

COUNTY OF SAN MATEO



Ensuring a Complete and Accurate Count for Census 2020

March 27, 2019



PRESENTATION

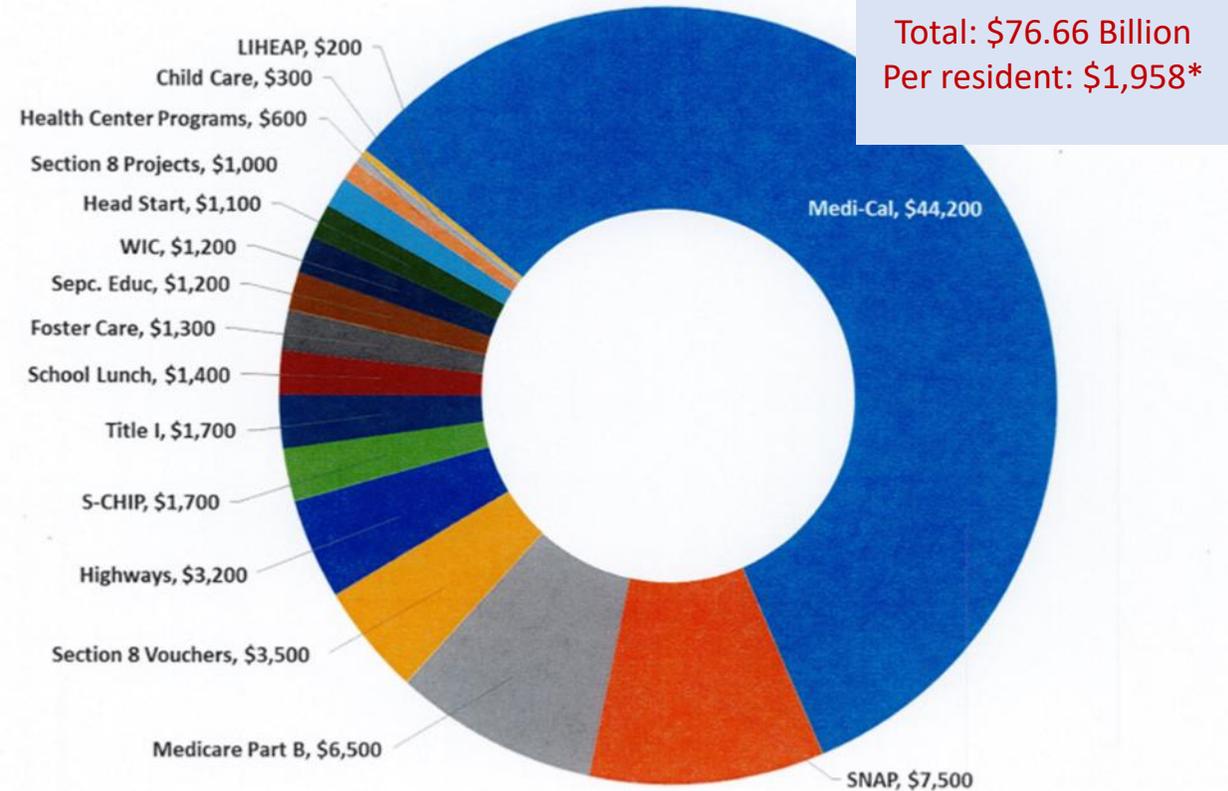
- Census 2020 - Why it Matters and What's at Stake
- Hard to Count / Least Likely to Respond Areas and Populations
- Complete Count Strategy



CENSUS 2020: WHY IT MATTERS / WHATS AT STAKE

- **Mandated** by the U.S. Constitution
 - Actual Enumeration every 10 years
 - Every person living in the United States
- Allocation of **federal funding**
 - Infrastructure
 - Programs for vulnerable populations
- Basis for representative **democracy**
 - Congressional apportionment/districting
- Sound **data** for policy, budget, and program decisions
- **Representation** of all community segments

Federal Programs That Allocate Funds to California Using Census Data
(in million dollars - FFY2015)



* The number of \$1,958 is an approximate number based upon a complex statewide model and is used for relative purposes only

HISTORICALLY UNDERCOUNTED GROUPS

- 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



US Census Bureau Underfunded (decrease per household from 2010)



