Census 2020: Ensuring a Complete Count
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 allocate funding for education, health, child care, transportation, and other critical 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
CENSUS 2020: WHAT’S AT STAKE

California
(FFY2015-in million dollars)

- Health
- Social Services
- Education
- Housing
- Transportation

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
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
Census 2020 Timeline

AWARENESS
- 4/1/19 Kick-off!
- Education & Outreach

SELF RESPONSE
- Begins in March
  - Postcards send out
  - Service Based Enumeration begins
  - Group Quarters

PLANNING
- Formed CCC
- LUCA: local update of census addresses

CENSUS DAY
- April 1, 2020

After Non-Response Follow-up
- New Census Statistics 2021/2022
- Reapportionment
- Redistricting

Non Response Follow-up:
- May 4 - July 31
- Enumerators begin home visits

COUNTY OF SAN MATEO
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
Language Access

- Online form in English + 12 languages:
  - Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French,
    Haitian Creole, Portuguese, and Japanese

- Paper form in English and Spanish

- Glossaries in 59 languages
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
Fight Misinformation, Stay Informed

Are non-citizens counted in the census?

**YES.** The 2020 Census counts everyone living in the country, including non-citizens, all ages, and regardless of criminal history.

Can my answers be shared with law enforcement or used against me?

**NO.** The law prevents the Census Bureau from sharing your information with law enforcement. The Census Bureau is bound by Title 13 of the U.S. Code to protect your personal information and keep it strictly confidential.

Can I only take the census online?

**NO.** The 2020 Census will be available online, by phone, and by mail. Online and phone responses can be completed in 13 languages.

A paper form will be mailed to every house that hasn’t responded already after the Bureau sends their fourth mail piece out.
WHAT WE ARE DOING

County Census Steering Committee (Governance)

Complete Count Committee
January 2019 - June 2020

Strategy Work Groups
March 2019 - August 2019

Local and Ethnic Media

Community Outreach

Language and Access

Other

Outreach Mini-Grants
Community Action Teams
June 2019 - May 2020

Census Ambassadors

NORTH

CENTRAL

COAST

SOUTH

Answer Questions
Facilitate Access
April – June 2020

County of San Mateo
Community Action Team Regions (RFP OCA1001)
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)

<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>
</tr>
<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>
Get Involved – PLEDGE NOW, No Really, NOW!

Text COUNT to 650-200-2743
The 2020 Census will have 10 questions and take about 10 minutes to complete. The impact is critical. Every person not counted is a loss of $10,000 during the next 10 years.
For more information about Census 2020 in San Mateo County

Visit: [https://SMCcensus.org](https://SMCcensus.org)

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