

COMMUNITY DEVELOPMENT AGENCY

Marin County Census 2020 Final Report

Marin County Civic Center
3501 Civic Center Drive
Suite 308
San Rafael, CA 94903
415 473 6269 T
415 473 7880 F
415 473 2255 TTY

Building and Safety
Environmental Health Services
Planning
Environmental Review
Housing
Sustainability
Code Enforcement
GIS
Federal Grants

www.marincounty.org/cda

Contracted partner name	County of Marin
Contact name	Kristin Drumm
Contact title	Senior Planner
Contact phone	(415) 473-6290
Contact email	kdrumm@marincounty.org
County	Marin County
Region	Region 3
Date of report	November 16, 2020

1. Given your outreach approach as it appears in your grant award contract, what adjustments were made due to COVID-19 and the US Census Bureau's operational adjustments?

Marin County utilized the State Census 2020 outreach funding to contract with a Countywide Lead Outreach Organization (LOO) for education and outreach. Canal Alliance partnered with Community Action Marin in this role to support the development and delivery of census communications throughout the county, mobilize stakeholders, and strengthen partnerships.

As reported in Marin County's strategic plan, the County's outreach approach was separated into three phases: Awareness and Education (January 2018 – December 2019), Outreach (January 2020 to April 2020), and Follow-Up (May 2020 – July 2020). Major timeline changes were made as a result of the COVID-19 pandemic and Shelter-In-Place Orders. The most significant change was adjusting from in person to virtual outreach. For example:

- Shift to use of virtual platforms for public education workshops and presentations to motivate participation in the census;
- Instead of direct contact with residents, such as door-to-door canvassing, increased reliance on text, messaging from service providers, and mobile app pledge campaigns;
- Virtual promotion of technical assistance to residents for completing Census forms; and
- Virtual distribution of printed materials
- Providing online support for engagement and training of designated Neighborhood Census Champions
- Use of virtual Questionnaire Assistance Centers

These adjustments elevated the need for increased media messaging. It was also critical to bring on board interns dedicated to distribution of weekly social media toolkits with timely messaging corresponding to important dates and events.

Stakeholder and partner engagement transitioned to virtual monthly Action Team meetings, where participants shared ideas and support during the self-response phase. Actions between meetings included:

- Providing daily response rate updates.
- Distributing online and printed materials from the County, United Way Bay Area, the California Census Office, and U.S. Census Bureau.
- Distributing personal protective equipment (PPE) for in-person census outreach.
- Facilitating countywide phone banking efforts using the PDI platform.
- Coordinating a digital advertising campaign with the Marin Independent Journal, and
- Providing support to Action Team and other community-based organizations in all aspects of census outreach including assisting with grant applications, coordinating census outreach at COVID-19 testing sights and food distribution locations and keeping all stakeholders aware of updates in the census process.

Adjustments made by some of Marin's partners include:

Marin City Community Services District:

We pivoted from in-person special events, kiosks and information centers to direct phone calls, flyers, brochures and information sheet distribution with grocery, food and meal distribution and home delivery. Staff remains onsite answering the main telephone lines as a hotline and community service.

MCCSD produced new community banners with a call to action. Banners identified the Census telephone call in number, mail in and online options for participants to complete the census as well as MCCSD contact information for support.

Parent Services Project (PSP):

Parent Services Project is proud of our census outreach efforts. Despite the challenges imposed by COVID-19, shelter in place and social distancing, we were able to reach over 5,000 individuals between February 1, 2020 – July 31, 2020, which was the duration of our contract agreement. Outreach consisted of speaking engagements, booths at events, convening's, social media, QAC and more. We connected with the San Rafael/Canal community at schools, playgroups, ESL classes, tax preparation workshops, early literacy workshops, food pantry's, food distribution sites and at the health hub.

We trained seven outreach workers including two community-based parent leaders and five PSP staff with one dedicated PSP staff as the lead census worker.

We had originally planned to have all PSP staff support outreach at our in-person workshops including; Raising A Reader, Leaders for Change and Aprendiendo Juntos. We had also planned to open a QAC at our VITA site and anticipated a desk space and laptop available at the office where individuals could complete the census. However, we ended up shifting focus to San Rafael's Canal area and were not able to reach as many families in Novato, West Marin and Marin City as we had originally anticipated. Because of distance learning and the high rate of COVID-19 in the Canal, the parent leaders were limited in their availability and capacity however they were still able to assist with our outreach efforts.

