Percent Change
Carpinteria	15	1.0%	10	0.7%	-33.3%
Cuyama Valley	3	0.2%	0	0.0%	-100.0%
Guadalupe	5	0.3%	1	0.1%	-80.0%
Isla Vista/Goleta	114	7.4%	81	6.5%	-28.9%
Lompoc	110	7.2%	104	7.1%	-5.5%
Santa Barbara	1,040	67.7%	946	64.5%	-9.0%
Santa Maria	243	15.8%	300	20.5%	23.5%
Santa Ynez Valley	6	0.4%	24	1.6%	300.0%
Total	**1,536**	**100%**	**1,466**	**100%**	**-4.6%**

Source: Central Coast Collaborative on Homelessness, 2013 Vulnerability Index Survey Results

According to Figure III.12 above, the City of Santa Barbara has by far the greatest share of the County's homeless individuals: just under 65 percent in 2013. Santa Maria is second with about 21 percent of the County's total in 2013. Proportions of homeless individuals across areas remained relatively stable between 2011 and 2013. Santa Maria showed the sharpest increase in homeless contacts between 2011 and 2013.

Housing

Figure III.13
Homelessness Demographic Information

	Count	Percent	National Percent
Male	603	68.0%	62.0%
Female	282	32.0%	38.0%
Veterans	120	14.0%	13.0%
Youth - 25 & Under	88	10.0%	
Elderly - 62 & Over	80	9.0%	4.2%

Source: Central Coast Collaborative on Homelessness, 2013 Vulnerability Index Survey Results

Sixty-eight percent of individuals encountered were male (Figure III.13 above). This is six percentage points higher than at the national level. **Nine percent of the unhoused individuals encountered were over the age of 62, which is slightly more than double the national level.**

Figure III.14
Homelessness Statistics

Average Age	**43**
Oldest Individual Contact	84
Youngest Individual Contact	18
Average Time Homeless	6.4 years
Foster Care	**124**
Victim of Violence/Trauma	265

Source: Central Coast Collaborative on Homelessness, 2013 Vulnerability Index Survey Results

Individuals of a wide range of ages were encountered, from 18 years of age to 84. Many were victims of violence or trauma, or had been in the foster care system.

Transportation

Access to public transportation or a car improves residents' ability to get to jobs, support services, and child care. More than half of the County's jobs are located in South County,[58] thus necessitating significant travel for many residents living in North and Mid Counties. Commute patterns are also related to housing costs in Santa Barbara County. The Coastal Housing Coalition (CHC) found, for example, that the number of people commuting from San Luis Obispo and Ventura Counties had nearly doubled since 1990, from 11,072 to 20,300.[59] According to CHC's 2012 report, "based on the commuting patterns to and from Ventura, it seems likely that the high cost of housing in Southern Santa Barbara County is driving employees to move out of the area."[60] The figures below show some commuting trends within the County.

Figure III.15
Primary Mode of Transportation to Work
Santa Barbara County, 2010

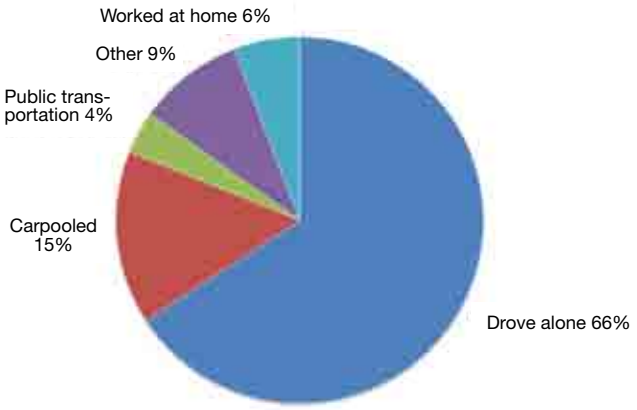
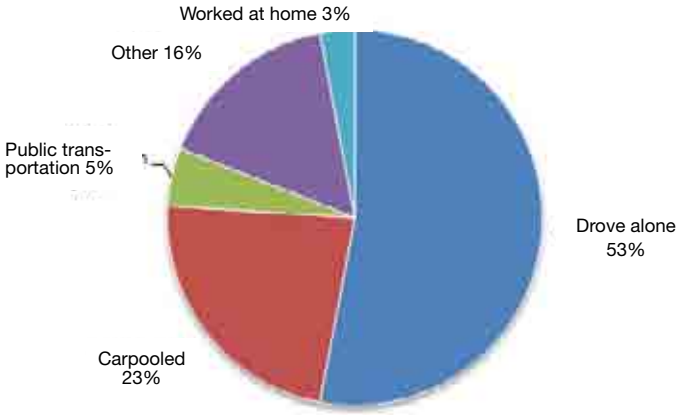


Figure III.16
Primary Mode of Transportation to Work
High Poverty Census Tracts, 2010



Source: Insight Center, based on U.S. Census ACS 2006-2010 Table B08301

Figures III.15 and III.16 show:

- Two-thirds of Santa Barbara County's workers commute alone in a vehicle. Among workers who reside in Santa Barbara's high poverty areas, this figure drops to 53 percent.
- Twenty-three percent of workers in high poverty areas carpool, 8 percent more than in the County as a whole.
- Notably, nearly four times as many workers carpool (15 percent) than use public transportation (4 percent) countywide.
- Surprisingly, public transportation usage in high poverty census tracts is only one percent higher than the County average.
- Sixteen percent of workers in high poverty areas report using other modes of transportation, such as a taxi, walking, and riding a bicycle or motorcycle, compared to nine percent of workers in the County as a whole. Forty percent of all County workers that report using other modes of transportation reside in high poverty areas.
- Three percent more workers report working at home in Santa Barbara County (6 percent) as compared to those in high poverty areas (3 percent).

Childcare

Like transportation and housing, childcare availability and affordability is a significant issue in Santa Barbara County, especially in high poverty areas. Access to high quality affordable childcare enables parents to go to work or school and children to thrive later in life. According to the Santa Barbara County Child Care Planning Council's "Status of Early Care and Education" (2010) report, the mean childcare cost for full-time infant care in a licensed childcare center is $11,991 annually, or $7,039 annually at a licensed family childcare home. The average annual cost of full-time preschool care drops to $8,684 for licensed childcare centers in the County and $6,854 at licensed family childcare homes.

As Figure III.17 below shows, the parents of 7,299 children were unable to access licensed childcare (e.g. state-licensed childcare centers or family childcare homes) if they needed it in 2010.[61] More than half (53 percent) of those children were between the ages of 6 and 12 years old. **Seventy-two percent of this unmet need is located in the zip codes that encompass the County's high poverty areas, with almost a third of the total unmet need in the zip code associated with Santa Maria's high poverty area.**

Figure III.17 2010 Childcare Unmet Demand* Estimates by Age

	0–2 Year Olds	3–5 Year Olds	6–12 Year Olds	Percentage of Total	Total
County	**2,344**	**948**	**4,007**	**100.0%**	**7,299**
North County	1,166	602	882	36.3%	2,651
Mid County	457	195	1,267	26.3%	1,918
South County	721	151	1,858	37.4%	2,730
Zip Codes with High Poverty Areas	**1,659**	**713**	**2,907**	**72.3%**	**5,278**
Lompoc Zip Code with HPA	287	0	829	15.3%	1,116
Santa Maria Zip Code with HPA	951	573	833	32.3%	2,358
City of SB Zip Code with HPA	393	139	765	17.8%	1,298
Isla Vista Zip Code with HPA	27	0	480	6.9%	507

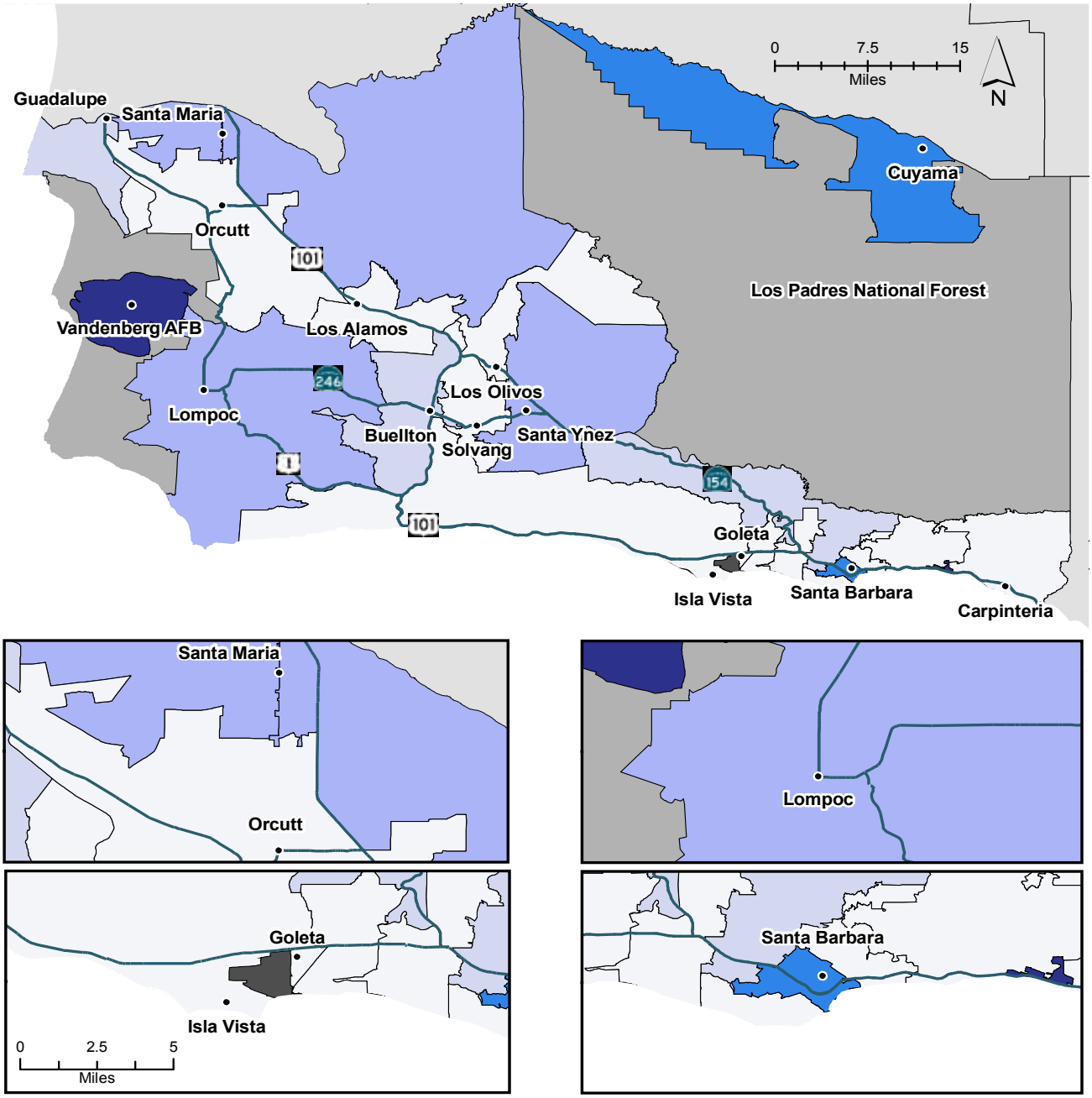
*Childcare unmet demand is calculated as the number of spaces available in existing child care providers (e.g. Childcare Centers or Family Childcare Homes) minus 66 percent of the number of children within the age group served by those institutions (0-2, 3-5 and 6-12 years of age). Sixty-six percent of children in Santa Barbara County have two parents in the labor force according to the 2011 California Child Care Portfolio.
Source: Insight Center, based on Santa Barbara County Child Care Planning Council, "Status of Early Care and Education": (2010), Page 26

- Map III.7 (on the following page) shows the rates of unmet childcare are the highest in Vandenberg Air Force Base and Summerland.
- Cuyama and Santa Barbara all have unmet childcare needs in the second highest quintile.

Childcare

Map III.7 Santa Barbara County Unmet Childcare Needs

Unmet Childcare Need
by Zip Code



Data Source: Santa Barbara County Child Care Planning Council, "Status of Early Care and Education" (2010), page 26 and page 27; US Census. ACS 2009 1-Yr (Table S0101 ages <5 and 6-9) and ACS 2010 1-Yr (Table S010 ages <5 and 6-9); and California Child Care Portfolio for Santa Barbara County, 2009, 2010, and 2011

Unmet Licensed Childcare Needs as Percent of Children 0-12 Years Old Needing Childcare

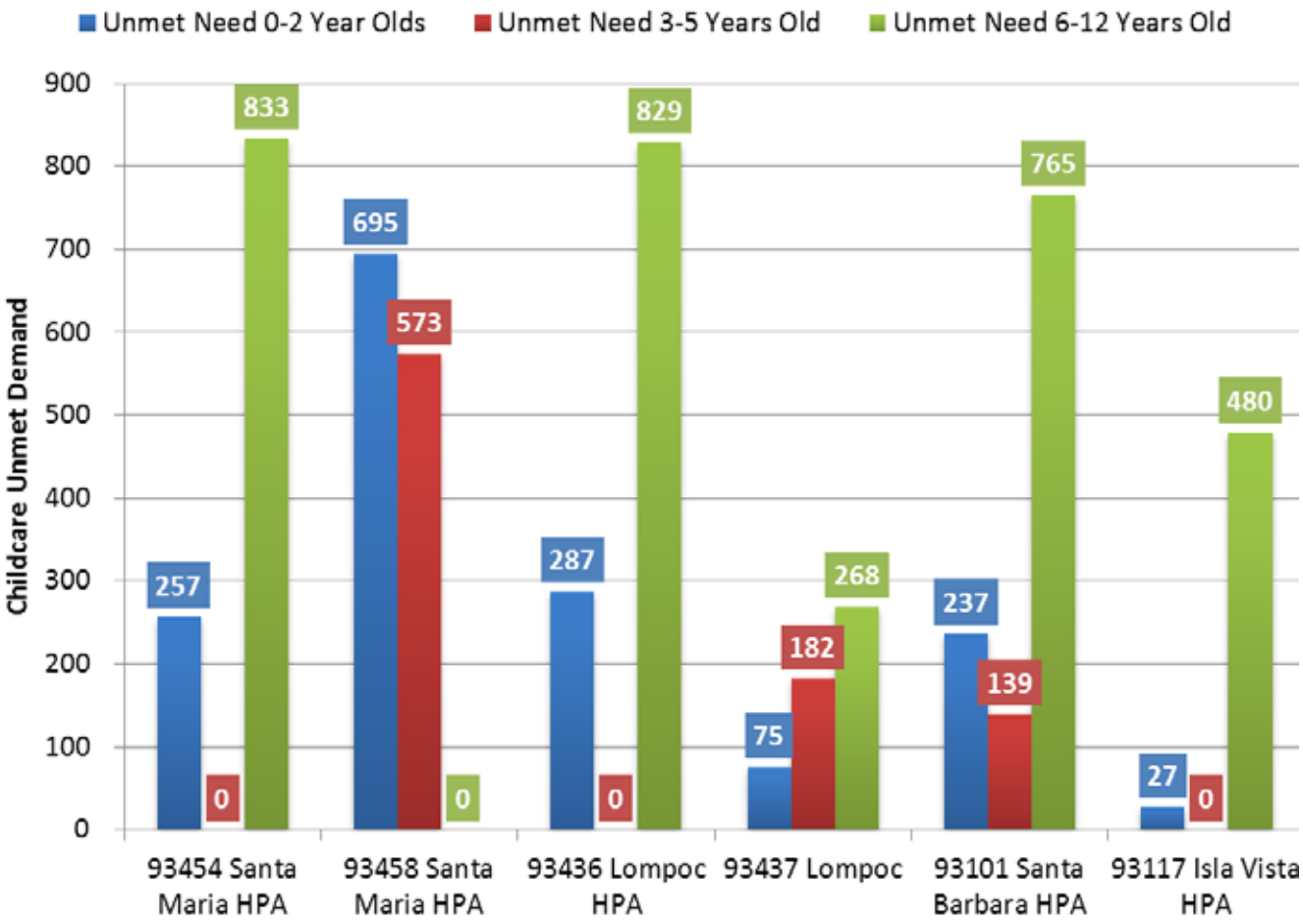
- 0.0
- 12.3 - 24.7
- 24.8 - 32.6
- 32.7 - 57.7
- 57.8 - 85.1
- No Data
- Municipal Airport

Childcare

Lastly, Figure III.18 below shows zip codes with the largest unmet childcare demand in the County by age.

- Children between the ages of 6 and 12 years old comprise the greatest share of unmet childcare need in the County.
- Zip codes in Santa Maria (93454), Lompoc (93436, 93437), Santa Barbara City (93101), and Isla Vista (93117) have significant unmet childcare need for 6–12 year olds.
- The unmet childcare need among 3–5 year olds is highest in Santa Maria zip code 93458.
- Among infants to 2-year-olds, zip codes in Santa Maria (93458, 93454), Lompoc (93437), and Santa Barbara City (93101) have the most unmet need.

Figure III.18 Zip Codes with the Largest Childcare Unmet Need* by Age



Source: Insight based on Santa Barbara County Care Planning Council "Status of Early Care and Education", (2010), Page 26.

*Childcare unmet demand is calculated as the number of spaces available in existing child care providers (e.g. Childcare Centers or Family Childcare Homes) minus 66 percent of the number of children within the age group served by those institutions (0-2, 3-5 and 6-12 years of age). Sixty-six percent of children in Santa Barbara County have two parents in the labor force according to the 2011 California Child Care Portfolio.

Health Status and Insurance Coverage

Research from the World Health Organization and many others demonstrates a clear connection between poverty and health.[62] People in poverty tend to suffer from poorer health and are often underinsured or uninsured. Data findings on Santa Barbara County's residents confirm this trend.

Physical Health

In 2010, the average age of death in Santa Barbara County was 76 years of age; the average age of death in the zip codes associated with high poverty areas was about three years less.

Figure III.19 Average Age of Death by Zip Code 2009 and 2010

	2009		2010	
	Number of Deaths	Average Age of Death	Number of Deaths	Average Age of Death
County	**2,840**	**75.0**	**2,830**	**76.0**
North County	918	67.6	902	70.9
Mid County	549	67.2	545	70.5
South County	1,354	75.9	1,368	77.2
High Poverty Areas (By Zip Code)	**1,402**	**71.3**	**1,350**	**72.9**
Lompoc HPA	390	73.1	354	73.0
Santa Maria HPA	557	70.6	524	72.1
City of SB HPA	269	70.0	295	71.8
Isla Vista HPA	186	71.3	177	74.8

Source: Santa Barbara Department of Public Health, aggregated by the Insight Center

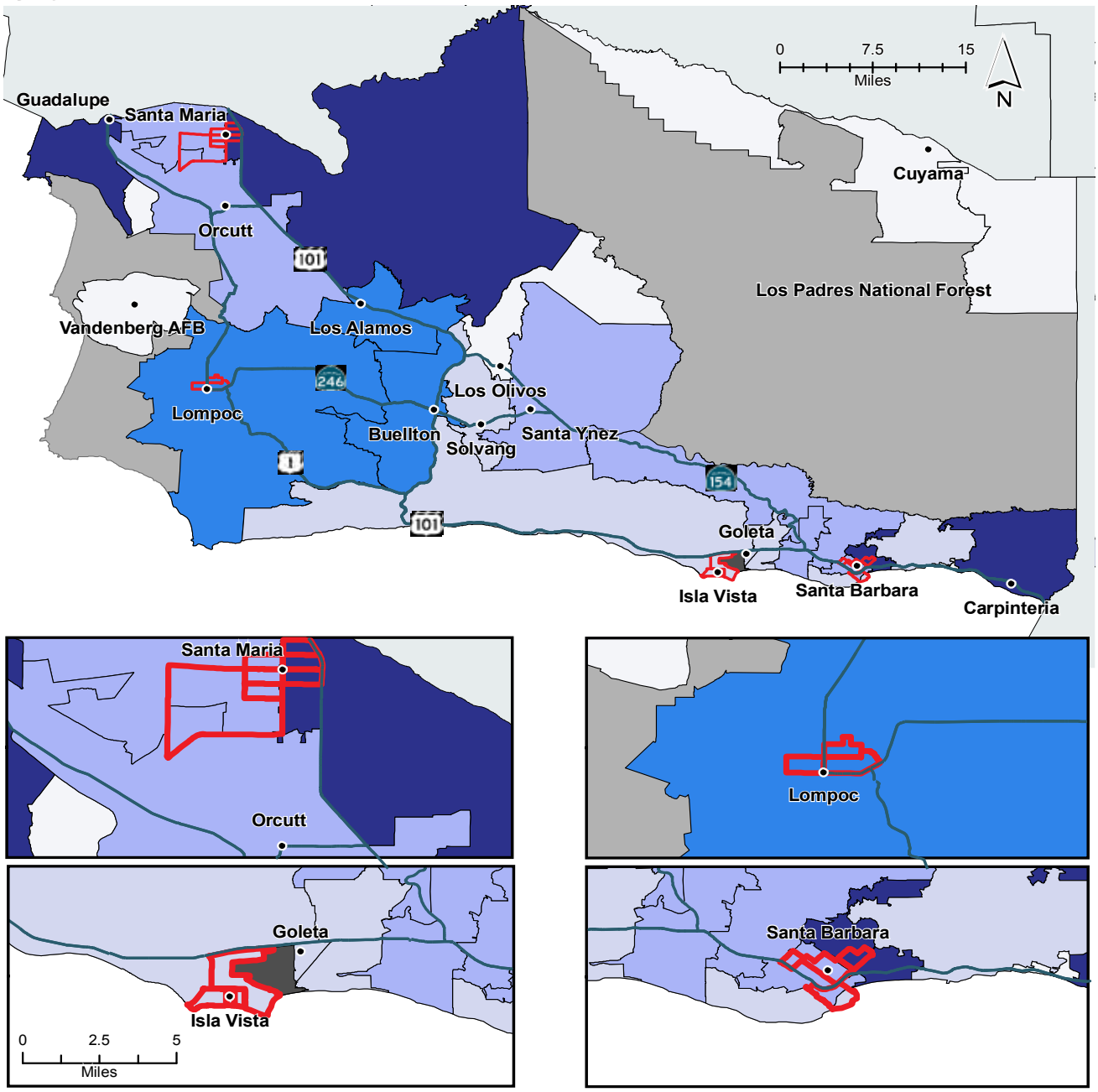
Another common indicator of health status is the **number of premature years of life lost (PYLL)** due to poor health conditions. Premature years of life lost is a measure that weighs the deaths of younger people more heavily. It is calculated by setting an upper reference age corresponding to life expectancy—in this case 75 years. Each person's PYLL is calculated by subtracting the person's age at death from the reference age. If a person was older than 75 when he or she died, that person's PYLL is zero. All of the individual PYLLs are summed to arrive at the total number of PYLL for particular census tracts. Map III.8 on the following page shows the premature years of life lost due to poor health conditions.