Fewer local offices and anticipated challenges recruiting qualified enumerators for non-response follow up



Moving to primarily online Census, raising concerns about data security and presenting challenges for those who lack digital access and literacy

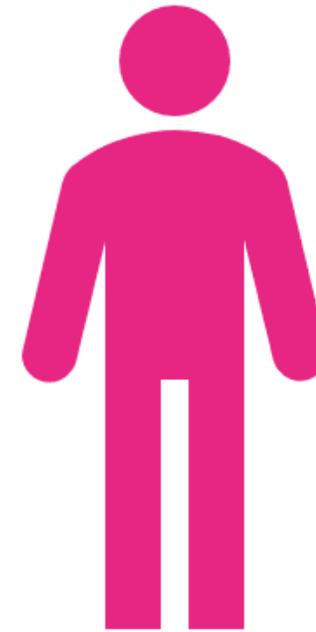
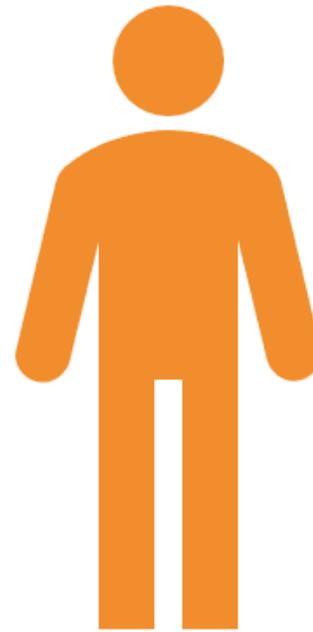
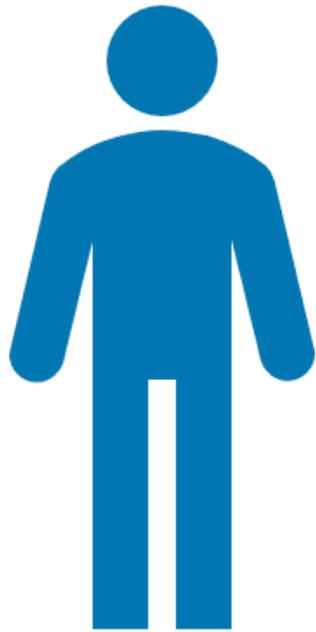


Fear and lack of trust in federal government, including data privacy



Anxiety among immigrant communities due to Citizenship Question

DID YOU KNOW ...



