

┌ CENSUS 2020: BUILDING CIVIC
ENGAGEMENT AND COMMUNITY NETWORKS

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San Mateo County Manager's Office of Community Affairs

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HOW MANY
OF YOU KNOW ... ?



Presentation

- Importance of Civic Engagement
- San Mateo County and the Office of Community Affairs
- Case Study: Census 2020 + Why it Matters
- Challenges to Ensure an Accurate Count
- Strategies for Continued Civic Engagement



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IMPORTANCE OF CIVIC ENGAGEMENT

“The health of a democratic society may be measured by the quality of functions performed by private citizens.”

- *Alexis de Tocqueville, Democracy in America*



“... be actors,
and not merely
critics of others
...”

*Theodore Roosevelt,
1st annual Conference on
Good City Government,
and a founder of the
National Civic League
(National Municipal
League)*

Inclusive Civic Engagement

- Everyone has a place at the table
- Display greater civic pride
- Individual volunteerism to organization involvement
- Combining knowledge, skills, values and motivation to make a difference

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SAN MATEO COUNTY AND OFFICE OF COMMUNITY AFFAIRS

San Mateo County is located in California,
nestled between San Francisco and Santa
Clara Counties.

San Mateo County, California

- 770,000 population
- 455 square miles of land / 292 square miles of water)
- 57.7 miles of coastline
- 20 incorporated cities
- Elevation from sea level to 2,629'



San Mateo County Manager's Office of Community Affairs

- Serves as a **liaison** between County departments and the community to facilitate information sharing and feedback
- Make sure to capture the **community's voice** to understand how to inform the County's strategies
- Oversees:
 - Census 2020
 - Immigrant Services
 - Community Engagement (community plans, rezoning, new ordinances)
 - Special Projects (public art, beautification projects)

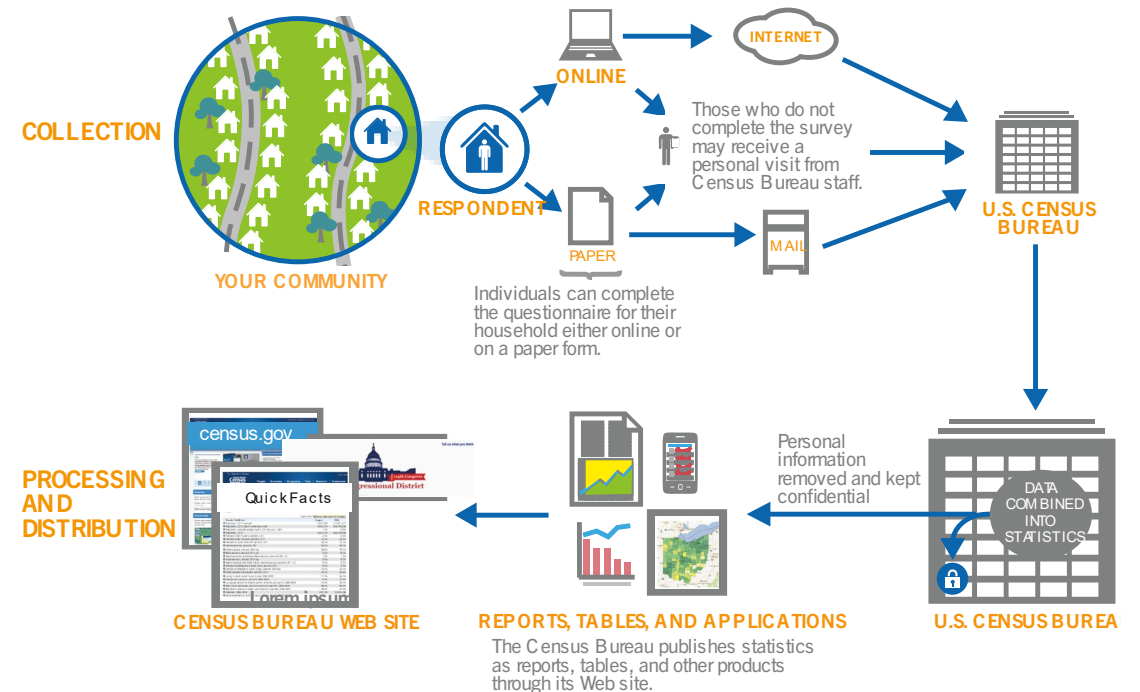


CENSUS 2020 OVERVIEW

Every ten years the federal government is required to count every person living in the United States. This survey will take place on April 1, 2020 – officially Census Day 2020.

