



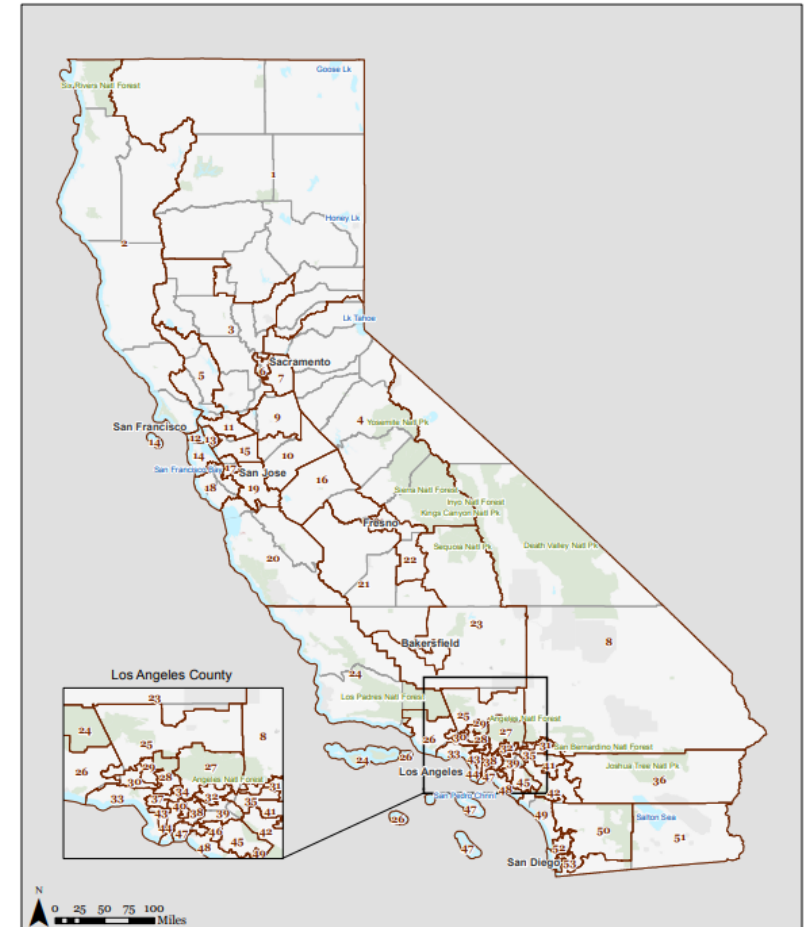
Ensuring a Complete and Accurate Count for Census 2020