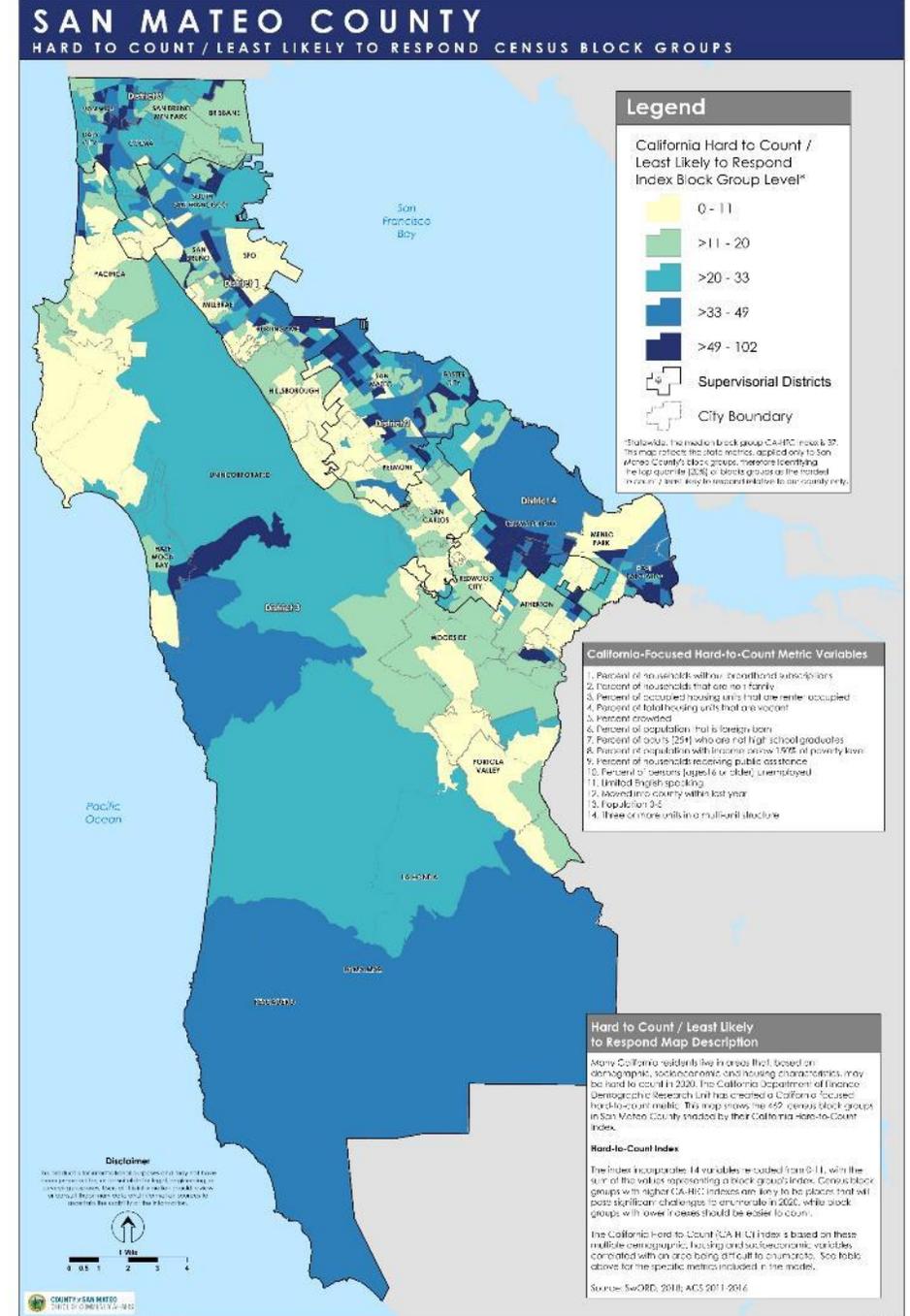
CALIFORNIA CENSUS – HARD TO COUNT / LEAST LIKELY TO RESPOND INDEX

- No broadband subscription
- Non-family households
- Renters
- Vacant units
- Crowded households
- Foreign-born population
- Adults (25+) not high school graduates
- Income 150% below poverty level
- Receiving public assistance
- Persons 16 or over unemployed
- Limited English speaking
- Moved into county in past year
- Population 0-5
- 3 or more units in a multi-unit structure

