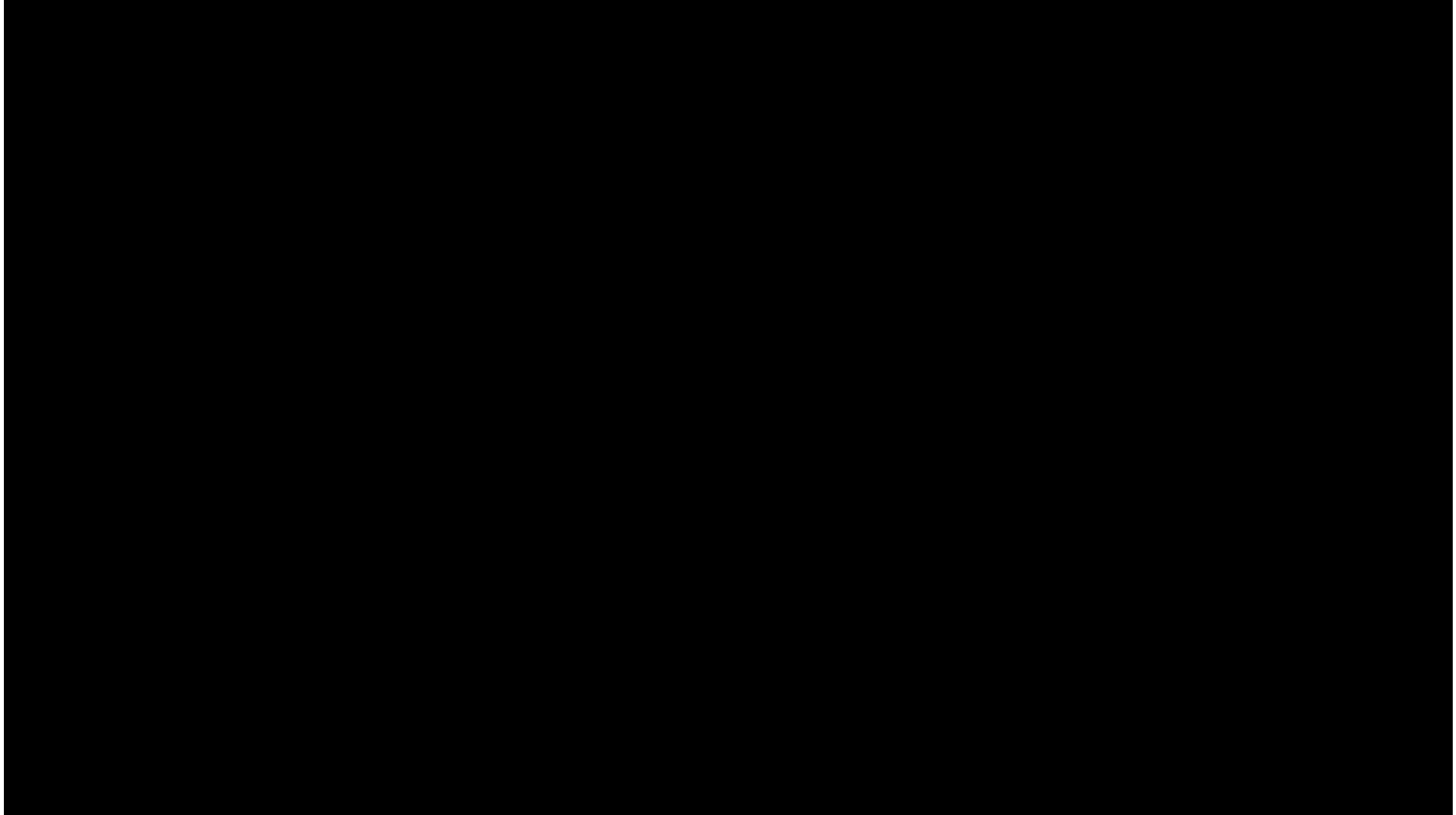


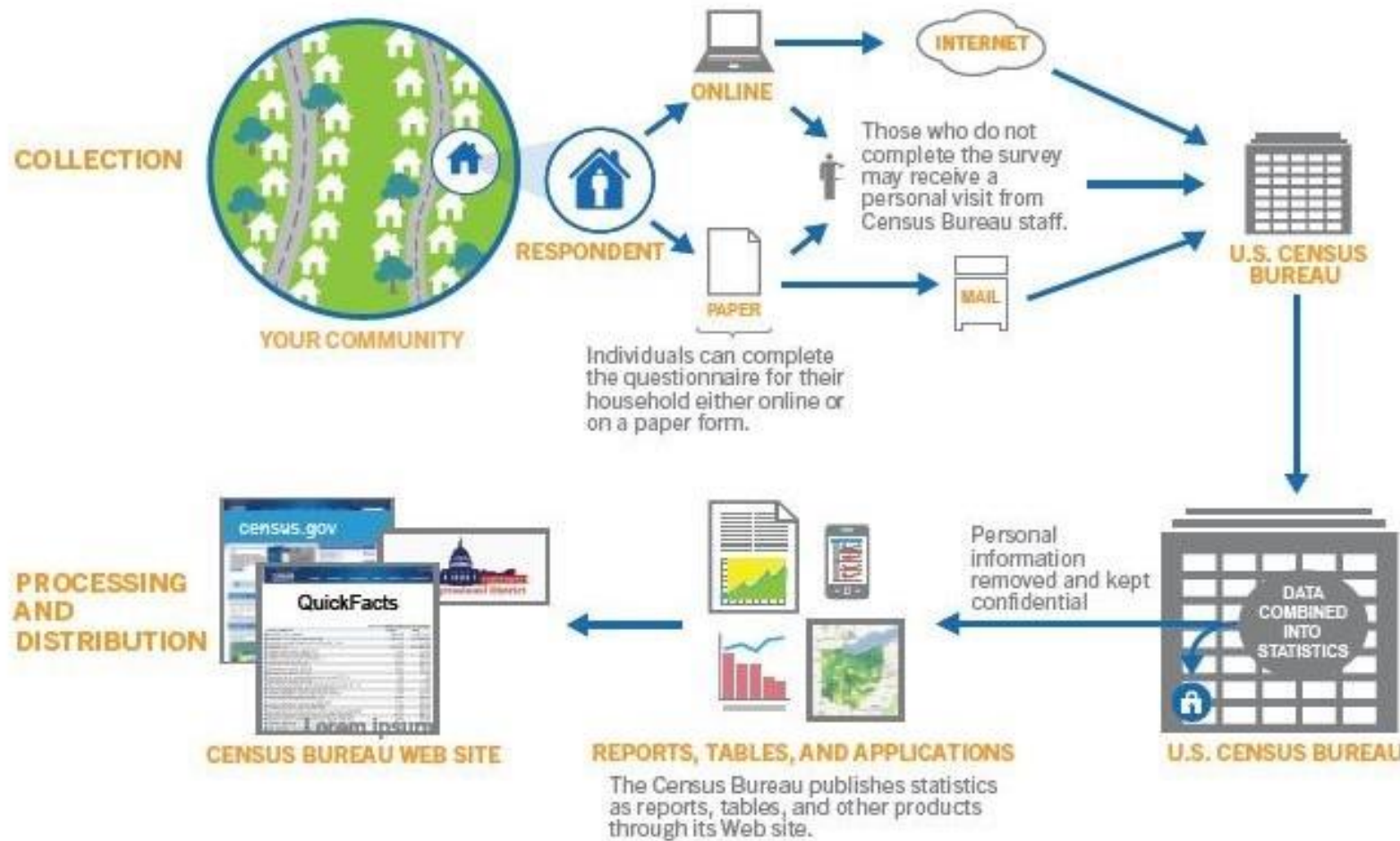


# CENSUS 2020

## Complete Count Efforts



# WHAT YOU NEED TO KNOW



Every 10 years the federal government counts everyone living in the USA

Data is used by local governments, businesses, and other organizations to make decisions about community programs and services. This data is used to allocate over **\$675 billion** each year back to your community

By law, information you give is confidential

## Why is it Important?

- Political representation
- Federal funding for critical community programs
- Redistricting
- Sampling and analysis for population research

