Welcome

Emma Gonzalez  
San Mateo County Office of Community Affairs and Census 2020 Manager

Nicholas Kuwada  
Santa Clara County Office the Census Manager

Emilio Vaca  
Deputy Director of Outreach, California Complete Count

REGIONAL IMPLEMENTATION WORKSHOP
Role of the State

- Outreach to the hardest-to-count Californians
- Coordinate statewide with contracted partners and stakeholders
- Identify gaps, develop necessary tools, disseminate best practices

CENSUS
SAN MATEO COUNTY REGIONAL IMPLEMENTATION WORKSHOP
California’s Census 2020: 10 Regions

Regions

1 2 3 4 5 6 7 8 9 10

San Mateo County
Where, Who, & How?

Basing our outreach and communications strategy on:

- **Where**: address based enumeration, CA HTC Index and the LRS
- **Who**: California’s vulnerable populations
- **How**: Leveraging existing sectors

**Final result**: Ensure all Californians fill out the Census questionnaire.
What You Can Do Right Now

Collaborate, coordinate, and get organized!
Sign up for our Mailing List to Receive News Releases

Visit our website: Census.ca.gov
Census 101

- Who: Everyone!
- What: Count + basic info about household & residents
- Where: Internet, CQA, paper
- When: March 2020, NRFU starts in May
- Why: Funding, family, community, visibility, representation
Fears About Census Participation

How concerned are you, if at all, that the Census Bureau will not keep answers to the 2020 Census confidential?

- Population average (n=17,283)
  - Extremely concerned: 18%
  - Very concerned: 29%
  - Somewhat concerned: 25%
  - Not too concerned: 15%
  - Not at all concerned: 28%

- Asian, NH (n=1,023)
  - Extremely concerned: 19%
  - Very concerned: 42%
  - Somewhat concerned: 20%
  - Not too concerned: 19%
  - Not at all concerned: 13%

- Black, NH (n=1,845)
  - Extremely concerned: 9%
  - Very concerned: 31%
  - Somewhat concerned: 21%
  - Not too concerned: 23%
  - Not at all concerned: 26%

- Hispanic, any race (n=2,272)
  - Extremely concerned: 16%
  - Very concerned: 38%
  - Somewhat concerned: 26%
  - Not too concerned: 23%
  - Not at all concerned: 32%

- Small-sample race, NH (n=690)
  - Extremely concerned: 19%
  - Very concerned: 16%
  - Somewhat concerned: 17%
  - Not too concerned: 16%
  - Not at all concerned: 11%

- White, NH (n=11,450)
  - Extremely concerned: 19%
  - Very concerned: 33%
  - Somewhat concerned: 24%
  - Not too concerned: 26%
  - Not at all concerned: 20%

Source: 2020 CBAMS Public Use Microdata Sample
How Are Census Data Used?

- Federal Funding
- Reapportionment & redistricting
- Civil rights enforcement
- Policy-making and planning
- Business
Census Confidentiality Laws: Title 13

- Individual responses cannot be shared with the public, other federal agencies, state or local governments.
- Data cannot be used for any purpose other than statistical analysis.
- Data cannot be used to detriment of respondents.
- Title 13 is federal statute, and has existed for decades. Penalties ($250k / 5 yrs) for violations.
What About Citizenship Information?

- NO Citizenship Question on the 2020 Census

- Trump Administration announced it will use administrative records to assemble citizenship data
  - Title 13 protections still apply
  - Lawsuit filed by civil rights organizations
  - Announcements or other policies may renew fears leading up to census
Language Access

- Online form in English + 12 languages:
  - Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French,
  - Haitian Creole, Portuguese, and Japanese

- Paper form in English and Spanish

- Glossaries in 59 languages
Sonny Le
Partnership Specialist,
U.S. Census Bureau
**Recruiting Efforts**

<table>
<thead>
<tr>
<th>Basic Requirements:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Citizen &amp; be 18 years of age or older</td>
<td>✓</td>
</tr>
<tr>
<td>Valid Social Security number</td>
<td>✓</td>
</tr>
<tr>
<td>Valid email address</td>
<td>✓</td>
</tr>
<tr>
<td>Must apply online and answer assessment questions</td>
<td>✓</td>
</tr>
<tr>
<td>Pass a Census-performed criminal background check, including fingerprinting</td>
<td>✓</td>
</tr>
</tbody>
</table>

**APPLY ONLINE!** 2020census.gov/jobs

For more information or help applying, please call 1-855-JOB-2020 (1-855-562-2020)

