



Census 2020: Ensuring a Complete Count

September 16, 2019



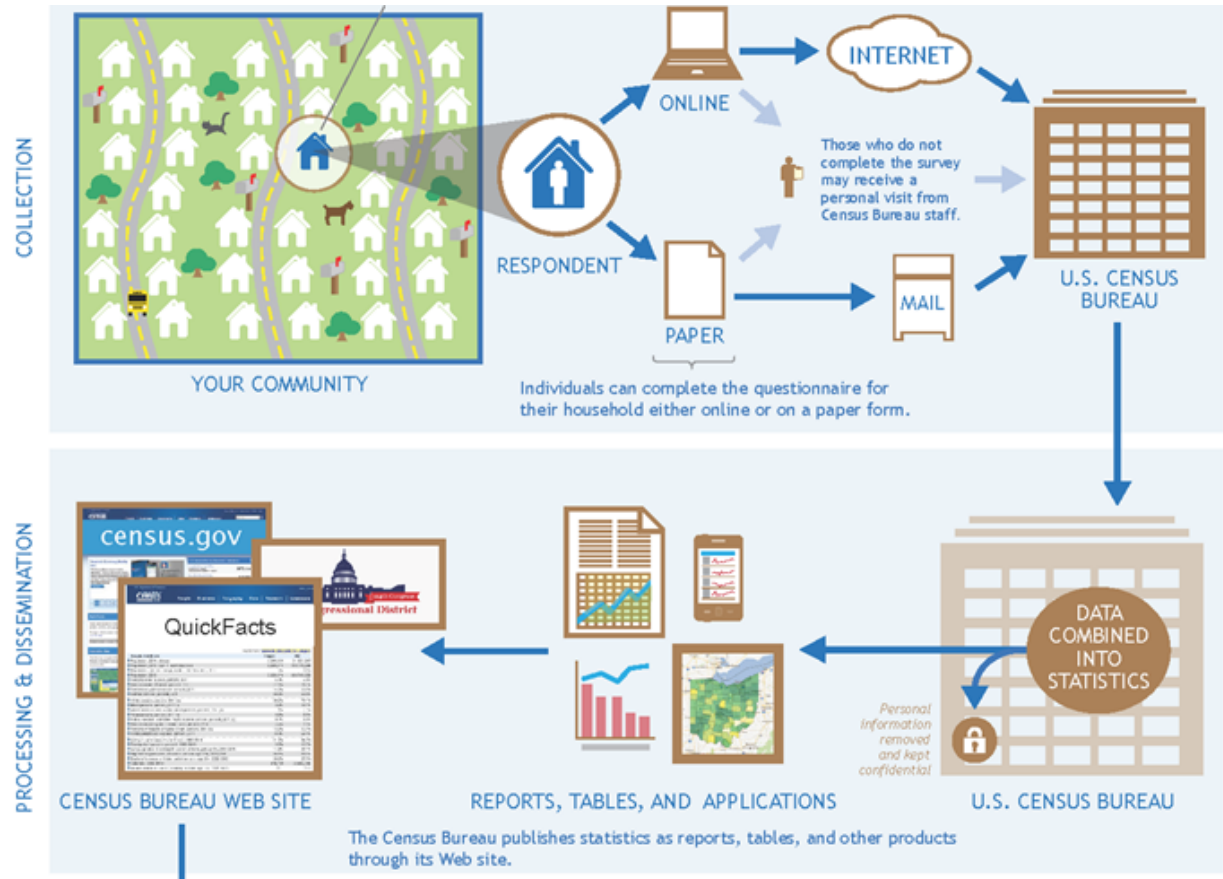
PRESENTATION

- 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



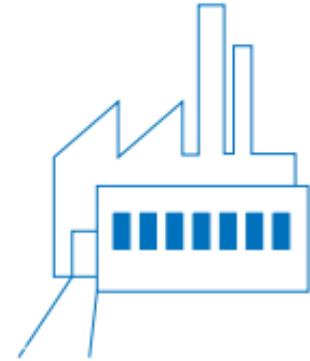
NEXT CENSUS DAY: APRIL 1, 2020

WHAT IS CENSUS DATA USED FOR?