San Geronimo Community Center

Doors closed at the community center on March 13, 2020. Our outreach efforts shifted primarily to virtual. We increased messaging on our website, Instagram, and community email contacts. We also shifted from in-person QAC to a mobile QAC located at the community center. Staff participated in phone banking, and U.S Census Bureau staff attended our pop-up food bank and assisted community members with census registration. Although our census outreach efforts shifted, we did feel like we made an impact in our community and overall participation in the census

Tax-Aid

Starbucks \$5 gift cards were given to residents who provided evidence they completed the census survey We also provided a QAC with Curbside Tax Document Drop off event, weekly emails to clients, volunteers with Census completion reminders, and postcard mailing to past and current year clients.

American Muslim Community Foundation (AMCF)

AMCF held an online event in March 2020 with the Northern California Islamic Council, which is representative of all the mosques and Muslim organizations in the San Francisco Bay Area. Participants learned how to fill out the Census, when to expect it, why it's important to fill out, and how to share materials with others. AMCF also created social media collateral and the #MuslimsCount2020 hashtag. AMCF coordinated a national call with over 50 Muslim leaders coordinating efforts on Census engagement. AMCF also mailed out a reminder letter in March along with a postcard in April.

2. Reflecting on your organization's own operations and outreach strategies throughout the census campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e Education phase, Self-Response phase, Non-Response Follow Up phase).

a) Operations:

What worked well operationally? Explain why.

The County of Marin relied on existing staff within the Community Development Agency to administer the census initiative. Because of limited capacity to thoroughly conduct the necessary outreach activities to ensure a complete and accurate census count, the County utilized its share of State funding to hire Canal Alliance to coordinate Marin's outreach activities and ensure consistent messaging countywide. This strategy was pivotal in ensuring Marin successfully achieved its goal to exceed 2010 self-response rates. It is dubious this goal could have been met if not for the hard work and dedication by Stephanie McNally and the support of the Marin Census 2020 team.

Conducting weekly census team meetings to check, monitor progress and deliverables, and provide feedback was key. In addition, our team would have been operating in a vacuum if not for the tireless and energetic leadership provided by the United Way Bay Area (UWBA) staff team. For example, the UWBA Region 3 check in meetings were effective collaboration tools to enable counties to learn what other strategies (and pitfalls) other counties were doing. In the same vein, participation in the weekly State partner calls were invaluable. Specifically, as the Region 3 Regional Program Manager, David Tucker provided consistent, reliable, and effective support throughout the process. He was always responsive and timely when needed. The same goes for other State Census 2020 staff, who always sought feedback and were responsive to Marin's needs. As an example, the State listened to Marin's concerns about how to distribute additional grant funding and allowed Marin and UWBA to partner to develop a mutually agreeable funding approach.

Operationally, the SwORD system was invaluable as a tool to monitor response rates and determine where adjustment in outreach activities was needed. Our partners were able to expand our list of targeted HTC tracts based on real time data. However, one downside was our inability to monitor and assess our NFRU outreach since the real time self-response rates exclude NFRU and Group Quarter operations, among others. Without this crucial information we had to make the best decision where to focus our limited capacity and funding to achieve the most impact.

Finally, collaboration with the San Francisco - Marin Food Bank, Marin County Free Library, Marin VOAD (Voluntary Organizations Active in Disaster), Marin County Office of Education, and other organizations and agencies providing support to underserved communities connected the census to the COVID-19 crisis in a way that demonstrated the impact of being counted.

The following are Partner comments on what worked well operationally:

Parent Services Project:

Our collaboration with the Health Hub, SF Marin Food Bank and Canal Alliance worked well during all three phases of the campaign. We have a strong partnership with Canal Alliance and knew that good communication, collaboration and alignment would be essential in order to successfully reach individuals and families living in the Canal. Planning meetings with Canal Alliance very early in the year set us up for success even with the COVID-19 adjustments.

We had originally anticipated outreach to take place at our office, VITA site and in local schools however because of COVID-19 we had to close the office in March and adjust all of our programming to meet the public health guidelines. We quickly scanned the community services being offered and determined that census outreach could take place at the various food distribution sites such as the Health Hub and other food pantries. Again, our strong relationships, good reputation for follow through and high-quality work played a role in our successful outreach.

San Geronimo Valley Community Center (SGVCC):

We created a staff census team and operationally this was a success. We divided the workload and since we shifted to virtual outreach it benefited our staff to have different roles in delivery.

