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
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
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

- Middle-Eastern North Africans (MENA)
- Immigrants and Refugees
- LGBTQ
- Homeless Families
- Limited or no broadband access
- Limited English Proficiency
- Asian American & Pacific Islander
- Farm-workers
- Latinos
- Veterans
- Children Ages 0-5
- People with Disabilities
- Homeless Individuals
- Seniors/Older Adults
- Tribal Communities
- Native Americans
San Mateo County
Veterans: 26,279
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

- **County Census Steering Committee (Governance)**

**Complete Count Committee**
- January 2019 - June 2020

**Strategy Work Groups**
- March 2019 - August 2019

**Outreach Mini-Grants**
- April – June 2020

**Community Action Teams**
- June 2019 – May 2020

**Census Ambassadors**
- April – June 2020

**Answer Questions**
- Facilitate Access

**Local and Ethnic Media**
- Community Outreach

**Other**
- Language and Access
COMMUNITY ACTION TEAM REGIONS

San Mateo County Community Action Team Regions Overview

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

Legend:
- Region 1
- Region 2
- Region 3
- Region 4
- Region 5
- Region 6
- Region 7
- Region 8

CENSUS 2020
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

Trusted messengers + 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

I support a full 2020 Census count in San Mateo County!

EVERYONE COUNTS

Join San Mateo County + Bay Area Counts 2020 by texting COUNT to 650-200-2743
www.smccensus.org  smcCounts  EveryoneCounts  BayAreaCounts2020

Text COUNT to 650-200-2743

Help Chat Bot

CA Census 2020
Ask me anything or click on one of the buttons above to ask a random question, explore popular/trending questions or click on “All Questions” to show a complete list of what you can ask.

CA Census 2020
I’m still learning, but I’m getting smarter all the time. Check back often to see all the new things I’ve learned!

Type your question here

SEND

Help Line Number

211
Get Connected. Get Help.

United Way Bay Area
Get Connected. Get Answers.
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**
Census 2020 in San Mateo County

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. This 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. It helps to build homes and parks, establish public transit routes, build new roads and other language access services.

Why it is 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 you 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 are asking for the support of our community partners to educate, motivate, and activate residents in participating in the census. The County of San Mateo was seeking proposals from SGD(501c3) 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, Nuru California Grantmakers and other funders in the region, is accepting proposals to support Census education and outreach efforts to hard-to-count communities in the nine-county Bay Area. For information on how to apply, please visit the Bay Area Census Funders Collaborative website.

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.

FACTSHEETS
PRESENTATIONS
SAMPLE ARTICLES
VIDEOS
FLYERS & POSTCARDS
WEBTOOLS
REQUESTS

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SUPPORTING STRATEGY: Census Recruitment

<table>
<thead>
<tr>
<th>Position</th>
<th>Description</th>
<th>Wage per Hour</th>
<th>When can I apply?</th>
<th>When does Bureau start selecting</th>
<th>How long is this position (approx)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field Representative</td>
<td>Perform various administrative and clerical tasks to support various daily operations</td>
<td>$17-$19</td>
<td>Now (ongoing hire)</td>
<td>Ongoing</td>
<td>1 year (can be extended)</td>
</tr>
<tr>
<td>Office Operations Supervisor</td>
<td>Assist in the management of office functions and day-to-day activities</td>
<td>$31</td>
<td>Now (ongoing hire)</td>
<td>Late April 2019</td>
<td>Mid-June 2019 – Sept 2020</td>
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<tr>
<td>Census Field Supervisor</td>
<td>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</td>
<td>$33</td>
<td>Now</td>
<td>May 2019 – tbd</td>
<td>July 2019 – Sept 2020</td>
</tr>
<tr>
<td>Census Taker Enumerator</td>
<td>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</td>
<td>$30</td>
<td>Sept 2019 – tbd</td>
<td>February 2020</td>
<td>March – July 2020</td>
</tr>
</tbody>
</table>

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

For more information or help applying, please call 1-855-JOB-2020 (1-855-562-2020)
For more information about Census 2020 in San Mateo County visit or follow us at:

🌐 www.SmcCensus.org
🐦 @SMC_CommAffairs
✉️ SMC_Census@smcgov.org

Megan Gosch
Census Management Analyst
mgosch@smcgov.org
(650) 363-4886
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

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 13th</td>
<td>6:30-8:00pm</td>
</tr>
<tr>
<td>March 9th</td>
<td>6:30-8:00pm</td>
</tr>
<tr>
<td>May 11th</td>
<td>6:30-8:00pm</td>
</tr>
<tr>
<td>July 13th</td>
<td>6:30-8:00pm</td>
</tr>
<tr>
<td>September 14th</td>
<td>6:30-8:00pm</td>
</tr>
<tr>
<td>November 9th</td>
<td>6:30-8:00pm</td>
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*Bi-monthly on the second Monday of the month*