



# Census 2020: Ensuring a Complete Count

November 4, 2019



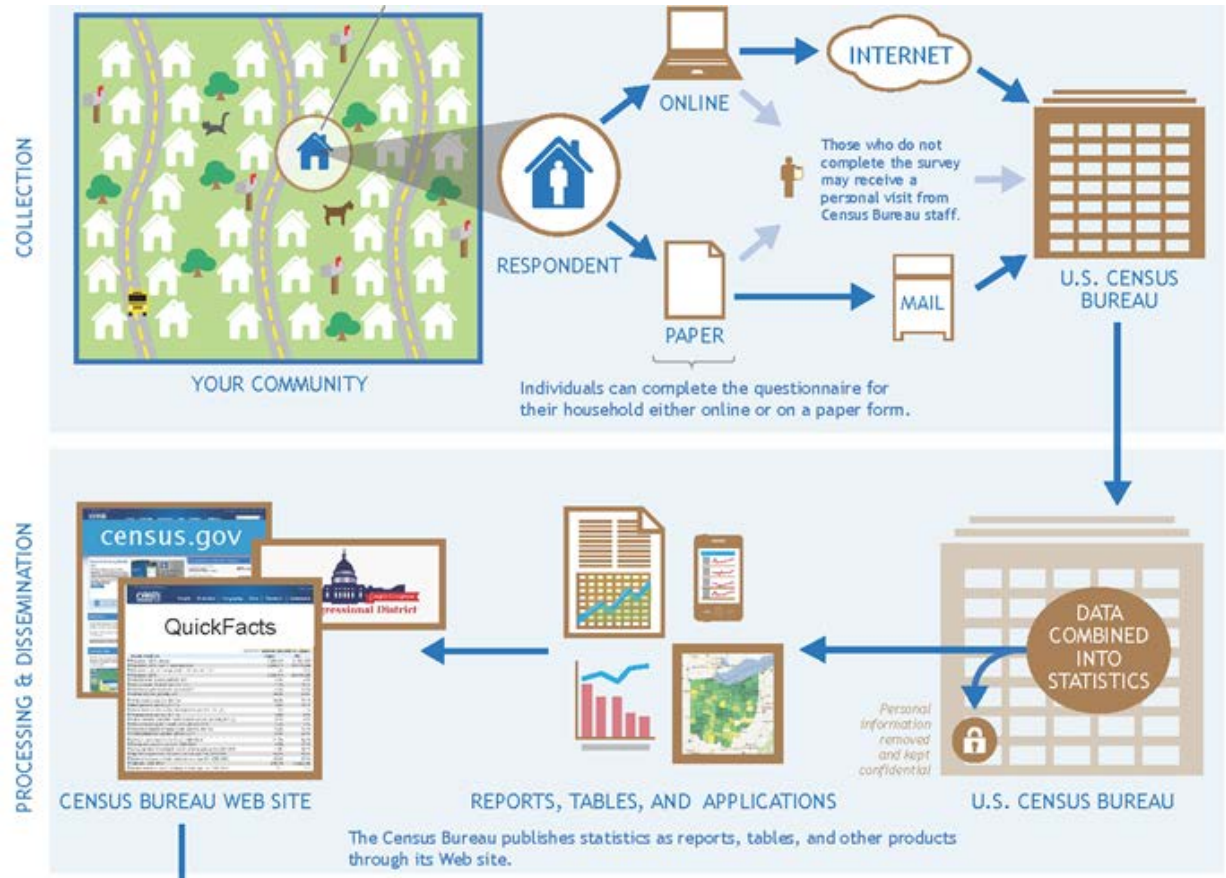
# PRESENTATION

- Census 2020 Overview
- Why it Matters
- Hard to Count / Least Likely to Respond Areas and Populations
- Complete Count Strategy



# WHAT IS THE CENSUS?

- Official count of every person living in the US
- Happens every 10 years
- Each household is asked to complete a census form
- Information collected is reported as statistics