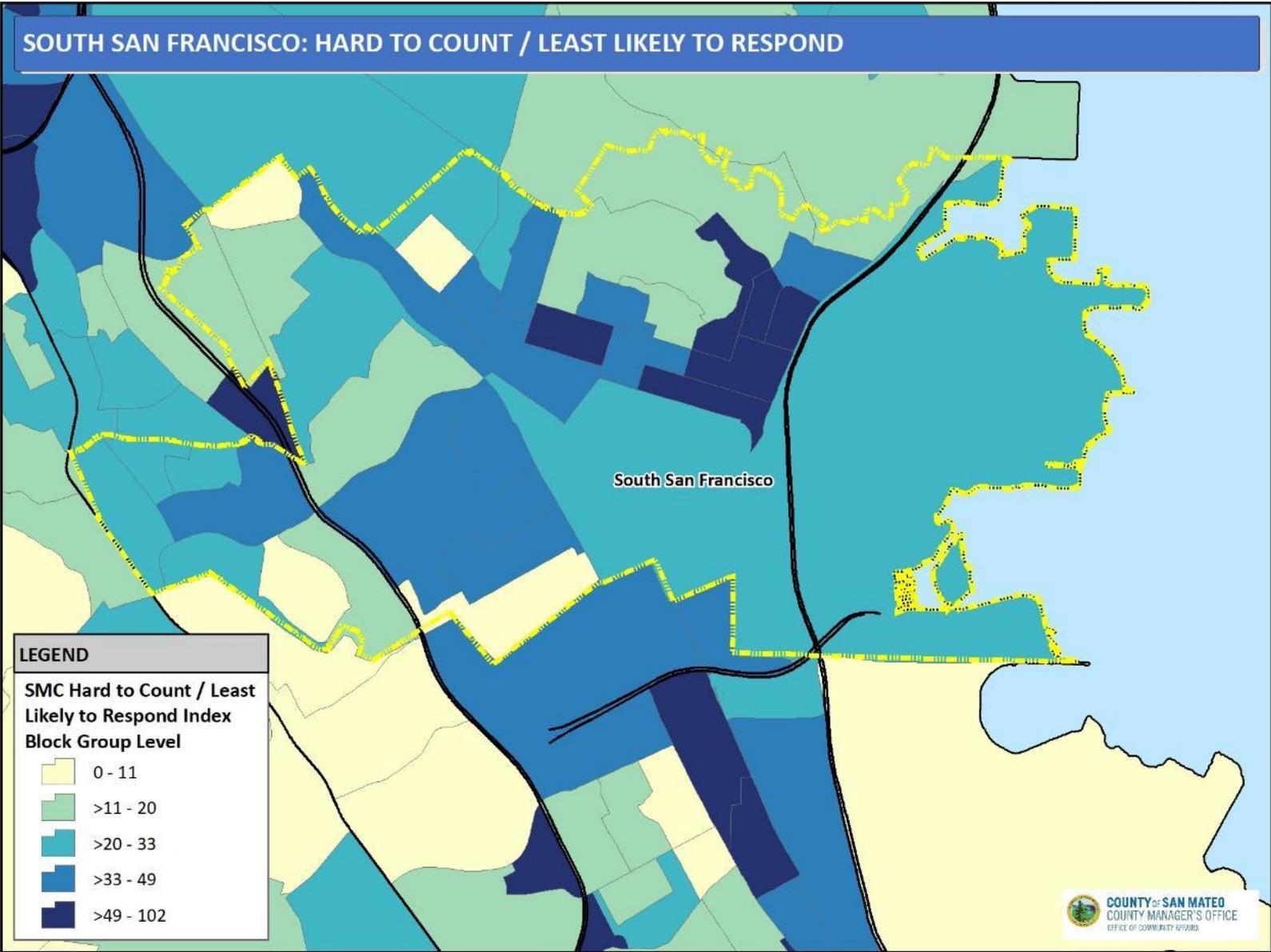
SAN MATEO COUNTY HARD TO COUNT / LEAST LIKELY TO RESPOND

Census block groups within:

- Colma
- Daly City
- South San Francisco
- San Bruno
- San Mateo
- Foster City
- Redwood City / North Fair Oaks
- East Palo Alto