## What will be Asked?

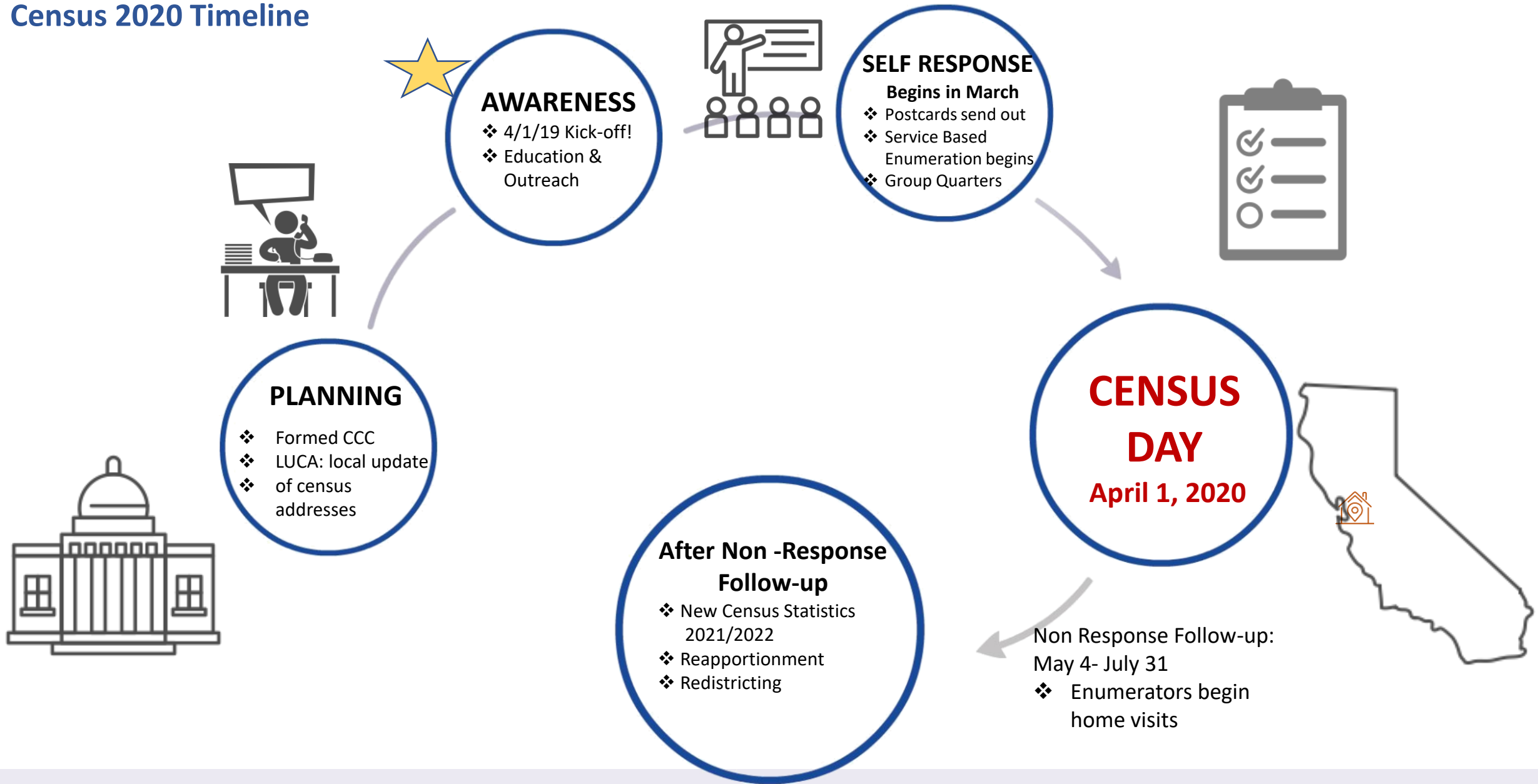
Basic information will be collected about each household, such as:

- number of people living there
- home ownership
- phone number

As well as for each person:

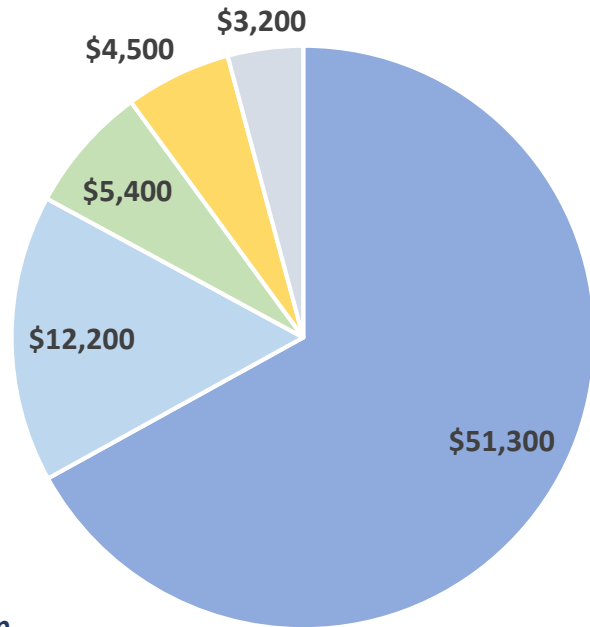
- name
- sex
- age
- ethnicity

# Census 2020 Timeline



# CENSUS 2020: WHAT'S AT STAKE

**California**  
( FFY2015-in million dollars)



Total: \$76.66 Billion  
Per resident: \$1,000

■ Health ■ Social Services ■ Education ■ Housing ■ Transportation



### Health

- Medi-Cal
- Medicare Part B
- Health Center Programs



### Social Services

- SNAP/CHIP/WIC
- Foster care
- LIHEAP



### Housing

- Section 8
- Shelter Funding



### Education

- Special Education
- School Lunch
- Head Start
- Title I



### Transportation

- Federal Highways Funding







# GROUPS THAT TEND TO BE UNDERCOUNTED

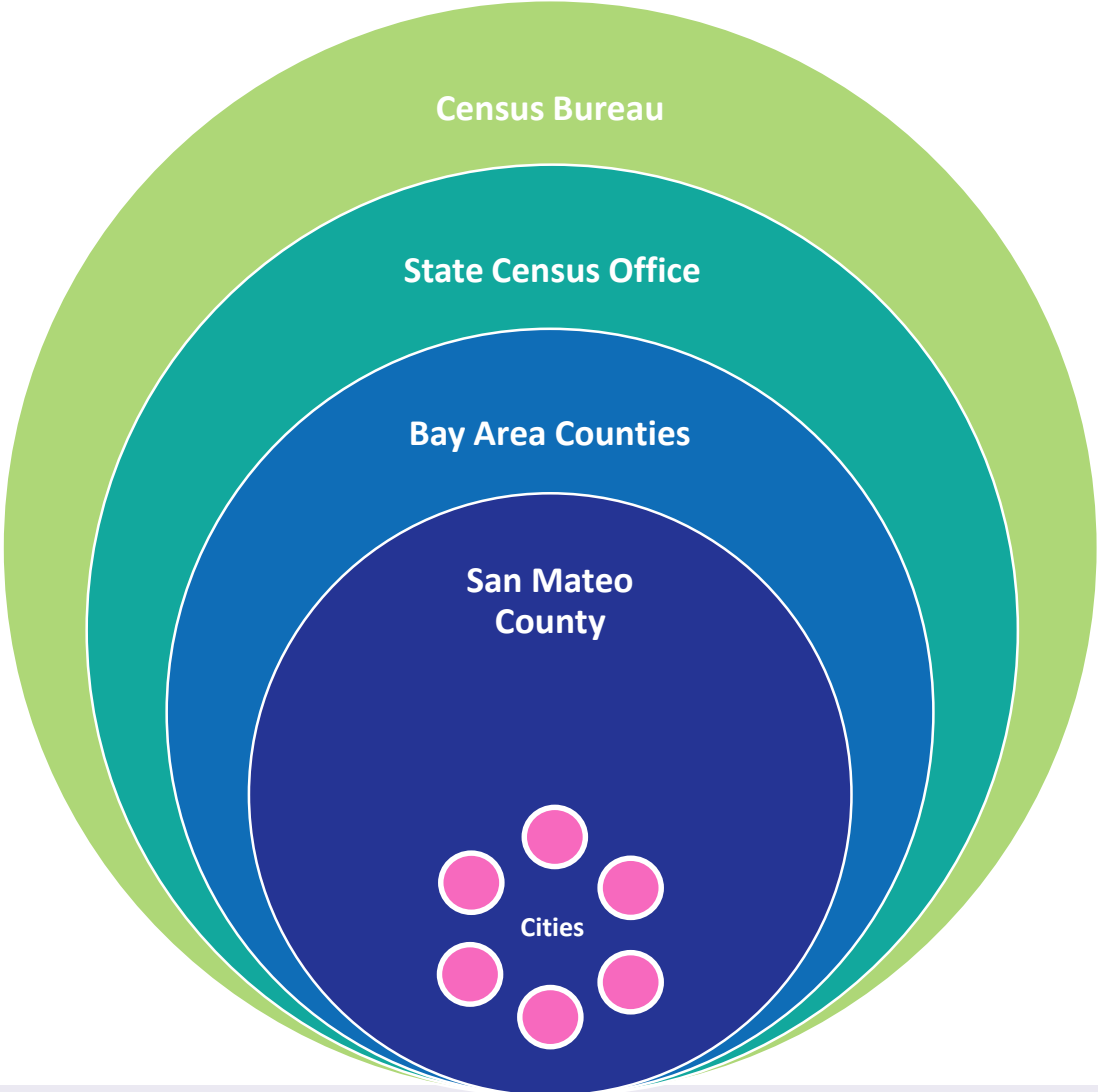
- Immigrants
- People of color
- Households with low income
- Households with limited English proficiency
- Children under 5 years old
- Homeless and housing unstable