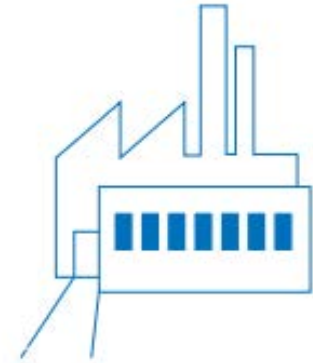
**NEXT CENSUS DAY: APRIL 1, 2020**

# WHAT IS CENSUS DATA USED FOR?

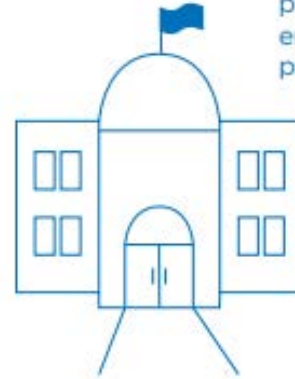
- To give funding for education, health, child care, transportation, and community programs
- To make sure all residents are represented fairly in local, state, and national government
- To help community leaders, businesses, and nonprofits make good decisions about programs and policies



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



Real estate developers use the census to build new homes and revitalize old neighborhoods.



# WHAT WILL CENSUS 2020 ASK?

Basic information about each household:

- Number of people living there
- Home ownership
- Phone number

For each person living in household:

- Name
- Sex
- Age/Date of Birth
- Race/Ethnicity

Census 2020 **WILL NOT** ask about citizenship status



Household includes all people living in a residence, whether related or not.

# HOW IS DATA KEPT PRIVATE AND SECURE

- By law, the information you give on the census form is **confidential**.
- Your responses will be combined to produce statistics, so people in your household will not be individually identified.
- All staff at the Census Bureau take an oath **for life** to protect the privacy of responses collected, and sharing any details is a federal crime
  - Fine of up to \$250,000
  - Federal prison sentence of up to 5 years



# HOW & WHEN CAN RESIDENTS PARTICIPATE?

## MARCH 2020

- Most residents will get a postcard with instructions on how to fill out the census form **ONLINE**
- Some residents will get a **PAPER** form to fill out or you can request one
- Information to complete the form can be provided over the **PHONE**



## APRIL 2020

- Census Bureau will send reminders in the mail
- Residents can get help filling out the form at Assistance Centers

## MAY 2020

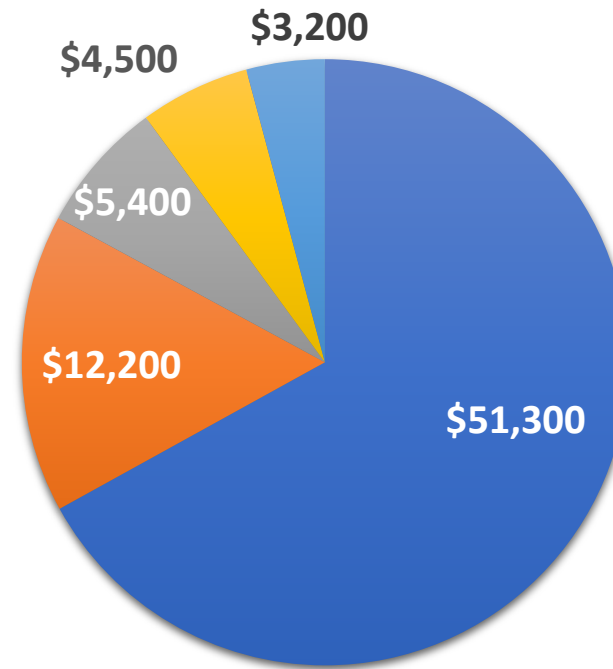
- For those who have not completed the form, Census Bureau workers will visit residences to collect information through an **IN PERSON INTERVIEW**



# CENSUS 2020: WHAT'S AT STAKE

- **Federal Funding**
- Congressional apportionment
- Redistricting
- Representation of all community segments

California  
( FFY2015-in million dollars)



