



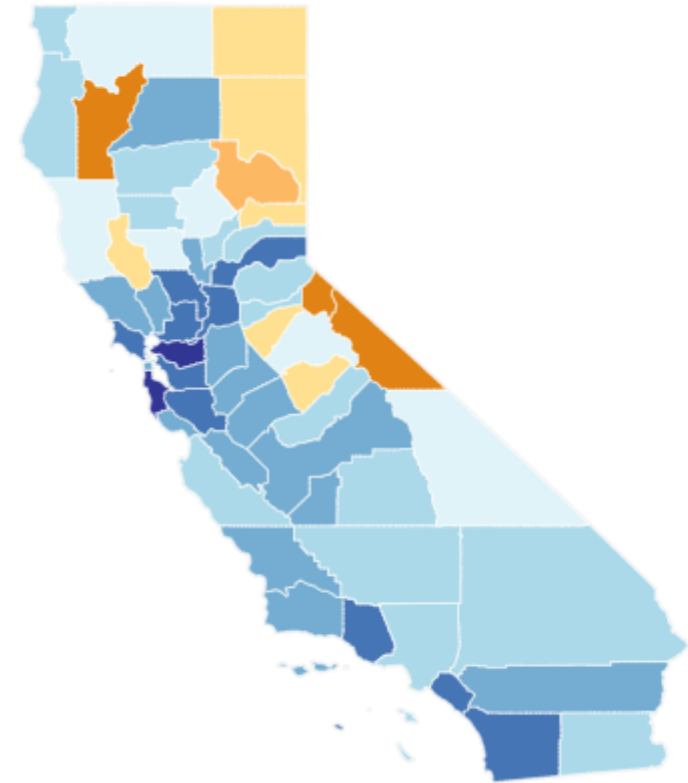
Census 2020

August 28, 2020

San Mateo County Leads the State

August 28th Self Response Rates

- **San Mateo County: 76.9%**
California: 66.9%
- National: 64.7%



Self-Response Rate (%)

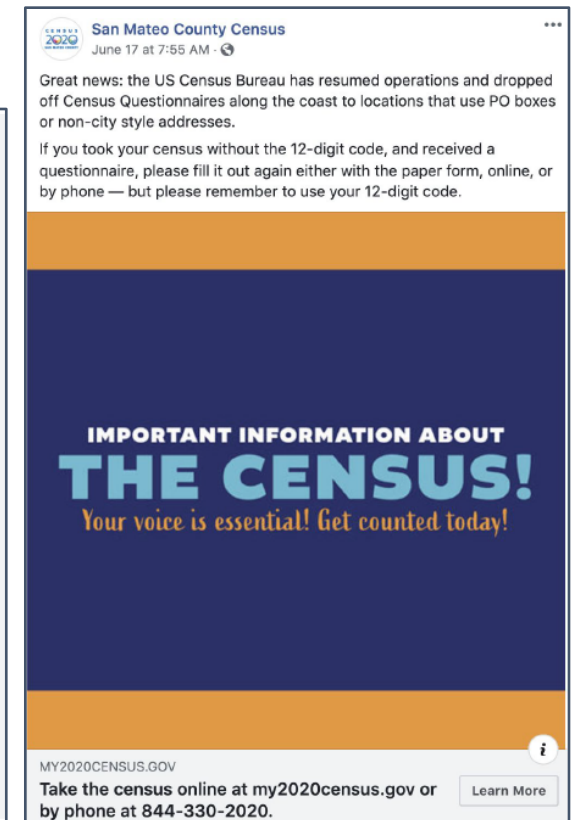
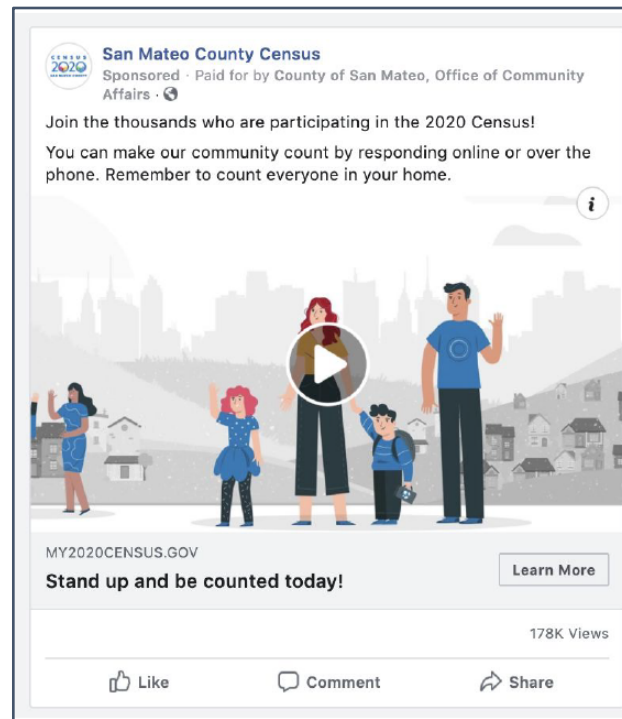
0-15	16-30	31-40	41-50	51-56	57-62	63-68	69-74	75-85	86-100
0-15	16-30	31-40	41-50	51-56	57-62	63-68	69-74	75-85	86-100

