CENSUS 2020: WHAT’S AT STAKE

California
(FFY2015-in million dollars)

$51,300

$4,500

$3,200

$12,200

$5,400

Total: $76.66 Billion

- Health
- Social Services
- Education
- Housing
- Transportation

**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
## 74 DAYS UNTIL CENSUS DAY

How the 2020 will invite everyone to respond:

### WHAT WE WILL SEND IN THE MAIL

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td><strong>If you haven’t responded yet:</strong></td>
<td></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

### We understand you might miss our initial letter in the mail.

- Every household that hasn’t already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.

Self-response starting March 12
Letters, postcards + bilingual questionnaires
The internet questionnaire will allow respondents to **toggle between English and 12 non-English languages** using a dropdown language menu at the top of each screen, and individual links at the top and bottom of each screen.
COUNTING PEOPLE EXPERIENCING HOMELESSNESS

Federal Census workers will interview and record responses from people experiencing homelessness at service-based locations or outdoors.

• emergency and transitional shelters
• soup kitchens
• mobile food vans
• targeted outdoor locations (under bridges, in parking lots)

This effort will take place from March 30 to April 1, 2020

Federal Census workers will go to “transitory” locations to collect responses from people who don’t have a usual home elsewhere.

• RV parks, Motels, campgrounds, racetracks, circuses, carnivals, and marinas.

This effort will take place from April 9 to May 4, 2020.

Census Bureau will work with local partners to identify service-based and outdoor locations
For Those Without a Usual Residence

(unhoused, experiencing homelessness)
Confirmation of Submission

Thank you for completing the 2020 Census questionnaire for:

1307 BARNARD DR Sim Data ZZ 89102 1805
Sim Data NV 89102
November 8, 2019 10:56:02 AM EST

If you receive other mail from the Census Bureau about the 2020 Census in the next few days, please disregard it. That mail may have been sent out before today.

If you have any questions, please call the phone number printed in your materials or listed below.

1-844-330-2020

Confirmation #: 176039113

Visit 2020Census.gov

Save or Print this Screen

You may close the browser.
Community Partnerships

- US Census Bureau
- CA Census Office
- Regional Funding
- Residents / Cities
- Community Organizations
- Business
- SMC Census Team
  - Outreach events
  - Presentations
  - City Councils
  - Commissions
RFP #OCA1004: Census Events

RFP 1004: Host a Census Event

<table>
<thead>
<tr>
<th>Description</th>
<th>Host an event to bring together HTC community members to increase awareness + importance of the Census</th>
</tr>
</thead>
</table>
| Requirements | ▪ Host a Census Speaker  
▪ Attend census training or have someone with training attend the event  
▪ Provide census information |
| County Provides | ▪ Training  
▪ Digital resource library  
▪ Census swag (limited) |
| Funding Level | $250 - $3,000 (depends on size of the event) |

Examples (thanks Contra Costa County!)

▪ Church: Stand Up and Be Counted Mixer  
▪ Educational workshop for parents  
▪ Meals on Wheels – presentation to cafes  
▪ Valentine’s Social Census Outreach  
▪ Block Party  
▪ Small Business Event
SMCcensus.org Website Resources

San Mateo County-Created Resources

- FACTSHEETS, FLYERS, POSTCARDS
- PRESENTATIONS
- SAMPLE ARTICLES
- VIDEOS + PSA
- POSTERS
- WEBTOOLS
- REQUESTS

Resources Created by Other Organizations

- BAY AREA COUNTS 2020 (UNITED WAY) MATERIALS
- NALEO EDUCATIONAL FUND
- UNITED STATES CENSUS BUREAU

WHEN IS THE 2020 CENSUS?
Messaging Guide

- Census 2020 Communication Phases
- Census 2020 Relational Approach to Community Engagement
- Census 2020 Key Messages
- Census 2020 Pledge Campaign
- Tips for Addressing Common Barriers to Census Participation
- Answers to Frequently Asked Questions about Census 2020
- Message Maps for Census 2020 Top Questions

ADDRESSING COMMON BARRIERS ABOUT CENSUS PARTICIPATION

"The Census doesn’t impact me.”
- The census impacts ALL of us EVERY day.
- The census count impacts funding and planning for programs and services we rely on, like roads, schools, housing, and health care.
- The census count impacts how much of a voice we have in government and the policy decisions that affect us.
- The census count impacts the number of businesses, jobs, and development projects in our communities — our local economy.

"I'm just one person - my participation doesn’t matter.”
- EVERY person that is counted in Census 2020 makes a difference.
- Participating in the census is an important civic responsibility and a powerful tool for making your voice heard.
- The census count directly affects how billions of dollars are distributed every year for important services and programs that we all rely on.
- For each person not counted in Census 2020, we could lose up to $10,000 over the next 10 years in federal funding.

"I don’t feel comfortable sharing my information.”
- By law, information you give to the Census Bureau is confidential and only used for statistics.
- Census 2020 will only ask for very basic information, like age, sex, and race/ethnicity. Citizenship or immigration status will NOT be asked.
- Your personal information can’t be shared with anyone outside the Census Bureau or be used against you by immigration authorities, a court of law, or any law enforcement agencies.
- The Census Bureau takes many steps to make sure personal information is protected.