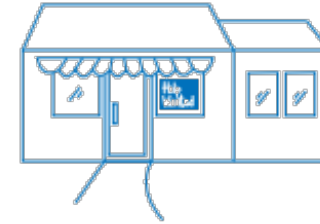
What is the Census?

- Official count of every person living in the United States
- Happens every 10 years
- Each household is asked to complete a census form
- Information collected is reported as statistics

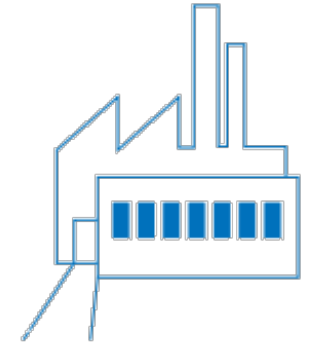


What is Census Data Used For?

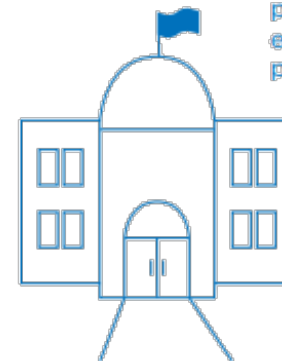
- To give **funding** for education, health, child care, transportation, and community programs
- To make sure all residents are **represented fairly** in local, state, and national government
- To help community leaders, businesses, and nonprofits make **good decisions** about programs and policies



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



Real estate developers use the census to build new homes and revitalize old neighborhoods.



What will the Census Ask?

Basic information about each household:

- Number of people living there
- Home ownership
- Phone number

For each person living in the household:

- Name
- Sex
- Age / Date of Birth
- Race / Ethnicity

Census 2020 **WILL NOT** ask about citizenship status



Household includes all people living in a residence, whether related or not.

How is Data Kept Private and Secure?

- By law, the information you give on the census form is **confidential**.
- Your responses will be combined with information from other households to produce statistics, so people in your household will not be individually identified.
- The Census Bureau has different ways to protect your personal information:
 - Computer technologies
 - Statistical methodologies
 - Security procedures
- All staff at the Census Bureau take an oath **for life** to protect the privacy of responses collected, and sharing any details is a federal crime
 - Fine of up to \$250,000
 - Federal prison sentence of up to 5 years



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How and 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**

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CENSUS 2020 CHALLENGES

Census 2020 has a unique set of challenges this time due to new technologies being tried, as well as our current political climate and distrust by residents

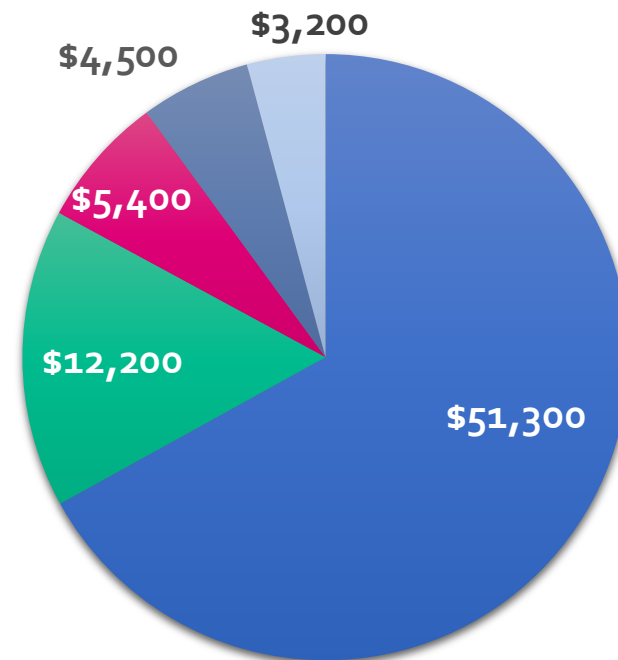
New Challenges to Complete the Census

- Census 2020 underfunding → Fewer local offices + field staff for non-response follow up
- Moving primarily online → Concerns about data security + digital access & literacy
- Fear & lack of trust in federal government → Concerns about data privacy
- Attempt to add citizenship question → Anxiety among immigrant communities

Census 2020: What's at Stake?