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

## 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

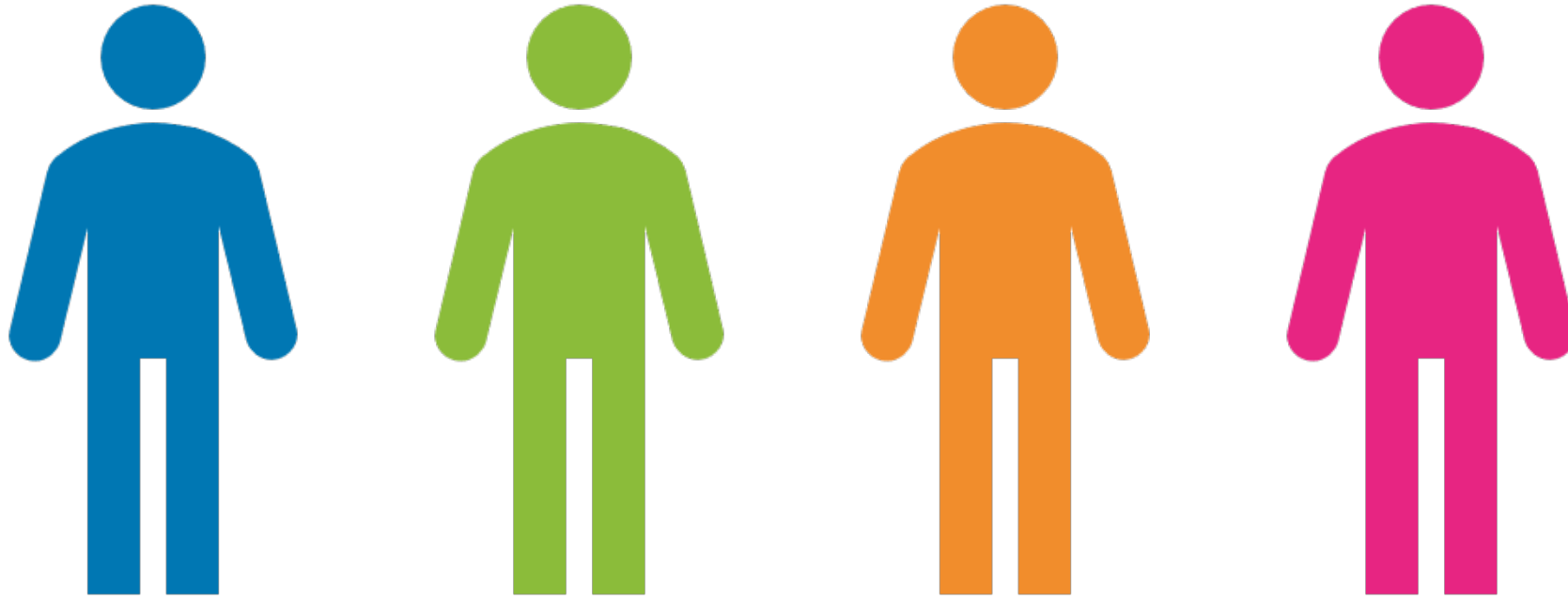
## Transportation

- Federal Highways Funding



# COMPLETE COUNT EFFORTS IN SAN MATEO COUNTY

**3 OUT OF 4 CALIFORNIANS BELONG TO**



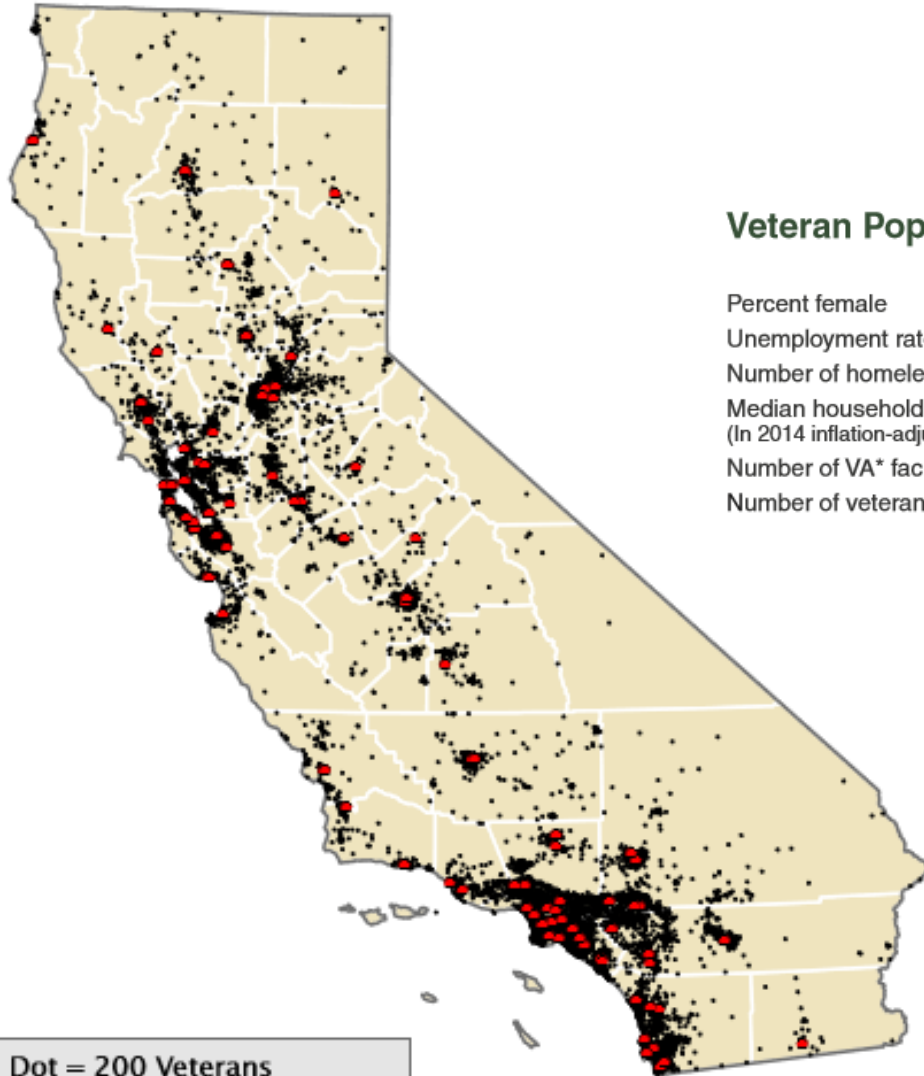
**1+ GROUPS THAT TEND TO BE UNDERCOUNTED**

# GROUPS THAT TEND TO BE UNDERCOUNTED



# VETERANS IN CALIFORNIA

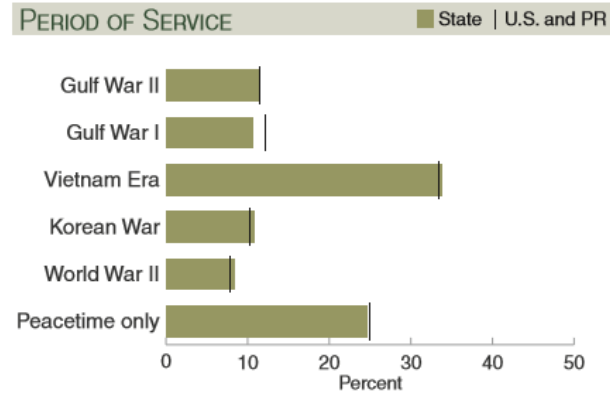
**San Mateo County  
Veterans: 26,279**



## Veteran Population





	<u>California</u>	<u>United States</u>
Veteran Population	1,893,539	21,369,602
Percent female	6.9	7.3
Unemployment rate for veterans	7.4	5.3
Number of homeless veterans	12,096	49,865
Median household income (In 2014 inflation-adjusted dollars)	\$73,722	\$61,884
Number of VA* facilities	101	1,356
Number of veteran-owned businesses	254,873	2,540,706