CENSUS: WHY IT MATTERS

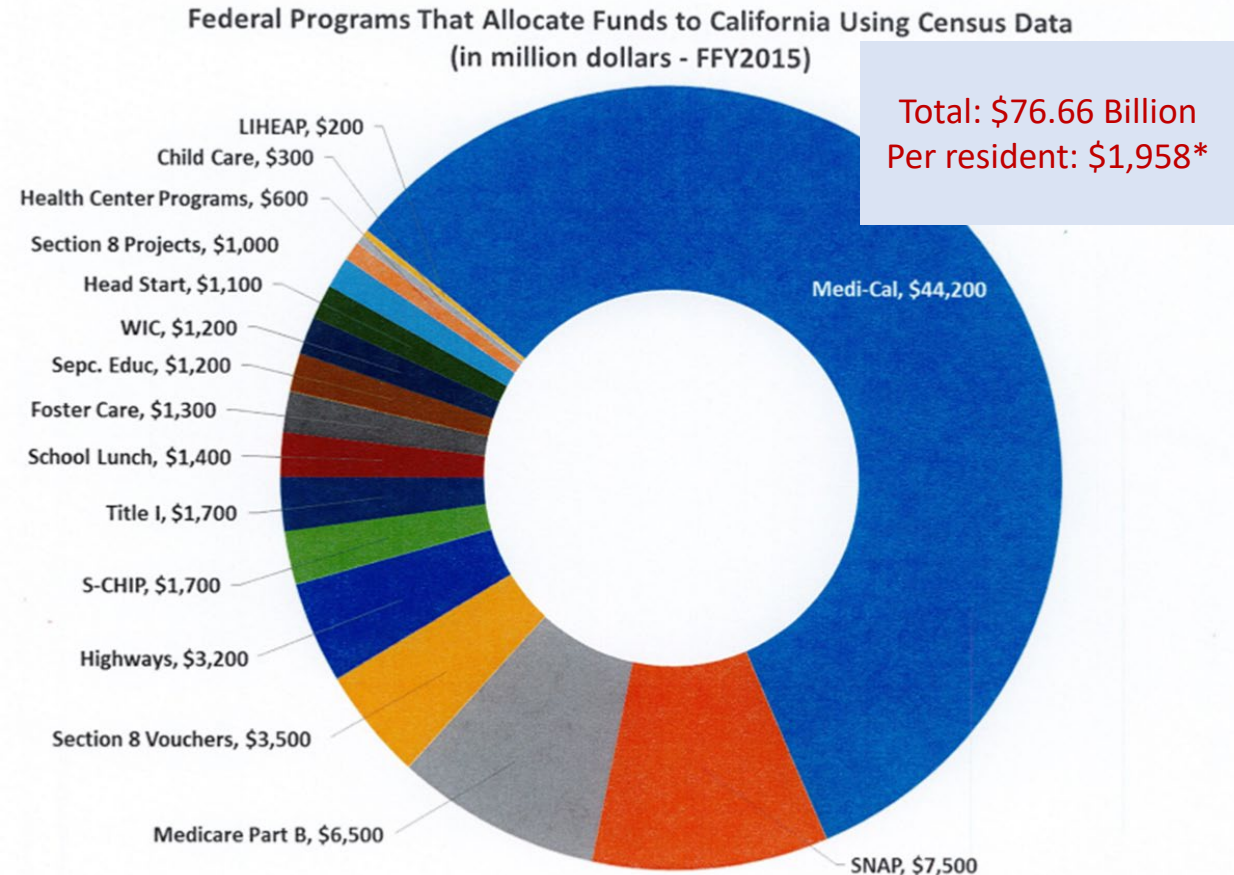
- Mandated by the U.S. Constitution
 - Actual Enumeration every 10 years
 - Every person living in the United States (Citizens and noncitizens)
- Basis for representative democracy
 - Congressional apportionment
 - Districting
- Allocation of federal funding
 - Infrastructure
 - Programs for vulnerable populations