- Areas with the highest numbers of premature years of life lost (52.2–61.7) are in:
  - Guadalupe,
  - the east side of Santa Maria,
  - the area east of the City of Santa Maria,
  - the swath of Mid County that includes Lompoc, Los Alamos, and Buellton,
  - the east side of the City of Santa Barbara, and
  - Carpinteria.
- The high poverty areas all fall into the highest three quintiles of PYLL with the exception of the Isla Vista high poverty area (which again has a younger, healthier student population).The lowest quintile of PYLL accounts for two zip codes with no years of life lost due to poor health conditions and includes the areas around Vandenberg Air Force Base, Cuyama, Los Olivos, and zip code 93067 (which is on the coast just west of Carpinteria).

Map III.8 Santa Barbara County Premature Years of Life Lost Because of Poor Health

Premature Years of Life Lost (PYLL) Because of Poor Health Conditions

by Zip Code



Data Source: Santa Barbara County Department of Public Health (2011)

PYLL per 1,000 People in Zip Code
0.0 - 16.1
16.2 - 38.2
38.3 - 47.2
47.3 - 52.1
52.2 - 61.7
High Poverty Tract
No Data
Municipal Airport

Health Status & Insurance Coverage

Figure III.20 Leading Causes of Death, County, and Zip Codes, 2010

	All Causes	Diseases of the heart	Malignant neoplasms (Cancer)	Cerebro-vascular diseases	Alzheimer's disease	Chronic lower respiratory diseases	All other causes (residual)
County*	2,830	714	642	173	161	140	1000
North County	899	213	203	60	42	54	327
Mid County	526	139	133	24	27	27	176
South County	1,365	354	299	84	85	47	496
High Poverty Areas (By Zip Code)	**1,351**	**328**	**313**	**79**	**57**	**71**	**503**
Lompoc HPA	355	89	95	17	16	21	117
Santa Maria HPA	524	119	105	37	25	30	208
City of SB HPA	295	77	67	15	5	10	121
Isla Vista HPA	177	43	46	10	11	10	57

*Please note: County totals include deaths not attributed to specific zip codes, therefore, numbers in fields below will not equal County totals.
Source: Santa Barbara Department of Public Health

- There were 2,830 deaths in Santa Barbara County in 2010.
- **Almost half of all deaths took place in zip codes with high poverty areas where 24% of the County's residents reside, representing a disproportionate percentage**.
- Almost half of all deaths countywide were caused either by diseases of the heart (25 percent) or cancer (malignant neoplasms, 23 percent).
- The ten leading causes of death accounted for nearly 80 percent of deaths in 2010. The 10 leading causes of death include the top five causes listed in the figure above, plus mental and behavioral disorders (91 deaths), diseases of the digestive system (86), diabetes mellitus (86), accidents (83), and influenza and pneumonia (51). Twenty-one percent of deaths were caused by other causes not listed here or in the table above.

Definitions

- The **crude death rate** is the total number of deaths in each zip code divided by the total population for that zip code and multiplied by 100,000.
- **Age adjusted rates** allow us to make fairer comparisons between zip codes that have overrepresentations of people in certain age groups. For example, a zip code with a higher percentage of elderly people may have a higher rate of death than a zip code with a younger population because the elderly are more likely to die.
- A "**standard" population distribution** is used to adjust death rates to account for differences in age distributions between regions. This means that the age-adjusted rates are rates that would have existed if the population under study had the same age distribution as the "standard" population.

Health Status & Insurance Coverage

Figure III.21 Age-adjusted Death Rate by Zip Code, 2010

	No.	Age Adjusted Death Rate[1]
County	**2,790**	**590.1**
North County	899	913.0
Mid County	526	618.6
South County	1,365	515.8
High Poverty Areas (By Zip Code)	**1,351**	**767.4**
Lompoc HPA	355	668.5
Santa Maria HPA	524	1,153.4
City of SB HPA	295	634.9
Isla Vista HPA	177	359.2

Source: Santa Barbara Department of Public Health
1. Age adjusted rates per 100,000 US standard population.
Note: Zip Codes 93067, 93252, 93254, 93429, 93437 had too few deaths to be statistically stable.

- **Compared to the County rate, the age adjusted death rate is 30 percent higher in zip codes associated with the high poverty areas, suggesting that access to, and quality of, medical care are less available in zip codes with high poverty areas.**
- North County has the highest age adjusted death rate at 913 deaths per 100,000, suggesting an intersection of health and socioeconomic issues are likely maintaining this high rate.
- Zip code 93454, which encompasses part of Santa Maria's high poverty area, has by far the highest age adjusted death rate at 1,674 deaths per 100,000. (By comparison, California's age-adjusted death rate in 2010 was 618.4 per 100,000, 37 percent lower.[63])
- The zip code associated with Isla Vista's high poverty area has the lowest age adjusted death rate at 359 deaths per 100,000.

Health Status & Insurance Coverage

Insurance Coverage

Figure III.22 Estimated Number of Uninsured Persons in Santa Barbara County and High Poverty Areas Based on Census Tracts, 2010

	Number of People	Estimated Number of Uninsured People	Estimated Uninsurance Rate	County Distribution of Uninsured People	Distribution of Total Population
Santa Barbara County	**416,051**	**71,296**	**17%**	**100%**	**100%**
North County	135,952	27,438	20%	38%	33%
Mid County	79,435	11,778	15%	17%	19%
South County	200,664	32,080	16%	45%	48%
High Poverty Areas	**101,777**	**20,874**	**21%**	**29%**	**25%**
Lompoc high poverty area	17,808	3,566	20%	5%	4%
Santa Maria high poverty area	45,910	11,273	25%	16%	11%
City of Santa Barbara high poverty area	12,470	3,212	26%	5%	3%
Isla Vista high poverty area	24,597	2,651	11%	4%	6%

Source: Insight Center, based on U.S. Census ACS 2008-2010 (Tables B27001, S0101 and OT-P1) and U.S. Census PUMS/IPUMS 2008-2010

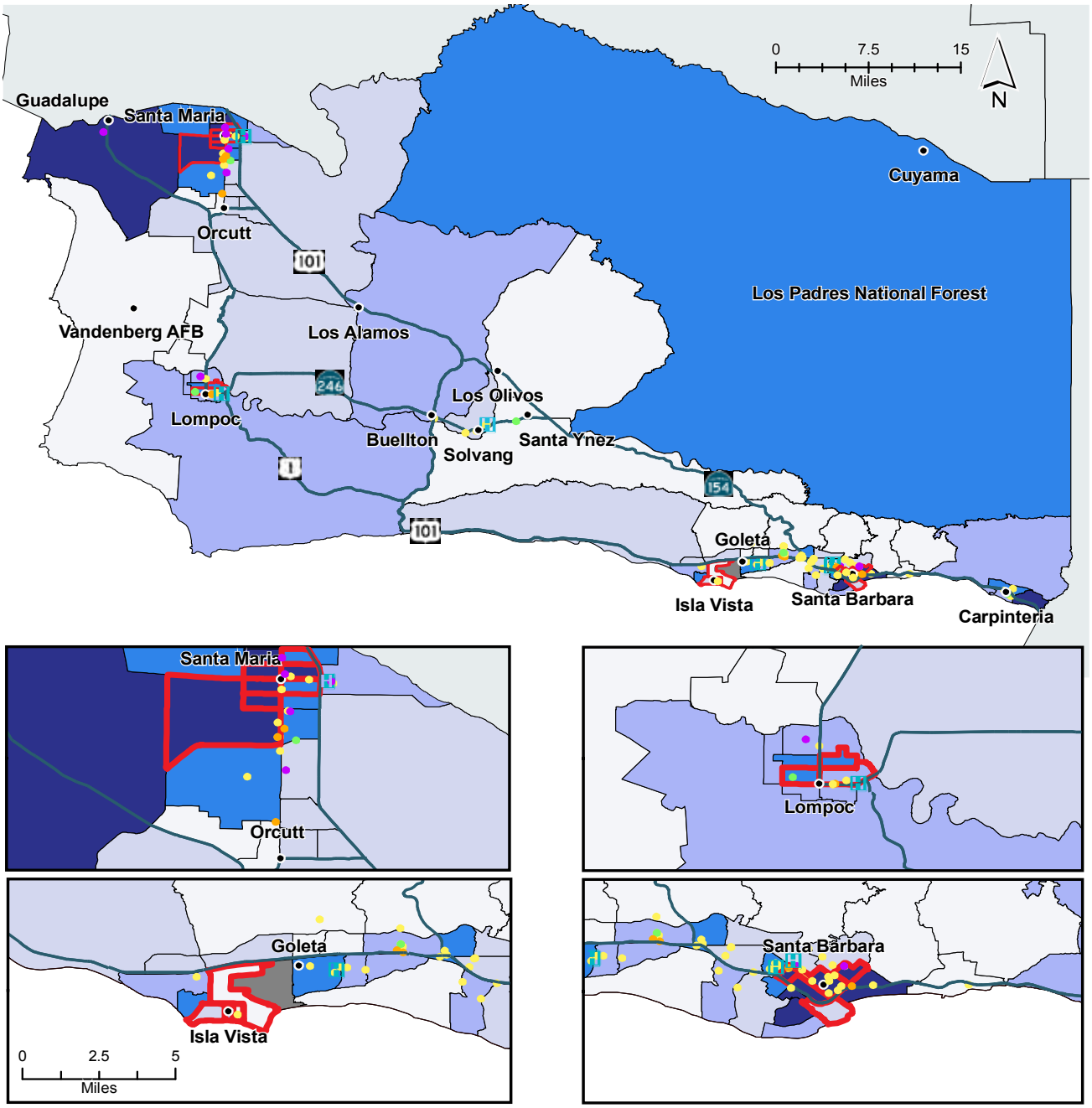
- **Seventeen percent of Santa Barbara County residents were uninsured in 2010, with disproportionate percentages of uninsured residents in high poverty areas (except Isla Vista) and North County.** Isla Vista is the home of the University of California-Santa Barbara and many of the residents are students. The University requires that all students are insured and most likely they are covered under their parents' insurance.
- A quarter of the County's population resides in high poverty areas and 29 percent of the County's total uninsured population lives in high poverty areas.
- Every high poverty area except Isla Vista has a higher concentration of uninsured residents relative to their share of the population.
- One third of Santa Barbara County's population resides in North County, but 38 percent of the County's total uninsured are concentrated in the north.
- Mid County's concentration of uninsured residents (17 percent) is slightly less than its population distribution 19 percent.
- South County is the most heavily populated region in the County (48 percent) and accounts for 45 percent of total uninsured in the County.

Health Status & Insurance Coverage

Map III.9 Santa Barbara County Access to Health Insurance and Health Care

Access to Health Insurance and Health Care

by Census Tract



Data Source: US Census, American Community Survey 2008-2010 (Tables B27001, S0101 and QT-P1) and US Census PUMS/IPUMS 2008-2010; Family Services Agency- Santa Barbara County 211 Database of Service Providers

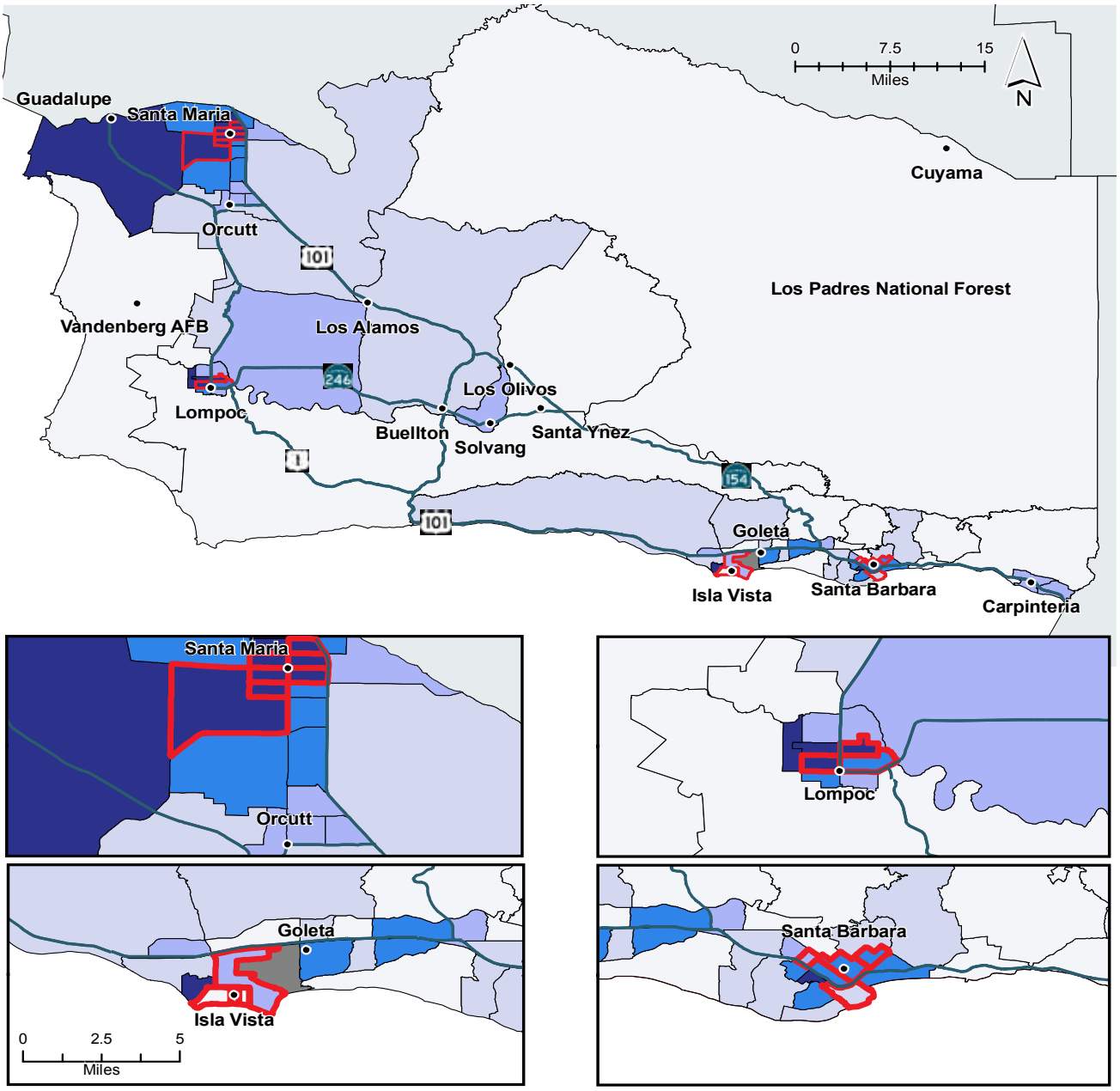
Percent of Population Without Health Insurance and Location of Community and Government Clinics, Hospitals and Other Non-Profit Health Service Providers

	0.5 - 11.7		Community Clinic
	11.8 - 14.7		Governmental Clinic
	14.8 - 17.1	H	Hospital
	17.2 - 21.3		Non-Profit Health Service
	21.4 - 28.9		Other Governmental Health Service
	High Poverty Tract		Municipal Airport

Health Status & Insurance Coverage

Map III.10 Santa Barbara County Medi-Cal Cases

Medi-Cal Cases
by Census Tract



Data Source: Santa Barbara County Department of Public Health (2011); Santa Barbara County Department of Social Services (1/1/11-12/31/11)

Unduplicated Medi-Cal Cases as Percent of All Households

- 1.9 - 5.8
- 5.9 - 12.0
- 12.1 - 20.8
- 20.9 - 42.0
- 42.1 - 100
- High Poverty Tract
- Municipal Airport

Health Status & Insurance Coverage

Map III.9 on page 79 shows access to health insurance by census tracts overlaid with the location of health care providers.

- The estimated rate of uninsured in the high poverty areas is on average 21 percent.
- Analyzing the rate of uninsured residents by census tract shows that uninsurance rates are high, both in designated high poverty areas and other places.
- The areas with the highest percentage of people without health insurance, for example, are located in Guadalupe, Santa Maria, Santa Barbara City, and Carpinteria. Ten census tracts in Santa Maria, eight census tracts in Santa Barbara City, two census tracts in Carpinteria, and the census tract encompassing Guadalupe all have uninsured rates over 20 percent.
- One fifth of people in the Lompoc high poverty area are uninsured, and at least a quarter of residents of Santa Maria and the City of Santa Barbara's high poverty area are also uninsured.
- Most of the Santa Maria and Santa Barbara City high poverty areas fall into the quintile with the highest percentage of uninsured residents.
- The Lompoc high poverty area falls into the quintiles with the second and third highest rates of uninsured people (meaning relatively more people are uninsured).
- Isla Vista's high poverty area is an outlier with only 11 percent of its residents uninsured. This is likely due to the number of students in the area who have access to either their parents' health coverage or low-cost coverage through the university.
- Health care service providers are clustered around population centers.
- *While some health services are located within the boundaries of the high poverty areas, all of the County's hospitals except Lompoc are located outside of the high poverty areas.*

Medi-Cal is a public health insurance program for qualifying low-income individuals including families with children, seniors, persons with disabilities, children and teenagers in foster care, pregnant women, and low-income people with specific diseases. As Map III.10 shows, the census tracts with the highest rates of Medi-Cal cases are located in Guadalupe, Santa Maria, Lompoc, Santa Barbara City, and just west of Isla Vista.[64] The high poverty areas (except Isla Vista) fall primarily into the two highest quintiles of Medi-Cal cases among all census tracts.[65] Goleta's census tracts vary from the lowest category to the second highest in their rates of households with Medi-Cal cases.

Conclusion

The data in this section portray strong correlations between high poverty and other indicators of distress in Santa Barbara County. Additional data collected on public benefits, education, employment, health, substance, child and adult abuse and crime can be found in Appendix B. These additional data indicators were not included in the body of the report because strong correlations between poverty and these indicators are not found.

The following sections detail local service providers', funders', and stakeholders' perspectives about poverty alleviation efforts in the County. Their opinions and recommendations were gathered through a survey and interviews.

SECTION IV: SERVICE PROVIDER AND FUNDER SURVEY RESULTS

Santa Barbara County is home to a vibrant community of non-profit service providers. Bolstered by a thriving donor base, it has more non-profit organizations per capita than any other Southern California county and one-quarter of one percent of the nation's total non-profits.[66]

To complement and enrich the data findings in Sections II and III of this report, in the fall of 2012 the Insight Center conducted a survey of non-profit service providers, educational institutions, public agencies, and funders throughout Santa Barbara County. The overall purpose of the survey was to better understand how services and resources align to current needs. In this section, the most recently available city/town level American Community Survey poverty estimates are used to identify areas of high need. (In contrast, Sections II and III identify pockets of high need at a smaller geographic level of analysis—census tracts—using Census ACS 2006–2010 5-year estimates, the most recently available source for *census tract*-level data.)

The Service Provider and Funder Survey included questions regarding:

- what kinds of programs are provided in which parts of the county;
- usage of existing services;
- capacity of service providers;
- gaps or duplication in programs;
- distribution of resources across the county;
- challenges low-income populations face; and
- recommendations for improving service delivery.

Figure IV.1
Overview of Survey

Government/municipality	24
Community-based non-profit organization	94
Countywide nonprofit organization	37
Faith-based organization	10
Public agency service provider	6
Public agency funder	3
Foundation	13
Intermediary	1
Education institution	25
Social enterprise	2
For-profit company	2
Other (please specify)	12
Note: organizations may fall into more than one category so including percentage breakdowns would be misleading. **Total**	**178**

The survey results were supplemented with 16 stakeholder interviews with leaders at local service providers, public agencies, and foundations. The interviews provide a qualitative and more nuanced understanding of the challenges and opportunities to combating poverty in Santa Barbara County. Section V describes the interview findings. (Please note that in order to garner the most accurate results, both the survey and interviews were conducted on the condition of anonymity, and therefore only aggregate results are reported.)

This section provides an overview of the survey and reports on the following:

- Service Provider Perspectives
  - Services by area, types of programs, and target population
  - Capacity, funding, and future directions
  - Challenges
  - Recommendations
- Funder Perspectives
  - Funding by area, types of programs, and target population
  - Future funding directions

SECTION IV: SERVICE PROVIDER AND FUNDER SURVEY RESULTS

Thirty-nine percent (178) of the 460 agencies contacted[67] responded to the survey, and 74 percent (131) of those who responded completed the survey. In reviewing this section, it is important to note:

- while 39 percent is a high response rate for a survey of this nature,[68] the survey was circulated widely and repeatedly to attain an even higher response rate;
- the findings from the survey reflect *only the opinions of the respondents* and are not necessarily generalizable to the entire non-profit or public sectors in the County;
- not all of survey respondents answered all of the questions, so one question may have, for example, 148 respondents while another might have only 95. As a result, different numbers are reported on the different figures in this section, depending on how many responses were provided for each question.

Despite these caveats, the survey findings point to some general trends and compliment the secondary data gathered in the report.

One hundred forty-eight respondents were direct service providers, answering "yes" to the question, "Does your organization provide services to individuals or families in need?" Ninety-four respondents represented community-based non-profit organizations, and 37 represented countywide non-profit organizations. Twenty-four government/municipalities, 25 educational institutions, and 13 foundations also completed the survey. (See Figure IV.1 on previous page for a complete breakdown.) Thirty-five entities that fund or contract out for services responded to a sub-section of the survey specifically targeting public and private funders throughout the County.

In this section, findings from service providers are reported first and then those of funders.