Pivoting Outreach

Micro-Targeted Digital Media

Social Media Ads (Facebook and Twitter English/Spanish)

- 4,174,582 Impressions

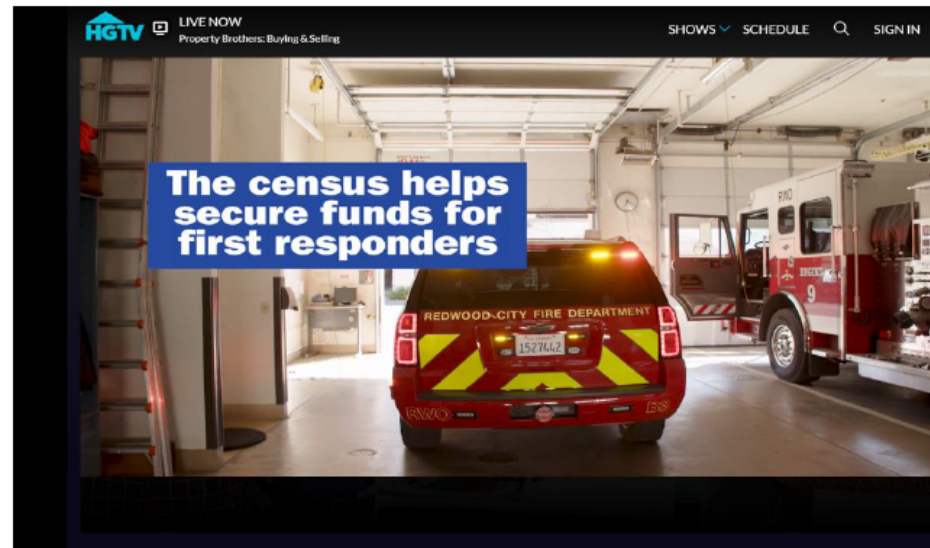


Micro-Targeted Digital Media

Video Ads

(Pre-roll and OTT
English/Spanish)

- 3,958,793 Impressions
- 8,063 Clicks
- Univision, Vevo, Hulu



Nicole Stoney, Deputy Fire Marshall, Redwood City

Juan Carlos Prado, Teacher

Jennifer Maciel, Community Member

Micro-Targeted Digital Media

Video Ads - (YouTube, English/Spanish)

- 400,530 Impressions
- 783 Clicks

TV Ads - (Cable, English)

- 750,000 Impressions

Banner Ads - (English, Chinese, Spanish)

- 3,330,537 Impressions
- 4,027 Clicks



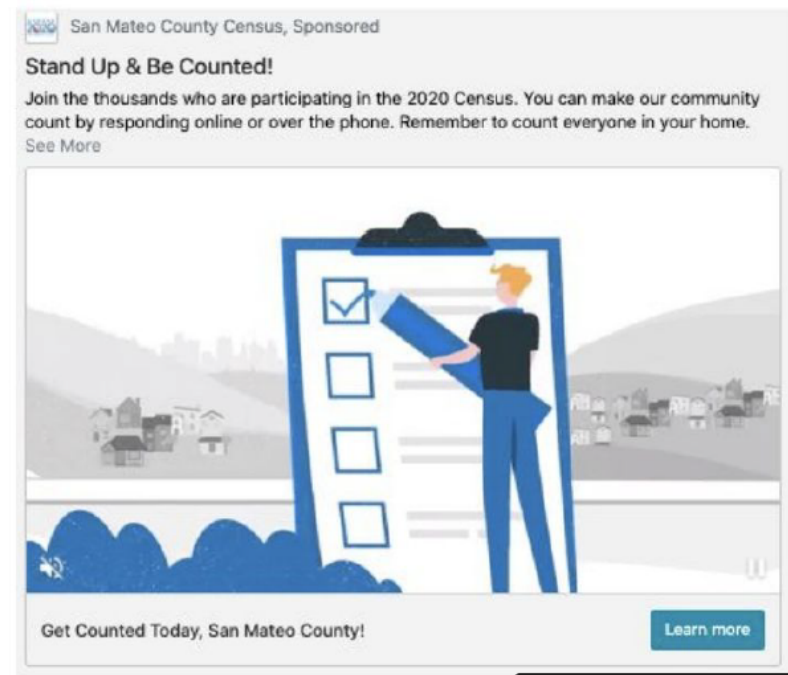
Micro-Targeted Digital Media

NextDoor Video Ads - (English)