### Position Description

<table>
<thead>
<tr>
<th>Position</th>
<th>Description</th>
<th>Wage per Hour</th>
<th>When can I apply?</th>
<th>When does Bureau start selecting</th>
<th>How long is this position (approx)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field Representative</td>
<td>Perform various administrative and clerical tasks to support various daily operations</td>
<td>$17-$19</td>
<td>Now (ongoing hire)</td>
<td>Ongoing</td>
<td>1 year (can be extended)</td>
</tr>
<tr>
<td>Office Operations Supervisor</td>
<td>Assist in the management of office functions and day-to-day activities</td>
<td>$31</td>
<td>Now (ongoing hire)</td>
<td>Late April 2019</td>
<td>Mid-June 2019 – Sept 2020</td>
</tr>
<tr>
<td>Census Field Supervisor</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 confronted issues, such as not gaining entry to restricted areas</td>
<td>$33</td>
<td>Now</td>
<td>May 2019 – tbd</td>
<td>July 2019 – Sept 2020</td>
</tr>
<tr>
<td>Census Taker Enumerator</td>
<td>Interview and count residents of San Mateo County who have not responded during Self-Response phase. Must be available to work when people are usually home, such as in the evening or on weekends</td>
<td>$30</td>
<td>Sept 2019 – tbd</td>
<td>February 2020</td>
<td>March – July 2020</td>
</tr>
</tbody>
</table>
Questions / Answers
Facilitated Q+A, Regional Coordination: The Landscape of Census Activities in SMC + SCC

David Tucker  
Region 3 Program Manager, California Complete Count Census 2020

Stephanie Kim  
Senior Director, Census 2020  
United Way of the Bay Area

Manuel Santamaria  
Vice President Community Impact,  
Silicon Valley Community Foundation
Facilitated Q+A, Regional Coordination: The Landscape of Census Activities in SMC + SCC

Questions / Answers
Assemblymember
Marc Berman
LUNCH
12:00 – 12:30 pm
Video Testimonials

• Video
External Affairs & Media Relations

**Goal:** To get an accurate and complete count among the Hard-to-Count communities

**Objectives:**

- To educate, motivate, and activate all the HTC communities to participate and complete their Census 2020 forms
- To provide culturally congruent and evidence-based information about the 2020 Census
Reaching the Hardest to Count

Middle-Eastern North Africans (MENA)
Immigrants and Refugees
Limited or no broadband access
Asian American & Pacific Islander
Limited English Proficiency
LGBTQ
Homeless Families
Farm-workers
Latinos
Veterans
Children Ages 0-5
People with Disabilities
Homeless Individuals
Seniors/Older Adults
Tribal Communities
Native Americans
Campaign

- Est. 11 million hardest-to-count Californians
- 10 Regions
- 15 Vulnerable Populations
- 12 languages + English
- Multi-Phased & Evidence-Based Approach

Collateral Materials
Campaign Elements

- Research
- Message Testing
- Collateral Development
- Campaign Website & Partner Portal
- Paid Media Advertising
- Earned Media
- Social Media
- Digital Media
- Content & Creative Development for Each Phase and 13 Languages
- Community Integration in 10 Regions
- Misinformation

REGIONAL IMPLEMENTATION WORKSHOP
What to Expect

- **Media campaign launch**: End of September through Non-Response Follow Up (NRFU)

- Foundation for a robust **misinformation campaign**

- Media campaign tactics: **earned, social, and paid advertising** with ethnic and multicultural media partners
A Nimble Approach

- **Campaign optimization** with quality assurance and improvement
- **Rapid response** to misinformation / disinformation
- **Redirecting funds** to communities with low response rates
Community Media Toolkit

- Update toolkit
- Talking points
- Social media guidelines
- Templates for news materials
- Media engagement DOs + DON’Ts
- Spokesperson training and tips
Goal: To provide contracted partners technical assistance and support in media / communication activities to reach the hardest to count audiences.
Campaign Timeline

- **Mid-March**: Census 2020 Self-Response
- **January 2020**: Activate
- **April 1st**: Census Day
- **Fall 2019**: Educate & Motivate
- **Message testing**: Late September Media Campaign Launch
- **Robust ethnic media “air game”**: Message testing
- **Addressing Misinformation and Disinformation**: Re-Deploy Non-response follow-up (April – July)

**SAN MATEO COUNTY REGIONAL IMPLEMENTATION WORKSHOP**
Regional ACBO: United Way of the Bay Area

Regional Texting Campaign

Stephanie Kim
Senior Director,
Census 2020, United Way of the Bay Area
Outreach Resources

- Bay Area Counts 2020 campaign toolkit
  - Poster
  - Infographic flyer
  - Postcard
  - Social media assets
  - Ads

- Call to action: text to receive info & updates

- **12 languages**: English, Spanish, Chinese, Vietnamese, Tagalog, Korean, Japanese, Telugu, Punjabi, Hindi, Farsi, Arabic
How it Works

Text [WORD] to [NUMBER] to initiate campaign in 6-12 languages.