- **Federal Funding**
- Congressional apportionment
- Redistricting
- Representation of all community segments

California
(FFY2015-in million dollars)



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

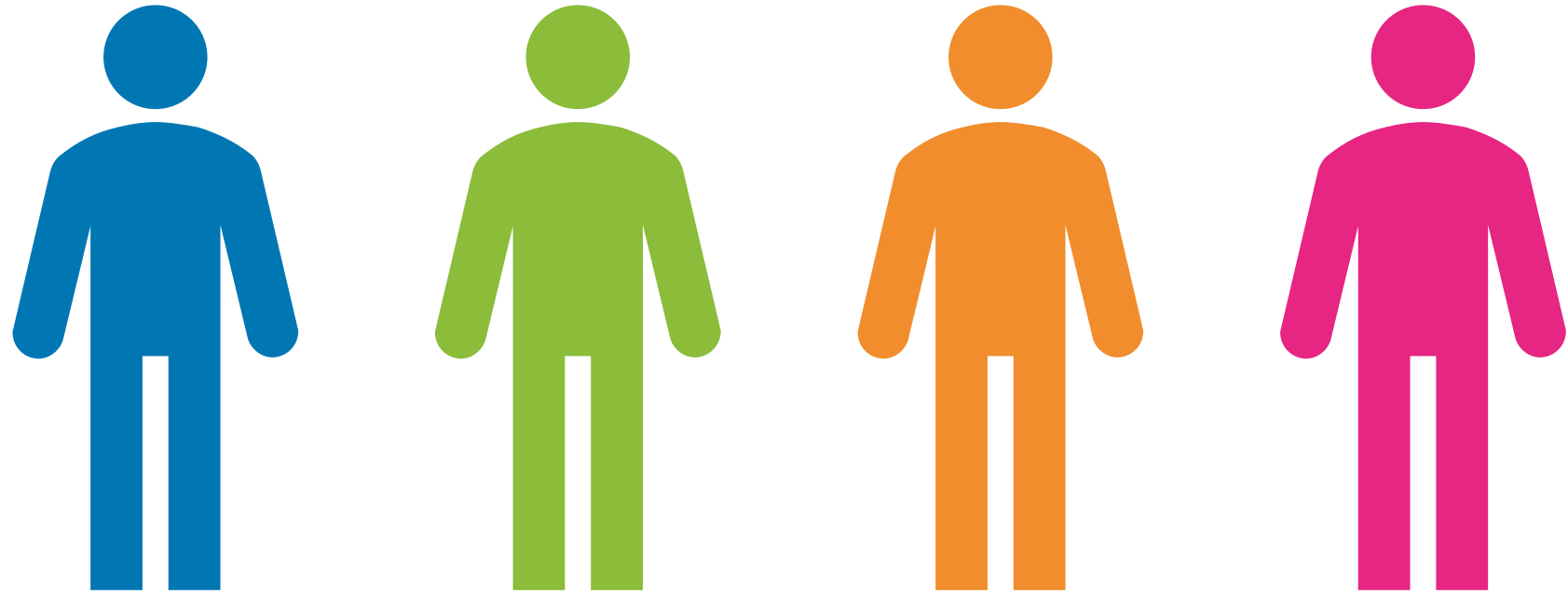
- Special Education
- School Lunch
- Head Start
- Title I

Transportation

- Federal Highways Funding

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Did you know that 3 out of 4 Californians belong to



1 or more groups that tend to be undercounted?

Data Source: American Community Survey, 2013-2017 (5-year)

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California Demographics

The primary and perpetual challenge facing the U.S. Census Bureau is the **undercount of certain population groups**.

This challenge is amplified in California where **more residents** are considered traditionally hard to count (HTC).

- Total population **38,982,847** / estimated **11 million HTC** Californians
- 61% White / 37% Hispanic or Latino / 13% Asian / 6% African American
- 17% are limited-English speaking populations
 - Spanish 64.5% / Chinese 9.9% / Vietnamese 4.9%
- Almost 25% have an income below 150 percent of the poverty level
- 17.5% age 25+ are not high school graduates

Groups That Tend to be Undercounted



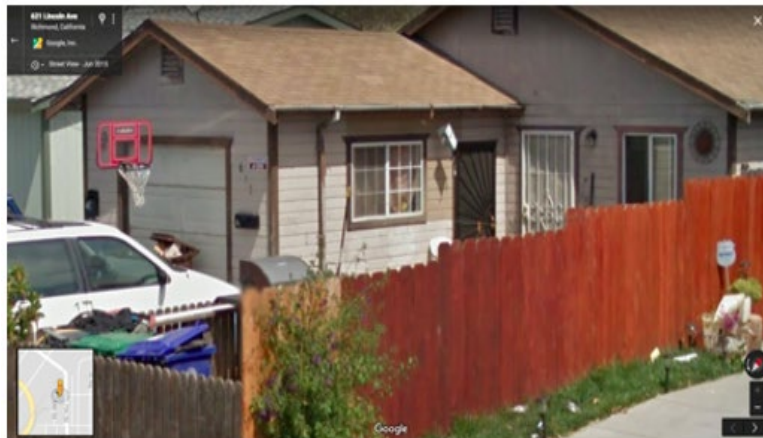
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San Mateo County Challenge: Affordable Housing