## PERIOD OF SERVICE



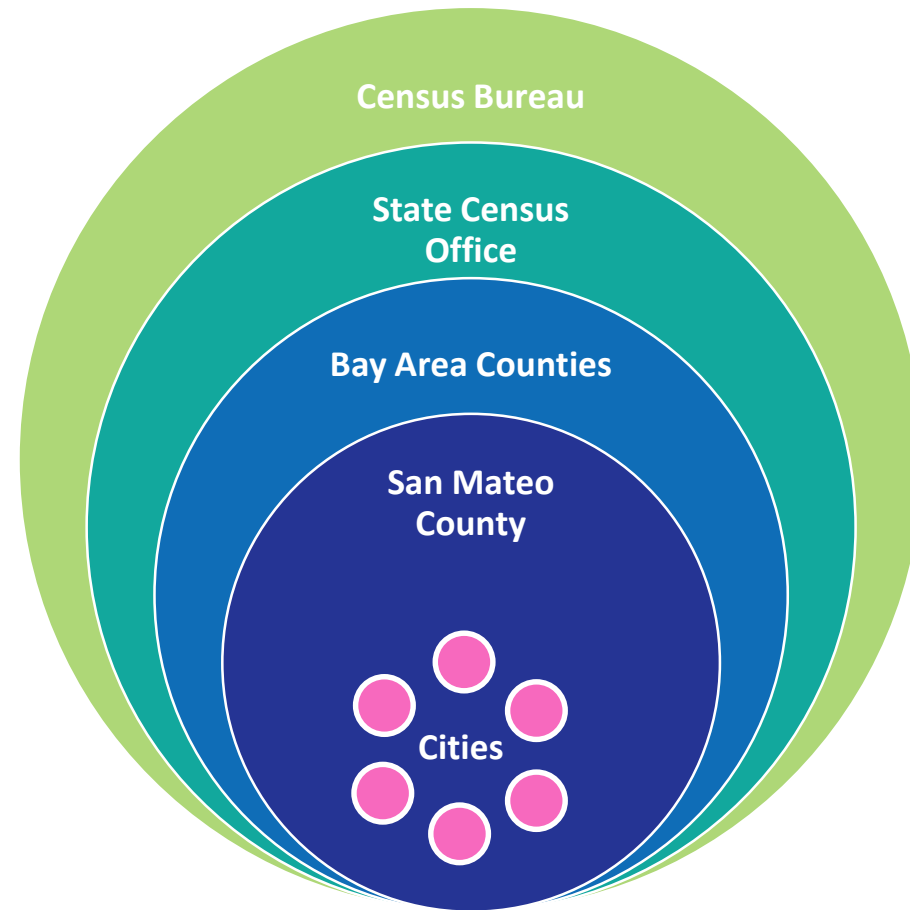
1 Dot = 200 Veterans  
 ● = Veterans Health Administration Facility

# 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
-  Possible citizenship question → Anxiety among immigrant communities

# COORDINATION

- Share best practices, research
- Avoid duplication of efforts
- Ensure consistency in information dissemination
- Real-time response tracking