- 316,488 Impressions
- 357 Clicks

Online Radio Ads - (English)

- 949,835 Impressions



Influencer Videos



ARIK ARMSTEAD
Defensive End, 49ers



ALYSSA NAKKEN
Coach, SF Giants



MIKE BROWN
Coach, Warriors



Postcard Mailings + PO Box Posters

Postcards: 30,000

Posters: 500



Door Hangers

Created based upon feedback from residents:

- Fear of landlords finding out how many people living together
- Growing Arabic population in large apartment complex
- Largest Tongan population outside of Tonga

¡NO ES DEMASIADO TARDE para ser contado en el CENSO 2020!

Su voz es esencial para traer recursos y servicios a nuestras comunidades. ¡Puede completar su censo ahora mismo en my2020census.gov o llamando al 844-468-2020!

Completar el censo le tomará menos de 10 minutos, pero afectará los fondos para los próximos 10 años para los hospitales, escuelas, carreteras y más en nuestra comunidad. ¡Cuántas más personas se cuenten, más recursos tendremos!

Datos del Censo 2020:

- 1 Por ley, sus respuestas son confidenciales y no se compartirán con arrendadores, propietarios, agencias del orden público o inmigración.
- 2 Recuerde contar a los niños, padres, compañeros de cuarto, y a todas las personas que viven en su hogar.
- 3 Los datos del censo ayudan a financiar servicios críticos como vivienda asequible y programas de asistencia para vivienda.
- 4 El censo está disponible en 13 idiomas en línea o por teléfono. Por favor visite my2020census.gov y participe hoy.
- 5 El censo NO le pedirá su número de seguro social, información de tarjeta de crédito o su estatus legal.

Si ya ha completado el censo, puede ayudar a asegurar un recuento completo recordándole a sus amigos, vecinos y a todos los demás lo rápido y fácil que es responder.

¡TOME ACCIÓN y HÁGASE CONTAR! Visite my2020census.gov

IT'S NOT TOO LATE to be counted in the 2020 CENSUS!

Your voice is essential in bringing resources and services to our communities. You can take your census right now at my2020census.gov or by calling 844-330-2020!

The census takes less than 10 minutes to complete but will affect funding over the next 10 years for hospitals, schools, roads and more in our community. The more residents who are counted, the more resources we will have!

Facts to Remember about the Census:

- 1 Responses are confidential by law and will not be shared with landlords, property owners, law enforcement or immigration.
- 2 Remember to count children, parents, roommates and everyone living in your household.
- 3 Census data helps fund critical services such as affordable housing and housing assistance programs.
- 4 The census is available in 13 languages online or over the phone. Please go to my2020census.gov to participate today.
- 5 The census will NOT ask for your SSN, credit card information or immigration status.

If you've already filled out the census, you can help ensure a full count by reminding your friends, neighbors and everyone else how quick and easy it is to do it themselves.

STAND UP and BE COUNTED

Your voice is essential to this community, you deserve to be counted. Take the census now at my2020census.gov or by calling 844-330-2020!

Su voz es esencial para esta comunidad, y merece ser contado. ¡Participe ahora en my2020census.gov o llame al 844-468-2020!

您的声音对我们社区很重要，您值得被统计在内。完成2020人口普查表格填写，登陆网站my2020census.gov或拨打电话844-330-2020（英文），844-391-2020（普通话），844-398-2020（广东话）

'Oku mahu'inga ho le'o' ki hotau kāinga' pea 'oku totonu pē ke ke kau 'i he lau. ' Fakafonu ho'o Tohi Kakai' 'i he my2020census.gov pē fetu'utaki ki he 844-330-2020!