Outbound messages also possible w/data collected from events, canvassing (PDI)

Take "virtual pledge" to fill out the census and be a trusted messenger; receive virtual card and option to post on social media

Opt in to receiving updates & reminders from Bay Area Counts 2020 [and local county campaign].

Receive reminders & assistance throughout census period
Texting Pledge Tool

Text **COUNT** to

650-200-2743

or

408-528-2898
Text **COUNT** to

650-200-2743

or

408-528-2898

This is Bay Area Counts 2020. The 2020 Census helps bring funding and representation to our communities. 

Msg&DataRatesMayApply.

Can we count on you to take the census next March and tell your friends, family, and neighbors to do the same?

Y: Yes
N: No Thanks
Texting Pledge Tool

Text COUNT to

650-200-2743 or 408-528-2898

This is Bay Area Counts 2020. The 2020 Census helps bring funding and representation to our communities. Msg&DataRatesMayApply.

Can we count on you to take the census next March and tell your friends, family, and neighbors to do the same?

Y Yes N No Thanks

Regional Implementation Workshop
Texting Pledge Tool

Text **COUNT** to 650-200-2743 or 408-528-2898

**Census San Mateo**

**BE COUNTED IN THE 2020 CENSUS.**

**WHEN YOU RESPOND, EVERYONE BENEFITS.**

Thanks for doing your part! Here is a digital pledge card you can share.

#BayAreaCounts2020

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**EVERYONE COUNTS**

Join San Mateo County + Bay Area Counts 2020 by texting COUNT to 650-200-2743 www.smccensus.org #SmcCounts #EveryoneCounts #BayAreaCounts2020

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Regional Implementation Workshop
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or

408-528-2898
Texting Pledge Tool

Text **COUNT** to

650-200-2743

or

408-528-2898

Thanks for doing your part! Here is a digital pledge card you can share. #BayAreaCounts2020

You can take the census online, by phone, or in person. Want more information and updates about it over the next year?

Y Yes

N No Thanks

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

www.smccensus.org #SmcCounts #EveryoneCounts #BayAreaCounts2020

Join us for the full 2020 Census discussion!

Text message

SMS
Texting Pledge Tool

Text **COUNT** to

650-200-2743

or

408-528-2898

Thanks for doing your part! Here is a digital pledge card you can share.

#BayAreaCounts2020

You can take the census online, by phone, or in person. Want more information and updates about it over the next year?

Y Yes
N No Thanks

Great! We just need your home zip code so we can send you local information.

Please reply with a 5 digit number, like 95002

Reply SKIP to skip.
Text **COUNT** to

650-200-2743
or
408-528-2898
Text COUNT to

650-200-2743
or
408-528-2898

Great! We just need your home zip code so we can send you local information.

Please reply with a 5 digit number, like 95002

Reply SKIP to skip.

Do you prefer text or email? We will not share your contact information and only send you updates about the census.

A Text
B Email
C Both
D No Thanks
Texting Pledge Tool

Text COUNT to
650-200-2743
or
408-528-2898

Great! We just need your home zip code so we can send you local information.

Please reply with a 5 digit number, like 95002

Reply SKIP to skip.

Do you prefer text or email? We will not share your contact information and only send you updates about the census.

A Text
B Email
C Both
D No Thanks

What is your email address?
Texting Pledge Tool

Text **COUNT** to

650-200-2743

or

408-528-2898

Great! We just need your home zip code so we can send you local information.

Please reply with a 5 digit number, like 95002

Reply SKIP to skip.

Do you prefer text or email? We will not share your contact information and only send you updates about the census.

A Text
B Email
C Both
D No Thanks

What is your email address?

skim@uwba.org

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Census San Mateo

San Mateo County

Job Bay Area Counts 2020

Different

REGIONAL IMPLEMENTATION WORKSHOP
Text COUNT to

650-200-2743
or
408-528-2898

Do you prefer text or email? We will not share your contact information and only send you updates about the census.

A Text
B Email
C Both
D No Thanks

What is your email address?

skim@uwba.org

You’re signed up! If you want to stop receiving messages, text EXIT to this number at any time.
Get Involved – PLEDGE NOW, No Really, NOW!