Service Provider Perspective

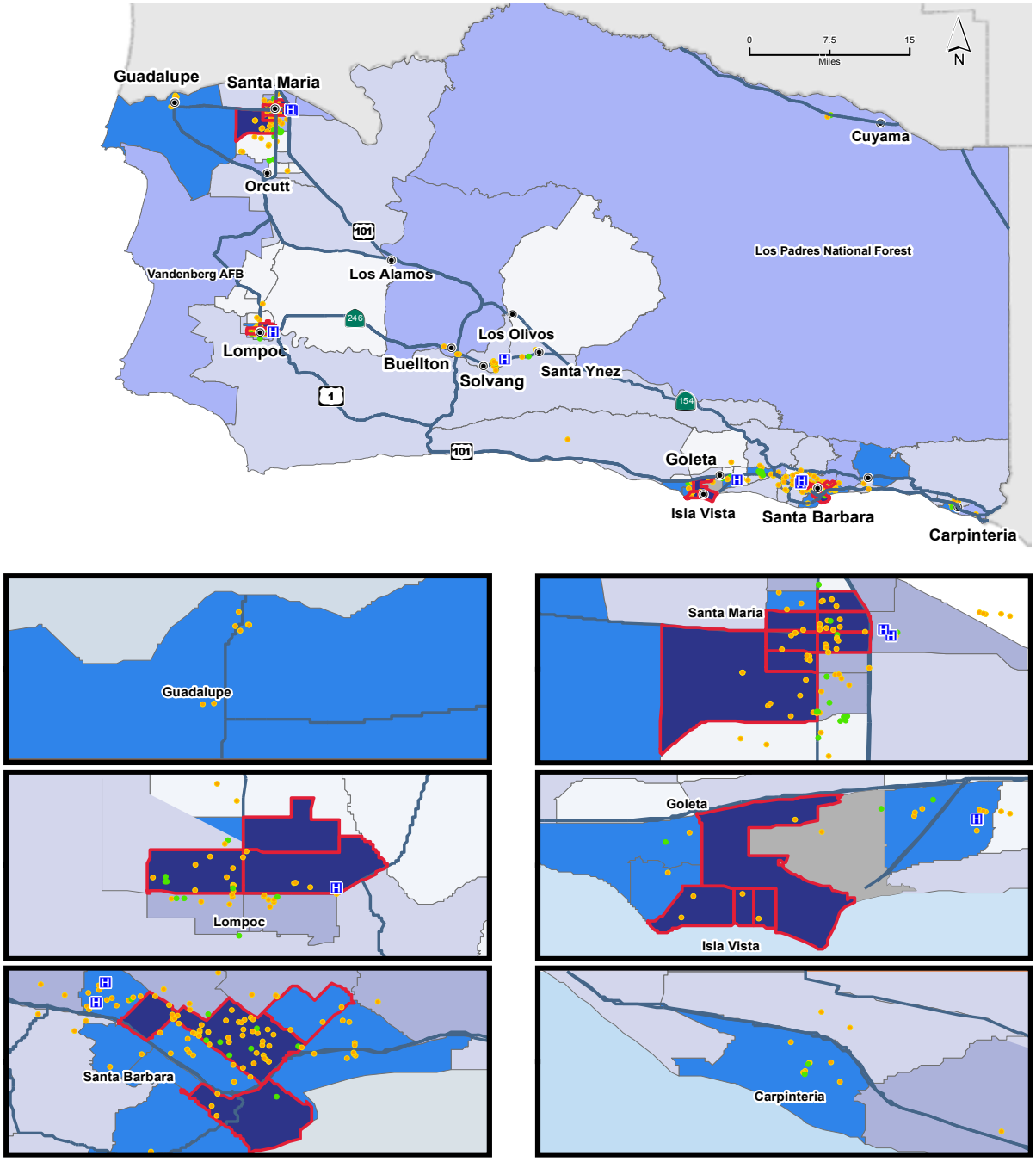
Services by Area

In Santa Barbara County, services tend to concentrate around areas with the largest populations, although many health and human service providers cluster in some high poverty census tracts. (See Map IV.I on the following page).

When asked to identify geographic areas served, 45 of the 130 survey respondents indicated that they provide direct services to individuals or families in need throughout Santa Barbara County, 21 provide direct services to people in need in South County, 12 in North County, and 7 in Mid County. (Note: respondents could check more than one answer so the regional and sub-regional numbers will not total the countywide figure.)

Map IV.1 Santa Barbara County Health and Human Services Locations and Percentage of People in Poverty.

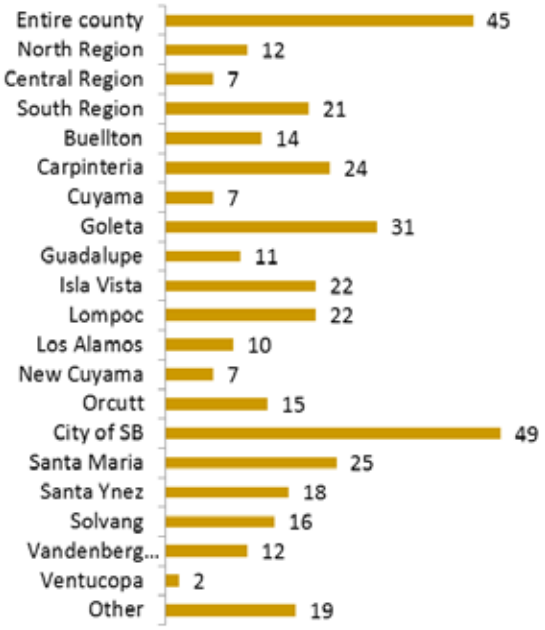
Health and Human Services Locations and Percentage of People in Poverty
by Census Tract



Data Source: US Census, American Community Survey (5 year Estimates 2006-2010), Santa Barbara County Family Services Agency, 211 Helpline Database.
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).

For the same question at the sub-regional level, by far the largest number of survey respondents provides services in the City of Santa Barbara (49), followed by Goleta (31), Santa Maria (25), and Carpinteria (24). (See Figure IV.2 to the right.) Only 22 respondents indicated that they provide services in Lompoc, and only 22 in Isla Vista, yet both of these localities have pockets of high poverty.

Figure IV.2
Number of Respondents by Service Area



Note: organizations may serve more than one geographic area so including percentage breakdowns would be misleading.

The next set of questions aimed at understanding the usage of services, or how many people the survey respondents serve in different areas of the County. These data provide a sense of how the concentration of public and non-profit services generally correlates to the needs of low-income residents in the County.

Overall, there seems to be a potential imbalance between the greatest numbers of poor people and concentrations of monthly service usage. Consistent with the finding regarding where services are distributed, usage is greatest in South County: more non-profit and public agencies serve more people in South County, followed by North County and then Mid County. For example, as Figure IV.3 shows 12 respondents served 750 people or more per month in South County, while just seven respondents served 750 people or more monthly in North County, and three respondents served 750 or more monthly in Mid County. South County also has the greatest total usage of services (12,458 to over 14,930 clients), compared to 8,906 to over 11,233 clients served in North County and 4,556 to over 6,284 in Mid County. These findings, however, must also be put into the context of regional population densities in Santa Barbara County: 47 percent of Santa Barbara's total population resides in South County, 34 percent in North County, and just 19 percent in Mid County. Nevertheless, *more poor people live in the North County, City of Santa Maria than in any other city in the County: 17,066 individuals, or slightly under 1 in 5 Santa Maria residents.*

Figure IV.3
Numbers of Respondents by Clients Served Monthly in Each Region

Numbers Served	1–49	50–99	100–199	200–299	300–499	500–750	750+	Total Served MIN	Total Served MAX
Entire County	*9	5	5	2	4	1	22	**19,359	21,775+
North County	6	3	2	5	1	4	7	8,906	11,233+
Mid County	6	2	2	3	3	1	3	4,556	6,284+
South County	8	3	3	3	3	3	12	12,458	14,930+

*E.g., 9 respondents who provide direct services to people throughout the County reported serving 1-49 people per month.
** E.g., respondents who serve the entire county served on aggregate between 19,359 and 21,775+ people per month.

When monthly client usage is analyzed at the sub-regional level (see Figure IV.4 below), there also seems to be an imbalance between the greatest numbers of poor people and concentrations of service usage. The City of Santa Barbara, for example, has the largest number of clients served per month, ranging from 7,608 to over 11,415; more service organizations help more people there than in any other area, yet Santa Maria actually has more poor people (17,066 people in poverty in Santa Maria, compared to 13,522 in the City of Santa Barbara).[69] Monthly service usage ranks second highest in Santa Maria (ranging from 4,908 to over 7,278). Service usage ranks third highest in Goleta (3,863 to over 6,517 per month), yet Goleta has only 2,248 people living in poverty.[70] On the other hand, Lompoc has 8,330 persons in poverty,[71] but ranks fifth in monthly service usage according to the survey results. **These findings suggest the need to shift some resources from the City of Santa Barbara to Santa Maria and Lompoc.**

When analyzing usage in the four cities/towns with the high poverty areas identified in this report, service usage is clustered in two of the four cities with high poverty (again, City of Santa Barbara and Santa Maria), but there is comparatively much less service usage in the other two cities with high poverty areas (Lompoc and Isla Vista).

Figure IV.4
Number of Respondents by Clients Served Monthly in Each City/Town

	Numbers Served	1–49	50–99	100–199	200–299	300–499	500–750	750+	Total Served MIN	Total Served MAX
	Buellton	*11	5	1	0	2	0	1	**1,711	2,781+
	Carpinteria	13	5	5	2	3	1	2	3,313	5,422+
	Cuyama	6	2	0	1	0	0	0	1,056	1,541+
	Goleta	13	4	10	4	2	1	3	3,863	6,517+
	Guadalupe	7	4	1	1	2	0	1	1,857	2,785+
HPA	Isla Vista	16	1	4	0	3	0	2	2,116	3,626+
HPA	Lompoc	11	2	4	3	2	1	5	2,961	4,728+
	Los Alamos	7	4	0	1	0	0	0	1,157	1,788+
	New Cuyama	6	2	2	1	0	1	0	1,756	2,689+
	Orcutt	10	4	2	0	1	1	1	1,960	3,183+
HPA	City of SB	8	5	9	2	11	4	13	7,608	11,415+
HPA	Santa Maria	8	3	1	6	4	3	7	4,908	7,278+
	Santa Ynez	14	3	1	1	2	0	1	1,814	3,029+
	Solvang	13	3	1	1	2	0	2	1,813	2,980+
	Vandenberg Village	9	2	0	0	0	1	1	1,359	2,139+
	Ventucopa	3	0	0	0	0	0	0	3	147+

*E.g.,11 respondents who provide direct services to people in Buellton reported serving 1-49 people per month.
** E.g., respondents served in total between 1,711 and 2,781+ people in Buellton per month.
Note: not all providers collect data on unduplicated clients so this table may include some duplicated counts

Fewer organizations in Lompoc (5) and Isla Vista (2) reported serving large numbers of people (750+), compared to the City of Santa Barbara (13) and Santa Maria (7). On the other hand, Lompoc and especially Isla Vista do have relatively larger numbers of service providers that serve small numbers of people; e.g. 16 respondents reported serving fewer than 50 people in Isla Vista and 11 in Lompoc. **This finding invites further research to analyze whether there may be a need for some consolidation of services in Isla Vista and Lompoc, in addition to expanding the overall number of people helped in these two areas.** It may be that consolidation is warranted, but it may also be that different organizations in these two cities are serving the needs of different populations or neighborhoods, or they may be providing different kinds of services with different staff capacities. More investigation into the non-profit service infrastructure in each city is needed to determine whether consolidation of organizations is advisable.

While the City of Guadalupe does not meet the 20 percent poverty threshold to be classified as a high poverty area in this report, 16.4 percent of persons (or 1,124 people) in the census tract that corresponds to Guadalupe are living below the Federal Poverty Thresholds,[72] yet it has much lower comparative services usage numbers, according to Figure IV.4. Only one respondent serving Guadalupe reported serving 750+ per month, none reported serving 500–750 per month, and two reported serving 300–499 people per month, with a total usage range of 1,957 to over 2,785 per month (Figure IV.4). **This finding suggests the need for further investigation into service gaps in Guadalupe**.

There are also a relatively large number of organizations serving less than 50 people in Mid County: in Santa Ynez, for example, 14 organizations listed that they serve fewer than 50 people, in Solvang 13 organizations listed that they serve fewer than 50 people, and in Buellton 11 organizations listed that they served fewer than 50 people (Figure IV.4.) These are low population areas, like Isla Vista and Lompoc above. **Further research is required to determine whether there may be a need for consolidation of services within these Mid County localities.**

The next set of questions investigated the capacity of the survey respondents, e.g. the total number of people respondents *could potentially* serve monthly. Here, the findings suggest considerable differences by region and town/city. Not surprisingly, the largest number of survey respondents (22) indicated that they could serve the greatest number of people (500 or more) throughout the entire county. However, in keeping with Santa Barbara County population densities, there was again generally greater capacity to serve people in South County, followed by North County, with the lowest capacity to service people in Mid County. Thirteen organizations, for example, could serve more than 500 people per month in South County, compared to only eight organizations which could serve that many people in Mid County. Similarly, nine organizations could serve up to 99 residents in South County, compared to only five organizations with similar capacity in Mid County. (See above: Figure IV.5.)

Figure IV.5
Number of Respondents by Monthly Capacity in Each Region

	1–99 people	100–499 people	500+ people	Total	
				MIN	MAX
Entire County	*16	15	22	12,516	20,069+
South County	9	6	13	7,109	10,385+
North County	6	7	10	5,706	9,087+
Mid County	5	4	8	4,405	6,491+

*E.g. 16 respondents servicing the entire county could potentially serve 1-99 people monthly. .

This same pattern surfaces at the sub-regional level. For example, 14 organizations responded that they could potentially serve more than 750 residents in the City of Santa Barbara, while six organizations responded that they could potentially serve more than 750 residents in Santa Maria and just five in Lompoc. In the Mid County cities/towns of Lompoc, Buellton, Santa Ynez, and Los Alamos, more respondents tend to be able to serve smaller numbers of people, while fewer respondents can serve larger numbers. Of course, interpretation of these findings again needs to take into consideration that these towns have much smaller populations than the cities of Santa Barbara and Santa Maria.

Figure IV.6
Number of Respondents by Monthly Waitlists in Each Region

	None	1–99 people	100–499 people	500+ people	Total No. on Waitlist	
					MIN	MAX
North County	15	8	1	0	108	1,291+
Mid County	9	6	2	0	206	1,592+
South County	*9	15	3	1	815	**3,482+**

*E.g. 9 respondents serving the entire county reported no waitlist and are not reported here. Also note: 15 respondents serving the entire county reported no waitlist and are not reported here.

Finally, the last question assessed how capacity meets current demand and detailed the size (if any) of waitlists for programs among survey respondents (see Figure IV.6). While findings suggest that organizations serving the South County can help many more people than those in North or Mid County, there are also more people on

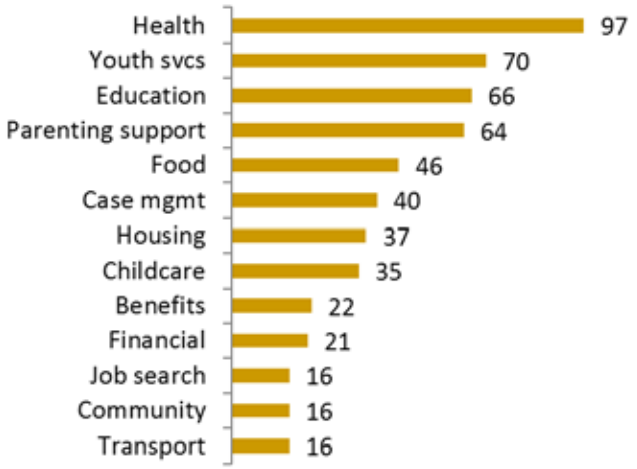
waitlists in South County than in the other regions. Nineteen respondents indicated that they had waitlists in South County, compared to just nine in North County and eight in Mid County. The total number of people on waitlists was also highest in South County. This finding suggests that demand is greater in South County; and/or more organizations maintain waitlists in South County; and/or more people know about programs available in South County and therefore try to enroll. However, overall, the number of people on each waitlist was relatively moderate: 29 organizations reported waitlists with fewer than 100 people, while only one respondent reported a waitlist of over 500. The most common response was "no waitlist now," regardless of whether the organization served the entire county or a particular region or city/town. This finding deserves more research to understand why the waitlist numbers are relatively low and what it might imply about how programs are, or are not, meeting current needs.

Services by Types of Programs

Survey respondents provide a wide range of programs to help people in their communities. Among the most common types of specific services provided are food and nutrition (46 respondents), parent education (45), case management (40), youth mentoring (35), afterschool programming (35), mental health services (34), and health care services (27).

When grouped by similar types of services (see Figure IV.7 to the right), the most prevalent program services from respondents included health (by far), youth, education, and parent support. The programs where respondents had the greatest capacity were education (probably reflecting responses from school district representatives), health, housing, and youth services.

Figure IV.7 Number of Respondents by Programmatic Categories



Note: organizations may provide more than one program so including percentage breakdowns would be misleading.

To understand the usage of different kinds of programs, survey respondents also provided data on how many people participated in various programs. The programs with the larger number of participants included education, health, housing, and financial programs. For example, 69 respondents answered that they provide over 500 people educational services per month. Forty-seven respondents indicated that they provided health services to over 500 people monthly, and 56 indicated that they provided 0–99 people with health services monthly. (See Figure IV.8 on the following page.)

Figure IV.8
Number of Respondents by Monthly Capacity (Grouped by Program Types)

	0–99 people	100–499 people	500+ people	Total served	
				MIN	MAX
Parenting support	*46	15	1	2,046	12,539+
Case Mgmt.	20	15	12	7,520	15,465+
Benefits	14	3	9	4,814	7,383+
Childcare	17	12	23	12,717	19,171+
Youth Services	35	25	24	14,535	27,940+
Education	46	15	69	36,046	46,539+
Job search	14	1	9	4,614	6,385+
Housing	20	12	43	22,720	29,468+
Financial	20	3	43	21,820	24,977+
Food	13	19	21	12,413	21,268+
Health	56	33	47	26,856	45,511+
Community	11	1	23	11,611	13,088+
Transport	13	4	11	5,913	8,783+

*E.g. 46 respondents could potentially provide 0-99 people parenting support services.

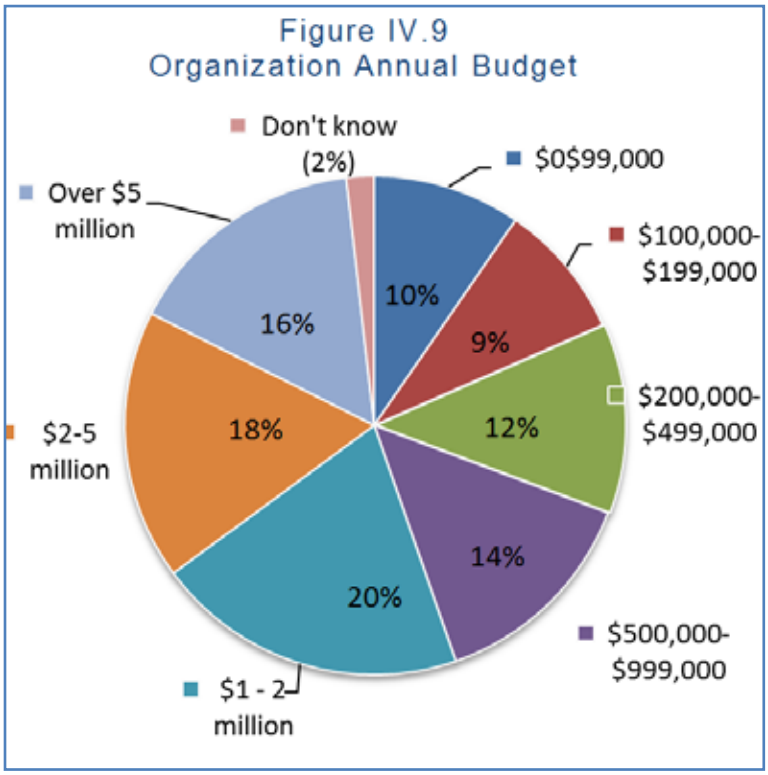
Services by Target Population

The agencies surveyed tend to serve households considered poor or near-poor by federal standards. Thirty-two percent of respondents (36) indicated that more than three quarters of their clients have household incomes less than the Federal Poverty Guidelines, or FPL ($11,170/year for a 1-person household and $23,050/year for a 4-person household in 2012); 21 percent of respondents (23) reported that 50–75 percent of their clients have incomes below the FPL; 17 percent (19) of respondents reported that 25–49 percent of their clients have incomes below the FPL; and 13 percent (14) reported that less than 25 percent of their clients have incomes below the FPL. Twenty-eight percent of respondents (26) indicated that 35–49 percent of households served have incomes between 100 and 200 percent of the FPL, and a smaller percent reported serving people above 200 percent of the FPL.