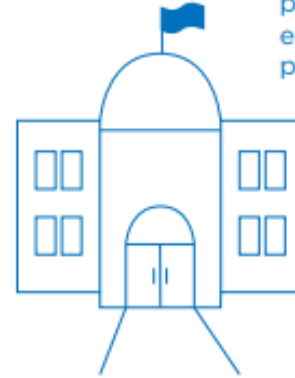
- To give funding for education, health, child care, transportation, and community programs
- To make sure all residents are represented fairly in local, state, and national government
- To help community leaders, businesses, and nonprofits make good decisions about programs and policies



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 with information from other households to produce statistics, so people in your household will not be individually identified.
- The Census Bureau has different ways to protect your personal information:
 - Computer technologies
 - Statistical methodologies
 - Security procedures
- 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**



LANGUAGE ACCESS FOR CENSUS 2020

Invitations to Participate:
Postcards & letters in the mail

Census Form Available:
Online, by Phone, and **Paper**

- English
- Census tracts with high rates of Spanish speakers will receive invitations in both English & Spanish

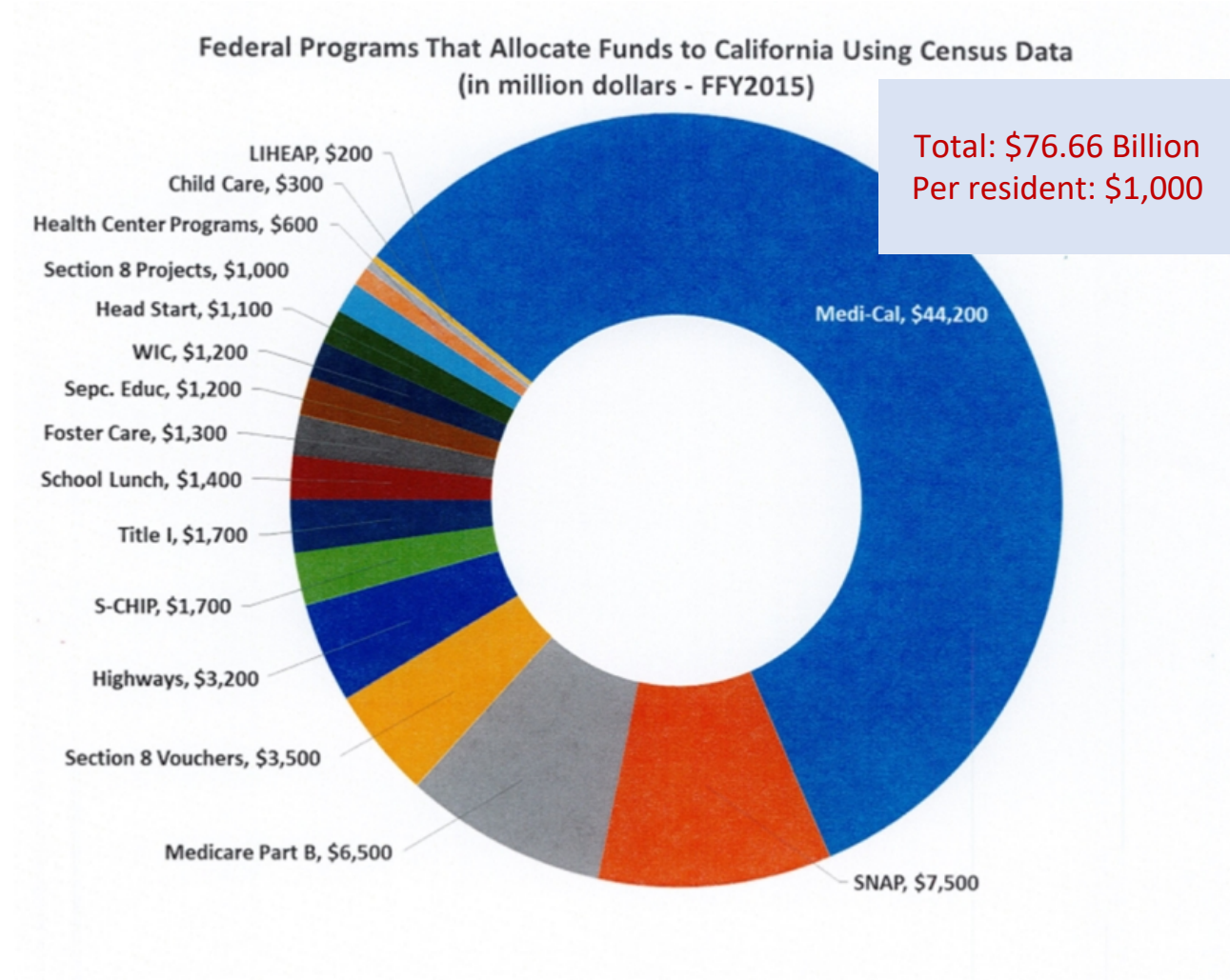
English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian, Creole, Portuguese, and Japanese