- Median household income: **\$105,667**
- Median value of housing units **\$917,700**
- Studio apartment average rent: **\$2,384**
 - Only 14% of households can afford a home
 - Yearly salary needed to buy a median value home: Almost **\$200,000**

Lack of Affordable Housing Impact

- Because of lack of affordable housing opportunities residents are living in **non-traditional housing** units
 - Garages, basements, sheds, recreation vehicles
- These units do not have an official US Post Office address, and therefore would not be included in the Census Bureau's Master Address file **and will NOT receive a census questionnaire**



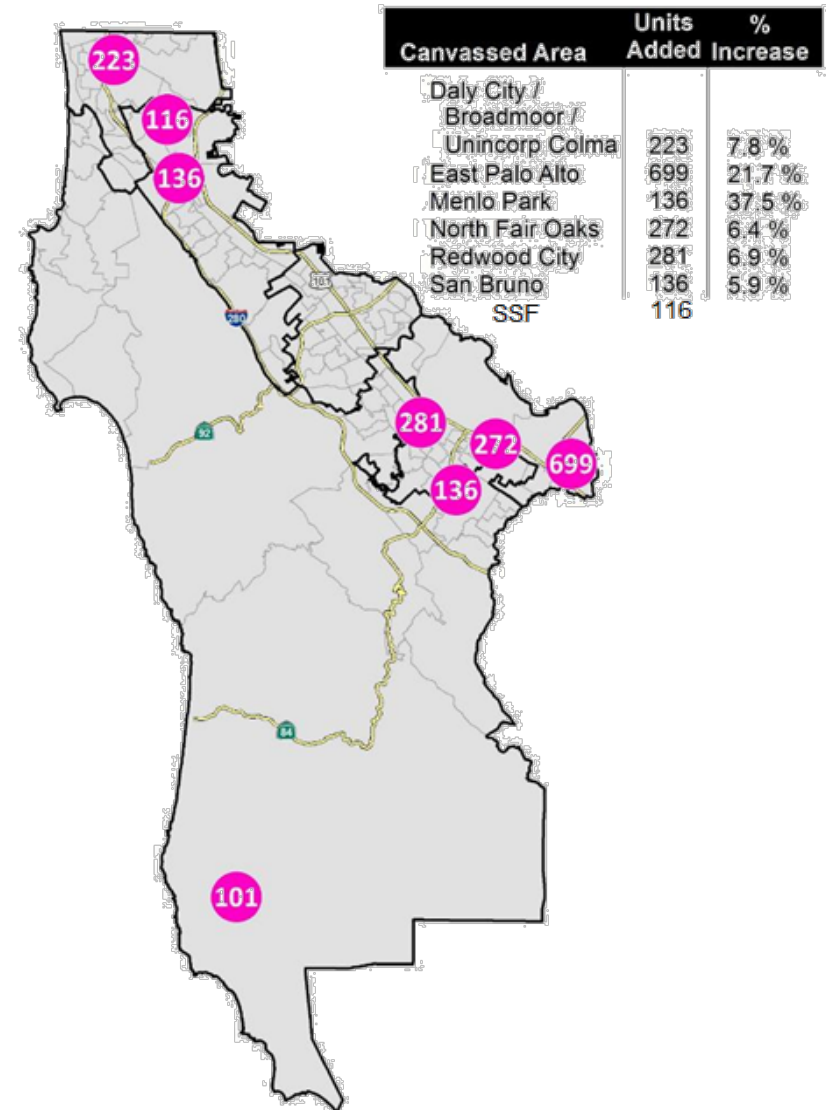
Local Update of Census Addresses (LUCA)

- Only opportunity for local cities/counties to review and comment on the Census Bureau's master address list prior to the 2020 Census
- Two-pronged review:
 - Traditional housing units: approved planning or building permits, parcel splits, single-family home conversions, verify apartment unit types (Unit A v. Apt #1) which will be livable by 2020
 - Non-traditional housing units

LUCA: Canvassing Efforts

- Identified areas **most likely** to include high concentrations of non-traditional housing units (6 cities + unincorporated areas)
- Worked with city planners and community based organizations
- Canvassed areas to **record units** to supply to US Census Bureau for inclusion in their Master Address File
 - Stayed on public sidewalks, never entered private property
 - Noted specifics of unit: unit type, color, location