SOUTH SAN FRANCISCO: HARD TO COUNT / LEAST LIKELY TO RESPOND



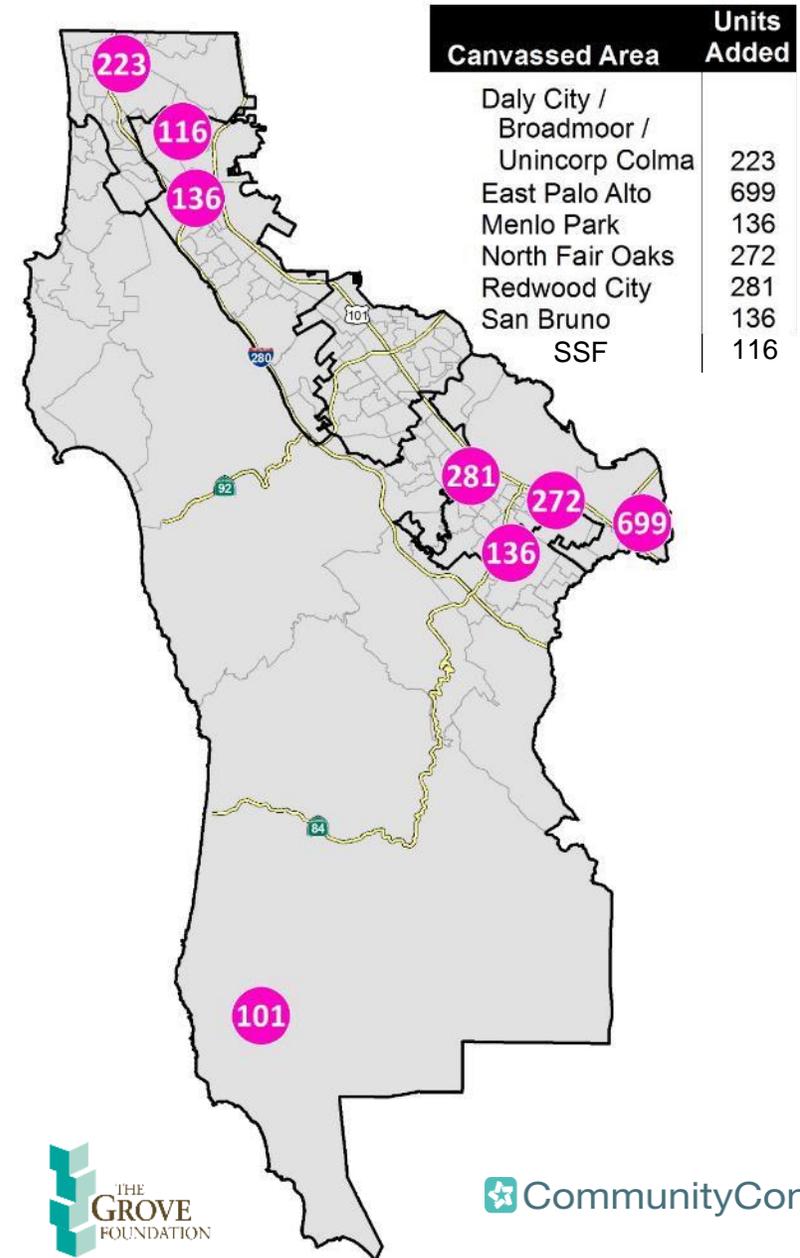
LOCAL UPDATE OF CENSUS ADDRESSES

January – October 2018

- *Performed* Local Update of Census Addresses (LUCA) review
- *Convened* county-wide city working group
- *Coordinated* community-based canvassing events in hard to count areas (6 cities + coastal areas)
- *Collaborated* with Nuestra Casa to canvass Redwood City
- *Identified* 116 non-traditional housing units within South San Francisco / 1,900 County-wide
- *Submitted* 30,000+ new or corrected addresses (County + Cities)

San Mateo County LUCA Submission
County-Wide Net Gain: 30,457 (10.5%)