# NEW CHALLENGES TO COMPLETE COUNT

-  Census 2020 underfunding → Fewer local offices and field staff for non-response follow up
-  Moving primarily online → Concerns about data security + Digital access & literacy barriers
-  Fear & lack of trust in federal government → Concerns about data privacy
-  Debate surrounding citizenship question → Anxiety among immigrant communities

# CENSUS 2020 COORDINATION





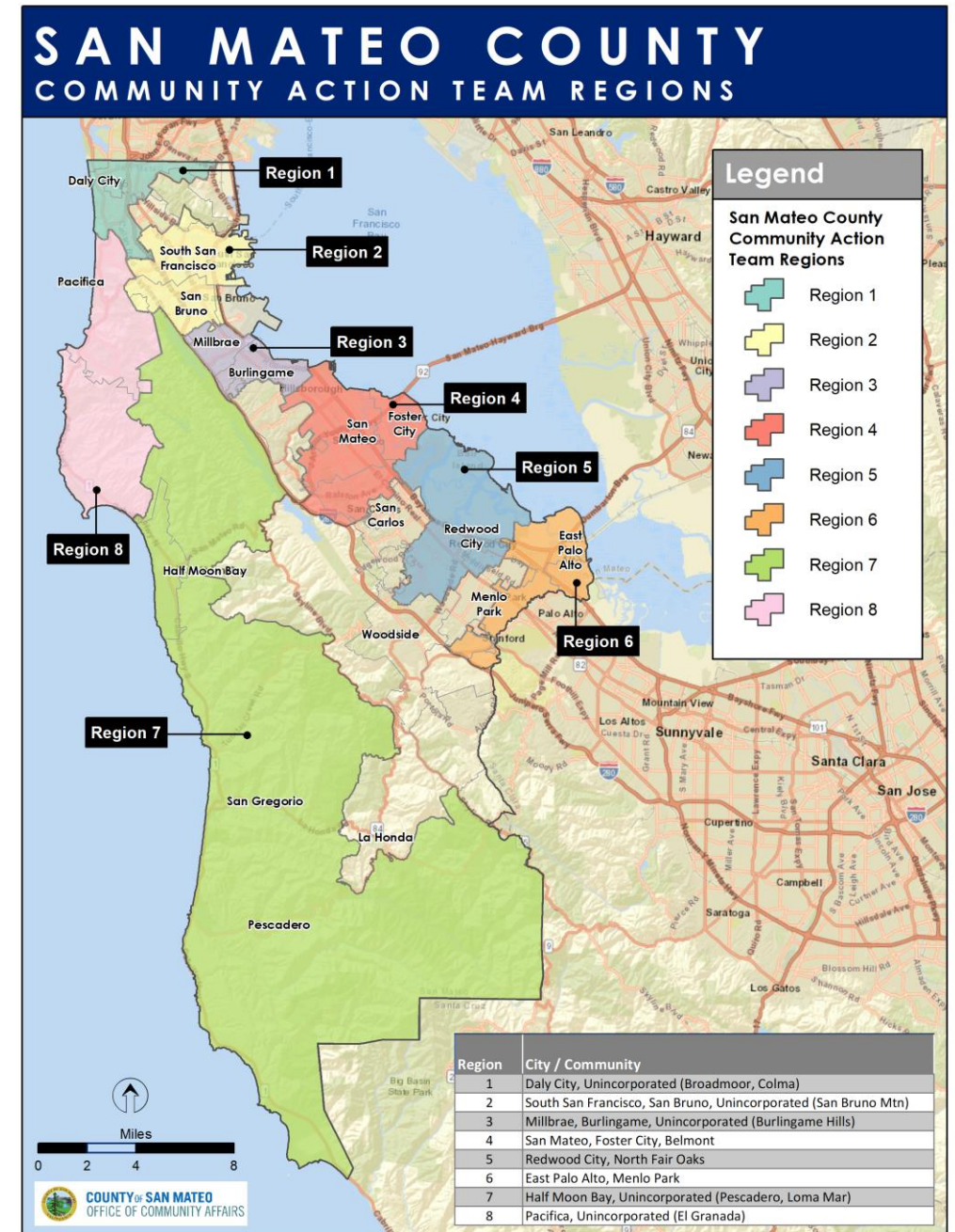
# SAN MATEO COUNTY EFFORTS



# Community Action Team Regions (RFP OCA1001)

San Mateo County Community Action Team Regions Overview

Region	City / Community	Total # of Block Groups	Population (2017 ACS)	HTC Block Groups	HTC Population
1	Daly City, Unincorporated (Broadmoor, Colma)	59	111,295	13	25,968
2	South San Francisco, San Bruno, Unincorporated (San Bruno Mtn)	59	109,624	11	21,592
3	Millbrae, Burlingame, Unincorporated (Burlingame Hills)	38	54,191	6	11,700
4	San Mateo, Foster City, Belmont	105	164,901	20	39,361
5	Redwood City, North Fair Oaks	54	100,522	20	38,905
6	East Palo Alto, Menlo Park	43	65,378	14	24,694
7	Half Moon Bay, Unincorporated (Pescadero, Loma Mar)	10	17,377	3	5,195
8	Pacifica, Unincorporated (El Granada)	33	51,594	3	4,587
<b>TOTALS</b>		<b>401</b>	<b>674,882</b>	<b>90</b>	<b>172,002</b>



## SECOND RFP'S: MINI-CONTRACTS

The County of San Mateo is committed to ensuring a complete count of all residents in Census 2020. Therefore, we aim to work with trusted community partners to educate, motivate, and activate residents in participating in the census. The County of San Mateo is seeking proposals from Not for Profit organizations for Census 2020 Community Outreach and Support. A total up to \$500,000 will be available through this RFP. Not for Profit applicants can include:

- **Organizations:** Must be a nonprofit, tax-exempt such as a 501(c)6, or an organization that files a 990, 990 EZ, or 990-N w the IRS and serves San Mateo
- **Government Agencies:** SMC Cities and special districts
- **School groups:** Must provide educational services to resident students in San Mateo County