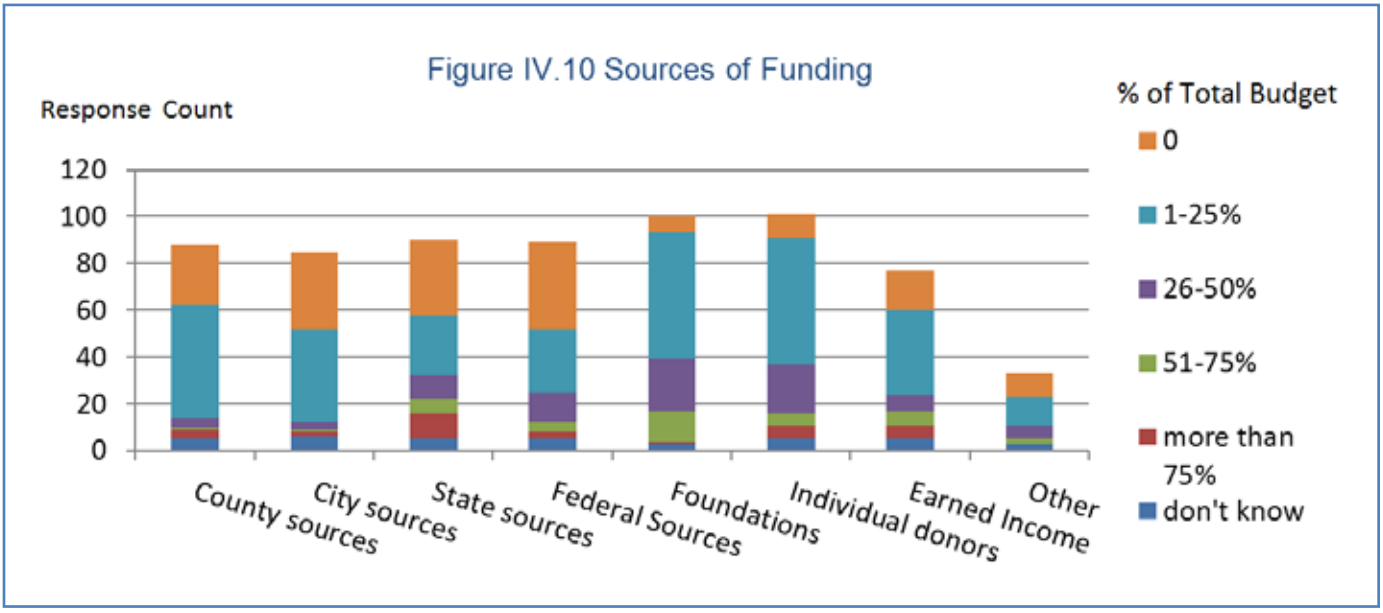
Agencies surveyed targeted a wide range of populations. The most common target populations were children, women, people with disabilities, Latinos, and working age adults. Perhaps not surprising given the recent spikes in child poverty,[73] 30 percent of the respondents reported serving primarily or exclusively children (75–100 percent), 41 percent served mostly if not all women, and 28 percent served primarily or exclusively Latinos. In contrast, only nine percent of respondents reported that most or all of their clients were seniors; only eight percent reported serving primarily or exclusively homeless clients (surprising given that homelessness is an important local issue). None of the respondents serve primarily teenage parents, migrant workers, or veterans. **Given the high unemployment rates in certain parts of the County, it is also surprising that only three percent of respondents focused on jobseekers, and none focused on dislocated or migrant workers.** In terms of language accessibility, the large majority of respondents (78 percent) offered programs in both English and Spanish. A few organizations offered programs in Mixtecan languages,[74] and a few in American Sign Language.

Capacity, Funding and Future Directions

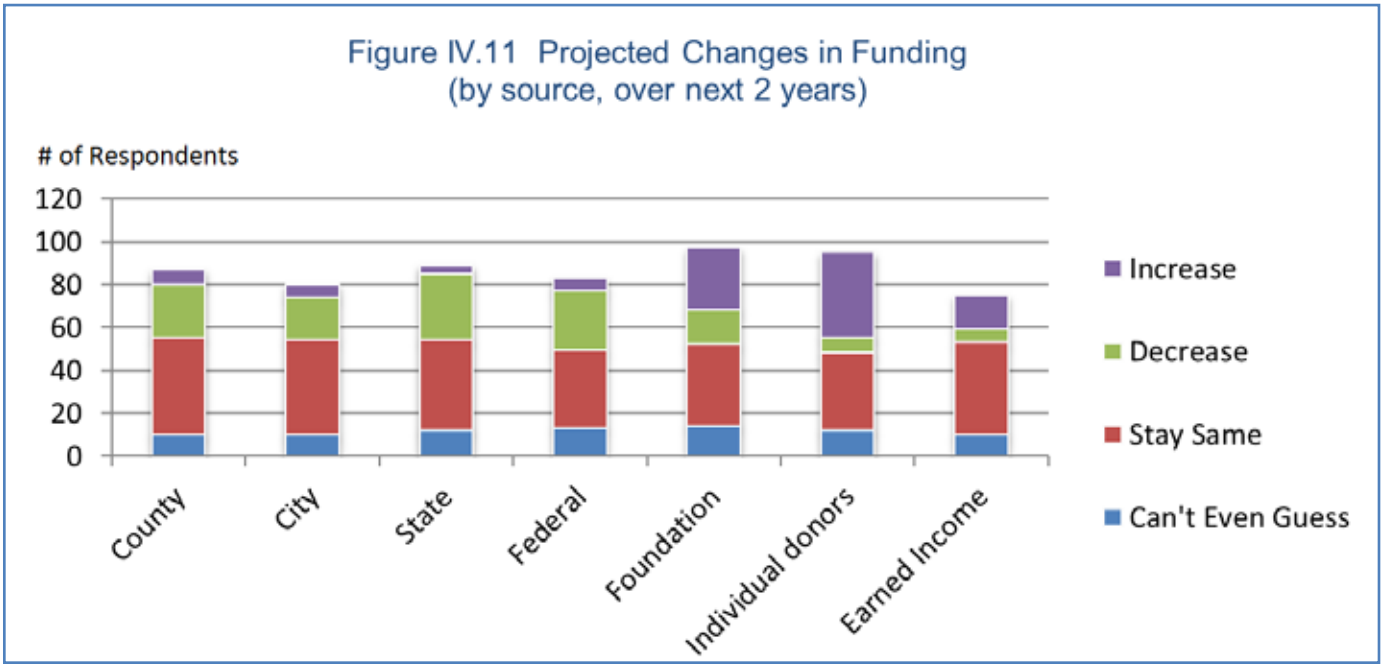
The survey included a series of questions to understand the financial health and future directions of service providers in Santa Barbara County. As Figure IV.9 below depicts, the respondents represent organizations with a wide range of budgets and capacities: 10 percent reported an annual budget of less than $100,000, and 16 percent reported an annual budget of over $5 million. (Note, the percentage reporting an annual budget of over $5 million drops to 12 percent when four respondents representing school districts are removed). When asked about their budget expectations over the next two years, 44 percent anticipated that their agency budget would grow, 29 percent anticipated that it would stay the same, and 21 percent expected a decline. County and state agency respondents, on the other hand, predicted that their funding would stay the same or decline over the next two years. **Overall, these results suggest a relatively vibrant non-profit sector in Santa Barbara County.**



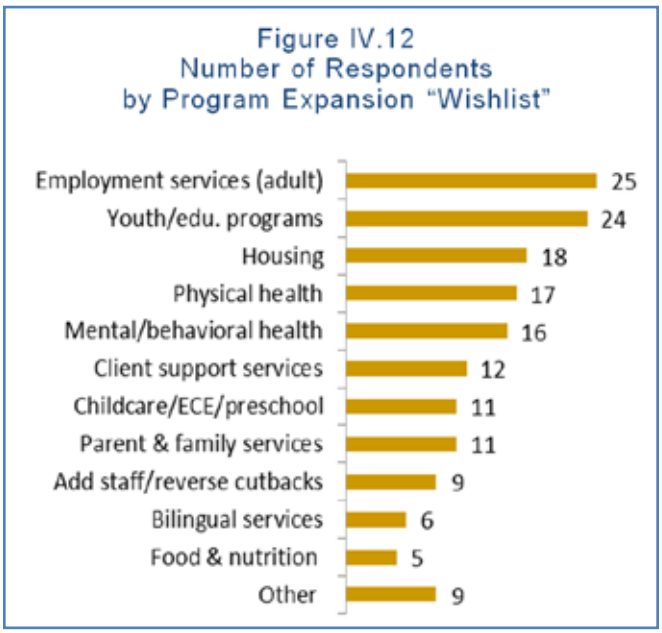
With respect to sources of funding, respondents rely on a variety of sources: public, philanthropic, individual donors, and earned income. Figure IV.10 below, also suggests that **overall, funding is diversified among many sources**; many respondents report that each funding source listed represents less than 25 percent of their total budget. However, there are a few notable exceptions: 11 respondents reported that more than 75 percent of their funding comes from state sources alone; six respondents indicated a reliance on individual donors, and six on earned income.



Looking toward the future, according to respondents' projections, funding appears relatively stable. Approximately one third of respondents predict that their organization's sources of support will remain at the same levels over the next two years, while less than a third predict that their funding will decline. A much smaller percentage estimates increases. However, many respondents expect public sources of funding to decline. Interestingly, at the same time, respondents expect that they will be able to buffer these losses in public funds by increases in support from foundations and individual donors. (See Figure IV.11 below for more details.)



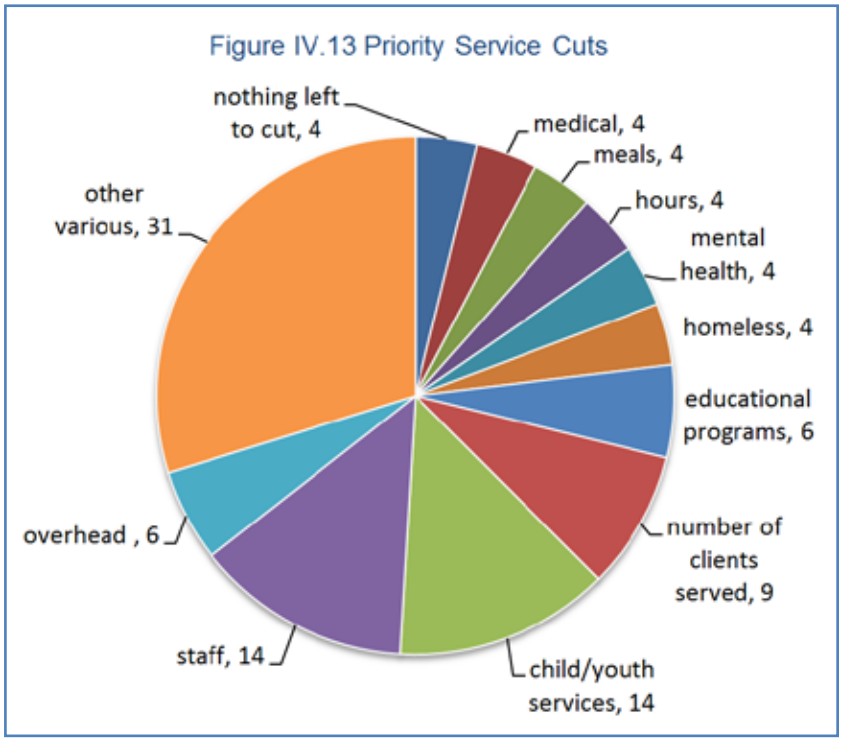
If the agencies surveyed did have the opportunity to expand their service offerings, priorities for expansion would include adult employment services, youth programs, and housing—followed closely by physical and mental health/behavior services. Overall, there was a strong focus on expanding education and youth programming (e.g. college counseling, academic intervention for struggling students, anti-gang programs, and teen pregnancy support). Priorities for another program expansion area—employment services—included job training/apprenticeships, job placement, skills upgrade training, workplace classes, and job creation. One respondent explained the pressing need for another top contender, more affordable housing: "We have 70 low-income apartments. We could fill 700 if they were available." Within the health arena, a few organizations wanted more promotores—or, peer health promoter programs—to better serve the Latino population and encourage more individual an community engagement. Still others cited the need for more overall staffing to meet growing demands within the specific communities they serve: "We need more boots on the ground."



Several service providers were struggling to cope with the effects of recent cuts in public funding and

wanted to increase fundraising capacity to make up for the loss. There was a sense of urgency in the tone of some respondents: "We would just want to serve more children. We turned away 32 last year."

If they had the opportunity to expand, a few service providers said that they would focus on specific target populations and/or disparities, citing the achievement gap[75] and the need for more programs to help low-income girls. As one respondent explained, it is important to "aggressively address the achievement gap [with] far more literacy at a much younger age. You cannot get a job without knowing how to read, and if these kids fall too far behind, they drop out of school entirely." In sum, the responses varied by person, but there was a clear pattern regarding the desire among many to focus on either employment services or youth/education programs, if given the opportunity. (See Figure IV.12 for a complete breakdown of expansion preferences, grouped by categories of services.)



On the other hand, when asked what they would *cut* if forced to do so, there were no clear overall priorities; individual responses varied significantly depending on the organization (see Figure IV.13 to the right). Ironically, given desires to also expand in this area, one of the most common responses suggested cutting services to children/youth (14 respondents). Several organizations directly or indirectly indicated that they have already cut as much as they could as a result of recessionary hits to their funding: "We have done this for the last several years," according to one respondent, "and we have cut staff and supplies to be as lean as possible without directly impacting programming or numbers/demographics served." Similarly, another provider explained that they rely almost exclusively on volunteers and could not cut further without shutting down their program completely: "Our delivery drivers use their own cars and gas without any compensation. We have no wiggle room in our budget. The only thing left would be to TERMINATE this program [emphasis theirs]."

Fourteen respondents indicated that they would reduce the number of clients they served, but keep all of their current programs if forced to make cuts. One respondent explained that keeping all of the organization's programs was important because they operate holistically and synergistically to address client needs.

Other respondents specified particular programs they would likely cut, if forced to do so. Below is a partial list of these cuts (many of which fell under the "other" category in Figure IV.13):

Homeless Services

- "[Homeless] bed capacity will be reduced, administrative capacity and decreased social services support."
- "Warming centers would not activate due to funding not available for staffing the emergency shelters."
- "We would cut back in Isla Vista where the homeless demographic is older."

- Childcare or Foster Care
- "We typically cut back on childcare slots because that is the most expensive for us. This, of course, makes it harder for people to go to work, or they put their children in lower quality programs."
- "We would have to freeze new foster homes and cease to take new placements."
- "Foster care services countywide due to insufficient rates to cover cost and the inability to provide needed mental health services."
- "We would have more children and fewer teachers, but we are close to the licensing line now."
- "Close early care and education classes."

Medical

- "We might have to cut back on some of the medications that we provide to clients after a sexual assault."
- "Number of staff caring for the residents."

Food/Nutrition

- "Eliminate four mobile food distribution sites."
- "Cut back on amount of meals delivered to each client."

Senior Services

- "We would be forced to cut back on our [senior] program, which functions like a scholarship program, subsidizing the cost of services for low-income members."

North County

- "We would cut services in North County because we receive little or no funding from the community there."

In sum, there was a wide variety of responses when asked what services organizations would cut if they had to do so, but also an overriding concern that any further reduction in funding and services would be devastating for both the organizations and the people they serve.

Challenges

Figure IV.14 Challenges

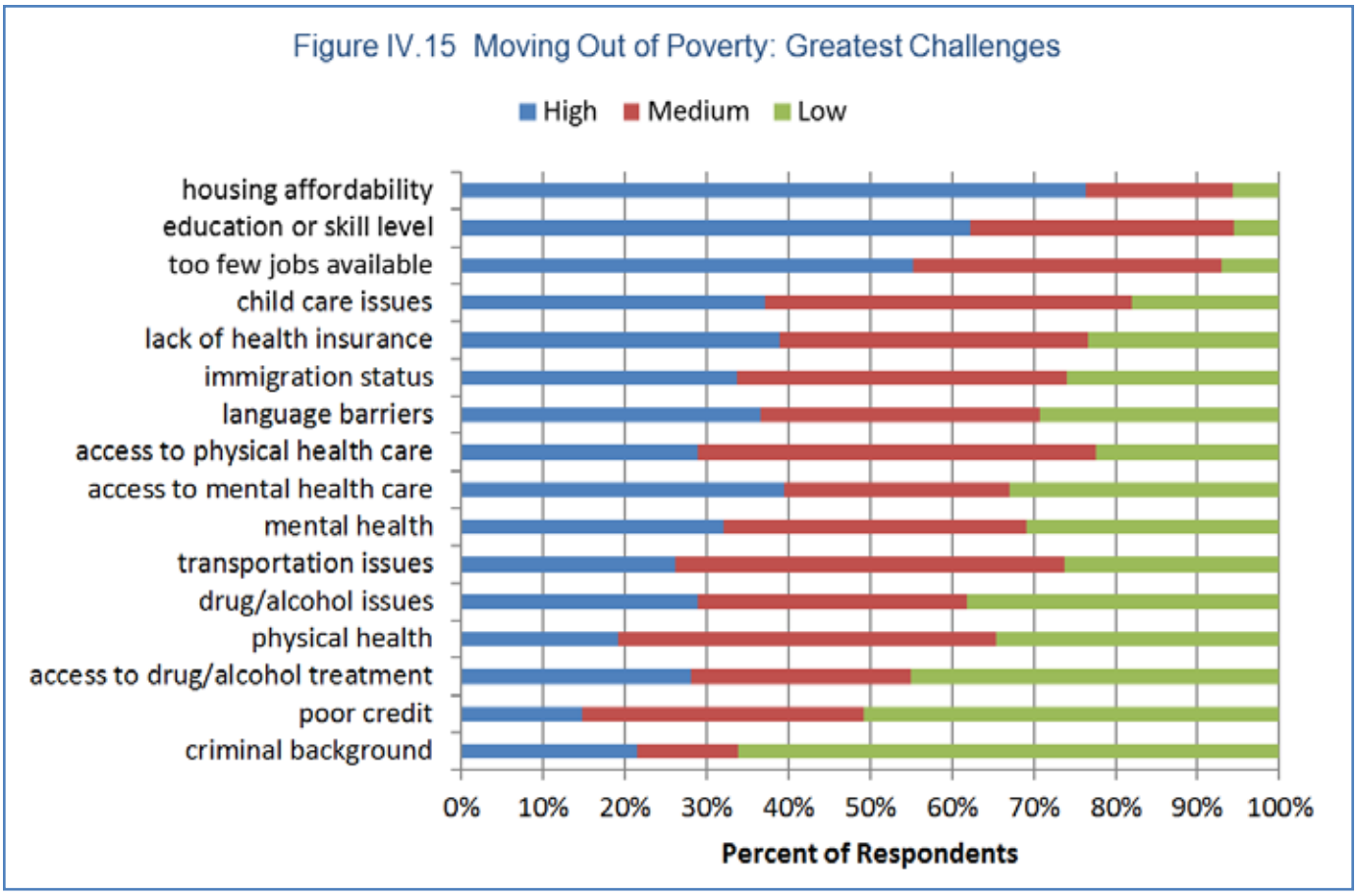
Challenge	No. of respondents
Low Wages/Economic Immobility	
Education/skill level	45
Not enough jobs	38
High cost of living	26
Low wages/income	22
Lack of advancement opportunity	4
Financial (access to capital, debt, financial literacy)	3
Total	**138**
Health Issues	
Disability (physical or developmental)	6
Age-related issues	5
Mental health	10
Physical health	8
Drugs/alcohol addiction, lack of access to treatment	16
Total	**45**
Health Care Access	
Access to mental health care	12
Access to physical health care	6
Health care cost	2
Health insurance	5
Total	**25**
Child/Elder Care Issues	
Child care issues (cost, availability)	11
Lack of preschool	2
Supporting/caring for parents	3
Total	**16**

Challenge	No. of respondents
Housing	
Housing issues	19
Housing cost	4
Homelessness	2
Total	**25**
Other Issues	
Transportation issues	9
Immigration status	9
Language barriers	10
Total	**28**
Systemic Issues	
Uncoordinated service delivery	1
Benefits issues (can't get on or afford to get off)	4
No women's shelter	1
Access to developmental services	1
Access to higher education	1
Achievement gap	1
Safety education	1
Delays in dependency court timelines	1
Total	**11**
Sociocultural Issues	
Stigma/attitudes (of community or employers)	4
Unstable homes / lack of family support	2
Large family size	2
Cultural values / expectations	1
Fear of law enforcement	1
Lure of the streets	1
Life skills	1
Total	**12**

Survey respondents cited a number of challenges that impede their clients' chances of moving out of poverty. The most common answers included education and skill level of their clients (45 respondents), not enough jobs in the region (38), the high cost of living (26), and low wages in the jobs that are available (22). Housing, health issues, health care access, and child care were also commonly cited categories.

When categorized by type of challenge, respondents indicated that issues related to low wages and economic immobility were, by far, the most pressing challenge among those they served: 138 respondents listed an issue related to wages or economic mobility, with some respondents citing more than one economic mobility issue of concern to them. These results reflect the priorities for program expansion among job services, but also may point to the need for an improved, comprehensive economic and workforce development strategy for the region (which is also referenced in the stakeholder interviews in Section V). (See Figure IV.14 above for a list of challenges by issue area.)

When asked to rank what they see as their clients' greatest challenges to getting out of poverty by "high", "medium", or "low" challenge, a slightly different view emerges. Phrased this way, housing affordability, education/skill level, too few jobs available, and child care issues rose to the top. (See Figure IV.15 below.)



Some answers did not lend themselves to easy categorization but still provide useful insights and perspectives from service providers in the community. For example, one respondent cited the lack of opportunity and access to social networks that could help their clients obtain decent jobs. Another expressed concerns about school safety, the achievement gap, and lack of preschool experience for young children. Others recounted the need for more bilingual services and off-hour services, pointing to difficulties faced by people attempting to access existing support services. One respondent wrote about "long working hours from 6:00 to 6:00 for parents who will be fired if they take leave to bring their children or themselves to counseling." (Challenges around accessibility to services also arose in the stakeholder interviews.)

A few respondents cited the particular challenges of seniors and people with disabilities. One provider noted that "employer education and attitudes about hiring people with disabilities; complex benefits issues that keep people from trying to work; and community attitudes about inclusion" get in the way of people with disabilities as they strive to reach self-sufficiency. Another described the challenges faced by elderly clients who are too old and frail to work, but have "no meaningful opportunity to enhance their fixed incomes, poor education, and (work) experience," while struggling to keep up with escalating health care costs. Another senior services provider described: "Elders who never expected to be poor find themselves with minimal income due to low interest rates and declining investments. People find themselves sliding into poverty."