Vivalon (formerly Whistlestop):

Through all phases of operations, the toolkits and suggested social media posts/verbiage were very helpful for social media posts as well as our print ads for our newsletter.

What hindered operations? Explain why.

County procedural barriers included limited staffing resources to administer, manage, and process the contract with the State Census 2020 Office. Complying with procedural requirements meant additional time and delay in distributing funding to partners. As mentioned above, the County partnered with UWBA, which already had systems and processes in place for efficient and timely dispersal of funds.

Limited staffing, staffing changes, and limited resources within partner organizations also hindered operations. As an example, not all partners responded requests for input on filling out this report. In addition, inputting data into SWORD was time consuming and cumbersome. Several organizations lost staff.

COVID-19 and Shelter-in-Place Orders hindered operations for a variety of reasons. For example, half of Marin's funding grantees chose not to extend County sponsored outreach agreements beyond the initial July 31, 2020 contract deadline due to limited staffing and resources, among others.

Resource delivery and timing was an issue throughout the process. For example, by the time we received printed postcards, door hangars, flyers,

and PPE, it was after we already had to print or obtain our own materials. Instead, critical funding was redirected towards print costs that could have been utilized for outreach or activities.

The following Partner comments are provided regarding what hindered operations:

Parent Services Project:

Although we were able to reach more people than we originally anticipated, COVID-19, shelter in place and distance learning hindered outreach. Because we had to shift focus on outreach efforts to San Rafael and the Canal, we were not able to reach as many families in Novato, West Marin, and Marin City as originally anticipated. Further, due to the high rate of COVID-19 in the Canal, parent leaders were limited in their ability and capacity although they were still able to provide some assistance with outreach.

San Geronimo Valley Community Center (SGVCC):

Staff not able to be in person and on-site to aid seniors and community members who may have needed tech support and translation.

Whistlestop:

We depend on volunteers for many of our activities and services. Most of our volunteers are 65 years and older, which puts them into the vulnerable at-risk age group for COVID-19. This decreased the number of volunteers available to help in our efforts.

Marin City Community Services District (MCCSD):

Staffing changes led to delays in delivering data for input into SWORD.

Latino Council:

As you probably already are aware, the opportunity of getting the Census word out via social media was overshadowed by COVID-19 messaging.

b) Outreach

What outreach tactics worked well? Explain why.

From the County's perspective, the following outreach tactics worked well:

- Providing resources on the MarinCensus2020.org website;
- Utilizing phone banking program and texting resources provided through UWBA;
- Providing suggested social media content on a weekly basis to Marin's 200 census partners and stakeholders;

- Sending direct mail of postcards to target areas based on low response rates, as funding become available. Collaboration with the intern team was instrumental in creating and distributing social media content in simple, easy to use format for all 200 partners;
- Utilizing earned media with several articles and op-eds in local newspapers as well as appearances on local radio and community cable programs in English and Spanish;
- Promoting census participation using flyers, posters and socially distanced direct outreach at food distribution sites (ongoing);
- Leveraging earned media opportunities to motivate census participation;
- Utilizing Action Team and virtual meetings to motivate and support all Marin’s Census Partners in their self-response and NRFU efforts and hear about their experiences to gauge our progress;
- Using response rate data to identify low response census tracts to target during self-response and NRFU period; and
- Participating in Region 3 and State partner calls to stay connected and updated with the outreach efforts occurring in other counties.

Generally, as a smaller county with fewer resources, UWBA provided exceptional support. Our efforts would not have been as successful without their leadership, resources, informational meetings, technical support, and passionate and committed staff. Furthermore, U.S. Census Bureau staff Sonny Le and Darlene Drapkin were always responsive and timely to our needs and demonstrated a genuine desire to assist us in our efforts to count everyone in Marin.

The following Partner perspectives are provided on what outreach activities worked well:

Parent Services Project:

Partnering with community-based organizations and local services were effective outreach strategies. We were able to reach thousands of people by participating in ongoing local resource distribution events. For example, our collaboration with Canal Alliance allowed us to host an in-person Questionnaire Assistance Center in the Canal community in June and July. The Canal includes a mix of mainly Latinx residents of mixed immigration status. Our consistent presence and proactive effort to encourage Census participation on-site with our support resulted in participation of dozens of Hard-to-Count households and, thus, exponentially more individuals who otherwise were at risk of not being counted. Many of those we supported throughout this effort included individuals with limited Spanish-proficiency (speakers of indigenous languages such as K’iche, M’am and Achi), as well as people who expressed shame over their lack of literacy in English and Spanish. From our observation, many of these individuals would have been unlikely to complete the Census without the presence of our QAC and our efforts to assist them.