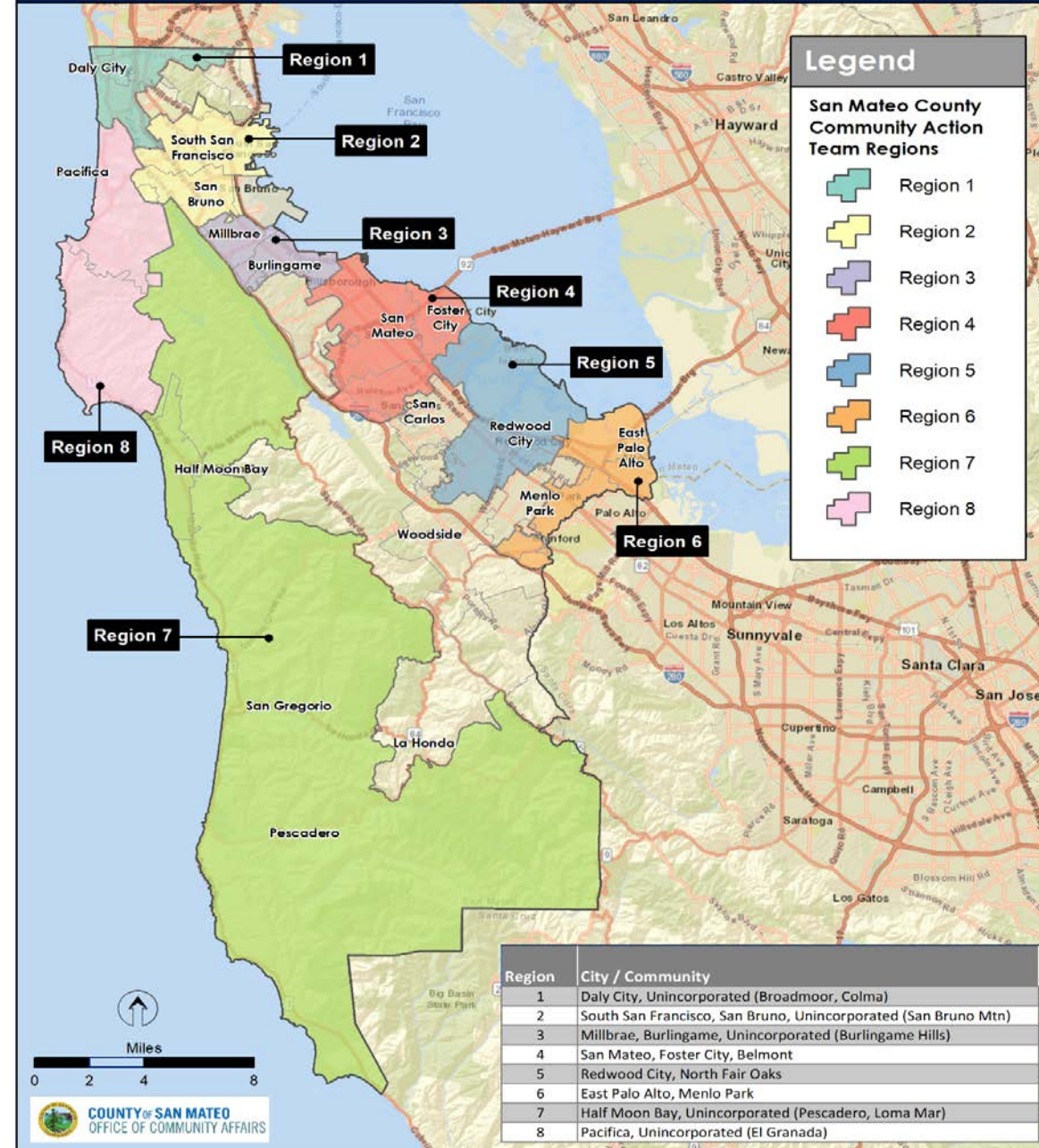
- Create strategy, messaging, materials
- Develop communication templates, toolkits, training
- Guide and support outreach efforts
- Provide technical expertise (GIS/SwORD)

# COLLABORATION



# COMMUNITY ACTION TEAM REGIONS

## SAN MATEO COUNTY COMMUNITY ACTION TEAM REGIONS



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>



# FUNDING AVAILABLE FOR COMMUNITY BASED ORGANIZATIONS – 2 PHASES

1

## Phase 1 Funding: Up to \$1 million

- Limited to non-profit 501(c)3 organizations
- Requests for **regional outreach leaders** and **questionnaire assistance centers**

2

## Phase 2 Funding: Up to \$500,000

- Limited to not-for-profit organizations
- Requests for **innovative** and **creative** outreach ideas

EVERYONE  
COUNTS!