**Language
Glossaries
&
Video Guides**

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	

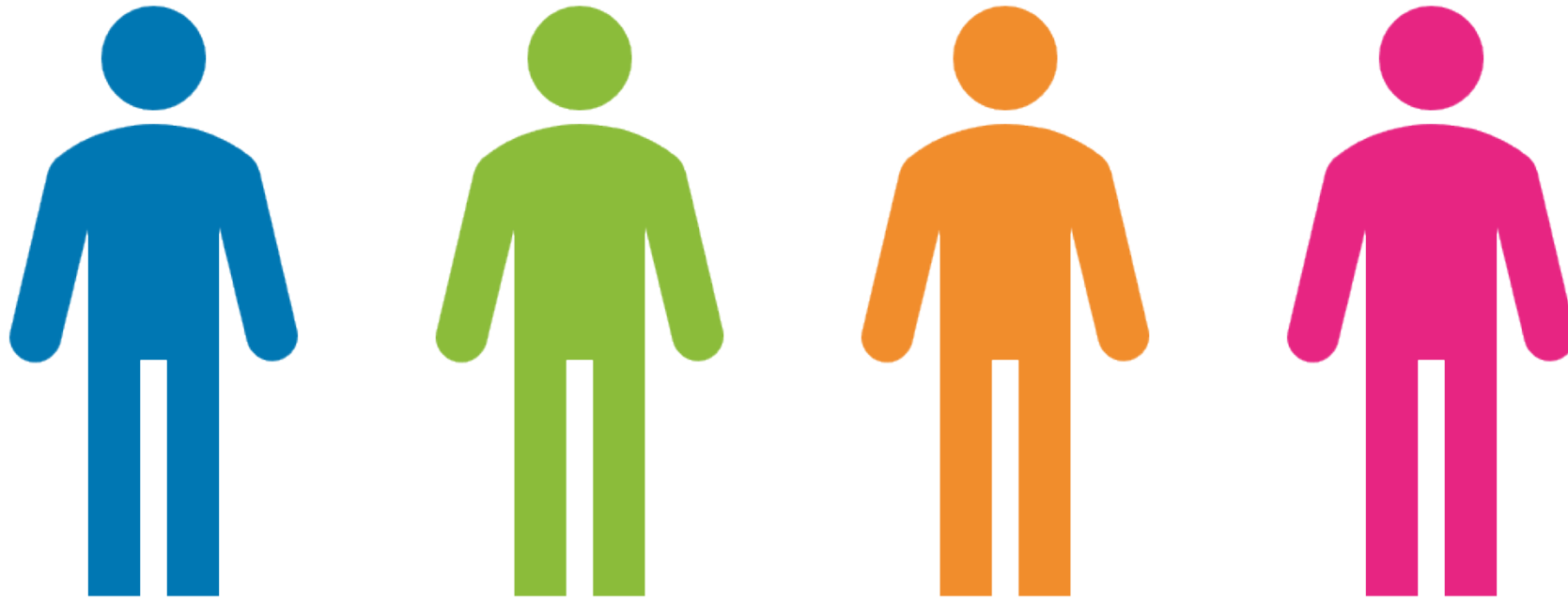
CENSUS 2020: WHAT'S AT STAKE

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



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

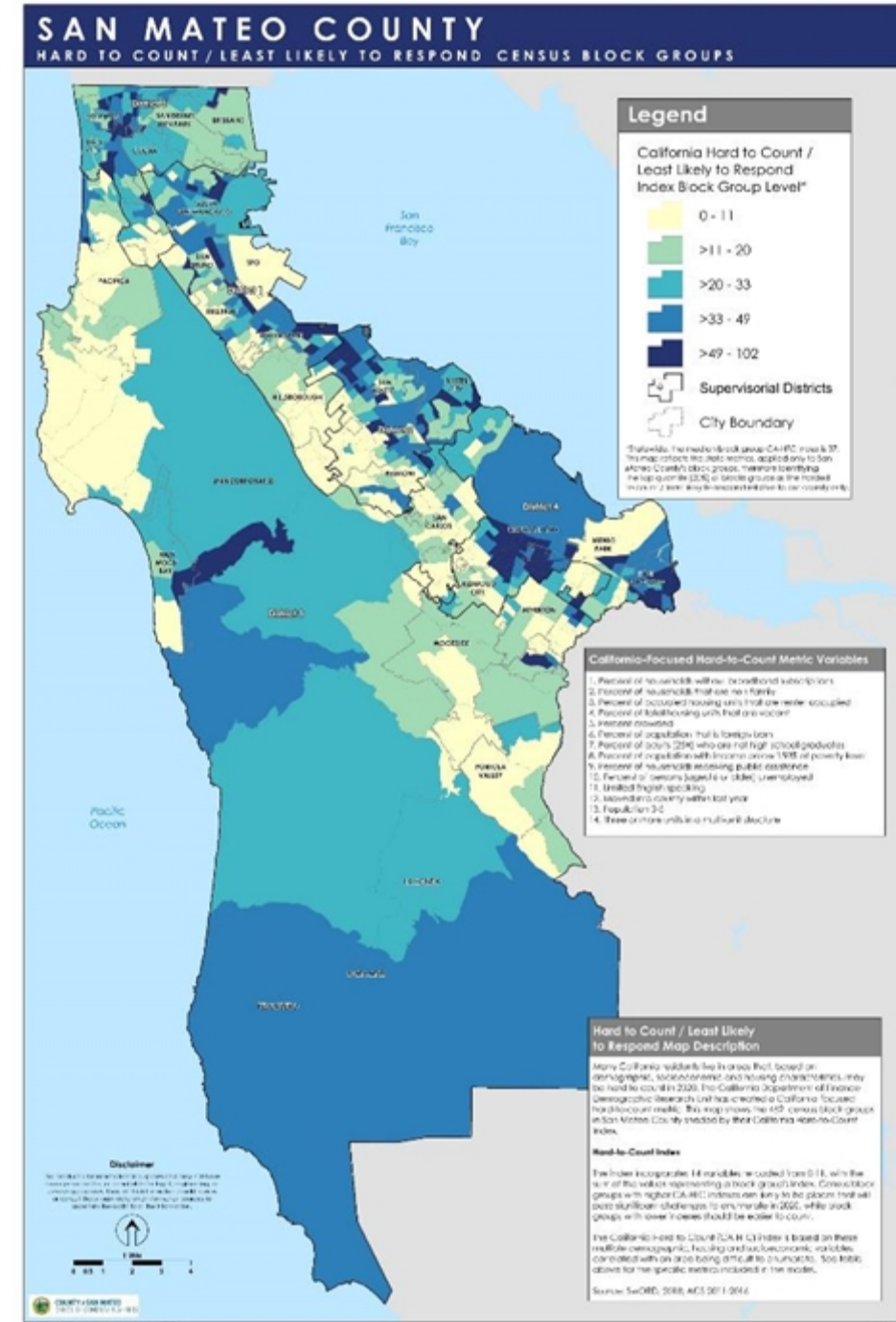
- Immigrants
- People of color
- Households with low income
- Households with limited English proficiency
- Children under 5 years old
- Homeless and housing unstable







SAN MATEO COUNTY: HARD TO COUNT / LEAST LIKELY TO RESPOND

Census block groups within:

- Almost all incorporated cities
 - **Except:** Atherton, Brisbane, Colma, Hillsborough, Portola Valley, San Carlos*, Woodside
- Unincorporated areas as well