Non-Traditional Housing Units Added From Canvassing



One Neighborhood Scenario – Unincorporated

- 1.2 square miles
- Almost 300 units
- 2 people per unit
- Total of 600 people
- Federal funding received \$1,000 per person

300 x 2 people = 600 people
600 x \$1,000/year = \$600,000/year

**Potential Federal Funding Lost:
\$6 Million Over 10 Years**

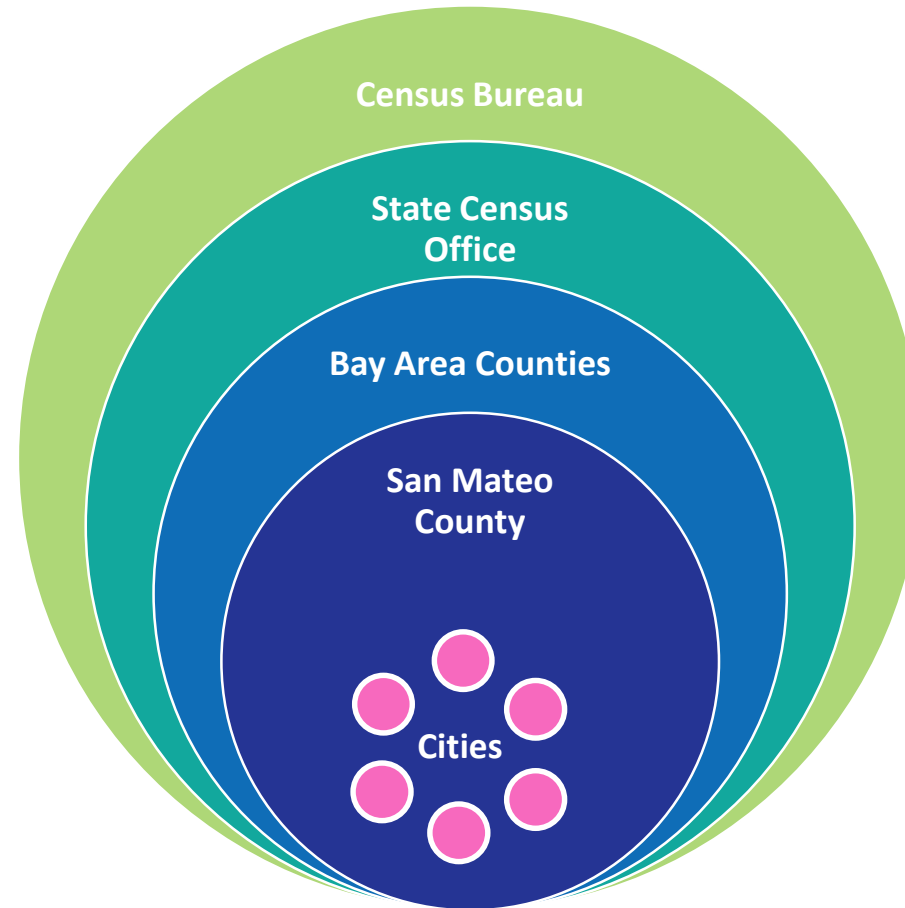
**SMC Identified 1,900 units =
\$38 Million Over 10 Years**

COMPLETE COUNT STRATEGY

San Mateo County created a Complete Count Committee, as required by the State of California, to qualify for funds to assist in outreach and support efforts to all county residents

Coordination

- Share best practices, research
- Avoid duplication of efforts
- Ensure consistency in information dissemination
- Real-time response tracking



- Create strategy, messaging, materials
- Develop communication templates, toolkits, training
- Guide and support outreach efforts
- Provide technical expertise (GIS/SwORD)