Non-Traditional Housing Units Added From Canvassing

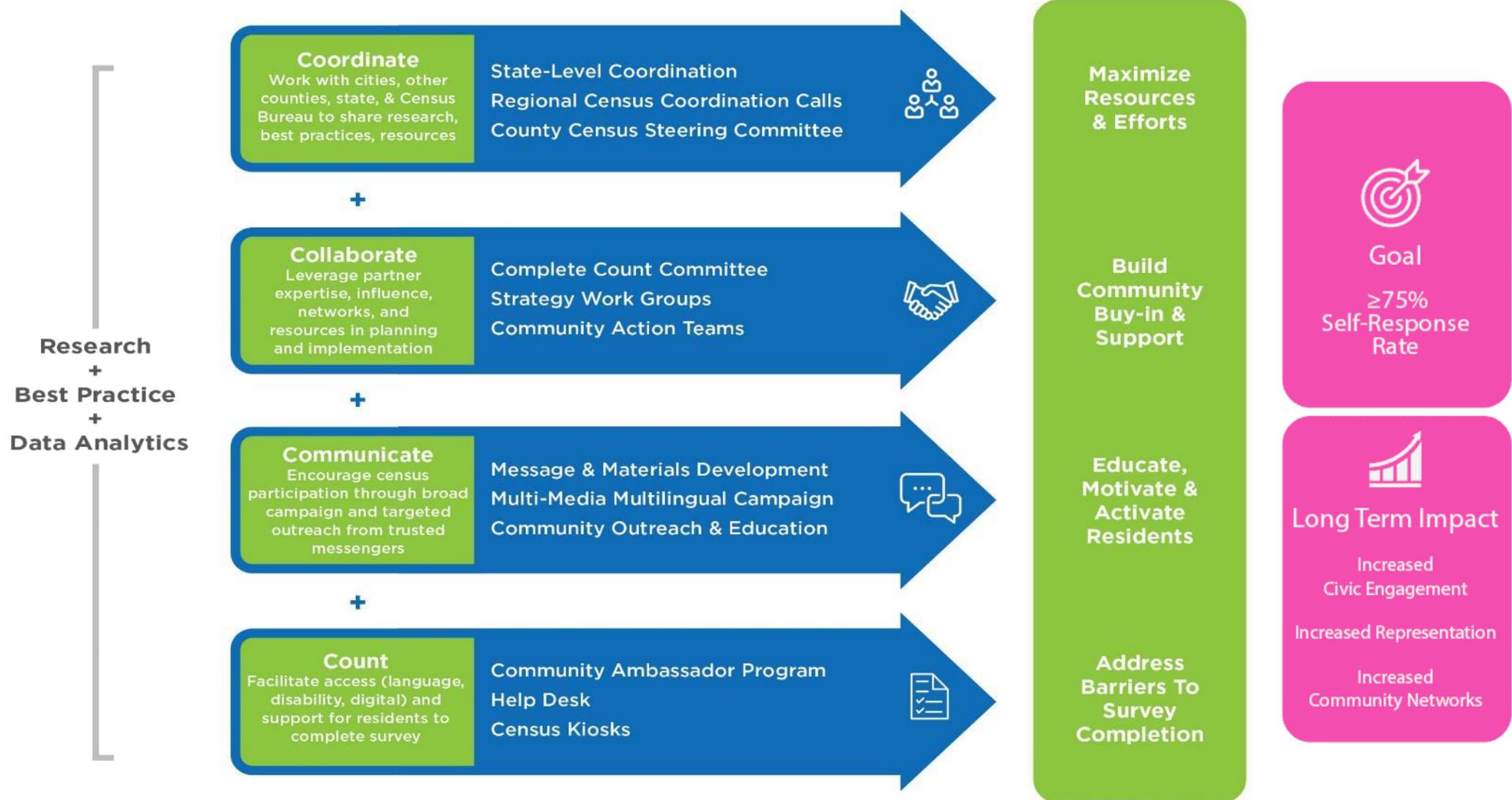


CONFIDENTIALITY

- Title 13 is a law that states private information will never be shared, by penalty of severe fines and/or jail time
- ALL information collected went directly to San Mateo County LUCA Coordinator for inclusion in our submittal to the Census Bureau
- Housing units information was not be shared within other County or City Departments
- After submission to the Census Bureau is accepted, all information will be destroyed