Finally, one respondent wrote a long critique of the non-profit sector, philanthropy, government agencies, and the workforce system:

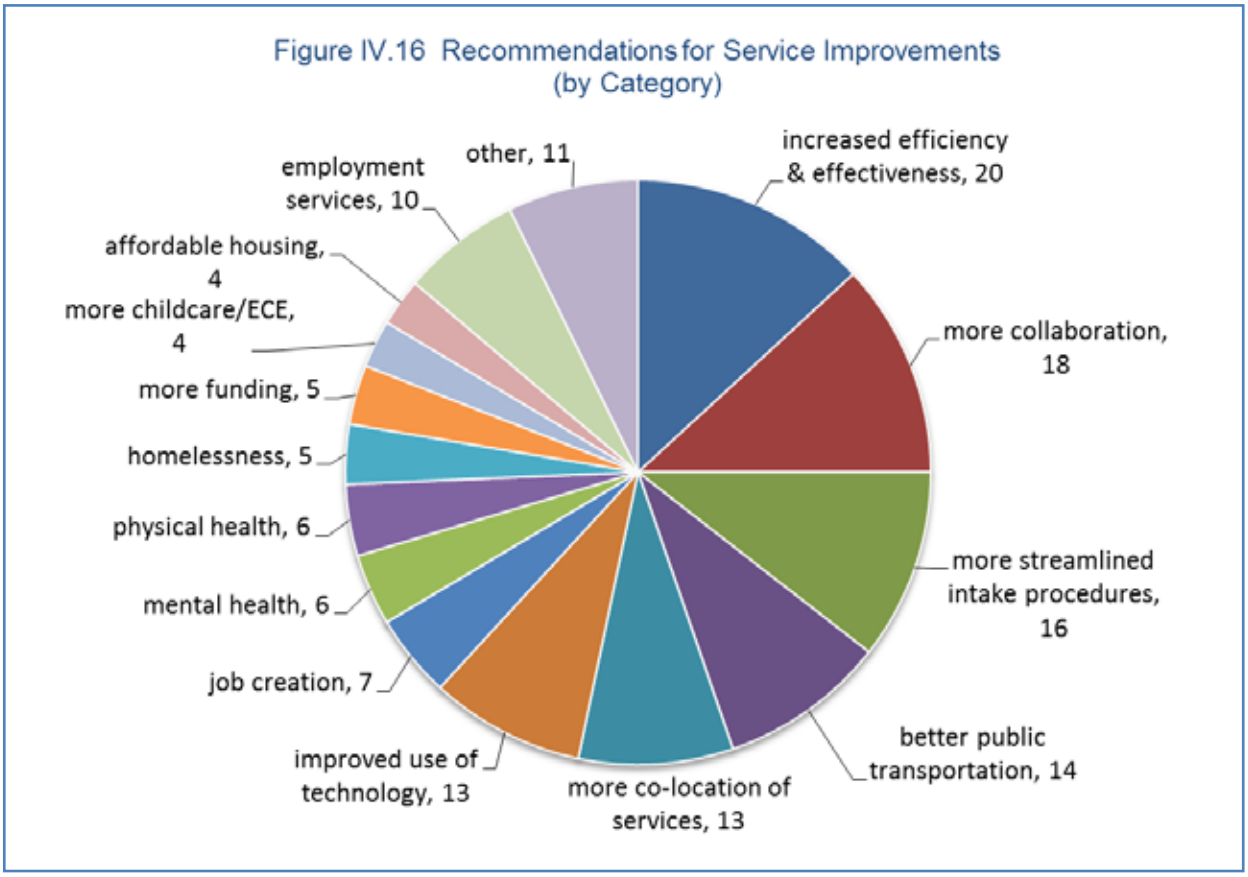
> "In the short term, the cycle of poverty is exasperated by a social service system and nonprofit sector that is characterized by isolation, systemic weaknesses, poor communication, competing priorities, competition, and a lack of a meaningful strategy among funders and service providers to align their giving with where the needs are most felt. Specifically, funders in the foundation community need to align their giving to support the backbone of our social service sector—government agencies . . .
>
> Local government agencies and foundations also need to more aggressively hold the nonprofit sector accountable for its duplicative, competitive and ineffective approach to organizational survival, often at the expense of those we seek to serve.
>
> On a long term basis, for the population we deal with (youth and families), our failure as a community (schools, colleges, nonprofits, local governments, parents, employers) [is] to support students in accessing and achieving in a true diversity of pathways to higher education and professional success. Real world 21st century skills are viewed as less important than a four year college degree, thereby making students feel like they are a failure if they do not get into, or cannot afford to pay for college. Because we are not having a true and deep conversation with students about the many options to become workforce ready in rewarding careers, [students] are not exploring those options soon enough in their secondary education experience to successfully access those pathways. Instead, we espouse this utopian notion that every kid in the world is going to college, and, in our culture, college always means a four year degree. In reality, fewer than 50 percent of our local graduates earn any kind of degree within 6 years of graduation, and we are failing to provide them with the real world workforce training that would effectively prepare them for meaningful and rewarding jobs."

While harsher in tone, this commentary is not inconsistent with other respondents' focus on the need to increase the education and skill levels of low-income populations. Some of the themes here are also echoed in the recommendations among respondents and the stakeholder interview results reported in Section V.

Respondent Recommendations

The final question for the service providers honed in on recommendations for improving current programs or policies in Santa Barbara County so that more residents could reach economic security. Here the survey found more commonality around improvements to the *way* services are delivered versus *what* services are delivered. Twenty respondents, for example, thought that there is room for increased efficiency and effectiveness in program implementation; 18 hoped for more collaboration; 16 for more streamlined intake procedures; 13 respondents wanted more services co-located; and 13 wanted improved use of technology in delivering services. The only category with more than 10 respondents for improving *what* is provided was "better public transportation" (with 14 responses). Many respondents suggested that more services need to be co-located in high-need areas precisely because public transportation is inadequate, making it hard for people to access critical supports. Other issue areas raised by respondents included job creation/economic development (7), employment services (10), affordable housing (4), mental health (6), physical health (6), and child care/ECE (4). (See Figure IV.16 for more details.)

In looking at population-specific recommendations, several respondents mentioned the need to help low-income seniors, a few focused on more youth programming, and a few on supportive services and transitional housing for homeless individuals and families. Discussion of these recommendations based on the specific comments respondents provided in answering this open-ended survey question follow.



Improve Service Delivery

To improve service delivery, **many respondents wanted more shared decision-making and genuine collaboration with the County**. They suggested that non-profit organizations could deliver services currently administered through the County more efficiently and effectively. Respondents in support of these ideas recommended that the County:

- "**expand current partnerships with the County for co-location** and [allow] non-profits as full partners, conducting [pre-screening] eligibility and [assisting in] enrollment processes, with the County providing technical assistance, quality control and approvals;"
- "**invest in the organizations/services that have proven effective** in the work they're doing, rather than investing those funds in starting new government run departments to try to do the same thing at a much higher cost;"
- "**eliminate its siloed service delivery model**, and begin implementing an integrated service delivery system;"
- "**allow the nonprofit agency service providers to make more suggestions and decisions** on how to best allocate and deliver resources, since they directly serve the residents;"
- **"enable us to provide mental health services on-site and bill Medi-Cal;"**
- "**involve more agencies in a truly collaborative effort** to provide direct services efficiently and effectively."

These important points are elaborated on in Section V: Stakeholder Interviews.

One respondent was encouraged by recent collaborative projects and recommended a continuation of current efforts to develop cross-sectoral systems of care: e.g. the Children's Oral Health Collaborative, Coalition in Support of Promotores, Children's Health Initiative of Santa Barbara County. This respondent wanted the County and other funders to closely monitor the collective impact of such efforts.

Streamline Access to Services and Use Technology

Another set of recommendations centered on using technology to streamline access to services, increase efficiencies, reduce duplicative services, share information, and make programs more accessible throughout the County. Here, service providers discussed the need for a **single point of entry**: **"I would create one entry door for clients to get *all* services."** Respondents complained that intake procedures for public benefits were confusing and often intimidating, especially for people who do not speak English.

One service provider argued that "improving the places and ways they can access CalFresh would [also] add to the county's revenue as individuals have financial means to spend on goods and services." Finally, citing a concern about duplication of services, another respondent recommended that funders "establish a moratorium on 'new' programs, unless they had first determined the absence of existing or similar services."

Improve Accountability

Holding service providers more accountable was another theme discussed by a few respondents. One person suggested that funders conduct more site visits to make sure that the programs are working properly and effectively. Another wanted "non-profits [to] demonstrate that they are using the funds they have been given for their intended use and that their programs are actually creating a lasting impact."

Shift Funds from South County to North County

A few respondents mentioned that while the population is greater in South County, the need for more services is concentrated in North County. Here one respondent suggested that more funding and services be directed to North County to help meet the growing demand there:

> **"There is a gross abundance of nonprofit services helping a smaller population of poor people in South County, while the County and other local government agencies are left alone in North County to provide for the needs of a tidal wave of poor people compared to the South."**

This respondent suggested that County agencies and foundations invest much more in agencies that have the capacity to deliver countywide services to address the North/South disparity in resources. (This theme is echoed strongly in Section V: Stakeholder Interviews.)

Address Specific Issues: Economic and Workforce Development, Affordable Housing, and Systemic Change

Respondents wrote in comments related to wages, economic and workforce development, affordable housing, and education and empowerment. To boost wages, one person recommended passing a *countywide living wage ordinance*; another suggested *work incentives for employers to hire unemployed workers* for a trial period; others emphasized the need for *targeted education and vocational training in growing sectors* of the local economy. Still other respondents focused on the need to attract more employers to the area: *"Santa Barbara County needs more industry. We need to attract jobs of all kinds at all skill levels for college educated people as well as those with only a high school diploma or those without either."* One respondent discussed the challenges of immigrants who "want to work but they cannot find something 'legitimate' because of their language or immigration status." This person had a creative suggestion to partner with the Mexican Consulate to help establish work visas and allow people to finish their education through their country of origin.

A few respondents discussed the interconnectedness, and at times tensions, between affordable housing and economic development. One commented that the lack of affordable housing makes it challenging to attract employers to the region, and even decent paying jobs are often not enough for people to afford housing in Santa Barbara's high cost housing market: "Employers need to be drawn here somehow. Still, until the cost of rents come down, it will be difficult even if someone has a good salary."

Another respondent was frustrated that there was not more of a countywide focus on economic development:

> **"The County has little history of or commitment to economic development and job creation. At the county level, the major focus has been on housing—certainly a challenging issue—but the creation of well-paying jobs is what helps people afford housing."**

Still another wanted the focus to be on more affordable and diverse housing options, including increased density in some areas. Again, these themes are echoed in Section V on stakeholder interview findings.

Finally, the last issue discussed by a few respondents in this section centered on *systemic changes*. One respondent wanted philanthropic foundations to realign their strategies to support and augment current public programs and policies, which this person argued are the "backbone" for helping low-income populations. "I would look beyond services and focus more on a complete restructuring of the system and our collective strategy for dealing with these issues," explained this respondent.

> **"I think private funders need to recognize that the bulk of the money spent in this County on providing for the needs of the poor is controlled by government, and especially county government. Foundations and donors ought to be encouraged to align their giving more with the needs of those government programs and focused on nonprofits that can help augment and support the backbone that local government represents in the infrastructure for serving poor people."**

Another respondent recommended restructuring programs, but had a different perspective. This person thought that there needed to be more effort into integrating education, participant engagement, and empowerment into existing programs and delivery systems. In this person's words,

> **"We believe all programs, whatever their respective focus, need to be structured around education. Many institutions, but especially non-profits, are wary of real education because it requires investment and the results are sometimes hard to quantify. Likewise, people like the sense of immediate gratification, and the fruits of education often take years to realize (or, for some, take responsibility for)."**

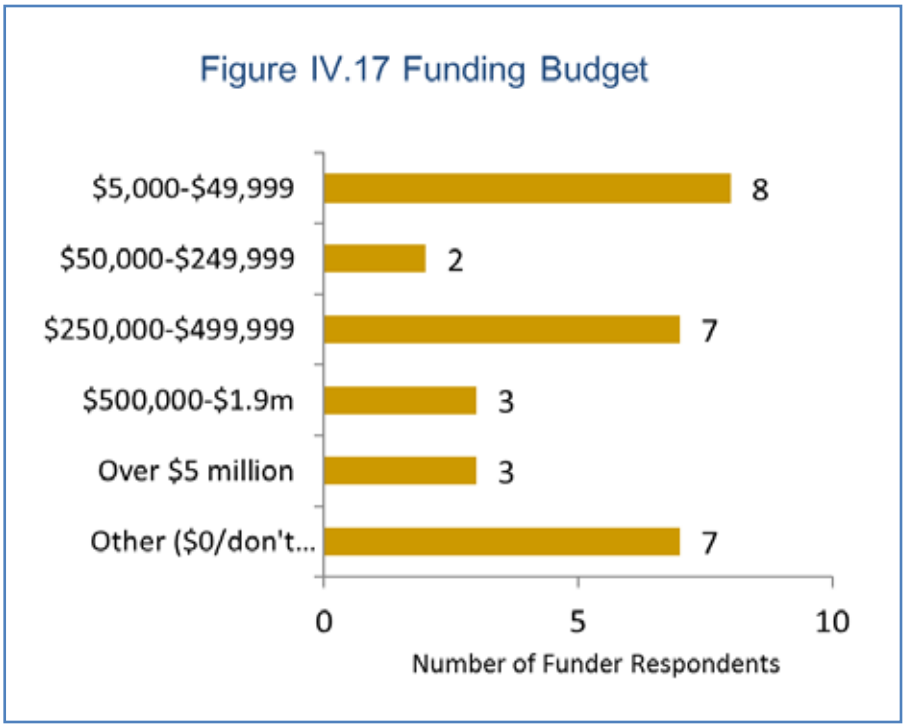
At the same time, this respondent recognized the tension between efforts focused on shorter-term tangible results and longer-term systemic changes that help get at the root causes of poverty. "In our business, it's easier to tout that we have fed over 100,000 people last year," this person continued,

> **"but it's harder to illustrate how much we've taught our communities about self-sufficiency and good nutrition. In the non-profit world, this will always be somewhat of a struggle between wanting to stay sustainable as an organization by providing immediate results and having a real impact through long-term investments (sometimes at the expense of short-term goals). Personally, I believe that education and empowerment, though less quantifiable in some cases, are always more important. Or course, if someone is homeless or hungry, we absolutely need to make sure that he or she has a safe place to stay and some good food. However, sometimes it seems as though there's a disproportionate amount of attention paid to the result, rather than the cause, of these issues."**

Empowerment, systemic changes, co-location of services, increased accountability, improving access, regional imbalances of services and funding, economic development, and affordable housing are all themes that the 16 stakeholders interviewed also raised and will be revisited in Section V.

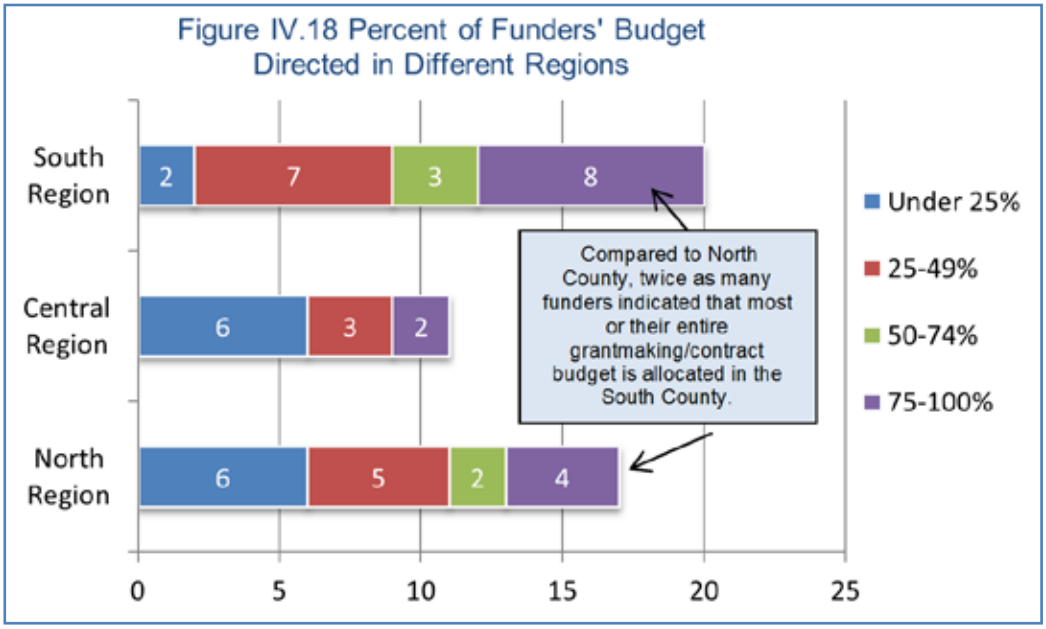
Funder Perspective

The survey also sought to understand the perspective of public and private funders in Santa Barbara County. Thirty-five funders responded to a subset of the survey, representing a mix of county, city, and state public agencies, as well as private community, family, corporate, and operating foundations. The size of the grantmaking, or contract services budget, among the respondents ranged from less than $50,000 to over $5 million. The two most common responses were from organizations whose budgets are $5,000–$49,999 or $250,000–$499,999. (See Figure IV.17 to the right for a breakdown of budget size by number of funder survey respondents.)

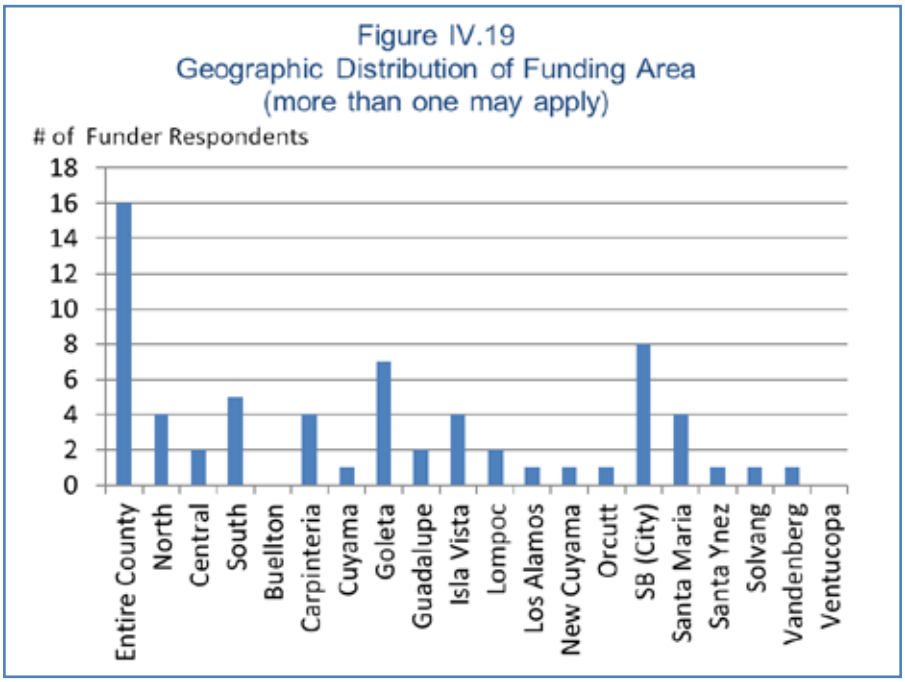


Funding by Area

Funding is distributed in all three regions of Santa Barbara County, with the greatest concentration of both funders and funding allocation resources dedicated to South County, followed by North County and then Mid County. Eight respondents indicated that 75 to 100 percent of their budget is allocated to South County, while only four respondents indicated that 75 to 100 percent of their budget is allocated to North County, and two in Mid County. Similarly, three funders indicated that 50 to 74 percent of their funding went to South County, while two listed that 50 to 74 percent of their funding went to North County and none listed that percentage in Mid County. This finding is in keeping with the earlier survey results indicating a concentration of services, capacities, and now resources in South County. (See: Figure IV.18.)

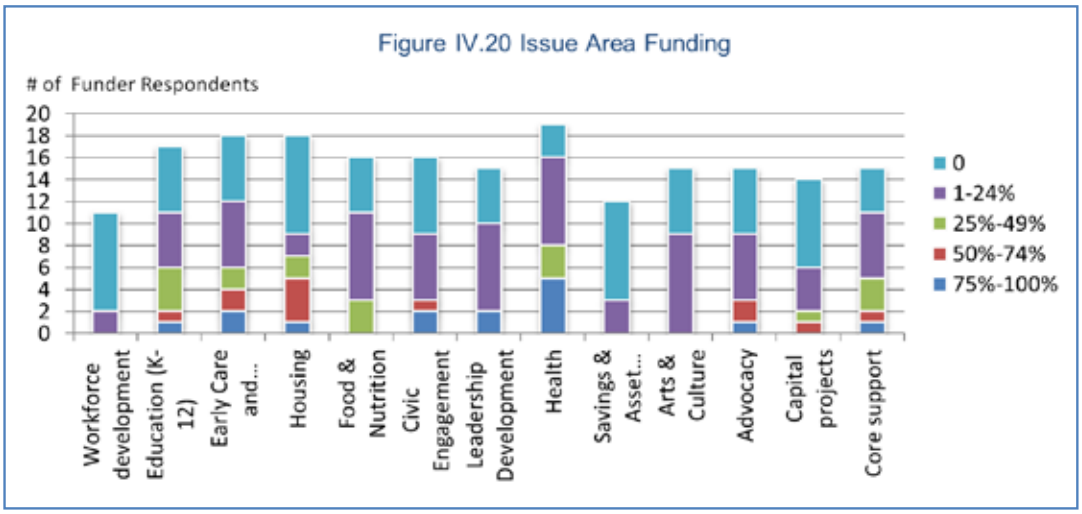


The survey also asked for an overall distribution of funding by towns and cities. (See Figure IV.19). Here the survey finds that funding again is concentrated in the City of Santa Barbara (8 respondents), Goleta (7), Santa Maria (4), and Isla Vista (4). **Only two funders responded that they fund services in Lompoc, which contains a high poverty area. Again, this finding suggests the need for more research and consideration of reallocating some resources to support low-income and/or unemployed residents of Lompoc.**



Funding by Types of Programs

Respondents fund a wide range of programs (see Figure IV.20 below). Most funders spend less than 25 percent of their budget on any one issue area, in keeping with the finding that most service organizations in the survey have a relatively diversified funding base. Only a few funders direct 75 to 100 percent of their budget to just one issue area: for example, five respondents indicated that they spend 75 to 100 percent of their budget on health (the most widely cited response in general), two spend 75 to 100 percent of their budget on early care and education, two on civic engagement and two on leadership development. The most widely cited funding areas overall were health, early care and education, K-12 education, food and nutrition, and core support. Each had over ten respondents indicating that they fund programs in those areas. **Given the strong emphasis on the need for more education, skill development, and job assistance among the service provider respondents, it is significant to note the dearth of funders focused on workforce development (just two respondents).** Similarly, there is a relatively **low emphasis on housing among the funder respondents**, given service providers' clear recognition that affordable housing is a fundamental problem in Santa Barbara County. Of course, where funding can be allocated is often dictated by the source of funding, legislation, donor preferences, etc.