- **Coalitions:** Groups comprised of two or more organizations

EVENT	DATE
Release Request for Proposals	September 16, 2019
Deadline for questions Submitted to County	September 25, 2019, 12:00 pm PST
<b>Proposal Deadline</b>	<b>Wednesday, October 9, 2019 12:00 pm PST</b>



# Census Ambassador Pilot Program

## Background

- Immigrants are one of hardest to count groups
- Adult schools are a source of support and connection for new immigrants

## Role of Ambassadors

- Educate, encourage, support fellow community members
- Service as a leader and resource in their community

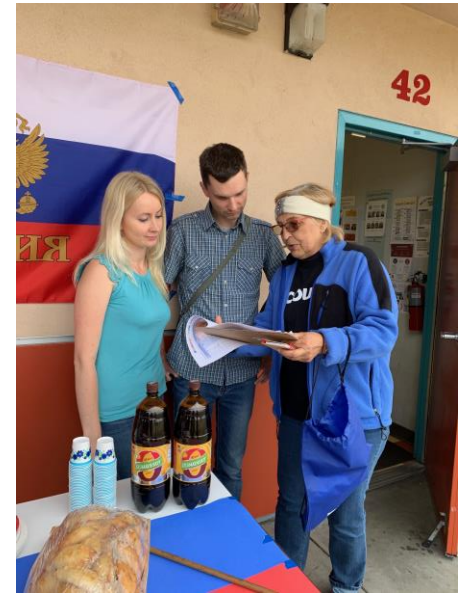
### Ambassadors DO NOT

- Count people
- Canvass
- Help fill out forms

## Objectives of Pilot Program

- Get feedback on draft training curriculum
- Create and pilot tools for planning, conducting, and monitoring outreach
- Assess what kind of support Ambassadors need for successful outreach

# PILOT AMBASSADORS



**IN ACTION!**

# AMBASSADOR PROGRAM ROLLOUT FOR LWV

## Partner Responsibilities

- Recruiting Ambassadors
- Overseeing outreach/integration into GOTV efforts
- Coordination of outreach tracking + feedback to SMC Census Team

## Support from SMC Census Team

- Ambassador training (date TBD)
- Outreach materials, I Count T Shirt and backpack
- Tracking tools

# Census Outreach Materials

## Current

- Bilingual Factsheets (Spanish, Chinese, Russian, Tagalog, Tonga)
- Census 101 Video Training
- Video Testimonials
- Sample articles
- Sample presentations

## Forthcoming

- Outreach Toolkit
- Outreach Flipbook
- Postcard
- SMC Counts Video
- Posters
- Infographics

Available at: <https://cmo.smcgov.org/census-2020-outreach-resources>

- Download materials to print
- Request collaterals for outreach events

# To Request Outreach Materials

What we are doing

Census 2020 news

Community Affairs Home

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EMAIL UPDATES

Enter Email Address

SUBSCRIBE >

Outreach Resources

News Corner

## U.S. Census Bureau Jobs in San Mateo County

The U. S. Census Bureau is now hiring residents to fill up to 800 positions in San Mateo County. There are a