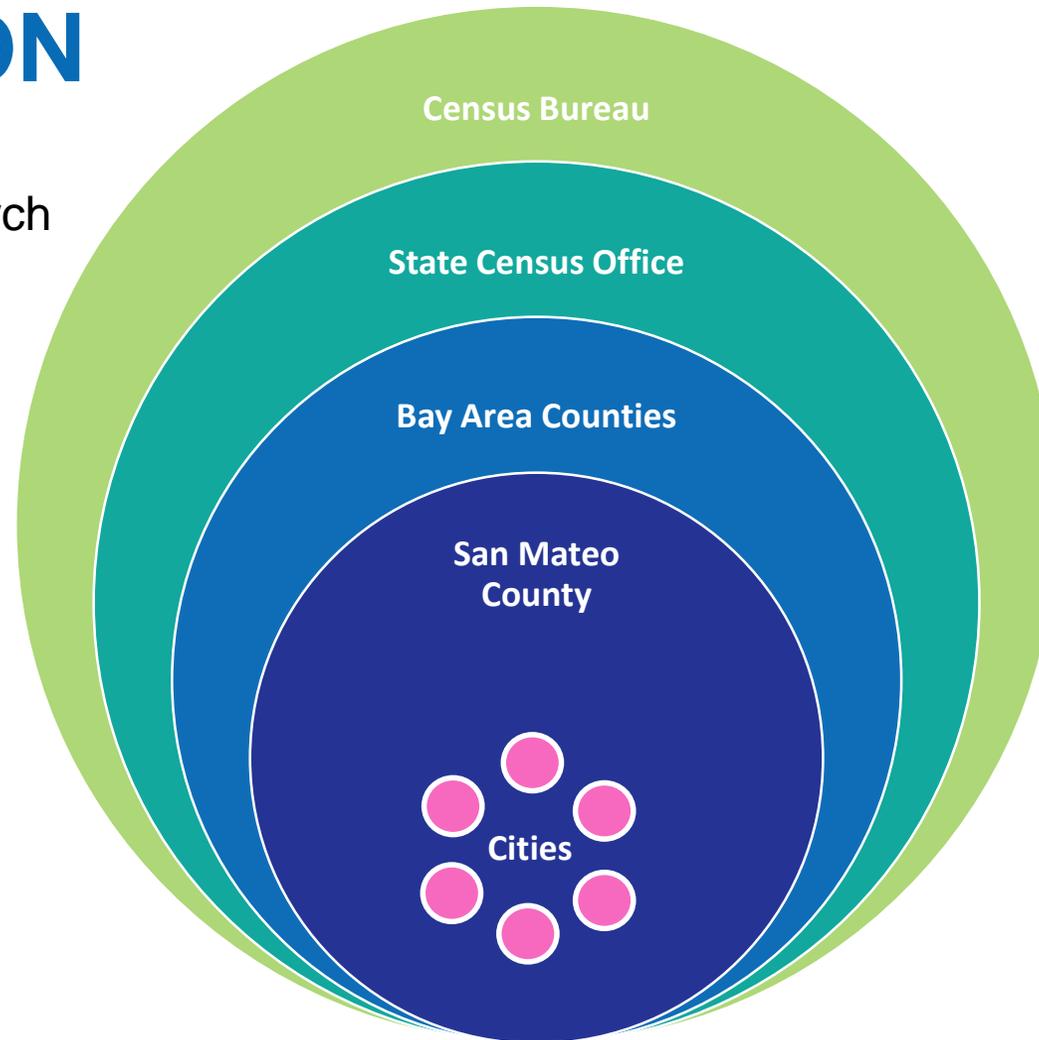
CONFIDENTIAL

STRATEGIC FRAMEWORK



COORDINATION

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

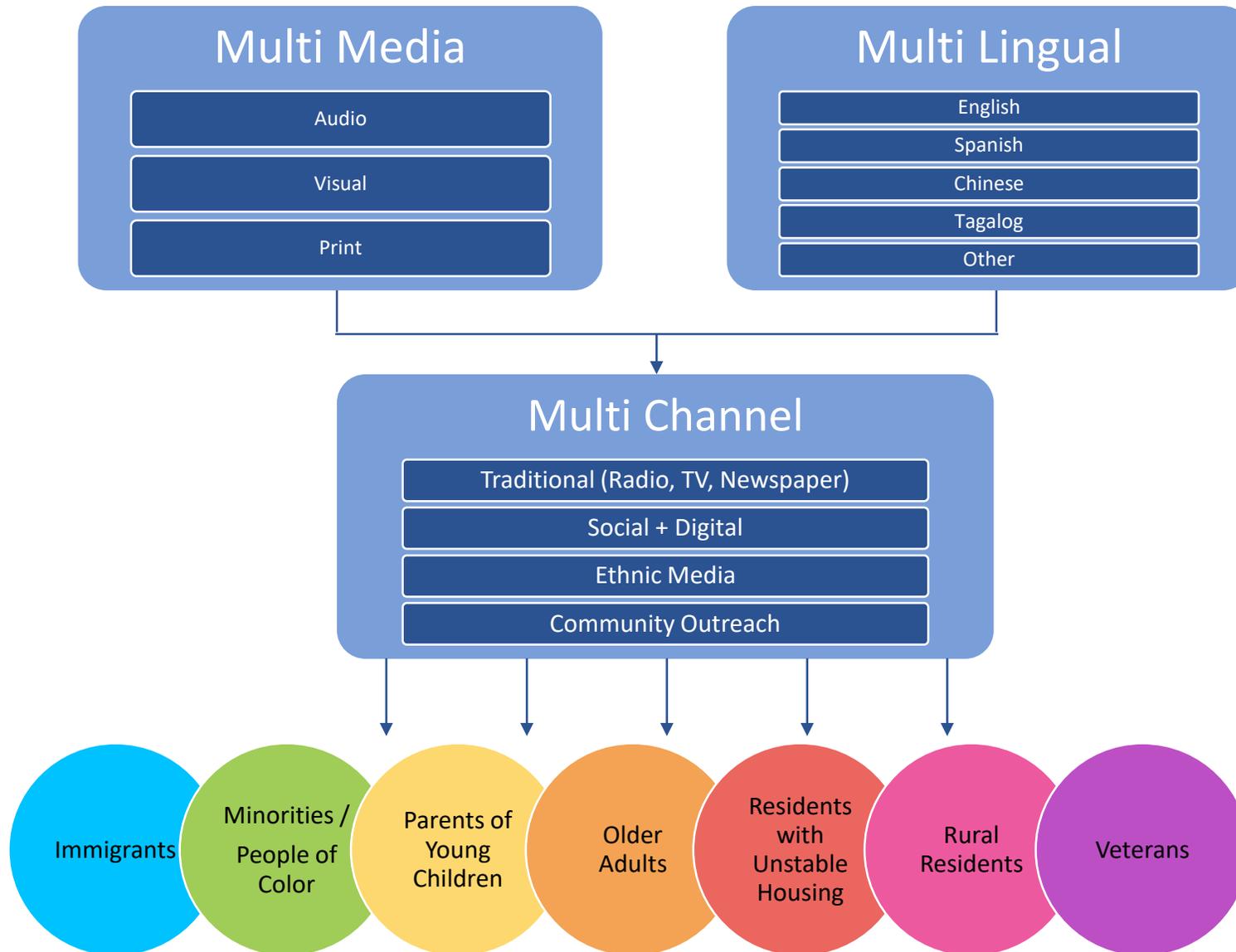


- Create strategy, messaging, materials
- Develop communication templates, toolkits, training
- Guide and support outreach efforts
- Provide technical expertise (GIS/SwORD)

COLLABORATIVE STRUCTURE



COMMUNICATION CAMPAIGN

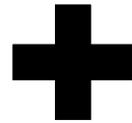


GET OUT THE COUNT

Ambassador
Program



Build
confidence
and trust



Help Desk



Answer
questions



Kiosks/
Assistance
Centers



Facilitate
Access

SUPPORT STRATEGY: CENSUS RECRUITMENT

San Mateo Area Census Office

2020 Census Jobs



2020 Census Jobs

Field jobs available this winter. – Apply Early!

Office jobs 2019 – Office opens this summer.

The U.S. Census Bureau is recruiting for various positions to assist with the 2020 Census count.

- Excellent Pay
- Flexible Hours
- Paid Training
- Close to home

Multiple Positions available – One Application – www.2020census.gov/jobs

Upcoming Recruiting Events

April 6th – JobTrain, Menlo Park

April 20th – San Mateo Adult School, San Mateo

Position	Description	Wage per Hour	When can I apply?	When does Bureau start selecting?	How long is this position? (approx)