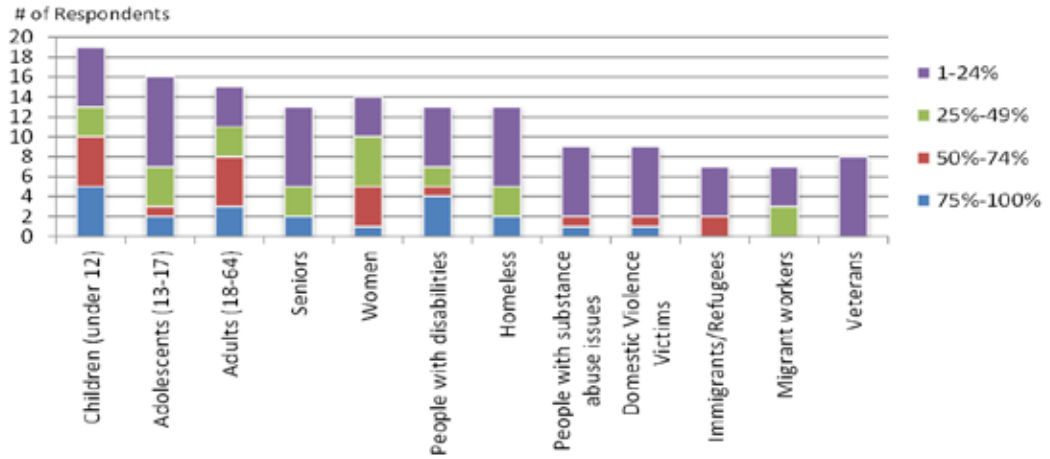


Funding by Target Population

Survey respondents also tend to allocate their funding among many different populations in Santa Barbara County (see Figure IV.21 below). In the past year, most funders spent less than 25 percent of their budget on any one specific population, although respondents did focus funding more on specific populations than on specific issue areas. For example, five funders allocated 75 to 100 percent of their budget to children under age 12 and two respondents to children age 13–17. Funding focused on children under 12 and adolescents were the two most popular responses in general. (This emphasis on children may reflect the recent increase in child poverty rates discussed earlier.)

Four funders directed 75 to 100 percent of their budget in the past year to people with disabilities, and two to homeless populations. This is perhaps surprising given the housing affordability crisis in parts of Santa Barbara County, although eight respondents did direct a smaller percentage of their budget to homeless populations. Comparatively few funders focused on immigrants/refugees or migrant workers, despite the fact that just under a quarter of the County's total population is foreign-born.[76]

Figure IV.21 Population Funded Funding

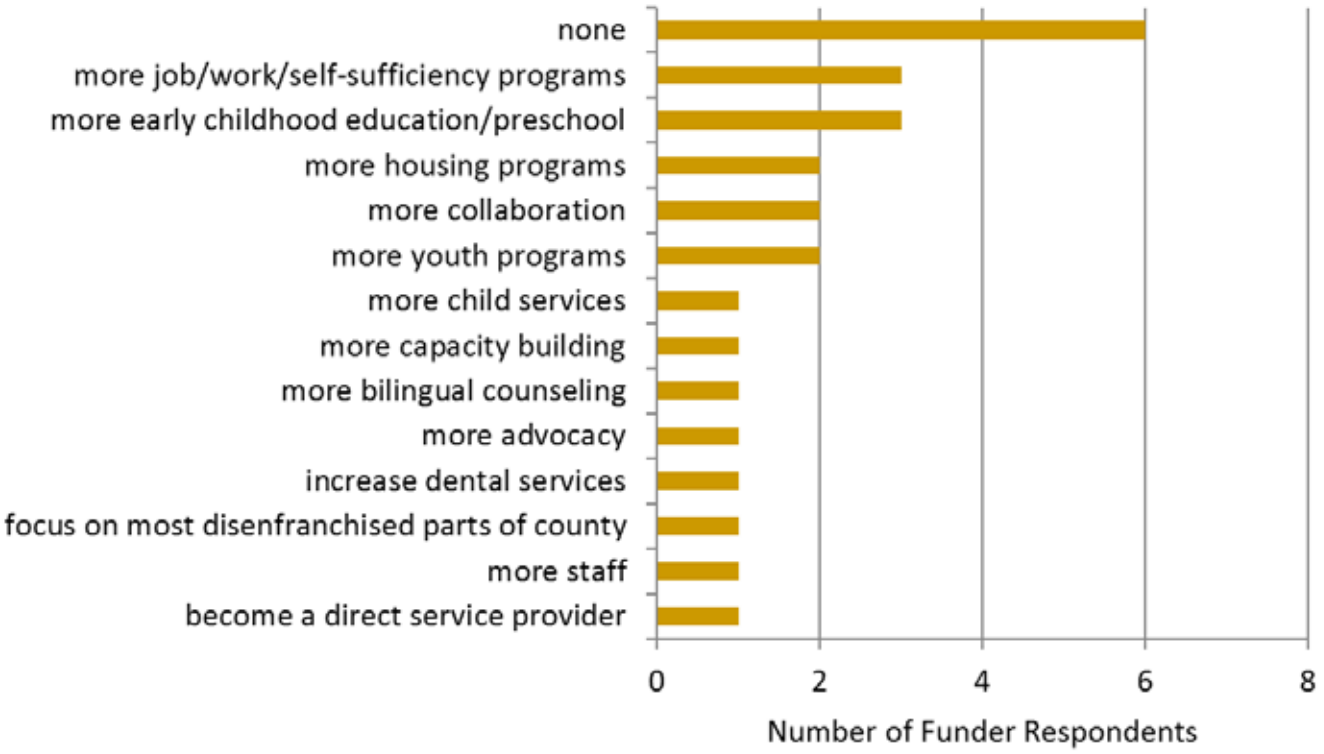


Future Funding Directions

Overall, respondents did not expect significant volatility in their funding budgets over the next two years. Thirteen respondents (37 percent) predicted that their budget would stay the same, nine (26 percent) expected a decrease, and seven (20 percent) expected increases in their funding budgets over the next two years. The remaining six (17 percent) did not know.

Asked what kinds of *programmatic changes* in funding respondents would make if given the authority, six funders indicated that they would not make any changes, the most common answer. Three respondents listed more programming related to jobs, work, or self-sufficiency programs, for example: "A larger emphasis on vocational training and secondary educational support so that teens have entry level job skills when they graduate from high schools." Three respondents wanted more early education programming. Two respondents discussed the need for more collaboration and strategic planning, indicating a need to "step back with service providers and stakeholders to connect and unite these issues collectively, instead of continuing to intentionally silo and separate them." Every other category received at least one response, indicating no clear consensus on future changes to the types of programmatic funding. (See Figure IV.22 on the following page.)

Figure IV.22 Desired Changes to Programmatic Funding



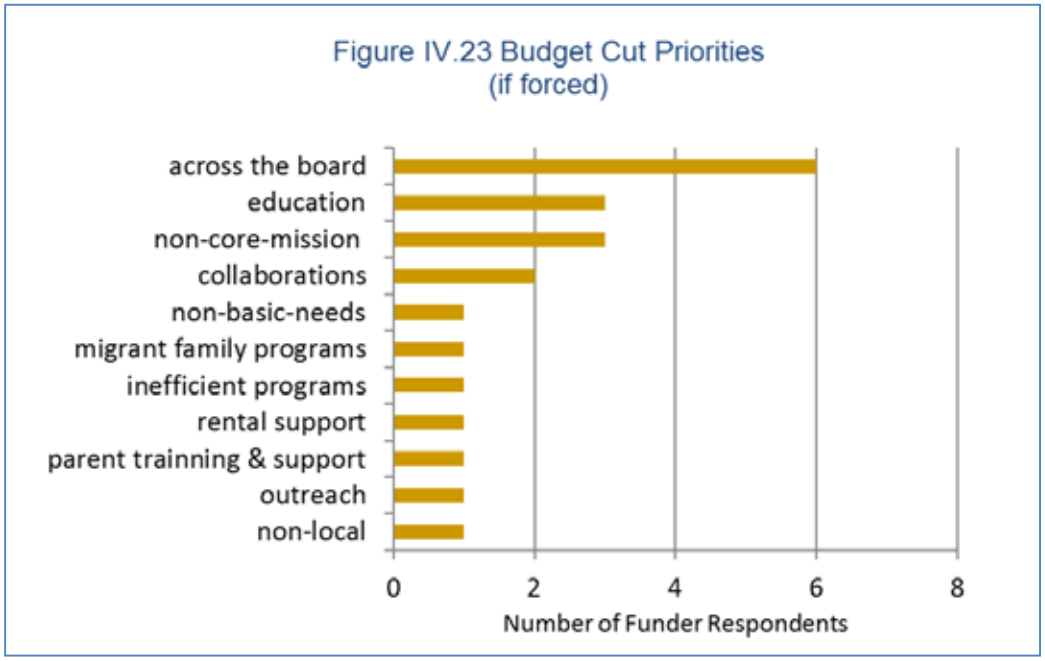
Asked where respondents would *expand* their funding, if given the opportunity (see Figure IV.23 on the following page), five funders indicated North County, four Mid County, three South County, and two respondents would want to grow their presence outside of Santa Barbara City. One respondent wanted to focus more on North County because it "lacked overall support and coordination," while another wanted to fund in Lompoc: "We have not received grant requests from Lompoc, despite the poverty and unemployment rate in that city." **This finding is in keeping with a desire among other survey respondents and stakeholders interviewed to shift more funding and services to Mid and North County.**

If forced to *cut back* on their grant or contract budget, six funders indicated across the board cuts (the most popular response), three said that they would cut back on educational programming, and three said programming that was not core to their mission. The other six categories each received one response, again indicating no clear consensus on future cutbacks to funding priorities. Interestingly, while two funders had indicated that they wanted to see more collaboration among non-profit organizations, one funder indicated that collaboration is labor intensive and an area for cutting back, if needed:

> **"Some of our collaborations actually cost us financially. We build these relationships because they are invaluable. However, if we were forced to cut our spending, then this is probably where we would start."**

Another funder commented on the importance of focusing on organizations with the greatest impact:

"We would look to helping the greatest number of people per dollar granted so would look to fund agencies and programs which run efficient programs and provide core services to children, seniors, the homeless and those with special needs." (See Figure IV.23 below.)



Conclusion

The Service Provider and Funder Survey provided insights into many important themes, including:

- potential gaps in services and service areas (e.g. Lompoc, parts of Santa Maria),
- ideas for possible consolidation (e.g., Isla Vista, Mid County towns),
- programmatic and regional capacities (e.g. North County versus South County),
- challenges facing local non-profit organizations and their clients, and
- recommendations for improving service delivery, streamlining access to services, and holding organizations accountable.

The next section of the report, Section V: Stakeholder Interviews, will expand upon many of the themes through more in-depth, qualitative discussions.

SECTION V: STAKEHOLDER INTERVIEWS

The Insight Center conducted stakeholder interviews with 16 non-profit and public agency leaders throughout Santa Barbara County. These discussions supplement the survey findings and provide more in-depth, qualitative insights into the needs of low-income residents, gaps in services, challenges, and best practices. The interviewees also provide wide-ranging ideas and specific recommendations for improving services and combating poverty in Santa Barbara County.

The interviewees have expertise in a variety of content areas: homeless services, affordable housing, workforce development, post-secondary education, early care and education, child abuse, mental health, food and nutrition, and multiple anti-poverty services. The stakeholders represent nine non-profit agencies and seven public agencies. An effort was made to select local leaders from different parts of the County with different expertise and perspectives. It is important to emphasize at the onset, however, that the ideas described in this section reflect only the thoughts of these selected community leaders and not the entire non-profit or public sector. (See Appendix C: Stakeholder Interviewees for a list of the interviewees; however, please note that quotes or opinions in this section are not attributed to specific people or organizations in order to encourage open dialogue.)

Unmet Needs and Local Challenges

By Area

Interviewees generally agreed that the geographic areas with the greatest unmet needs in Santa Barbara County are concentrated in North County and specifically in the cities of Santa Maria (North County) and Lompoc (Mid County). Echoing the data findings in this report (and Appendix B), local leaders listed a wide range of challenges and needs in North County, Santa Maria, and/or Lompoc: high unemployment rates, high incidences of child abuse, high drug and alcohol usage, and a general imbalance of services and funding between North and South County. One interviewee wondered why (according to this agency's internal statistics) 17 percent of the organization's client base travels over an hour from North County to get food in South County, suggesting that many people simply cannot get what they need close to home in North County. Another leader commented that while the City of Santa Maria has made inroads by enrolling 1,000 children in preschool, "there are still pockets where 70 percent of the kids don't have a preschool experience." Finally, one interviewee said that the demand for public drug, alcohol, and mental health services is also greatest in Santa Maria and Lompoc. Data findings in this report confirm these overall perceptions: e.g. although North County is home to only a third of Santa Barbara County's total population, 38 to 63 percent of the substantiated child abuse referrals came from North County between 2010 and 2012; and Santa Maria's Department of Alcohol, Drug, and Mental Health Services (ADMHS) facility has the highest number of unique adult clients in the County, along with other indicators of need. (Please see Sections II, III, and Appendix B for more information.)

Interviewees acknowledged that the City of Santa Barbara also has great needs, but, according to one leader, it also has "more resources, more philanthropy, more non-profits, more access, and more linkages," while "Santa Maria and Lompoc have the highest foreclosure rates, lowest income, and highest poverty, but the fewest resources.[77]" It is challenging to get the resources directed toward the greatest need because the funding and non-profit infrastructures are concentrated in South County (where 48 percent of the population also resides).

Consistent with the survey findings, many interviewees commented on this imbalance between the need in North County and the funding/services centered in South County. According to one leader, this often means that countywide agencies are left to pick up the slack in trying to serve North County. "Sixty percent of our services go to North County and 80 percent of the money comes from South County," noted this leader who also explained that:

> **"Services are clustered in Santa Barbara because that's where the funding is. Countywide foundations try to spread their funding around, but it's up to countywide organizations to spread the resources to North County."**

According to one public funder, the problem can be reinforced by a "chicken or egg" scenario; when funding does become available, local groups from Santa Maria or Lompoc may not necessarily be poised to take advantage of that opportunity because they do not have the infrastructure in place to provide the particular service, or there is simply no local community-based organization to fund to do the work. At the same time, it is challenging for South County-based non-profit organizations to quickly establish a presence in, or ability to serve, North or Mid Counties.

One leader countered that it is important for North County organizations to be able to address the needs of their own communities. This leader argued that the goal should not be for foundations to support organizations in South County to serve North County, but to develop foundations that are actually based in places like Santa Maria, so that foundations better understand the specific issues confronting vulnerable populations in North County. "That being said, there are some foundations," according to another leader, "that have made concerted efforts at building capacity in North County." This leader provided some examples of recent successes in the early care and education arena.

Adding to the complexity, one leader argues that there *are* in fact many services in North County and that the goal should *not* be to replicate the very large number of non-profits currently in the City of Santa Barbara. (This theme is later echoed in recommendations with respect to non-profit sector consolidation.) Others recognized that public resources and benefits were disproportionately distributed to North County, even if non-profit services and philanthropic giving clustered more in South County. Finally, one interviewee complained that even in South County there are a lot of foundations that support the arts, but relatively few that support anti-poverty efforts.

Looking to other parts of the County, a few interviewees mentioned that both Guadalupe and Carpinteria have underserved, Spanish-speaking, farmworker communities. Another cited overcrowding and unmet needs in Isla Vista.

In sum, there was a general recognition among those stakeholders interviewed that North County and Lompoc had the greatest unmet needs in Santa Barbara County and that non-profit services and philanthropic resources tended to concentrate in South County.

By Population

Local leaders interviewed also identified populations of high need in Santa Barbara County: e.g. seniors, people suffering mental illnesses, long term homeless populations, and the "near poor," "working poor," or "upper poor (200–300 percent of the FPL)." One person also expressed deep concern about at-risk youth who are experiencing drug and alcohol issues. The two most common answers to which populations have the greatest needs, however, were seniors on fixed incomes and the working poor who earned too much to qualify for public support, but not enough to get by. Leaders noted a particular spike in demand among these two populations as a result of the recession and changing demographics. They said, for example:

> **"We see more demand for service from the upper poor, 200–300 percent of the FPL that we attribute directly to the downturn."**
>
> **"We see parents that work from 7 a.m. to 7 p.m. These are the near poor, they don't get Food Stamps or CalWorks or any government assistance. They are splitting pills and struggling the most."**

Finally, there seems to be competition for attention between serving this working poor population versus serving chronically homeless individuals and families: "In this community," explained one local leader, "there are probably fewer organizations addressing working poor than the homeless; our clients tend to be more invisible." Interestingly, leaders in homeless services report actually seeing more working poor families enter their shelters as a result of the recession and foreclosure crisis, suggesting perhaps a false dichotomy between working poor families and newly homeless populations.

By Issue Area

Not surprisingly, stakeholders each brought their own service lens in describing which issues were most pressing for their clients. Leaders in affordable housing development and homeless services, for example, focused on the significant lack of affordable housing in Santa Barbara County, with rising rent and overcrowding, especially in South County. "Low-income families are one car repair away from becoming homeless," according to one interviewee. Experts in early care and education honed in on the importance of affordable, quality childcare and preschool so that parents can afford to work and children can thrive and be ready for kindergarten. Workforce development leaders described the need for skill development and short-term training, and complained about the rising cost of post-secondary education. "The number one reason students drop-out is financial," according to one leader, "yet education is one of the best ways an individual can bring themselves out of poverty." Others mentioned the importance of transportation so that parents can get to both work and child care. Still others prioritized the need for more food and nutrition services, living wages and/or basic safety net supports.

One interviewee described how many of these challenges are intertwined and self-reinforcing in the lives of low-income populations:

> **"It's hard to access education and training when you are just trying to put food on the table. The jobs that are available, like nursing, take more training. But the jobs that people end up getting are the jobs where they have to work two to three jobs just to get by because the cost of housing is disproportionately high and the cost of child care is also very high . . . and it's hard to even access transportation to get to work, school, or childcare."**

Finally, several leaders thought that the lack of affordable housing deserved special attention because it impacts everyone and surfaces in different ways in different parts of the County. Interviewees discussed that housing problems challenge not only traditionally low-income populations, for example, but also the middle class. Land use constraints on development combined with a low vacancy rates in rental housing, in general, inflate rental prices, according to one housing expert. "There is not a place for young people to stay to start a life," according to one stakeholder, "because of the ridiculously high rent." Goleta and the Goleta Valley are said to have very little rental housing at all. The City of Santa Barbara, in contrast, has a large rental market, but the housing stock is mostly designed for single family homes, resulting in severe overcrowding and more cost-burdened households, a claim which is also supported by Maps III.5 and III.6 in Section III. In North County, the housing stock is much less expensive, but median wages are also much lower and the rental housing options are minimal, given the need, according to interviewees.

On the other hand, homeownership, particularly in South County, is simply out of reach for "essential service" workers (e.g. police, fire, teachers) and young families, according to local experts. One leader cited statistics that the median priced home costs residents in South County 11 times the median income, whereas previous generations could purchase a home for about four times the median income. "People think 'I did it, why can't this next generation get their act together?' And there is not a lot of sympathy for helping." As a result, one leader complained about an exodus of middle class and young families over the last decade. The number of people that commute from Ventura County or San Luis Obispo to South County for employment has also nearly doubled over the past two decades,[78] creating adverse effects on the environment and the social and economic fabric of communities disconnected from their work and residential lives, according to some. One stakeholder summarized the impact of the rental and home ownership cost pressures in Santa Barbara County:

> **"All of this is changing the social fabric of the region. We are getting an increasingly impoverished low-income group, more homeless on the street, more economic distress from housing costs and a middle class and young workforce that is leaving and sees no future here . . . this is creating a social disconnect between people that work here and provide services who are not part of the community."**

Despite all of these challenges, interviewees had some innovative ideas for addressing the affordability

crisis (which is discussed under "Recommendations" later in this section).

In addition to the issue-specific challenges described above, interviewees also reflected on a tension between short-term fixes that address immediate dire needs versus long-term, holistic, and systemic solutions that address underlying causes of poverty and structural inequities. This tension surfaces within the non-profit sector, the philanthropic community, and the lives of low-income populations. "We are moving needles," one leader lamented, "but the population is always changing. There are always new families coming in. You think that maybe the tide will change but it doesn't. The silos stand in the way of making long term change."

Especially amidst a sluggish economic recovery, non-profits tend to focus their limited resources on triage: helping families get food on the table, a safe place to live, medical services, and addressing other basic needs. Reinforcing comments in the survey findings, some argue, however, that this approach is at the expense of trying to tackle longer term issues and that it is possible to approach both. According to this critique,

> **"The main challenge is the focus of non-profits viewing poverty as an emergency problem versus a systemic problem. It is easier to get money for, and hand out, food or provide emergency medical treatment than it is to raise money for, and work on, more long term solutions. We can say our agency 'fed X number of people' but then those people are hungry again a week later. People want to pay for low level solutions but not the systemic solutions. . . . Long term, each program needs to move people toward a community development and empowerment perspective."**

Local leaders provided examples of programs that do try to address longer term solutions and empower local communities while also providing basic services: a nutrition program, for example, in schools in low-income areas that does not just provide food, but also teaches students how to cook using healthy ingredients, while empowering parents, through parent-led nutrition advisory committees, to provide feedback on the program and identify other issues that they want to work on. (One of these programs was located in a high traffic area and the local advisory committee apparently organized to relocate the program.) With this kind of approach, this interviewee explained, the community starts with one problem, but then moves on to other issues and in the process gains greater control over their circumstances and greater sense of efficacy. Food literacy in this view becomes a jumping off point for improving health outcomes; program operators seek long term benefits for not only program participants, but also for the County as a whole (with the theory that public health costs will decline and worker productivity will increase when people are healthier). "We were a band-aid on a wound, an emergency service organization," explains this leader, "we are transitioning ourselves to a preventative health organization."

