Ensuring a Complete and Accurate Count for Census 2020
CENSUS: WHY IT MATTERS

- Mandated by the U.S. Constitution
  - Actual Enumeration every 10 years
  - Every person living in the United States (Citizens and noncitizens)

- Basis for representative democracy
  - Congressional apportionment
  - Districting

- Allocation of federal funding
  - Infrastructure
  - Programs for vulnerable populations
CENSUS 2020: WHAT’S AT STAKE

- Federal Funding
- Congressional apportionment
- Redistricting
- Sound data for policy, budget, and program decisions
- Representation of all community segments

Total: $76.66 Billion
Per resident: $1,958*

* 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

- Census effort underfunded (50% decrease per household from 2010)
- Fewer local offices, less field staff, 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
<table>
<thead>
<tr>
<th>Hard to Count / Least Likely to Respond Index</th>
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</thead>
<tbody>
<tr>
<td>- No broadband subscription</td>
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<tr>
<td>- Non-family households</td>
</tr>
<tr>
<td>- Renters</td>
</tr>
<tr>
<td>- Vacant units</td>
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<tr>
<td>- Crowded households</td>
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<tr>
<td>- Foreign-born population</td>
</tr>
<tr>
<td>- Adults (25+) not high school graduates</td>
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<tr>
<td></td>
</tr>
<tr>
<td>- Income 150% below poverty level</td>
</tr>
<tr>
<td>- Receiving public assistance</td>
</tr>
<tr>
<td>- Persons 16 or over unemployed</td>
</tr>
<tr>
<td>- Limited English speaking</td>
</tr>
<tr>
<td>- Moved into county in past year</td>
</tr>
<tr>
<td>- Population 0-5</td>
</tr>
<tr>
<td>- 3 or more units in a multi-unit structure</td>
</tr>
</tbody>
</table>
SAN MATEO COUNTY HARD TO COUNT / LEAST LIKELY TO RESPOND

Census block groups within:

- Almost all incorporated cities
  - Except Atherton, Brisbane, Colma, Hillsborough, Portola Valley, San Carlos, Woodside
- Unincorporated areas as well

https://maps.smcgov.org/census2020
SAN MATEO COUNTY STRATEGIC FRAMEWORK

**Research + Best Practice + Data Analytics**

- **Coordinate**
  - Work with cities, other counties, state, & Census Bureau to share research, best practices, resources
  - State-Level Coordination
  - Regional Census Coordination Calls
  - County Census Steering Committee

- **Collaborate**
  - Leverage partner expertise, influence, networks, and resources in planning and implementation
  - Complete Count Committee
  - Strategy Work Groups
  - Community Action Teams

- **Communicate**
  - Encourage census participation through broad campaign and targeted outreach from trusted messengers
  - Message & Materials Development
  - Multi-Media Multilingual Campaign
  - Community Outreach & Education

- **Count**
  - Facilitate access (language, disability, digital) and support for residents to complete survey
  - Community Ambassador Program
  - Help Desk
  - Census Kiosks

**Maximize Resources & Efforts**

**Build Community Buy-in & Support**

**Educate, Motivate & Activate Residents**

**Address Barriers To Survey Completion**

**Goal**
- ≥75% Self-Response Rate

**Long Term Impact**
- Increased Civic Engagement
- Increased Representation
- Increased Community Networks
SAN MATEO COUNTY COLLABORATIVE STRUCTURE

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

Community Action Teams
June 2019 - May 2020

NORTH

CENTRAL

SOUTH

COAST

Cross-Sector Leadership + Local Expertise + Trusted Messengers = Reach All County Residents
CENSUS BUREAU LOCAL JOBS

San Mateo Area Census Office
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. Positions provide:

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

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Job Description</th>
<th>Pay Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Clerks</td>
<td>Perform various administrative and clerical tasks to support various daily operations.</td>
<td>$24.00 per hour</td>
</tr>
<tr>
<td>Office Operations Supervisors</td>
<td>Assist in the management of office functions and day-to-day activities.</td>
<td>$31.00 per hour</td>
</tr>
<tr>
<td>Census Field Supervisors</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 encountered issues, such as not gaining entry to restricted areas.</td>
<td>$33.00 per hour</td>
</tr>
<tr>
<td>Enumerators</td>
<td>Some field positions require employees to work during the day to locate addresses on buildings. Other field positions require interviewing the public, so employees must be available to work when people are usually at home, such as in the evening and on weekends.</td>
<td>$30.00 per hour</td>
</tr>
<tr>
<td>Recruiting Assistants</td>
<td>Travel throughout assigned geographic areas to visit with community-based organizations, attend promotional events and conduct other recruiting activities.</td>
<td>$33.00 per hour</td>
</tr>
</tbody>
</table>

Apply Today!
2020census.gov/jobs

Federal Relay Service: (800) 877-8339 TTY / ASCII
www.egov.gov/fedrelay

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

The U.S. Census Bureau is an Equal Opportunity Employer
WE NEED YOUR SUPPORT

• Make Census 2020 a priority for your organization
  – Integrate into existing outreach and education
  – Consider how to support residents in participating

• Communicate the importance of participating in Census 2020 through your channels and networks

• Promote local Census Bureau jobs

• Join and support complete count efforts

EVERYONE COUNTS!
For more information about San Mateo County Complete Count Efforts

Visit: https://SMCcensus.org

@SMC_CommAffairs

Email: SMC_Census@smcgov.org