CENSUS  
2020  
SAN MATEO COUNTY  
www.smccensus.org

**Trusted  
messaging +  
grassroots  
outreach**

# PROJECT FUNDING FOR:

- Community Action Teams
- Questionnaire Assistance Centers (QAC) or Questionnaire Assistance Kiosks (QAK)
- Grassroot organizations
- Faith-based, parent boards, or small organizations



# AMBASSADOR PROGRAM



## ROLE

- Census Ambassadors serve to educate, encourage & support fellow community members
- They serve as a leader and a resource in their communities

## BENEFITS

- Develop personal and professional skills through civic and community engagement, communication, leadership, and relationship building

## OBJECTIVES

- Learn how to approach and engage community
- Be able to explain key aspects of Census and why it is important
- Effectively address misinformation, questions and concerns
- Direct folks to support

# AMBASSADOR PROGRAMS

- League of Women Voters and San Francisco People Power (Elections + Census focused)
- Boys and Girls Club (Youth-focused)
- San Mateo Adult School (Immigrant-focused)
- Catholic Charities (Faith-based)



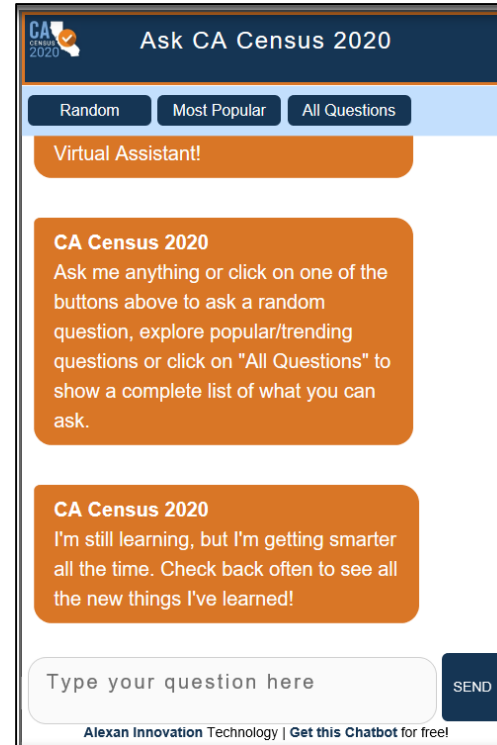
# TECHNOLOGY TOOLS

## Texting Pledge Tool



Text **COUNT** to **650-200-2743**

## Help Chat Bot



## Help Line Number



# WE NEED YOUR SUPPORT

Spread the word widely and highlight the importance of making sure everyone in our county counts

- **Integrate** into existing communications, programs, and events (SMC census logo / widget for website)
- Share information on **social media**
- Follow us on **Twitter**
- Encourage your organization to host an **Ambassadors Program**





Home

# Census 2020 in San Mateo County



### CONTACT US

400 County Center  
Redwood City, CA 94063  
(650) 363-1800  
SMC\_Census@smcgov.org  
@SMC\_CommAffairs

### About the Census

Every 10 years, the federal government is required to count all residents in the United States, citizens and noncitizens alike, through a national census. The next national census is in April 2020. The information is used to make sure everyone is equally represented in our political system and that government resources are allocated fairly. It is also used to make important decisions about community programs and services, like where to build homes and parks, establish public transit routes, build new roads and offer language access services.



#### Why it's important

It makes sure everyone is equally represented at the local, state, and national levels. [Learn more](#)



#### What you need to know

The next census will be in April 2020 and we need to count all our residents. [Learn more](#)



#### What you can do

There are many ways you can help make sure everyone in our county gets counted. [Learn more](#)



#### What we are doing

We are working with organizations and leaders across the County to make sure there is a complete count in our County. [Learn more](#)

- Census 2020 Home
- What you need to know
- What you can do
- What we are doing
- Community Affairs Home

EMAIL UPDATES

SUBSCRIBE

[Outreach Resources](#)

### News Corner

#### Census Bureau Posts Sample Questionnaire

The U.S. Census Bureau has posted sample questionnaires, language guides and screen shots of the online form posted below. They also have other documents available for review here. [View](#)

### Bay Area Funding Opportunities

There were several opportunities to apply for grants/contracts from different funders around the Bay Area that closed recently. The purpose of these grants/contracts were to provide education and outreach to our County of San Mateo residents.