California State Congressional Districts



CENSUS 2020: WHAT'S AT STAKE

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








* 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

CALIFORNIA CENSUS OFFICE: HARD TO COUNT / LEAST LIKELY TO RESPOND INDEX

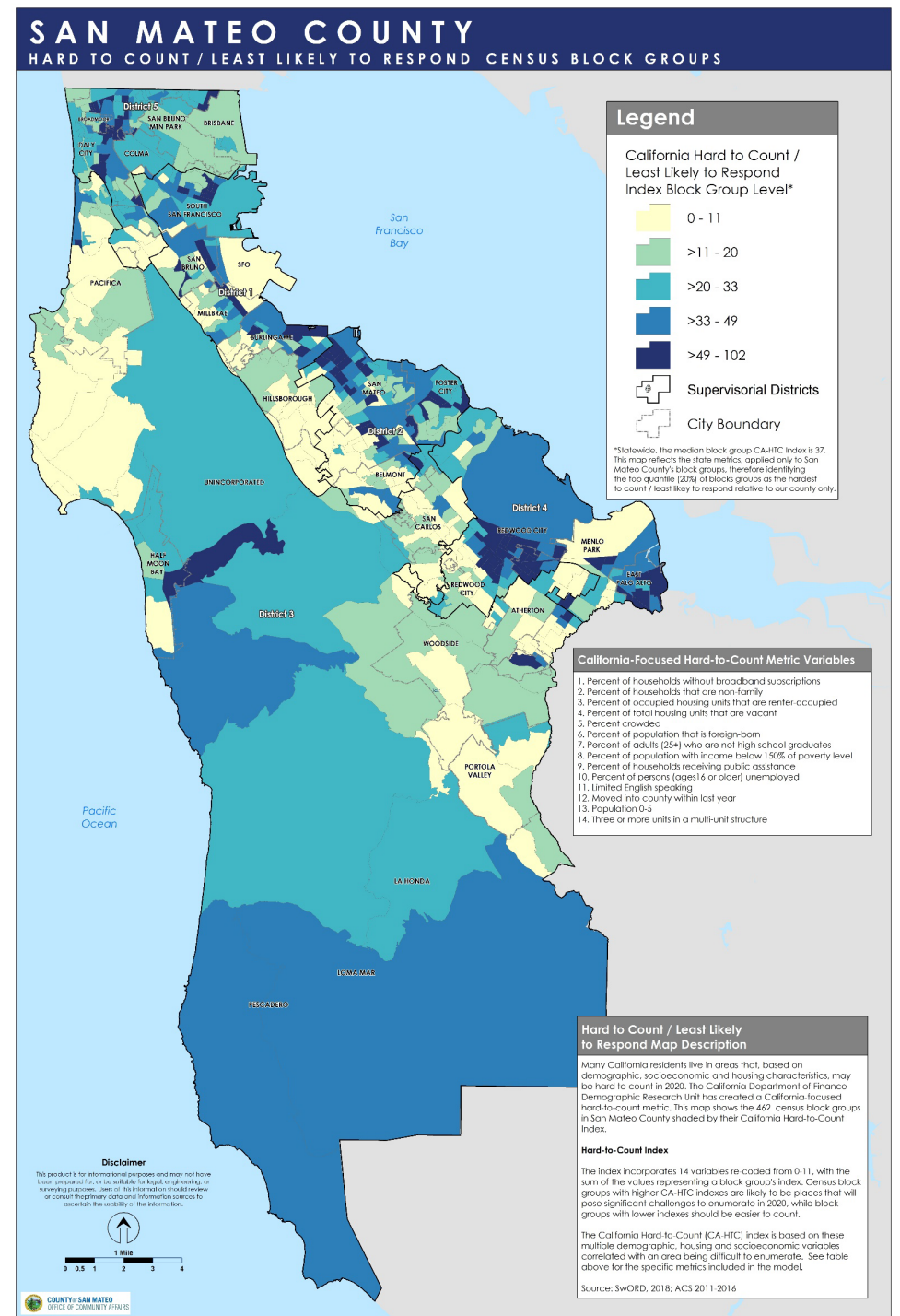
- No broadband subscription
- Non-family households
- Renters
- Vacant units
- Crowded households
- Foreign-born population
- Adults (25+) not high school graduates
- Income 150% below poverty level
- Receiving public assistance
- Persons 16 or over unemployed
- Limited English speaking
- Moved into county in past year
- Population 0-5
- 3 or more units in a multi-unit structure