## Maps and Handouts

California Census 2020 Challenges

Census 2020: What You Need to Know updated 7.31.19 (English) (English + 中文) (English + русский) (English + Español) (English + Tagalog) (English + Tonga)

San Mateo County Hard to Count / Least Likely to Respond Maps with census block group labels (by city and unincorporated areas). These maps depict the metrics identified by the state, but classified by the top quintile for San Mateo County only as opposed to statewide as the state maps show)

California State Hard to Count / Least Likely to Respond Metrics

## Guides, Talking Points + Toolkits

Census 2020: Frequently Asked Questions (Updated June 2019)

San Mateo County Census 2020 Social Media Guides

1. October - December 2019
2. July - September 2019 (Updated July 2019)

San Mateo County Census 2020 Messaging Guide (Updated July 2019)

1. This guide provides Census 2020 Communication Phases, Census 2020 Key Messages, Census 2020 General Talking Points, FAQs, and Message Maps for Census 2020 Top Questions/Concerns

What to say if asked about the Census 2020 citizenship question (Updated July 2019)

Sample Article: Your Voice Counts

Sample Article: What's at Stake

## Presentations

## Requesting a Presentation?

**Presentation or Tabling**

Are you interested in having someone from our census team attend your event to provide information about Census 2020? Please complete the form linked here.

## Requesting Collaterals?

**Promotional Materials**

Do you have an upcoming outreach event and would like Census 2020 materials to distribute? Please fill out this form (with as much time in advance as possible). Please note: we have limited amounts of some items and therefore they may not be available.

## Helpful Links

- California Census 2020
- U.S. Census Bureau 2020 Census

## Request for Census 2020 Promotional Items and Outreach Materials

Do you have an upcoming outreach event and need Census 2020 materials? Please fill out this form (with as much time in advance as possible) and we will do our best to supply you with the requested materials.

PLEASE NOTE: We have limited amounts of some items, noted in each.

Thank you for your efforts in making sure everyone in our community is counted!

\* Required

What is your organization or group name? Please provide us with your contact information to coordinate delivery. \*

Your answer

Where will your event take place? \*

Your answer

Please visit  
[www.SMCCensus.org](http://www.SMCCensus.org)



# Recruitment Support

## Partnership Specialists / Non-Response Follow Up Enumerators

- Approximately 800 positions / requires 5000 applications

### Spread the Word – EVERYONE!

- Social Media, community colleges/adult schools, partner websites, faith-based organizations, local tv (EPA Today)
- Tabling events (Facebook Fest 9/21, National Voter Registration Day 9/24, Implementation Planning Workshop 9/26, to name a few)

Position	Description	Wage per Hour	When can I apply?	When does Bureau start selecting	How long is this position (approx)?
<b>Field Representative</b>	Perform various administrative and clerical tasks to support various daily operations	\$17-\$19	Now (ongoing hire)	Ongoing	1 year (can be extended)
<b>Office Operations Supervisor</b>	Assist in the management of office functions and day-to-day activities	\$31	Now (ongoing hire)	Late April 2019	Mid-June 2019 – Sept 2020
<b>Census Field Supervisor</b>	Conduct fieldwork to support and conduct on-the-job training for census takers and/or to follow up in situations where census takers have confronted issues, such as not gaining entry to restricted areas	\$33	Now	May 2019 – tbd	July 2019 – Sept 2020
<b>Census Taker Enumerator</b>	Interview and count residents of San Mateo County who have not responded during Self-Response phase. Must be available to work when people are usually home, such as in the evening or on weekends	\$30	Sept 2019 – tbd	February 2020	March – July 2020

# WHAT YOU NEED TO KNOW



**Everyone** - regardless of age, immigration status, or criminal history - needs to be counted.



The census count is how we make sure everyone gets a **voice in government** and communities get your fair share of **funding for programs and services**.



An undercount of our population **could affect services** to families and children, planning for public schools, transportation, or hospitals.



By **April 1, 2020** you will be mailed instructions about completing the census form either online, on paper, or over the phone.

# HELP MAKE A DIFFERENCE



**Spread the word** about the importance of participating in Census 2020.



Train to be a **Census Ambassador** in your community (program starts late Fall-2019)



Have open conversations with others and **help calm fears, anxiety,** or address **misinformation**.



View **available resources** on our website to distribute at neighborhood activities, block parties, or local farmers markets.