Collaboration Structure



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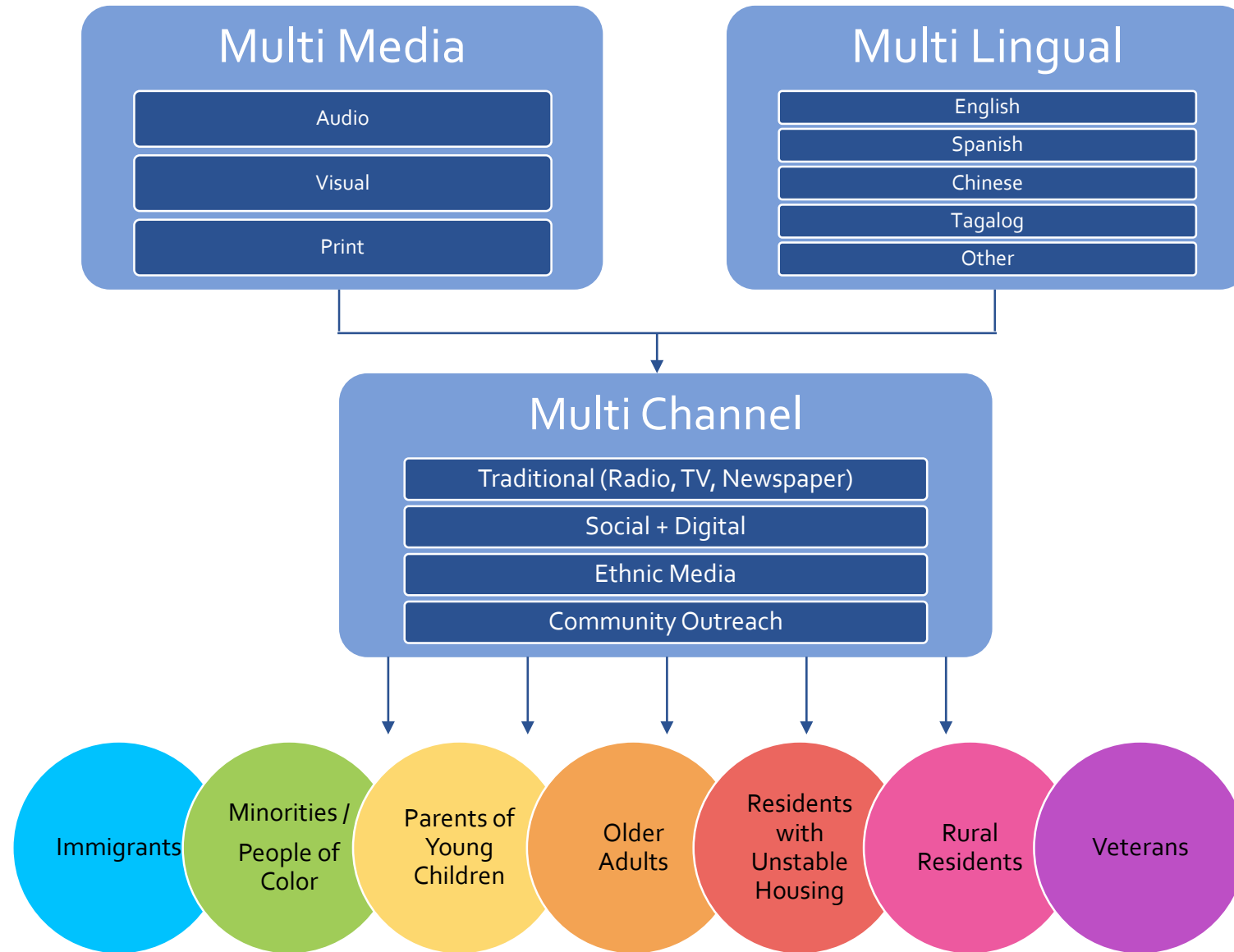


COUNTY OF SAN MATEO
OFFICE OF COMMUNITY AFFAIRS



COMPLETE COUNT COMMITTEE

Communication Campaign



TECHNOLOGY TOOLS

Developing tools and applications to assist in outreach efforts to residents as well as provide digital access and language services to help complete census forms .

Technology Applications: Texting Pledge Tool

I support a full 2020 Census count in San Mateo County!