SAN MATEO COUNTY HARD TO COUNT / LEAST LIKELY TO RESPOND

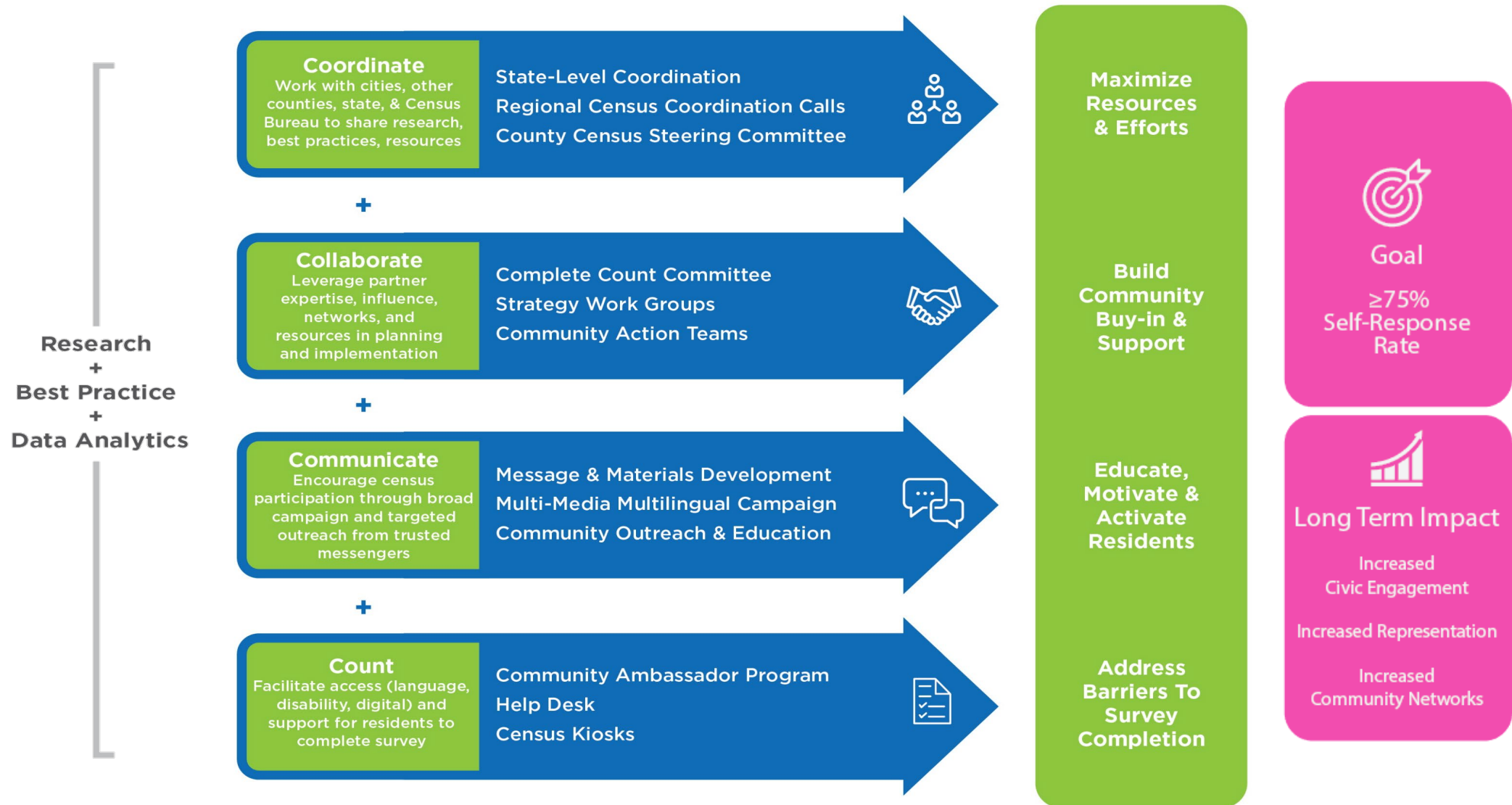
Census block groups
within:

- 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



SAN MATEO COUNTY COLLABORATIVE STRUCTURE



CENSUS BUREAU LOCAL JOBS

San Mateo Area Census Office 2020 Census Jobs

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

Position	Job Description	Pay Rate
Office Clerks	Perform various administrative and clerical tasks to support various daily operations.	\$24.00 per hour
Office Operations Supervisors	Assist in the management of office functions and day-to-day activities.	\$31.00 per hour
Census Field Supervisors	Conduct fieldwork to support and conduct on-the-job training for census takers and/or to follow-up in situations where census takers have confronted issues, such as not gaining entry to restricted areas.	\$33.00 per hour
Enumerators	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.	\$30.00 per hour
Recruiting Assistants	Travel throughout assigned geographic areas to visit with community-based organizations, attend promotional events and conduct other recruiting activities.	\$33.00 per hour

Apply Today!

2020census.gov/jobs

Federal Relay Service: (800) 877-8339 TTY / ASCII

www.gsa.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