Stakeholder Recommendations

After discussing local challenges and unmet needs (by geographic area, issue area, and specific populations), the stakeholder interviews turned to recommendations for helping more vulnerable communities and people in Santa Barbara County. The recommendations covered a wide range of topics and are divided into the following broad categories:

1. Improving Service Delivery Infrastructure and Efficiency

- Integrate services and employ collective impact models
- Consolidate the non-profit sector
- Increase accountability to both the non-profit and public sectors

2. Improving Funding, Improving Impact

- Fund evaluations and document best practices
- Consolidate funding
- Provide multi-year, sustainable funding
- Collaborate more with other funders on goals, strategies, and administrative processes
- Focus less on innovation and more on sustaining what is already working
- Streamline public contracting, reporting, and administrative processes

3. Address Pressing Challenges: Affordable Housing

- Amend zoning ordinances to allow for well-designed, high density development
- Develop/expand workforce homebuyer programs

4. Address Pressing Challenges: Workforce and Economic Development

- Identify and align workforce development systems to meet the needs of growing industry sectors
- Improve the alignment of the public workforce development and community college systems
- Develop a comprehensive vision for smart economic and job growth

1. Improving Service Delivery Infrastructure and Efficiency

Integrate Services and Promote Collective Impact[79]:

A common theme surfaced around the importance of greater collaboration among non-profit and public service providers and more staff coordination in delivering services. Interviewees suggested, for example, co-locating non-profit and public agencies in targeted, impoverished neighborhoods so that programmatic infrastructure and systemic resources could be allocated, shared, and coordinated where there are specific pockets of high need. (The Northwest and Southwest quadrants of Santa Maria and parts of Lompoc were specifically cited). These stakeholders complained about being “program rich, but coordination poor,” that sometimes “the right hand doesn’t know what the left hand is doing,” that “we have too scattered an approach” or that “we are running people all over for help,” instead of co-locating or expanding to areas of greatest need. In short, “we need to rethink the siting of non-profit and county siting of facilities,” according to one leader.

In some cases, the tone of the conversation on this issue was mild, e.g.: “We would all benefit from a higher level of collaboration, almost more centralized planning. We could all become a little more efficient and more effective. We don’t coordinate as well on basic needs service delivery.”

In other cases, while noting some important exceptions (e.g. public health clinics and THRIVE in Carpinteria), leaders were generally more critical and frustrated with the lack of vision and progress on co-locating services in low-income areas. One leader framed the issue this way:

> **"Why are we asking people from those impoverished communities to travel, rather than co-locate services or expand there? It is very difficult to get non-profit or county agencies to establish satellite locations. The County puts its physical footprint in a spot, a physical plant, and doesn't think about the fact that if we were three miles closer, we wouldn't be asking clients to travel so far to get services. It seems unfair that poor people have to spend travel resources to get basic needs. [County staff] are willing to serve the poor as long as the poor come to them."**

This leader, who tried unsuccessfully to marshal resources to targeted areas, continued:

> **"We talk big but act small. We talk about providing meaningful services but are very reluctant to locate services within the heart of those communities. I've raised it for years by asking the County… let's take a look at who is serving what communities and find a way to marshal collective resources so that county agencies working together to serve the same people have an integrated, multi-service site. Integrated services has in some cases been embraced and, in other places, resisted. To me, it reflects a lack of vision. It takes initiative and political will and asking department heads to make that investment."**

While some leaders focused on service integration at specific locations, others emphasized the need for more focused, collective impact models that leverage resources, eliminate ineffective programs, and reorganize how programs are administered to increase efficiencies and long-term impact across sites. "We focus on what we do well and partner with others in areas that aren't our strength," explained one leader. "We need to be specific and tight about outcomes but passionate and committed to the long term investment . . . if collective impact will have any chance."

On a related note, a few leaders advocated for public/private partnerships that take advantage of the relative strengths and weaknesses of the public and non-profit sectors. According to this view, government's strength lies in oversight, quality control, accounting standards, resource allocation, and technical assistance. The non-profit sector is best suited for identifying community needs, building trust, and providing flexible services to accommodate community needs. One leader suggested that the County foster local advisory councils in different geographic areas to conduct periodic needs assessments; based on those assessments and due diligence processes, the County could then allocate funding to local organizations. Leaders suggested a variety of reasons for encouraging such partnerships:

- "We can do it more efficiently and for less cost. Government can oversee it but their overhead, benefits and pension is huge. It adds to the fiscal problems in the County. We can expand services because we don't have the overhead costs."
- "Local areas know what the needs are and they [can] determine how to use the money."
- "We are already working with these clients at their kids' schools, our staff have the trust and credibility, so we can spend a few more minutes and get them enrolled in CalFresh, versus sending the client back and forth to Lompoc. "
- "Every dollar we get from Medi-Cal or the public sector, we can leverage from the private sector. We can provide ancillary services from private, individual donations."

Finally, in advocating to collaborate with local non-profits to deliver more services, one stakeholder cited a partnership with Alcohol, Drug, and Mental Health Services to co-locate programs, but due to union restrictions, county staff would stop services at 4:30 p.m. in order to close the books by 5 p.m. As a result, many working poor families could not access the services. Non-profit agencies, on the other hand, can offer workers flexible work schedules to meet client needs during off-hours when they are available, according to this leader. Another stakeholder told a similar story of a well-intentioned children's health initiative that convened a variety of public, non-profit, and private partners around common goals and

strategies to increase enrollment of children's health insurance. Many parents, however, could not access the service because it only operated 8 a.m. –5 p.m. and only in English. They switched the model to partner with faith-based organizations to enroll children and got better results. "Increasing access," explains this public agency leader, "means seeing how we can provide the best services where the people are and where they feel comfortable."

Integrated Services and Collective Impact: Opportunities and Challenges

Stakeholders discussed both challenges and opportunities in implementing integrated services and/or collective impact models in Santa Barbara County. The challenges include:

- Legal and confidentiality issues with data sharing;
- Infrastructure and systems development, including training on data sharing across agencies;
- Turf issues both within the non-profit community and between the public and non-profit sectors;
- Resource and staff constraints (truly integrated services is labor-intensive); and
- Technical aspects of specialized billing when multiple public resources are leveraged.

Perhaps most challenging, truly integrating services and implementing a collective impact approach also requires long-term investment, vision, and a shift in mindset. One interviewee summed up the various challenges this way:

> **"Collective action makes sense, but it is hard to operationalize and break through turfs and get people to think more collectively, [rather] than agency by agency. Santa Barbara has a lot of non-profits. Some are ready, able, and want to collaborate, others less so. The foundations don't want to support duplication of services; they want to support collaboration but they haven't gone to the next steps of setting up systems for it."**

Another stakeholder reflected on the political challenges (perhaps in any democratic institution) of getting elected representatives to think beyond their own constituencies and the "collective action" problem in collective impact. This leader said,

> **"Someone is waiting for someone else to invest in this issue… You've got five supervisors who represent those four [high poverty] communities. Each supervisor wants a 'replicable model' in their community . . . they've got to agree among themselves to force county departments to reallocate resources differently. Politically, I don't know that you are ever going to get that."**

Still others focused instead on the different time horizons and nimbleness of the public and philanthropic sectors. According to this view, "in the public sector, creativity is narrow but commitment is long term. On the flip side foundations can be more responsive and creative, but their vision can be overly brief. You get foundation fatigue over a particular initiative."

While many interviewees felt strongly that collective impact was warranted and would help improve services, not all stakeholders interviewed were excited about the emphasis on collective action. One was concerned that there is an assumption that services are duplicative and uncoordinated without the data to back it up. "You need to take it issue by issue," according to this leader, "to see if coordination or duplication is an issue." This leader worried about "this myth of collective impact" and that "collaboration is [now] the magic bullet."

Finally, at least one leader cautioned that requiring collective action might ignore existing community needs assessments and could distract from actually providing services, especially at smaller non-profits. "Now there will be all of these hoops to ensure collective action is done," according to this critique, "Meetings and meetings and needs assessing; meanwhile, I'm not providing enough food to my community . . . [while] fourteen moms line up to get the left-over food from Albertsons."

At the same time, this stakeholder who had mixed feelings about collective impact, also said,

> **"I'm excited about what is happening with the foundations—unless there is a collaborative impact process, then you can't play with us and we won't give you money—putting forth what you can do to help situations, putting ourselves out there and taking a risk, making your organization part of the solution, recognizing that there will be failures along the way. If you want innovation, then there will be failure and you have to realize that some things will fail and we'll learn along the way."**

Despite these challenges and some mixed feelings, there have been some successful integrated service models in Santa Barbara County over the years, and some new, promising collective action models coming into view. Several stakeholders cited the Multiagency Integrated System of Care (MISC) in the mid-nineties as a very successful model in the past, for example. Supported by a 10-year, multi-million dollar federal grant, MISC coordinated services among several different county departments (child welfare, probation, mental health, social services, and others) which were each helping the same families in three target communities. According to some involved with the effort, families had "one gateway" entrance to county programs, and there was also a strong, longitudinal evaluation and benchmarking component. Stakeholders familiar with the initiative said that it succeeded in "eliminating silos" and enabled the County to "staff" families together. "It was not just a one stop shop," according to one stakeholder, "but staff coordination." Despite commitment to the program by line agencies, managers, and staff, the initiative eventually concluded after the federal grant ended: "It became too much and ran out of fiscal steam," accordingly one leader. According to another, "It collapsed because of an audit that indicated that county staff had engaged in improper documentation of services. Had this been done properly, the System of Care approach would still be in effect."

Interviewees also referenced the THRIVE Santa Barbara County as a current collective impact effort aimed at helping vulnerable children in five Santa Barbara communities: Carpinteria, the Westside Neighborhood in Santa Barbara, Isla Vista, Guadalupe, and a neighborhood in Santa Maria. A 10-year initiative that began in 2009 and is modeled after the highly successful Harlem Children's Zone, THRIVE SBC is a collaboration of private and public funders, First Five Santa Barbara County, school districts, non-profit and public agencies, and community members. The goal is to identify and improve shared outcomes for children from "cradle to college". The initiative involves intensive and systematic data collection, in-depth community decision-making and planning, reinforcing activities, support of evidence-based programs, and aligning common resources to common goals across the county. THRIVE is still early in its evolution—Carpinteria is farthest along. However, it is already starting to show some promising outcomes. According to one leader involved:

> **"Partnerships that we have created have made a huge impact not just for the short-term, but the long-term. People in THRIVE will look at their communities differently."**

Finally, a few stakeholders recounted other promising collective impact initiatives in Santa Barbara County. The Central Coast Collaborative on Homelessness, comprised of non-profit service providers, public agencies and public officials, is a relatively new collaborative dedicated to reducing homelessness in the Central Coast through better coordination and resource sharing. One leader involved in that effort is hopeful that it will catalyze frank conversations about breaking silos, identifying gaps in services, shared leadership, and "deploy[ing] pots of money toward measurable results." Thanks to a federal grant to the Santa Barbara County Public Health Department, this group commissioned a Vulnerability Index Survey to better understand the physical and mental health conditions of homeless people in Santa Barbara County. (The results of the survey are described in Figures III.11 through III.14 on pages 68–69.)

A few stakeholders also mentioned that there are other collaborative efforts around youth and aging services, organized by the Santa Barbara County Department of Social Services (DSS). "DSS is very collaborative and willing to support collaborative efforts," according to one interviewee, but they are "strapped by limited funding." Several interviews discussed partnerships and collaborations in delivering services (from child abuse to gang prevention to school-based Family Resource Centers), but these were distinct

from "collective impact" (as defined by Kania & Kramer, see endnote 12). In sum, many stakeholders interviewed thought that there was a great need for more integrated and co-located services to improve impact and help more vulnerable communities in Santa Barbara County. Many saw promise in new collective action approaches and thought that if done right, public/non-profit partnerships could take advantage of the relative strengths and weaknesses of both sectors. At the same time, there are numerous challenges to address when operationalizing truly effective, integrated services and collective impact models.

Consolidate the Non-Profit Sector

Perhaps more than any other issue, both non-profit and public leaders interviewed generally agreed that there are too many non-profit organizations in Santa Barbara County and that there was a strong need to consolidate the sector. Stakeholders argued that resources were spread too thin among hundreds of non-profits ("a lot of little tiny grants to a whole lot of little non-profits"); that public and private funders should focus their investments on a much smaller number of high performing organizations ("we're hurting the best ones because we are all getting a little"); and that the private sector would not make investment decisions in this way ("If you to want invest in the stock market, do you go to the stock broker and say 'give $1,000 for each stock'? Wouldn't they want to know which stock will give the best return on their money?").

One leader in favor of consolidation argued that instead of distributing resources to many organizations, foundations and government are going to have to say no to people. "Some organizations will have to go under, but that's what our families need." A funder interviewed concurred: "We've spent too much time trying to keep small agencies alive. When I hear that some organizations are merging, I applaud it."

There was also concern among a few stakeholders that it would be challenging to consolidate the sector because some grants were awarded for political reasons and/or prior relationships, rather than organizational effectiveness and strong outcomes. "It's who you know," stated one stakeholder, "and the power you yield." Another commented on the tight knit nature of the community in Santa Barbara: "we have a large network of relationships here, which is good and bad. . . . We don't have to give a penny to every organization just to make everyone feel good." Finally, according to one interviewee, elected officials tend to look out for their own districts and areas of specific interest: "The Board of Supervisors wants to give their area money. Each board member probably has some agenda connected to some other non-profits."

Increase Accountability of the Non-Profit and Public Sectors

To help combat concerns about political considerations and relationships impacting funding decisions, several stakeholders wanted to see more oversight, accountability, site visits, evaluation, and evidence of impact. More oversight and accountability, according to this view, would help ensure that funding is allocated to the most impactful organizations. Along this theme, interviewees said:

- "We should fund things that work and that have outcomes. People ask us, 'In the end, how do you know what you do works?' We assess [through a client survey] every six months."
- "We need to really be thinking about every dollar and how that relates to services. A lot of times there are organizations where the highest priority is sustaining themselves versus serving the community."
- "We can say we serve X number of people, but that doesn't say anything about the efficacy of the programs."
- "We need to be focusing more dollars on high capacity organizations that meet the given long term strategies."
- "When we do have these collaborative grants, the funding sources should hold us accountable to work together and share resources."

One interviewee went so far as to suggest that non-profit organizations should be certified and that more professionalization of the sector is warranted in general.

Another stakeholder had a stronger tone regarding the need for more oversight of both the non-profit and public sectors and blamed the community, in part, for not holding its leaders more accountable:

> **"There is no accountability for a lot of these programs that are supposed to help these kids. No accountability to the schools or to the non-profits. No proven indicators to show that this support helped this kid. When I go to my doctor, I expect that I get rehabbed. It should be the same with social rehabilitation. Voters aren't asking these questions. You go to school board meeting and no one is there. It's a business. We should be asking: How many kids are you graduating?"**

There were not only concerns about the educational system, but also about increased accountability for other County agencies (e.g. the County Department of Housing and Community Development [HCD] and the Department of Alcohol, Drug, and Mental Health Services [ADHMS]).

Another stakeholder inferred that more competition is needed in certain parts of the county to ensure accountability and increased effectiveness. This leader recounted that until recently, the same organization had been funded in North County, year after year, to administer a particular program. "Our being there," this leader predicted, "will actually help them improve." The implication is that competition will force existing organizations to reevaluate their impact and catalyze better services to ensure that future funding is secured.

Related to the issues of consolidation and accountability, a few stakeholders discussed the need for a better inventory of existing services, so that duplication can be mitigated and service gaps closed. "We need a master database," explained one interviewee, "to figure out if the customer in front of them has been helped, what they got and by whom." This leader mentioned that local organizations are already developing that kind of database for disaster relief. There is also a centralized database system for publicly-funded child care programs and a countywide database of local service providers through Healthy Cities and 211. Neither provides real-time data on who is served, by what agency, and in what way. In general, however, stakeholders did not emphasize duplication of services as a pressing concern.

2. Improving Funding, Improving Impact

Stakeholders interviewed said both philanthropic and public funding in Santa Barbara County played an absolutely critical role in helping vulnerable communities get the supports they need to survive. Improvements to grantmaking and public contracting, interviewees argued, would enable non-profit organizations to serve even more people in need and with greater impact. They had a number of ideas they felt would help. In the area of grantmaking, they hoped that foundations would consider the following suggestions:

- Fund evaluations and document best practices so that local organizations can draw from lessons learned and a wider knowledge base. "We need some of the big funding sources to evaluate and document best practices," suggested one local leader who wanted to know: "What's the agency that works best with at risk youth or gang members? Where are the agencies having the greatest success and reaching goals?"
- Consolidate funding by investing in fewer, high capacity non-profit organizations with documented success in helping low-income communities.
- Provide multi-year, sustainable funding so that non-profit organizations can spend more time serving people in need and less time writing grants and grant reports to keep their organizations afloat. "Non-profits spend so much time writing grants and trying to get their staff funded," commented one stakeholder, "that it takes away from the actual provision of services. "You need the stability to run small non-profits," said another.

There was also a related concern that non-profit organizations may be stretched too thin because, with annual grantmaking, each year they have to commit to new outcomes. Here, some stakeholders also discussed the related need for long term commitment and a long term "attention span" in order to foster systemic change in vulnerable communities: "If you really want to improve access and you see something promising, give it time to let it mature."

- Collaborate more with other funders on goals, strategies and administrative processes. According to this view, more collaborative funding would allow for more focused, high impact investments and reduce administrative inefficiencies within non-profits so that they can serve more low-income people. "Funders expect a great deal of collaboration among those they fund and, that said, the worst collaborators without a doubt are funders," according to one funder. This leader continued:

  > "We need to bring funders together around common goals so agencies don't have to write five different reports and collect data in five different ways. I'm all about accountability but it can be done so smartly, together, instead of on our own."

- Focus less on innovation and more on sustaining what is already working. One stakeholder summed up thoughts on this issue as follows:

  > "One year it's collaboration, the next it's mergers and acquisitions and then it's collaboration again. Foundations and legislatures are always looking for the next great idea. When you get additional funds, they want you to start something new. But two years ago, you said 'that's a good program', that you liked my outcomes, then the next year you tell me we have to fund something else. . . . Don't take away the funding for a program that works. If the strategy works, why can't I continue it? If a program really works, like WIC, Head Start, you tweak your services, but don't stop the service. . . . Foundations can fund the same programs year after year. Why can't they?"

  (At the same time, another stakeholder noted the importance of sometimes taking risks and learning what works and doesn't work from trying a very new approach through innovation.)

Turning to public contracting, a few stakeholders interviewed also felt that there was room for improvement. Here the comments centered around streamlining contracting, reporting, and administrative processes. Some applications and reporting for public funding are so cumbersome that one interviewee stopped applying: "It is not economically viable for us to seek CDBG monies because the amount of money you get out of it is not worth the administrative costs." Another interviewee recommended that a streamlined application process be instituted for agencies reapplying for funding, so that, for example, just the most recent financials are submitted annually: "Why do you need to go through the whole due diligence process with an agency that you've contracted with for 20 years?" The same leader complained of having to submit different information to multiple public agency funders: "We have at least 50 funding sources; for a tiny little org like this, it is challenging."

In sum, there was acknowledgement that Santa Barbara's vibrant non-profit community would not exist—and many more people would be struggling or homeless—if it were not for the generosity of the philanthropic and public sectors. However, implementing the above suggestions, according to many stakeholders interviewed, could make the sector even stronger and move the needle further on anti-poverty efforts in the County.

3. Addressing Pressing Challenges: Affordable Housing

A few pressing challenges were recurrent themes among those stakeholders interviewed: e.g. housing and workforce and economic development. In the next two sections, a few potential solutions (and associated challenges) are discussed in addressing the high cost of housing and the need for improved economic and workforce development strategies in Santa Barbara County.

Housing experts discussed several in-depth ideas to increase the availability of affordable rental housing and make home ownership more attainable in Santa Barbara County. Below is a cursory review of just a few solutions proposed and the challenges associated with them.

Amend Zoning Ordinances to Allow for Well-designed, High Density Development in Appropriate Areas

Due to current zoning and land use restrictions, Santa Barbara County is missing opportunities to develop high density rental and urban in fill housing near shopping, services, and transportation hubs, according to some interviewees. The county and local governments, according to this view, could start addressing the affordable housing crisis by amending local zoning ordinances to allow for well-designed, sustainable, affordable, high density development that is in keeping with smart growth principles.

This is easier said than done, however. Challenges include longstanding tensions between environmentalists, homeowner associations and affordable housing advocates about the right path forward. According to one critique of the situation:

> **"Most people would say in South County that there is not enough land left. The reality is that the County is artificially restricting the land due to pressures from anti-growth, NIMBY homeowners, retired 'environmentalists' and 'urban ag' activists who are against any kind of affordable housing whatsoever and pressure their elected to block sensible projects…There is no rational dialogue…The county leadership has been playing reruns of the 'growth/no growth' series from 40 years ago. But it's the wrong debate: the debate needs to be about sustainable communities. There needs to be a shift, a new paradigm to get serious about the issue."**

Another stakeholder commented that there tends to be a view that development is "bad" and that it will threaten the natural beauty that attracts many to the area.

Develop/Expand Workforce Homebuyer Programs

To help make home ownership accessible for working and middle class families, local leaders had a different set of ideas and strategies. The decline in home prices and historic low interest rates have created one of the most promising opportunities in decades, according to some leaders, to develop affordable home buying options in Santa Barbara County. One leader suggested, for example, that foundations, local government, and employers invest funds to help subsidize the cost for workers to purchase homes through a variety of potential tools.

Employers could invest in workforce housing by:

- providing a one-time upfront payment to lower the interest rate on mortgages, which would increase the loan amount an employee can support;
- providing a favorable down payment and/or secondary financing loan;
- co-investing with employees to purchase homes and share in any home appreciation.

A few employers (e.g. Cottage Hospital, UCSB, and Westmont College) have in fact developed workforce housing programs such as these for their employees. These employers are said to recognize the benefits of increased loyalty, employee retention, and decreased training and recruitment costs that can come from helping their workers purchase homes.

One housing advocate argued passionately for a broader tri-sector funder initiative between the County, local businesses, and foundations, citing statistics that investing $25 million could enable 300 working families to buy homes. "There is a lot of money in South County," this leader explained,

> **"The county's own pension fund is huge. The county could take a piece of the county employees' pension fund and invest in the local housing market, with a modest 3–4 percent return on down payment loans, which is as good as any bond measure. What if the cities' and county's pension funds all chipped in and developed a $25 million down payment assistance fund?…A $25 million fund would enable 300 working families to buy homes and revive the real estate and local lending market. The County could issue a challenge to ask local employers to guarantee the loans for the first five years for their employees and maintain the first right to buy back the home for the next employee. Local foundations could provide program-related investments, making a community investment in the local workforce and the funds could get recycled."**

This approach, however, would take considerable political and community will to implement, according to the same leader, who went on to say:

> **"If anything is going to make any dent in this downward spiral in terms of where we are going in this community, we have to come up with creative financing. How are we using our existing resources? Everyone knows about the problem, but where is the community will to actually do something about it? Leadership has to help spark that: the Board of Supervisors, foundation leaders, business leaders should come up with creative action strategies. Building community will and getting a concerted effort of all three sectors is the only way to make change in today's economy."**

In sum, interviewees introduced some potential solutions and new tools to begin to address the affordable housing issue in the County, but, as is true with many of the ideas presented here by the stakeholder group, implementing these ideas is not without challenges.

