Census 2020 Updates

June 2020
Way to go San Mateo County residents!
Our county has the highest 2020 Census response rates in the entire state of California!

72.4%

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

As of 6-14-2020

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California Overall: 62.5%  
2010: 68.2%

National Overall: 61.4%  
2010: 66.5%

SMC: 72.4%  
2010:73.2%
10 lowest self-response rate tracts
(as of 6/14/20)

- 6 out of the 10 lowest tracts are in East Palo Alto
- The lowest self-response rate is in the Pescadero Tract
- From 6/11 to 6/16 there was an increase in response rates along the coast
  - El Granada 41.1% ➔ 66.2%
  - Montara  40.6% ➔ 62.9%
  - Pescadero 28.4% ➔ 45.3%

https://cacensus2020.maps.arcgis.com/apps/webappviewer/index.html?id=93a548b625334e438bbb89dcf1de5d10
We need your support!

- Talk about the Census ... with your community
- Encourage people you know to respond early
- Utilize your social media to build awareness
- Contact our office if you want t-shirts, lawn signs, and posters
  smc_census@smcgov.org

- Groups being hit hardest during COVID-19 are also considered hard-to-count groups in the census- encourage testing in your communities visit: [www.smcgov.org/covid-19-testing](http://www.smcgov.org/covid-19-testing)

- How do we better engage our immigrant communities and encourage census self-response (and COVID-19 testing)?
<table>
<thead>
<tr>
<th>Enumeration Phase</th>
<th>Original Date(s)</th>
<th>New Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-Response</strong></td>
<td>March 12 – July 31</td>
<td>March 12 – October 31</td>
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<tr>
<td>844-330-2020</td>
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<tr>
<td></td>
<td>*Subject to change</td>
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<tr>
<td><strong>Non Response Follow Up</strong></td>
<td>May 13 – July 31</td>
<td>August 11– October 31</td>
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<td>Census takers out in the field</td>
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<tr>
<td><strong>Service Based Enumeration</strong></td>
<td>March 30, March 31, &amp;</td>
<td>September 22-24</td>
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<td>For people experiencing homelessness</td>
<td>April 1</td>
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<td>*Subject to change</td>
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