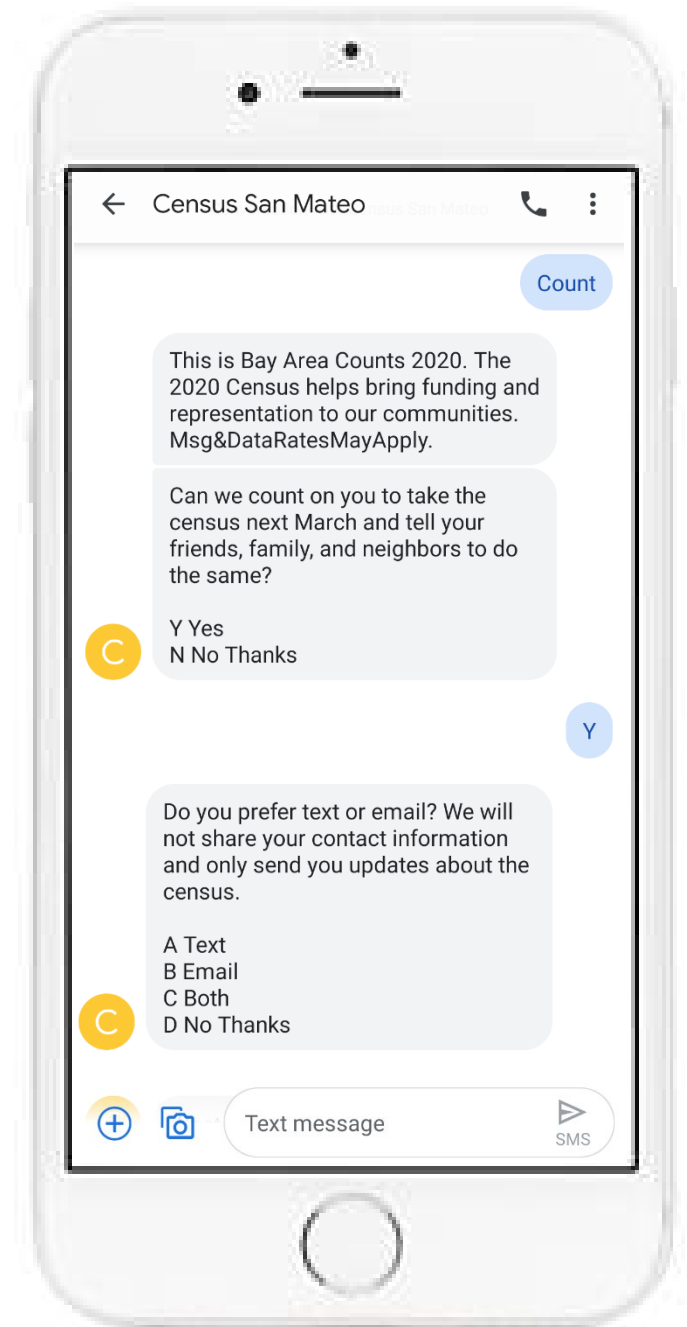


Join San Mateo County + Bay Area Counts 2020 by texting **COUNT** to **650-200-2743**

www.smccensus.org #SmcCounts #EveryoneCounts #BayAreaCounts2020

Message and data rates may apply, text EXIT to no longer receive messages

Text **COUNT** to **650-200-2743**



Help Line Number / Help ChatBot



CA
CENSUS
2020

Ask CA Census 2020

Random Most Popular All Questions

Virtual Assistant!

CA Census 2020
Ask me anything or click on one of the buttons above to ask a random question, explore popular/trending questions or click on "All Questions" to show a complete list of what you can ask.

CA Census 2020
I'm still learning, but I'm getting smarter all the time. Check back often to see all the new things I've learned!

Type your question here **SEND**

Alexan Innovation Technology | Get this Chatbot for free!

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SwORD – Statewide Outreach and Rapid Deployment

- Geographic Information System (GIS) **mapping** technology
- **Capture** outreach activities and impressions
- **Real-time access** to census survey responses by census tract
 - Can deploy teams to areas where response rates are low



The screenshot displays the SwORD website interface. At the top left is the 'CA CENSUS 2020' logo. The navigation menu includes 'Home', 'What's new', 'About', 'Planning', 'Outreach Reporting', and 'Help'. A summary bar features three key metrics: 96 Activities Planned, 20 Reports Submitted, and 2,193 Impressions Earned. Below this is a large aerial photograph of a residential neighborhood with the text 'Welcome to SwORD Statewide Outreach and Rapid Deployment'. A central heading reads 'Use SwORD for all your census planning needs'. Three call-to-action cards are positioned at the bottom: 'New here?' with a 'Start Now' button, 'Took the tour?' with a 'View HTC Map' button, and 'Ready for more?' with a 'SwORD Data' button.

Metric	Value
Activities Planned	96
Reports Submitted	20
Impressions Earned	2,193

Use SwORD for all your census planning needs

- New here?** Start with the SwORD Planning Tour [Start Now](#)
- Took the tour?** Take a look at the California Hard-to-Count (HTC) map [View HTC Map](#)
- Ready for more?** Check out all the data SwORD has to offer [SwORD Data](#)

CIVIC ENGAGEMENT

Enabling civic engagement with
community-based organizations as
well as individual county residents

April 1, 2019 - Census Community Kick-Off Event

- 1 year before official Census Day
- Convened organizations, funders, and residents to **learn** more about San Mateo County census efforts
- Upcoming **funding opportunities** from state, regional, and county
- Start **building relationships** with county and other community organizations