4. Addressing Pressing Challenges: Workforce and Economic Development

Lastly, several stakeholders interviewed discussed the need for more decent paying jobs in Santa Barbara County and for targeted skill development (which align with some of the recommendations in the survey as well). Ultimately, some argued that the best anti-poverty strategy was a decent paying job. Recommendations in this area focused on the public workforce development system and comprehensive economic development.

Identify and Align Workforce Development Systems to Meet the Needs of Growing Industry Sectors

Consistent with best practices nationally, Santa Barbara County's Workforce Investment Board (WIB) recently introduced a sector-based workforce development strategy, according to one local leader. Sector strategies are industry training partnerships which help unemployed or under-employed residents access good jobs in growing sectors of the local economy. One interviewee explained that in 2012 the WIB commissioned a study which identified the following six industry "clusters of opportunity": Healthcare, Energy and Environment, Building and Design, Technology and Innovation, Business Support Services, and Agriculture/Tourism/Wineries (all considered one cluster by the WIB).

The healthcare sector, according to one interviewee, is particularly promising for low-income residents: not only is the healthcare sector growing (and will continue to do so as the Affordable Care Act is fully implemented), but it is also easier to access than some of the other growing sectors listed and it provides career ladders for people to advance with appropriate training.

One stakeholder also discussed the importance in any economic development strategy of identifying sectors that expect a large number of retirees in the next several years and of training young people for positions in those sectors. Construction and the public sector, in particular, were two areas cited where workers are predicted to retire (or are already doing so). "We are terrified about what is going to happen in government when people in their 50s retire," said this interviewee. "You need that next generation and energy." As a result, there is a focus on helping young people realize the opportunities and potential benefits of government service.

Another leader suggested that the growth of the winery industry around Santa Maria should catalyze a targeted strategy to develop the related restaurant and hospitality industries. "Wineries are growing in Santa Maria, but then people go to Santa Barbara or San Luis Obispo to eat and drink," complained this leader. (One local non-profit organization is actually developing a culinary training program in anticipation of new jobs in this sector.)

In sum, interviewees commented on new promising practices to try to better align the public workforce development system with the needs of growing local industries as identified through regional labor market research and analysis.

Improve the Alignment of the Public Workforce Development and Community College Systems

Preparing low-income residents for growing sectors also requires more coordination between the public workforce and the community college systems. According to one local leader, post-secondary education and training must meet the needs of the WIB-designated industry clusters and cross-referrals between the One-Stop Workforce Resource Centers (administered by the WIB) and the community colleges must be synergetic and continuous. A few stakeholders reported that the infusion of American Recovery and Reinvestment Initiative funding had catalyzed some increased alignment and coordination between the two public systems.

However, as is true of most of the recommendations made by the stakeholders, there are challenges involved trying to align these systems. For example, one stakeholder explained that the "WIB and industry in general would like the college to move on a dime with immediate needs, but because of the bureaucracy, it takes longer." (It is reportedly easier for community colleges to customize curricula fairly rapidly if the course is not-for-credit, but new for-credit courses must go through a curriculum design committee, which takes a year.)

Develop a Comprehensive Vision for Smart Economic and Job Growth

A few stakeholders interviewed discussed the need for a comprehensive economic development plan for each region in order to attract the kinds of jobs that would get people out of poverty. It is possible that these stakeholders are not aware of the current "industry cluster of opportunity" strategy, or they may know about it but are not impressed.

One leader complained, for example, about the lack of vision or even willingness to discuss economic development broadly in the County. According to this view, the County will not make strides in fighting poverty without a shared vision, a plan for implementing that vision and widespread community buy-in. "What is the big picture for Santa Barbara County?" this leader asked critically and continued:

> **"What is the vision? What kind of economy do we want to have in Santa Barbara County? [How do] we create the opportunity for high paid jobs? You need to have a vision for what you want and then develop a community-wide investment. . . . If there is a plan, it is not well shared in the community, so people see that this is the economic foundation. I don't hear anyone saying what it is that we want to accomplish. People like it the way it is and don't want to change. If we had a plan, then we can see how we might go about doing it. But people are not having that conversation."**

Another leader made a similar point, focusing on the need for leaders to rally behind shared outcomes and implement a strategy to achieve those goals. "I would start off with getting the people who need to agree on it – elected, high level officials—to agree on what the outcomes should be." This stakeholder continued,

> **"We need to be doing outcome-based programs. Let's talk about what the outcomes we want are. Do we want all of our young people to have jobs in the summer? OK, then who can contribute to that? Who can pay the salaries? Will the employers pay some? Who can help achieve those outcomes? We need to get the leaders to convene those players. I can see the angst of the folks that say we are putting out millions of dollars of spending every year and we aren't teaching them how to fish, just feeding them for the day."**

One leader thought that if there were an agreement on the shared vision and goals for the County, then the community, including businesses, would in fact rally behind what needs to get done to achieve that vision without mandating it. There was a suggestion, for example, that the focus might be on children and a complaint that the current data collected on children focuses on reacting to the problems, e.g. drug and alcohol surveys, as opposed to measuring indicators of positive development and feelings of self-efficacy among youth. If the focus were to be on children, this stakeholder asked,

> **"After 20 years, what would we want to say about those kids? What do we want to claim? The children of Santa Barbara County should be X? If we decided that we would be known as the place to raise the most successful and well-adjusted kids in the United States—it's the best place in the country to be a child. If they did that, companies would want to come to be in a community like that. You could sell that to companies—companies don't just go to the cheapest place. And if that were our goal, what would we look for as markers to know we are moving in the right direction? Parents would do whatever they needed to do to help that child move in that direction . . . we are not going to spare anything until we reach that goal."**

One leader suggested the need to do asset mapping to take stock of the county's resources and strengths and then plan a comprehensive economic development strategy, with shared values and community input, based on those assets. This leader described some of the strengths and how they might be used as a launching pad to foster development:

- A top-notch university, with world premiere engineering and physics programs (so why not use that to attract businesses in Asia, premiere scientists, or to become the wind powered technology center of the world?);
- Natural beauty (so why not become the best place to train and be a vintner in the world?),
- Vandenberg Air Force Base (how many places launch satellites?); and
- Philanthropic resources with one of the most generous private donation base in the country.

(A few stakeholders had other suggestions for shared goals, such as "all students have a trade to fall back on" or "every child achieves success and every family is supported.")

In short, the questions, according to this view, are: What is it that people see as value that might be turned into a shared community goal? Once that vision is formulated, what are the policies that elected leaders can put into place to attract good businesses and investments?

Conclusion

From economic development to affordable housing to improving service delivery and funding streams, the stakeholders interviewed provided useful insights into the challenges low-income communities face, as well as potential solutions (and associated challenges) to improving current anti-poverty efforts.

With recent spikes in poverty and more indications of community stress, this report aims to spark new dialogue and community engagement when it comes to building economic security for all Santa Barbara residents. Gleaning from the poverty statistics, indicator findings, community mapping, countywide survey, and stakeholder interviews, the next and last section of the report will put forth recommendations by the authors of this study.

SECTION VI: FOCUS AREAS

This multi-methodological study combined quantitative and qualitative data to provide a broad yet detailed depiction of the ways in which the Recession has impacted Santa Barbara County. Through data collection, the Service Provider and Funder Survey, GIS mapping, and stakeholder interviews, the overall purpose was to analyze how County resource allocations and services are, or are not, strategically aligned to areas and populations of greatest economic need. The focus areas presented below are based on the research findings from this study and best practices nationally.

1. Pursue Holistic Approaches

Families have complex and interrelated problems that need integrated, holistic approaches. The most successful local and national anti-poverty efforts address poverty on multiple fronts: education, jobs, housing, childcare, health, transportation, crime, etc.—in part by maximizing resources and targeting them in ways that are proven to work. In order to address barriers that arise from individual life circumstances as well as neighborhood and regional environments, efforts must also be **both people-based and place-based**. Some successful initiatives also use multi-generational approaches, seeking to address the economic security of families over *two generations* by addressing the academic achievement of children.

A few examples across the country of impactful projects with holistic, dual-tracked strategies include:

- *Purpose Built Communities*, which combines mixed income housing, a cradle-to-college/career education pipeline, youth and adult development programs, job training and commercial investment, and other community services to improve outcomes for families in one of the poorest neighborhoods in Atlanta;[80]
- *Neighborhood Centers, Inc*. in Houston, which integrates clusters of programs focused on a wide range of services to help 340,000 people throughout Houston and the Texas Gulf Coast area each year: e.g. schools and early learning, health, immigration, taxes, and financial services;[81]
- *Harlem Children's Zone*, which has offered cradle to college/career education, social services, and community-building programs to children and families in Harlem since 1970.[82] (THRIVE SBC is modeled after similar efforts.)

2. Establish Poverty Reduction Goals and Track Progress Using Standardized Data Collection

Leaders in Santa Barbara County should use the data findings in this report to establish specified 10-year poverty reduction goals in areas of greatest need in the County. They should extract a subset of baseline indicators to track consistently over time and gauge the success of various local anti-poverty efforts using a clear set of measurable and standardized benchmarks. To support any future anti-poverty campaign, the County should also improve the coordination and standardization of data collection, including the development of a "Data Warehouse" that could be accessed by the County Departments and non-profit and community leaders for research, evaluation, fundraising, and community building efforts.

3. Improve Service Delivery Infrastructure and Efficiency

Strategically site and/or co-locate services in targeted, impoverished neighborhoods using a collective impact model.

Implementing more holistic, data-driven strategies requires greater service integration and/or co-location of services. Integrated approaches can increase the "collective impact"[83] of local agencies and ultimately improve outcomes for low-income residents and communities. Strategically siting or co-locating agencies and services can also reduce costs (agencies can share back-office infrastructure and resources) and improve services for low-income populations (multiple needs can be addressed at the same place and transportation barriers reduced).[84]

While some co-location of services and/or collective impact efforts are already underway in Santa Barba-

ra County (e.g. THRIVE SBC, the Central Coast Collaborative on Homelessness, among others), public, philanthropic, and non-profit leaders should use the data findings in this report to expand targeted efforts. The following strategic areas should be considered for more intensive efforts:

- **Santa Maria (census tracts 21.01, 22.05, 22.06, 23.04, 24.02, 24.03, 24.04),**
- **Lompoc (census tracts 27.02, 27.03, 27.06), and**
- **City of Santa Barbara (census tracts 3.01, 8.01, 9, 12.06).**

More investigation into high poverty tracts in Isla Vista (29.28, 29.22, 29.24, and 29.26) is needed to determine whether these areas also warrant specific attention, given its large college student population. Isla Vista is also home to a smaller non-student, low-income population. On the other hand, even though Guadalupe is not a "high poverty area" as defined in this report, it shows other signs of financial distress so it, too, may be a target for more integrated and intensive service. Finally, consideration of public transportation accessibility should be made when deciding where to site or co-locate services.

Philanthropic and public leaders can contribute to improved service delivery by not only funding the backbone infrastructure necessary for greater collective impact and service integration, but by also collaborating with each other on common goals, strategies, and administrative processes.

Streamline and improve access to services.

The Service Provider and Funder Survey and stakeholder interviewees uncovered the need for more streamlined and accessible services. Public and non-profit service providers should strive to:

- create "one entry door" for people to get all the services they need at once;
- ensure hours of services are accessible to working populations; and
- offer services in other languages, particularly Spanish (but other languages as well depending on the needs of target populations).

Effective use of technology can also increase efficiencies, reduce duplicative services, promote information sharing, and make programs more accessible throughout the County. Examples include using laptops to enroll eligible people in public benefits at schools, places of worship, and/or community centers.

Consider consolidating in specific areas.

Lompoc and Isla Vista—two localities with several high poverty census tracts—have relatively large numbers of service providers that serve *small* numbers of people (e.g. 16 survey respondents reported serving fewer than 50 people in Isla Vista and 11 reported serving fewer than 50 people in Lompoc). This survey finding suggests further research is needed to analyze whether there may be an opportunity to consolidate services in Isla Vista and Lompoc, in addition to expanding the overall number of people helped in these areas. (It may be that consolidation is warranted, but it may also be that different organizations in these two areas are serving the needs of different populations or neighborhoods.) More investigation into the non-profit service infrastructure in each locality would help determine whether consolidation of organizations is advisable.

Similarly, according to the Service Provider and Funder Survey, there is a relatively large number of organizations serving less than 50 people in Mid County: in Santa Ynez, 14 organizations listed that they serve fewer than 50 people; in Solvang, 13 organizations listed that they serve fewer than 50 people; and in Buellton, 11 organizations listed that they served less than 50 people. While these towns have smaller populations, further research is necessary to determine whether consolidation of services within Mid County localities is recommended.

4. Address Unmet Needs in North County and Lompoc

Consider shifting some South County resources to Santa Maria, Lompoc, and Guadalupe.

Quantitative and qualitative research findings from this study suggest the importance of realigning some programs and resources to meet the needs of low-income residents in certain parts of the County. Santa Maria is the most populated city in the County and also has the greatest number of people and proportion of people living below the Federal Poverty Thresholds—17,066 people in poverty in Santa Maria compared to 13,522 in the City of Santa Barbara, according to the most recent Census estimates.[85] However, the City of Santa Barbara has more services and resources to serve people in poverty. According to the Service Provider and Funder Survey, twice as many funders support programs in the City of Santa Barbara compared to Santa Maria, therefore significantly greater service capacity exists in the City of Santa Barbara. Similarly, local funders tend to direct larger percentages of their grantmaking budgets to South County compared to North County. *(Compared to North County, twice as many funders in the survey indicated that most or their entire grantmaking/contract budget is allocated in South County.)*

Although Lompoc has far fewer residents in poverty, it has one of the highest *percentages* of people living below the Federal Poverty Thresholds in the County (more than one in five residents). Lompoc, however, ranks fifth in the number of clients served monthly, and very few funders direct significant resources to Lompoc, according to the results of the Service Provider and Funder Survey. Lompoc was also cited by several stakeholder interviewees as an area of unmet needs. Given limited resources, local leaders should consider realigning some current resources to help struggling residents in both Santa Maria and Lompoc. Finally, while Guadalupe does not meet the 20 percent poverty threshold to be classified as a high poverty area in this report, 16.4 percent of persons (or 1,124 people) in Guadalupe are living below the Federal Poverty Thresholds,[86] yet Guadalupe has much lower comparative service usage numbers. It, too, deserves special consideration.

5. Improve Allocation of Existing Resources

Adopt best practices in philanthropy.

Santa Barbara County has more non-profit organizations per capita than any other Southern California county and one-quarter of one percent of the nation's total non-profits.[87] This is a tremendous asset. To increase the impact of philanthropic resources many foundations across the country (e.g. the Ford Foundation, the W.K. Kellogg Foundation, and the Atlantic Philanthropies, among others) are adopting new practices whereby they *fund fewer organizations with larger grants over multiple years*. Some foundations also require external evaluations for all grants over a certain dollar threshold (e.g. the W.K. Kellogg Foundation, the Bill and Melinda Gates Foundation, the Atlantic Philanthropies). These philanthropic leaders have found that focusing investments on a smaller number of well-documented, high performing organizations increases impact.[88] Large philanthropic investors in Santa Barbara County should consider adopting this national best practice. If local funders were to adopt a strategy of investing in fewer organizations, it would be even more important to institute strong oversight and evaluation mechanisms to hold those entities accountable. Similarly, philanthropic leaders can also improve how resources are allocated by funding evaluations and sharing findings on lessons learned and best practices with local leaders.

Adopt best practices in public funding.

Fostering public/non-profit partnerships that capitalize on each sector's relative strengths is another best practice in the field.[89] Government's strengths often lie in oversight, quality control, accounting standards, resource allocation, and technical assistance; whereas, the non-profit sector's strengths tend to lie in identifying community needs, building trust with community leaders and low-income populations, and providing flexible services to accommodate local needs. Non-profit organizations also have lower overhead costs and can often leverage public support with private funding. There were several promis-

ing examples of local partnerships cited by interviewees that catered to these relative strengths (although interviewees hoped for even more shared decision-making and genuine collaboration). Santa Barbara leaders should consider building upon and expanding successful collaborative models.

Just like more foundations nationally are investing in fewer numbers of organizations over multiple years, the *public sector should consider bundling and consolidating its investments in high-capacity, proven organizations*. Small contracts spread over many non-profit agencies are often less effective than larger, more targeted investments. In particular, interviewees raised a concern that Community Development Block Grants were so small and administratively cumbersome that some agencies simply stopped applying for those funds.

Finally, streamlining public contracting, reporting and administrative processes would enable local agencies to dedicate more resources to helping people in poverty and less time on contract administration.[90] Especially for agencies that are funded annually with consistently high performance, the County should consider requiring less intensive due diligence processes.

Facing similar challenges, Fairfax County, Virginia implemented a *Consolidated Community Funding Pool (CCFP)* for funding human services that may provide a helpful model. The *Consolidated Community Funding Pool* merged a few major public funding streams, with guidance from a Funding Policy Committee of **interested citizens, funded agencies, and county human service department staff.**[91]

6. Expand Targeted, Impactful Public Programs

Increase outreach and enrollment of CalFresh benefits.

Data provided by the County of Santa Barbara Department of Social Services suggest the need to do significantly more outreach to enroll eligible residents for CalFresh, particularly for residents in the City of Santa Barbara. Given some of the high poverty rates in Lompoc, additional outreach may be warranted there as well. Eligibility rules hamper student CalFresh eligibility, thus resulting in very low CalFresh participation rates in Isla Vista. However, more outreach may be warranted to ensure other eligible Isla Vista residents are accessing CalFresh benefits.

California Food Policy Advocates recently released its annual Program Access Index (PAI) report, a county-level analysis estimating the utilization of CalFresh (formerly Food Stamps) among eligible, low-income individuals.[92] With a Program Access Index of .0439, California Food Policy Advocates' 2013 report ranks **Santa Barbara CalFresh usage 51st out of California's 58 counties**. (The county ranked number one has the highest CalFresh utilization rate.)[93] According to California Food Policy Advocates recent findings:

> "If CalFresh reached all of these [eligible] low-income individuals in Santa Barbara County, an estimated **$52.2 million in additional federally funded nutrition benefits would be received by local residents each year.** Those benefits would result in **$93.4 million in additional economic activity [author's emphasis]."** [94]

Create local credit tax credit programs.

Well-timed and targeted tax credits—including modest expansions of the Earned Income Tax Credit (EITC) and Child Tax Credit, as well as a Making Work Pay tax credit that offset payroll taxes—helped keep more than three million Americans, mostly those in families with children, out of poverty in 2010 alone.[95] These tax credits, particularly the Making Work Pay credit, also reached middle class families, providing help to those families and buttressing effects of a recessionary economy.[96] San Francisco County and other counties have developed effective local working poor tax credit models from which Santa Barbara County could borrow to bolster current local efforts already underway by United Way of Santa Barbara County.

7. Address Affordable Housing, Economic and Workforce Development, and Public Transportation

Convene affordable housing experts in the public, non-profit, and private sectors.

As demonstrated by the housing data in this report, affordable rental and homeownership opportunities are an enormous challenge throughout the County, but particularly in South County. Amending zoning ordinances to allow for well-designed, high density development and investing in, or expanding, workforce homebuyer programs are two suggestions made by interviewees among a host of potential options to address this housing crisis. Convening community leaders and experts in the public, non-profit, and private sectors to craft and implement creative cross-sector affordable housing programs and policies would be a first step. Given the large number of people struggling to pay for housing and the significant homeless population, it is critically important to develop the buy-in, political will, and financial capital to expand affordable housing options in the County—an assessment confirmed in the stakeholder interviews.

Convene experts in education and workforce and economic development and community leaders to develop a shared vision of economic development.

Attracting large numbers of jobs with family-sustaining wages, mobility, and decent benefits, along with workforce pipelines to train local residents in these kinds of jobs, would help lift many Santa Barbara residents out of poverty. Best practices in the field[97] and local leaders suggest that one critical step is to identify and align workforce development systems to meet the needs of growing industry "clusters of opportunities," identified locally as Health Care, Energy and the Environment, Building and Design, Technology and Innovation, Business Support Services, and Agriculture/Tourism/Wineries.[98] Intricately related, the disparity in educational achievement among residents in high poverty areas draws attention to the importance of technical training, GED, and other educational opportunities for adults, coupled with efforts to narrow achievement gaps among children. (Notably, very few funders—at least among those who participated in the survey at—focused on workforce development).

Like affordable housing, however, assessing the best strategies to narrow educational achievement gaps and increase workforce and economic development opportunities merits a study of its own. Most immediately, convening experts in education, workforce and economic development and engaging community leaders in an open dialogue about the most appropriate economic development vision would be a first step to implement a broad, inclusive plan for the County's economic future. County leaders, however, will need to mitigate competing interests and/or perceptions among environmentalists, the business community, urban agriculturalists, "smart" versus "anti-growth" advocates, and "NIMBYism" to move the conversation forward.

Convene transportation experts and community leaders.

Finally, Santa Barbara County's geography poses significant transportation barriers, especially for those low-income residents without a car. Only four percent of workers in the County use public transit to get to work, likely reflecting the limited public transit options. Stakeholders interviewed and survey respondents commonly cited transportation challenges that prevented many residents from accessing needed services and employment opportunities. Convening a work group with transportation experts and community leaders to more deeply understand transportation barriers and craft solutions is also warranted.

Conclusion

Through data collection, GIS mapping, a survey of service providers and funders, and stakeholder interviews, this project brought together a wealth of information to analyze Santa Barbara County's service delivery infrastructure, and the alignment of current services and resources to changing local needs. The hope is that these findings and focus areas for improvement will spark community discussions; build upon local and national best practices; and inspire new strategies to help Santa Barbara County's most vulnerable communities climb out of poverty. The County is fortunate to have a vibrant community of non-profit leaders, philanthropists, and public officials which can each play an important role on the journey. The time to act is now.