Office Clerk*	Perform various administrative and clerical tasks to support various daily operations	\$24.00	Now (ongoing hiring)	Late April 2019	Training begins Mid-June 2019
Office Operations Supervisor*	Assist in the management of office functions and day-to-day activities	\$31	Now (ongoing hiring)	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 through may 2019	May 2019	July 2019 – Sept 2020
Address Canvasser Enumerator	Locate and confirm addresses on buildings during the day	\$40	Now through May 2019	May 2019	July – Sept 2019
Recruiting Assistant*	Travel throughout assigned geographic areas to visit with community-based organizations, attend promotional events and conduct other recruiting activities	\$33	Now (ongoing hiring)	Late April 2019	Mid-June 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 at home, such as in the evening or on weekends	\$30	Sept 2019	February 2020	March – July 2020

WE NEED YOUR SUPPORT



Coordination



Collaboration



Communication

EVERYONE COUNTS!





Visit or follow us at: <https://SMCcensus.org>

 @SMC_CommAffairs

SMC_Census@smcgov.org

Because Community Counts



COUNTY OF SAN MATEO
OFFICE OF COMMUNITY AFFAIRS

Emma Gonzalez
Census 2020 Manager
Office of Community Affairs
elgonzalez@smcgov.org
(650) 363-1938

Aparna Ramakrishnan
Census Coordinator
Office of Community Affairs
aramakrishnan@smcgov.org
(650) 363-4032

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