Funding Available for Community Based Organizations – Two Phases

1

Phase 1 Funding: Up to \$1 million

- Limited to non-profit 501(c)3 organizations
- Requests for **regional outreach leaders** and **questionnaire assistance centers**

2

Phase 2 Funding: Up to \$500,000

- Limited to not-for-profit organizations
- Requesting **innovative** and **creation** outreach ideas



**Trusted
messengers +
grassroots
outreach**

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1 Community Action Team Regions

- Eight regions based upon several factors:
 - Geography, Demographics, Organization Coverage
- Each CAT comprised of multiple organizations, promoting collaboration

1 Questionnaire Assistance Centers

- Computer location staffed with trained employees or volunteers
- Multi-lingual staff based upon specific demographics of the area served
- US Census Bureau help guides in 59 languages + English



2 Innovative + Creative Outreach Ideas

- Smaller, grassroots organizations
- High-school civics clubs
- Faith-based organizations
- PTAs or Parent Boards



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AMBASSADOR PROGRAM

ROLE

- Census Ambassadors serve to educate, encourage & support fellow community members
- They serve as a leader and a resource in their communities

BENEFITS

- Develop personal and professional skills through civic and community engagement, communication, leadership, and relationship building

OBJECTIVES

- Learn how to approach and engage community
- Be able to explain key aspects of Census and why it is important
- Effectively address misinformation, questions and concerns
- Direct folks to support

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Ambassador Programs

- League of Women Voters and San Francisco People Power (Elections + Census focused)
- Boys and Girls Club (Youth-focused)
- Adult Schools (Immigrant-focused)
- Catholic Charities (Faith-based)



Questionnaire Assistance Kiosk

- Computer location only – **no trained staffed** required
- Libraries, doctor offices, businesses, schools
- Sign up on county website
 - Meet technical requirements
 - Attend brief training
 - Display promotions materials
 - Have user guides available
(in 59 languages)

The screenshot shows the County of San Mateo website with a blue header. The main content area features a large heading "Questionnaire Assistance Kiosk (QAK) for Census 2020" and a "CENSUS 2020" logo with the slogan "EVERYONE COUNTS". A countdown timer shows 208 days, 8 hours, 52 minutes, and 3 seconds remaining. Two main sections are highlighted: "HOST A QUESTIONNAIRE ASSISTANCE KIOSK" and "QAK REQUIREMENTS".

COUNTY OF SAN MATEO
COUNTY MANAGER'S OFFICE

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Home

Questionnaire Assistance Kiosk (QAK) for Census 2020

CENSUS 2020 **EVERYONE COUNTS**

SAN MATEO COUNTY

208 Days 8 Hours 52 Minutes 3 Seconds

HOST A QUESTIONNAIRE ASSISTANCE KIOSK

The 2020 Census questionnaire will be offered online in April 2020. San Mateo County residents who are considered part of a Hard-to-Count or Least Likely to Respond population or live in an area with low broadband subscriptions may not have access to the internet or electronic devices such as computers or tables.

Consider hosting a Questionnaire Assistance Kiosk (QAK), a space with an electronic device and internet access where the public can fill out the 2020 Census.

Register your facility by signing up here:

San Mateo County, along with cities and community-based organizations, is leading the countywide effort to education, motivate and activate all residents about the upcoming 2020 Census.

Your help is vital to achieve a fair, accurate and complete count countywide.

QAK REQUIREMENTS

- Have at least one (1) computer(s) with internet access available to the public for the purpose of providing a space for county residents to fill out their 2020 Census questionnaires
- Utilize CAK website landing page
- Maintain regular hours of operation
- Available for activation period between March 2020 to July 2020
- Outfit computer station(s) with marketing/branding material
- Sign Release of Liability waiver
- Attend mandatory QAK training, available online via a webinar
- Display posters with HelpDesk information, and the US Census Bureau Help phone number

[Census 2020 Home](#)

- [Why it's important](#)
- [What you need to know](#)
- [What you can do](#)
- [What we are doing](#)
- [Census 2020 news](#)
- [Community Affairs Home](#)

Civic Engagement Goals

- Ambassador volunteers **continue** to be resources and civic leaders in their communities
- Grassroots local community leaders with **increased capacity** for outreach and organizing
- Community-based organization network is **poised to work together** on community issues



Higher Sense of Community + Engagement =

- Cities or communities have a higher educational performance
- A lower crime rate
- Higher physical and mental health
- Environmental Sustainability



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Faces of San Mateo County – Census Video
<https://vimeo.com/367898838/531f259e2e>

Thank You

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