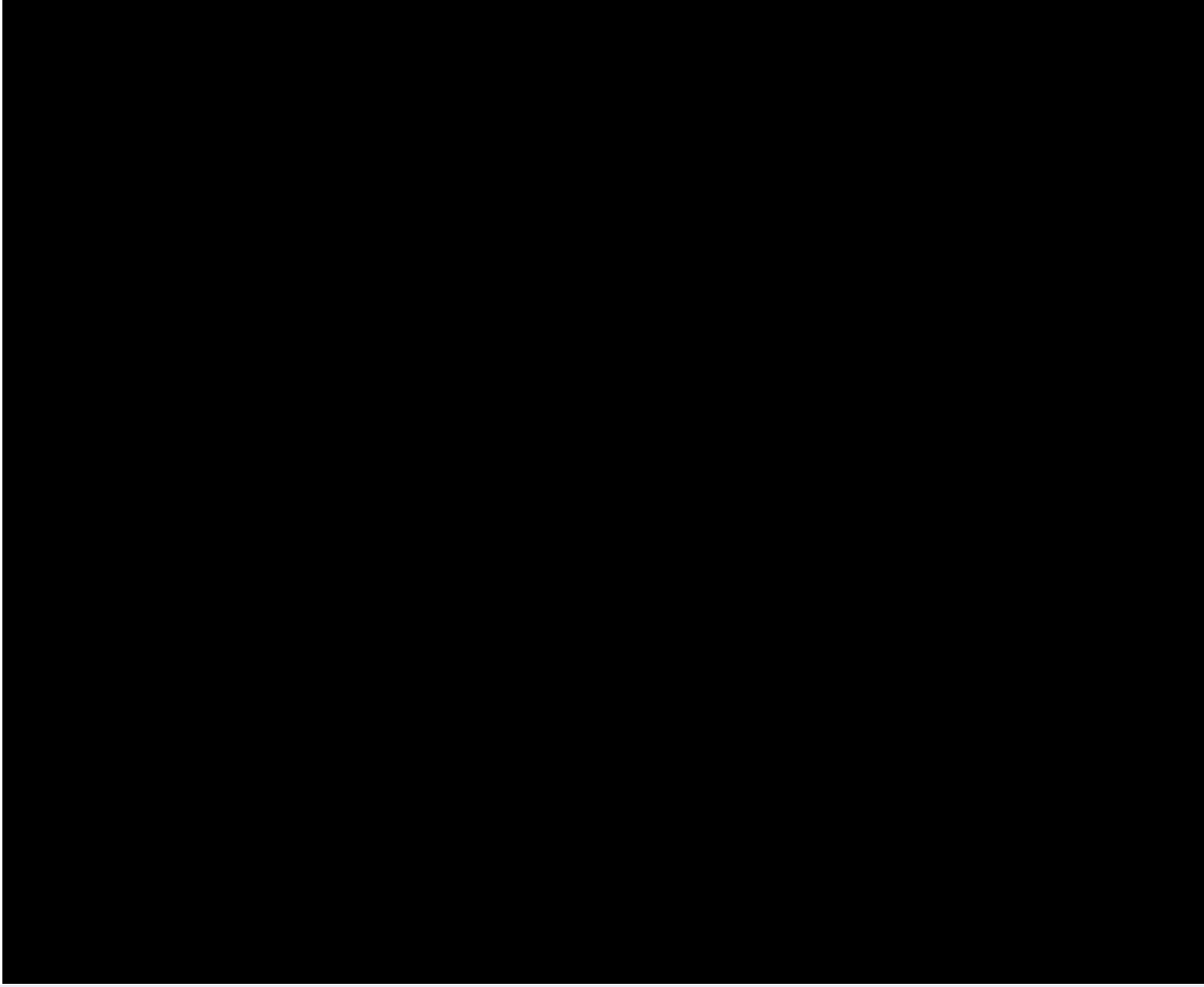


**Pledge** to participate in Census 2020 and **Stand Up to be Counted!**

For more information visit our website at:  
**[www.smccensus.org](http://www.smccensus.org)**

To pledge: text **COUNT** to **650-200-2743** and  
receive more information about **Census 2020**

Message and data rates may apply, text EXIT to no longer receive messages



# *For more information about Census 2020 in San Mateo County*

**Visit:** <https://SMCcensus.org>

 @SMC\_CommAffairs

**Email:** SMC\_Census@smcgov.org



# ***THANK YOU!***



Please send any ideas, questions, updates to:  
[SMC\\_Census@smcgov.org](mailto:SMC_Census@smcgov.org)