Text COUNT to

650-200-2743

or

408-528-2898
Get Involved

All organizations regardless of their funding relationship are invited to utilize UWBA resources – to be released starting early October on www.uwba.org/census

- Email Census2020@uwba.org for questions or to be included in our mailing list
- Join our monthly updated call (3rd Monday of each month), open to all organizations

Updates include: Events, trainings, funding opportunities
Local: Storefront Political Media

Santa Clara County Census
*In-Market Creative Messaging Test*

August – September 2019

Katie Scally,
Account Executive
Storefront Political Media

REGIONAL IMPLEMENTATION WORKSHOP
In-Market Creative Test

- This in-market digital creative test was designed to measure three key motivators:
  - Intrinsic Motivation (Civic Duty)
  - Extrinsic Motivation (Health, Housing, and Transit)
  - Motivation to be Heard (Our Voices)

- We split the audience into three randomized groups, and each group received one message – which was served either in English or Spanish depending on their browser language.
Three Messages in English and Spanish

A: Civic Duty

COUNT ME IN!
To Do What's Right For Our Community

COUNT ME IN!
¡CUENTA CONMIGO!
Es importante hacer lo correcto para nuestra comunidad

2020 CENSUS
COUNTY OF SANTA CLARA
CENSO DE 2020
CONDADO DE SANTA CLARA

B: Health, Housing and Transit

COUNT ME IN!
For Better Healthcare, Housing and Transit

COUNT ME IN!
¡CUENTA CONMIGO!
Para mejores servicios de salud, vivienda y transporte público

2020 CENSUS
COUNTY OF SANTA CLARA
CENSO DE 2020
CONDADO DE SANTA CLARA

C: Voices

COUNT ME IN!
Because We Won't Let Anyone Silence Our Voices

COUNT ME IN!
¡CUENTA CONMIGO!
Porque no dejaremos que nadie silencie nuestras voces

2020 CENSUS
COUNTY OF SANTA CLARA
CENSO DE 2020
CONDADO DE SANTA CLARA

REGIONAL IMPLEMENTATION WORKSHOP
Executive Summary

- In English, the top performing creative was extrinsic motivation (health, housing and transit) while in Spanish it was motivation to be heard (our voices), although all CTRs were clustered in the same range by language. In English, the intrinsic benefits (civic duty) and motivation to be heard (our voices) message performed the same.

- Across the board, CTRs were higher in Spanish compared to English. The Spanish creative was far more compelling to the Spanish-language audience than the English create was to the English-language audience.

- All the metrics were generally low compared to a benchmark of a contentious public policy debate. The reasons for that could be the creative or, we suspect, the low-saliency of the issue at the moment and the general county-wide targeting. The far higher engagement of the Spanish-language creative suggests the power of microtargeting rather than general audience targeting.
# Overview of the Campaign

<table>
<thead>
<tr>
<th>Creative</th>
<th>Click Through Rate (CTR)</th>
<th>Bounce Rate</th>
<th>Time on Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civic Duty - <em>English</em></td>
<td>0.041%</td>
<td>87.73%</td>
<td>0:00:10</td>
</tr>
<tr>
<td>Civic Duty - <em>Spanish</em></td>
<td>0.098%</td>
<td>84.62%</td>
<td>0:00:40</td>
</tr>
<tr>
<td>Health, Housing and Transit - <em>English</em></td>
<td>0.044%</td>
<td>89.57%</td>
<td>0:00:24</td>
</tr>
<tr>
<td>Health, Housing and Transit - <em>Spanish</em></td>
<td>0.162%</td>
<td>88.46%</td>
<td>0:00:45</td>
</tr>
<tr>
<td>Voices - <em>English</em></td>
<td>0.041%</td>
<td>92.05%</td>
<td>0:00:25</td>
</tr>
<tr>
<td>Voices - <em>Spanish</em></td>
<td>0.188%</td>
<td>86.52%</td>
<td>0:00:14</td>
</tr>
<tr>
<td>Average</td>
<td>0.046%</td>
<td>89.01%</td>
<td>0:00:21</td>
</tr>
</tbody>
</table>

Top performers highlighted in *orange*.

**CAMPAIGN IMPRESSIONS:** 5,673,232
Recommendations

- **Microtarget and localize creative** – by city or neighborhood – to amplify the extrinsic value of participating in the 2020 Census for their neighborhoods. The dramatically higher response rates in the Spanish-language creative suggest targeting of geographic, ethnic or interest-group cohorts will be more effective. Data also suggest “broadcast” approaches will be less effective.

- Focus on the value of **extrinsic motivators** – healthcare, public services, school lunches, college scholarships, and more.

