San Mateo County Leads the State

August 28\textsuperscript{th} Self Response Rates

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

2020 CENSUS

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
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

Recovery Coordination Council

Equity & PIO Recovery Committee

June 2020

Cross-Sector Leadership + Local Expertise + Trusted Messengers = Reach All County Residents

Committees

June 2020

Public Health
Economic Recovery
Vulnerable Populations Support
Community Infrastructure
Education and Child Care

Community Action Teams

Region 1: Brisbane, Colma, Daly City, South San Francisco, San Bruno
Region 2: Burlingame, Foster City, Millbrae, San Mateo
Region 3: North Fair Oaks, Redwood City
Region 4: Bell Haven, East Palo Alto, Menlo Park
Region 5: Half Moon Bay, La Honda, Pescadero, San Gregorio
Region 6: El Granada, Montara, Pacifica
THANK YOU!

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