صوتك أساسي لمجتمعنا. أنت تستحق أن تُسأل في التعداد السكاني لعام ٢٠٢٠. لم بزيارة الموقع الإلكتروني my2020census.gov أو اتصل على ٨٤٤-٣٣٠-٢٠٢٠

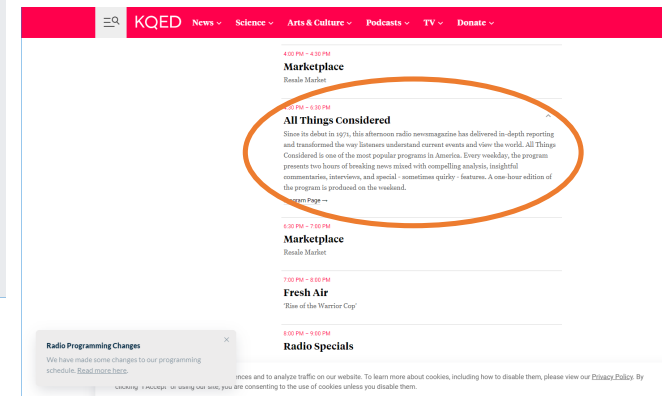
Billboards + Bus Shelters



Earned Media

Ethnic Media Services June 30th

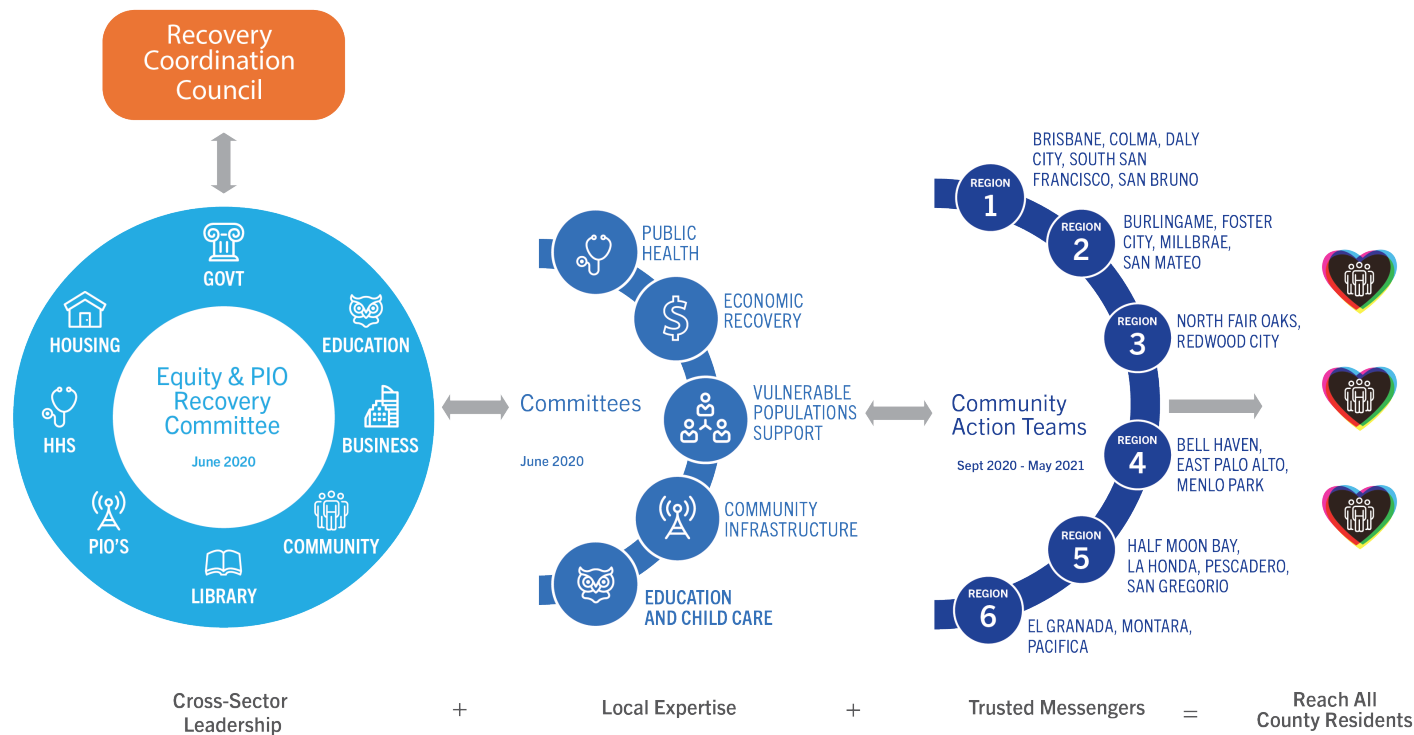
- Good News in Challenging Times: San Mateo County Leads State in Self Response Rates
- 48 media outlets



Census Collaborative Structure



COVID-19 Collaborative Structure



THANK YOU!



Please send any ideas, questions, updates to:
SMC_Census@smcgov.org

 www.SmcCensus.org

 [@SMC_CommAffairs](https://twitter.com/SMC_CommAffairs)

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