Census Updates

August, 2020
Way to go San Mateo County residents!

Our county has the highest 2020 Census response rates in the entire state of California!

76.7%

We still have a long way to go though, so please, complete your Census 2020 questionnaire today!

SMCCENSUS.ORG

@SMC_COMMAFFAIRS

As of 8-17-2020
Self Response: Lowest 20 Census Tracts

<table>
<thead>
<tr>
<th>Rank</th>
<th>Tract</th>
<th>Response Rate</th>
<th>City</th>
<th>Households</th>
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<td>Pescadero area</td>
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Total households: 29,381
Time is Running Out to Take the 2020 Census
Our communities need your voice.
Census workers will visit households that have not yet completed the 2020 Census. Be sure to count yourself and every person living with you, including young children, renters and roommates—because everyone is important. And remember: taking the census is quick, confidential and your data is completely secure. Your information is protected by law and will not be shared, regardless of immigration status.

SE NEED YOUR HELP! COMPLETE THE CENSUS!

Se está acabando el tiempo para participar en el Censo 2020
Sea contado en el Censo 2020:
1. En línea visitando: my2020census.gov
2. Por teléfono llameando al: 1-844-468-2020
3. Llene el cuestionario y envíelo por correo postal

Nuestras comunidades necesitan su voz.
Los trabajadores del censo visitarán a las hogares que aún no han completado el Censo del 2020. Asegúrese de contar a sí misma y a todas las personas que vive en su casa, incluyendo a los niños pequeños, los miembros y las compañeros de habitación—porque todos son importantes. Y recuerde que responder al censo es rápido, confidencial, y no dañarás su estatus de inmigración.

BE COUNTED in the 2020 Census:
• Bus Ads in English, Spanish, Chinese, and Tagalog
• Car Caravans
• Articles/Press Coverage

Updates

Join your neighbors and BE COUNTED in the census.
This means more money and fair representation for your neighborhood. Each person brings up to $10,000 to San Mateo County.
Your voice is essential, be counted online or over the phone today!

Únase a sus vecinos y HAGASE CONTAR en el censo.
 Esto significará más dinero y una representación justa para su vecindario. Cada persona contada aporta $10,000 al Condado de San Mateo.
¡Su voz es esencial, sea contado en línea o por teléfono hoy mismo!
A 7th mailing, which will include the paper questionnaire, has been scheduled for late August, early September. It will go to households in lowest-responding census tracts.

Based on the COVID 19 Pulse Survey model, we have also sent email to households in low self-responding areas with a reminder to respond to the census.

Census Enumerators, aka Census Takers are also attempting to contact households that have not taken their census via landlines and/or mobile numbers.
Bay Area Census Operations Update

➢ Group Quarters Enumeration: July 1 – September 3
   • Residents being counted in group-setting residences, such as skilled-nursing facilities and college dormitories.
➢ Mobile Questionnaire Assistance (MQA): July 13 – September 18
   • Census workers assisting and/or counting people at high foot traffic locations, when it’s safe to do so.
➢ Non-Response Follow-Up (NRFU): August 11
   • Census takers have been knocking on doors of households that have not self-responded by then. Residents will STILL be able to self-respond while this operation is underway.
➢ Service-Based Enumeration (SBE)/Targeted Non-Sheltered Outdoor Locations (TNSOL): September 22-24
   • Census workers will be counting those who are experiencing homelessness at shelters, transitional housing and outdoor locations.
➢ Self-response deadline (end of data collection period): September 30
How to Identify a Census Taker

The census taker will have an ID badge that includes:

• their name
• their photograph
• Department of Commerce watermark, and
• an expiration date.

• They will have an official bag and electronic device, such as laptop or smartphone, bearing the Census Bureau logo.

• Census takers will conduct their work between 9 am and 9 pm.

• Call the Los Angeles Regional Census Center at 213-314-6500 if you have any questions.
Regional Calls

Join Us:
Special County Regional Census Meetings

The Office of Community Affairs and Thrive are co-hosting Census Meetings THIS WEEK. Please join to help in the final push to increase the response rates for the following regions:

**East Palo Alto & Belle Haven meeting:** August 19, 2:30 pm. Register [here](#).
**Daly City & South San Francisco meeting:** August 20, 11:00 am. Register [here](#).
**North Fair Oaks & Redwood City meeting:** August 20, 1:00 pm. Register [here](#).
**San Mateo City, Foster City, Millbrae and Burlingame meeting:** August 25, 1:00 pm. Register [here](#).
**Pacifica & the Coast meeting:** August 25, 3:00 pm. Register [here](#).

Zoom link will be sent to registrants one day prior to the meeting.
THANK YOU!

Please send any ideas, questions, updates to: SMC_Census@smcgov.org