"I don't have time to fill out the census.”
- It will only take 5-10 minutes to fill out Census 2020.
- Census 2020 will only ask basic questions about everyone living in the residence.
- You can fill out Census 2020 online, by phone, or by mail — whatever is convenient for you.
- The 10 minutes you spend filling out the census will mean more funding, services, and jobs in your community for the next 10 years.

"I need help filling out the census.”
- There will be support for anyone who needs help filling out Census 2020.
- Census 2020 can be filled out online, by phone, or by mail in different languages.
- Assistance Centers and Kiosks will be set up across San Mateo County to provide digital, language, and disability support.
- For more information, visit www.smcensus.org
Community Updates:

Censo 2020 – por que es importante para usted y su familia

Censo 2020
Steering Members Update

Why’s It Important

- Census data determines the number of U.S. representatives and what rights belong to Congress and sets the district boundaries for several federal positions.
- The federal government uses census data to help decide how to distribute billions of dollars in spending to local and national governments. This money goes toward essential community programs that support education, housing, health, and other programs. Federal statistics are used in industries, including business and the financial community.
- Federal and state governments use census data for planning and programming in social services programs and public housing.
- Businesses use census data to help define local communities and what types of small businesses/products they provide.
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Community Organizers

- Community organizers visit various places to identify community needs, respond to community programs, monitor trends and assess programs of effectiveness.
- Residents use census data to support community needs by helping to identify what is important to the quality of life, and consumer scholars.
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What’s Next

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Censo 2020

- **South San Francisco**
  - 11:30-12:15 Mono-FI, Mono-PS
  - 12:45-1:15 Mono-FI
  - 2:45-3:15 Mono-FI, Mono-PS

Please note that both suitable offices will close for the New Year's Day holiday.

DO YOU NEED ASSISTANCE?

San Mateo County Department of Child Support Services

- The mobile drop box will be available to taxpayers during the work week only during December 4-10, 2019 and Monday-Saturday, 9 a.m.-5:30 p.m. You will be able to either hand your payments to an employee at the mobile drop box or drop it in the box yourself.
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Please visit our website at: [www.smcgov.org](http://www.smcgov.org)
Community Updates:

**City Programs Address Homelessness, City Cleanup**

**City Manager’s Office**

The City Council Newsletter is an ongoing publication to better communicate updates on the various aspects of the city, from meetings to projects. For more information, please contact the City Manager’s Office.

**Community Tree Lighting - Wednesday, December 4th**

City Council Newsletter
From the Office of the City Manager

**City of Daly City**

4 December 2019

**Census 2020 Updates**

March 30, 2020

Countdown widget on the City of Daly City's homepage

**City Programs Address Homelessness, City Cleanup**

City Programs are a key part of addressing issues such as homelessness and city cleanliness. The City of Daly City has launched several initiatives to tackle these issues, including a partnership with local organizations to provide housing, employment, and other support services.

**Community Tree Lighting - Wednesday, December 4th**

The City of Daly City will host its annual Community Tree Lighting event on December 4th. The event will feature live music, hot cocoa, and a chance to enjoy the beauty of the winter season.

**Census 2020 Updates**

San Mateo County will soon be releasing a new Request for Proposals for in-person outreach in areas that have been historically hard to count. The outreach will focus on reaching out to groups that are harder to count, such as the homeless population, government agencies, and more. The city will be using the latest technology and strategies to ensure an accurate count.

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4 December 2019

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Community Updates:

United States Census 2020

The Census is about Power and Money

There's a lot at stake with Census 2020. Standing up for the count is one of the most powerful things you can do to support yourself, your family, and your community.

https://census2020.com/sanmateo
We Need Your Support

- **Website links, newsletter articles, mailers**
  - Water District inserts
    - Montara WD, Mid-Peninsula WD, Redwood City water bills
  - Elections Voting Guide
  - Property tax bill insert
  - Parks and Recreation Catalogs
  - City of Millbrae-Digital Billboard
  - Daly City- Digital Billboard

- How are you incorporating Census 2020 into your existing outreach efforts?

- How are you preparing your staff?
## Census Jobs

Census jobs available in all 8 San Francisco Bay Area Census Offices. One application qualifies you for any of the following positions:

<table>
<thead>
<tr>
<th>Position</th>
<th>Pay rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Clerks</td>
<td>$16 - $24 per hour</td>
</tr>
<tr>
<td>Office Operations Supervisors</td>
<td>$20.50 - $31 per hour</td>
</tr>
<tr>
<td>Census Field Supervisors</td>
<td>$22 - $33 per hour</td>
</tr>
<tr>
<td>Enumerators (Census Takers)</td>
<td>$20 - $30 per hour</td>
</tr>
<tr>
<td>Recruiting Assistants</td>
<td>$22 - $33 per hour</td>
</tr>
</tbody>
</table>

- ✔ Excellent Pay
- ✔ Flexible Hours
- ✔ Paid Training
- ✔ Temporary Positions

### Basic Requirements
- 18 years of age or older
- Valid Social Security number
- U.S. Citizen
- Valid email address
- Must apply online

### Simple Application
- 33 Question Assessment
- Plus 9 Supervisory questions if interested in Supervisory Positions

Apply today!
2020census.gov/jobs

1-855-JOB-2020 (1-855-562-2020)

The U.S. Census Bureau is an Equal Opportunity Employer
THANK YOU

Because Community Counts