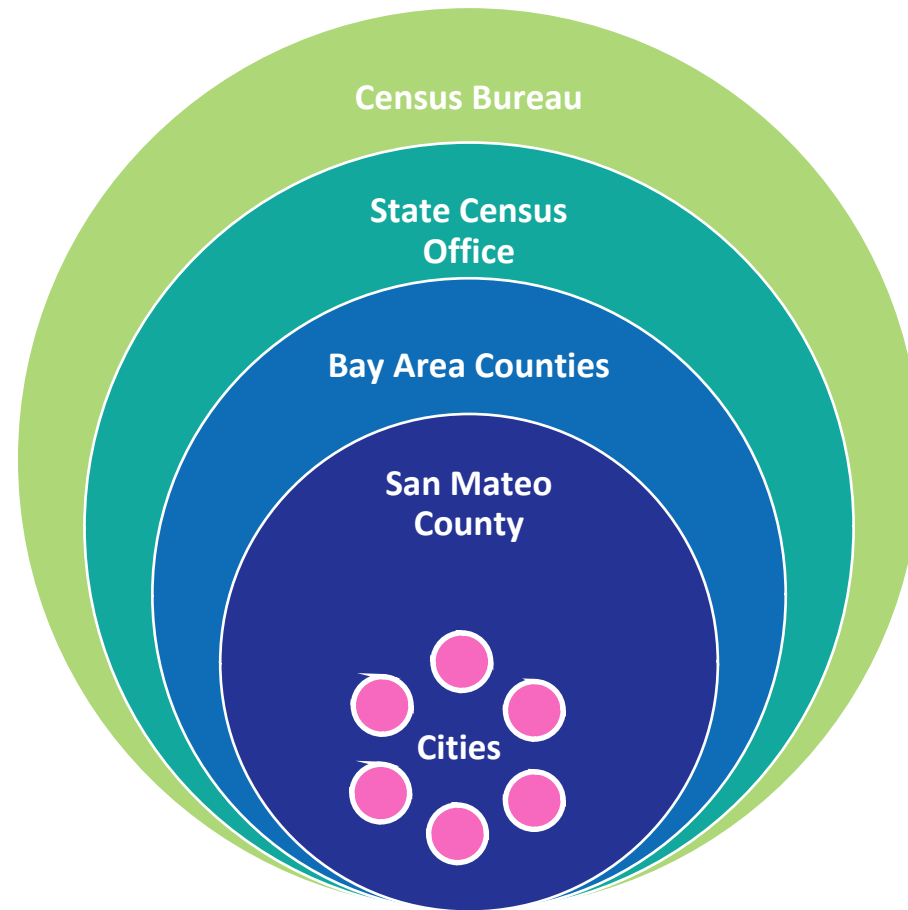


NEW CHALLENGES TO COMPLETE COUNT

-  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



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**
- Promote the **Mini-Grant RFP** to be released soon with your partners and networks
- Follow us on **Twitter**





Census 2020 in San Mateo County



CONTACT US

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SMC_Census@smcgo.org

@SMC_CommAffairs

Census 2020 Home

What you need to know

What you can do

What we are doing

Community Affairs Home

EMAIL UPDATES

Enter Email Address

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

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](#)

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

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

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.



Census Countdown

222: 20: 33: 10

DAYS HOURS MINUTES SECONDS

Census 2020 Home

Why it's important

What you need to know

What you can do

What we are doing

Community Affairs Home

Flyers and Handouts

- California Census 2020 Challenges
- Census 2020: What You Need to Know (English) (Simplified Chinese) (Spanish)
- 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 quartile 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 Guide (Updated July 2019)
- San Mateo County Census 2020 Messaging Guide (Updated July 2019)
 - 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

- Community Presentation Slides
- Partner Presentation Slides

Supporting Information

- 2020 Census Non-English Language Support: U.S. Census Bureau Memorandum Series, 2018.06
- The 2020 Census And Confidentiality: U.S. Census Bureau
- The Citizenship Question, Confidentiality, Language Access, and Other Critical Issues on the 2020 Census: Asian Americans Advancing Justice, Asian Law Caucus, Legal & Strategy Brief, December 6, 2018
- Census 2020 and the Citizenship Question - One Pager: Asian Americans Advancing Justice, Asian Law Caucus, January 2019
- Counting Young Children in the 2020 Census: U.S. Census Bureau
- Factsheet on the Census, Confidentiality and Japanese American Incarceration: Asian Americans Advancing Justice, The Leadership Conference and Education Fund

Videos

- San Mateo County April 1st, 2019 Census Kick-Off Event
- Shape Your Future: The 2020 Census (U.S. Census Bureau)
- Census 2020: Stand Up For the Count (Ford Foundation)
- Census 2020 (Miami Dade TV)
- Count All Kids Census 2020
- What is the Census? (Hello)

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

SUPPORTING STRATEGY: Census Recruitment



- ✓ Great Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Weekly Pay
- ✓ Temp Positions

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

Federal Relay Service: 1-800-877-8339 TTY/
ASCII 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)?
Field Representative	Perform various administrative and clerical tasks to support various daily operations	\$17-\$19	Now (ongoing hire)	Ongoing	1 year (can be extended)
Office Operations Supervisor	Assist in the management of office functions and day-to-day activities	\$31	Now (ongoing hire)	Late April 2019	Mid-June 2019 – Sept 2020
Census Field Supervisor	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
Census Taker Enumerator	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



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COUNTY OF SAN MATEO
OFFICE OF COMMUNITY AFFAIRS