- **Diversity media channels** – including social media sites such as Facebook and Twitter – which tend to see strong engagement and conversion rates.
County Offices of Education

REGIONAL IMPLEMENTATION WORKSHOP
County Offices of Education

Supports curriculum & instruction, fiscal, personnel, technology, continuous improvement, innovation

Advocates quality, cost effective services, programs, & policies

Provides instruction for specialized student populations

SMCOE

REGIONAL IMPLEMENTATION WORKSHOP
San Mateo County TK-12 Public Schools

- 94,234 students
- 23 school districts
- 171 public schools, including 15 charter schools
- Largest student groups by ethnicity:
  - Latinix (37.8%)
  - White (24.8%)
  - Asian (15.7%)
- SMCOE runs Court and Community Schools and Special Ed Programs for children birth – 22 years
SMC 0-5 Early Start and Preschools

- SMCOE manages 13 State Preschool programs serving 800 families
- 4,219 preschool-aged children are engaged in SMCOE’s quality rating and improvement program
Part of San Mateo County’s Everyone Counts

Complete Count Committee

January 2019 - June 2020

Cross-Sector Leadership

+ Local Expertise

= Reach All County Residents

Strategy Work Groups

March 2019 – August 2019

Community Outreach

Language and Access

Trusted Messengers

NORTH

CENTRAL

COAST

SOUTH

REGIONAL IMPLEMENTATION WORKSHOP
SMCOE’s Role

- Participate in Everyone Counts
- Collaborate with California Department of Education (CDE)
- Adopt Board Resolution supporting Census
- Conduct outreach to families in SMCOE schools, early learning partners, and K-12 school districts
Early Learning Community

- Decentralized – centers, in-home, preschools, etc
- Work with 0-5 partners
- Provide education and support to state preschool site directors and Quality Counts participants
- Provide information and support in multiple languages
- **Common Message**: Census is critical to early childhood education and services
K-12 Schools

- Convened communication representatives in July; provide ongoing support
- Meet with 23 district superintendents in November
- Engage student participation in countywide art/media contest on importance of the count
- Train teachers on California Census Curriculum
- Encourage and support Census Week on school campuses
- Extend outreach to district schools and charters, private schools
SMCOE Schools and Programs

- Early Start and Preschool: direct outreach to families

- K-22 Special Education: use individual parent/student meetings, school displays, electronic messaging

- Court and Community schools: parents are rarely at school, will explore workshops and other forms of communication
Billions of Reasons Why the 2020 Census Matters

- $14 billion in Title I grants help schools serve more than 24 million students from low-income families
- $11.3 billion in special education grants to the states
- $13.6 billion for the National School Lunch Program
- Provides funds for the Head Start preschool program and grants to improve teacher quality
The health, wellness and future success of our children and youth depend on the COUNT!
Communications Overview: Plan of Action

Questions / Answers
Choose Table with Preferred Topic

- Immigrants/Refugees/Limited English
- Latinx
- Asian American/Pacific Islander
- Black/African-American
- Middle Eastern/North African
- Native American/Tribal
- Older adults, veterans & people with disabilities

- Those in poverty/receiving public assistance
- LGBTQ+
- Homeless and unstably housed
- Those living in overcrowded / non-family housing
- Children under 5 & youth in schools
- Rural & coastal communities lacking CBO infrastructure (Gilroy, Morgan Hill, Pacifica, Half Moon Bay, Pescadero, etc)
- Those reached through local government services (libraries, social services, public health) & neighborhood associations
Instructions

- Introductions and assign roles
  - Group facilitator
  - Note taker
  - Time keeper
  - Person who shares with the room
Group Discussion

• What are the **challenges and barriers** to census completion that exist for this population or area? (5 minutes)

• What are the **community assets and opportunities** that exist to help these populations or regions achieve an accurate count? (5 minutes)

• What are the **tactics/activities** we need or are doing to reach these populations or areas and what **resources** do we need to make that happen?
  • What are we doing? (10 minutes)
  • Given what is planned, what **gaps** do you see that still exist? (10 minutes)
  • What particular **resources** are needed – further strategizing, tools, resources, expertise, or partners? (5 minutes)

• What **media and communications** are needed for your population or area? (10 minutes)
Group Discussion – Time Check

• Your group should now be on the last question:

  • What **media and communications** are needed for your population or area? (10 minutes)
Group Discussion – Share One Highlight

• SHARE YOUR HIGHLIGHT WITH THE ROOM (5 mins):
  • Each table offers **ONE insight or implication** to share with the room.
Report Out / Next Steps

Emma Gonzalez
San Mateo County Office of Community Affairs and Census 2020 Manager

Nicholas Kuwada
Santa Clara County Office the Census Manager
Sneak Peek – SMC Employee Video

Insert video