#### County of San Mateo - RFP Released July 10, 2019 / Closed August 7, 2019

The County of San Mateo is committed to ensuring a complete count of all residents in Census 2020. Large segments of the county have historically been hard to count or are expected to be least likely to respond given the current political climate. 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 was seeking proposals from 501(c)(3) organizations for Census 2020 Community Outreach and Support and released their Request for Proposals on July 10, 2019. **For more information, visit the RFP page located here.**

#### Bay Area Census Funders Collaborative

To minimize the undercount in our region, the Bay Area Census Funders Collaborative - including Silicon Valley Community Foundation, East Bay Community Foundation, Northern California Grantmakers and other funders in the region - accepted proposals **to support Census education and outreach efforts to hard-to-count communities in the nine-county Bay Area.** Notification of awards will happen in August. Questions? Contact [census2020@siliconvalleycf.org](mailto:census2020@siliconvalleycf.org)

### Census Countdown

222 : 20 : 35 : 19  
DAYS HOURS MINUTES SECONDS

### UPDATE: NO Citizenship Question on Census 2020

On June 27, 2019, the U.S. Supreme Court blocked the citizenship question from being added to the Census 2020 but left it up to the administration to make the case in lower courts for its inclusion. On July 2, 2019, the U.S. Department of Justice confirmed that the decision has been made to print the Census 2020 questionnaire without the citizenship question.

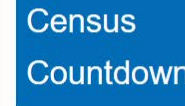
### Recent Events



Home

# Census 2020 Outreach Resources

This page provides many education and outreach efforts resources to assist in your efforts to ensure a fair and accurate count of all residents of the County of San Mateo. Check back frequently and/or sign up for updates to continue to find out about any updated information.



154 : 02 : 03 : 26  
DAYS HOURS MINUTES SECONDS

FACTSHEETS

PRESENTATIONS

SAMPLE ARTICLES

VIDEOS

FLYERS & POSTCARDS

WEBTOOLS

REQUESTS

### Guides + Toolkits

- Messaging Guide
- Social Media Guide
  - October-December 2019
  - July-September 2019
  - (Updated July)

# SUPPORTING STRATEGY: Census Recruitment

## Basic Requirements:

- **U.S. Citizen & be 18 years** of age or older
- Valid Social Security number
- Valid email address
- Must apply online and answer assessment questions
- Pass a Census-performed criminal background check, including fingerprinting

**APPLY ONLINE!** [2020census.gov/jobs](https://2020census.gov/jobs)

Federal Relay Service: 1-800-877-8339 TTY/  
ASCII [www.gas.gov/fedrelay](http://www.gas.gov/fedrelay)

For more information or help applying, please call  
**1-855-JOB-2020 (1-855-562-2020)**

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



**For more information  
about Census 2020  
in San Mateo County  
visit or follow us at:**



[www.SmcCensus.org](http://www.SmcCensus.org)



[@SMC\\_CommAffairs](https://twitter.com/SMC_CommAffairs)



[SMC\\_Census@smcgov.org](mailto:SMC_Census@smcgov.org)

**Megan Gosch**

Census Management Analyst

(650) 363-4886



**COUNTY OF SAN MATEO**  
OFFICE OF COMMUNITY AFFAIRS



**EVERYONE  
COUNTS**

CENSUS DAY

APRIL 1, 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**



**San Mateo County Veterans Commission  
2020 Meeting Schedule  
San Mateo County Human Services Agency  
400 Harbor Blvd, Building B Belmont**

<b>Date</b>	<b>Time</b>
January 13th	6:30-8:00pm
March 9th	6:30-8:00pm
May 11th	6:30-8:00pm
July 13th	6:30-8:00pm
September 14th	6:30-8:00pm
November 9th	6:30-8:00pm

*Bi-monthly on the second Monday of the month*