<p>In addition to operating the in-person QAC - when few else were doing so - we also attended weekly Food Pantries throughout the Canal area and canvassed over 2,000 individuals in order to provide them with information to complete the Census independently. This included reminders of important dates and changes to outreach strategies, as well as phone numbers and websites for multi-lingual support. This outreach took place from April until Early June. As coordinators saw our efforts week after week, we were invited to visit additional sites based on their requests for our services to be provided in as many locations as possible.</p>
<p>San Geronimo Valley Community Center (SGVCC):</p> <p>Outreach that worked well was our social media presence and weekly announcements and updates on our website- sgvcc.org, Instagram, and Facebook. In partnership with other local non-profits West Marin Community Services and San Geronimo Valley Affordable Housing Association we created a personal post card that encouraged and listed the benefits of census participation to all post office boxes in West Marin. Our phone banking efforts were a success as well. We had four staff members dedicated to phone banking on average 2-3 a week. Our personal outreach happened every Thursday at our pop-up drive thru food bank. We passed out fliers and constantly encouraged community members to participate in this years' census. Another outreach attempt was posting census information on our reader board which is located on the main street in our community.</p>
<p>Whistlestop:</p> <p>Despite the COVID-19 Shelter in Place order we were able to distribute flyers through our meal deliveries, Brown Bag Pantry and transportation services. We experienced an increase in the number of clients in all our Nutrition programs, which ultimately resulted in reaching more community members.</p>
<p>West Marin Community Services</p> <p>We provided a wi-fi hotspot with laptops at our pop-up pantry events in Bolinas, Tomales, and Point Reyes Station on Thursdays. Not only did we manage to engage several unhoused individuals, but our bilingual volunteers were also able assist local farmworkers with limited or no English proficiency and no computer to respond to the census. Finally, the local radio station, KWMR, ran various radio advertisements and announcements for us.</p>

What hindered outreach? Explain why.

- COVID-19 Shelter-in-Place Orders and distance learning hindered outreach. A large number of in-person events to provide assistance and access to the Census ~~had to be~~ were canceled or shut down.

- Shelter-In-Place Orders dramatically reduced transit ridership, which means we lost a large segment of the population to target.
 - Inability to provide in person support at Questionnaire Assistance Centers limited outreach to hard-to-count communities.
 - Inability to conduct in person canvassing.
 - Lack of broadband access in parts of the county as reliance on virtual outreach increase which means those without computer or online access are left out.
 - Lack of paper questionnaire for those who request one is a missed opportunity.
 - There are long waits for those responding by phone.
 - Santa Rosa Census Area Office and Census Bureau Partnership Specialist staffing issues have made attention to Marin County census outreach needs challenging. Staffing was inconsistent and turnover was high, which meant repeating instructions or new staff. In addition, phone calls were not returned.
 - Inability to plan larger events and celebrations reduced the scope of community outreach.
 - Our outreach relied heavily on phone banking. The phone banking list we received did not contain any Latino residents, so we relied on our own contact list instead, which we knew contained reliable Latino data.
3. Describe the challenges and changes occurring both outside and within your organization that had an impact on the outreach work. Describe how you responded to these changes to work towards achieving a complete count.

Challenge	Response
Transitioning from in-person to virtual outreach with limited resources such as funding and capacity.	Trusted Messengers/Partners who will continue to use social media, direct mail, phone banking, text messaging, flyers at food distribution sites and virtual questionnaire assistance to reach out while still in compliance with social distancing
Maintaining focus and momentum on the census for an additional three months when work was initially expected to conclude by the end of summer.	Finding ways to keep messaging fresh and positive. Marin will continue to celebrate wins when milestones are achieved and motivate and facilitate collaboration among partners with Action Team meetings and shared resources.
Ongoing and hyper focus on COVID-19 drowns out census messaging.	Messaging about how responding to the census will impact emergency

	planning and crisis recovery equity for underserved populations
Finding creative ways to safely distribute printed materials under shelter-in-place guidelines as people are not normally congregating in high activity areas	Providing printed materials at the post offices and other essential business locations
Low response rate in Update/Leave census tracts in West Marin	Re-convening the West Marin Census Subcommittee to brainstorm effective outreach activities tailored to the residents of this rural area. One suggestion was to locate a banner in a prominent location, such as on Sir Francis Drake Boulevard on Whites Hill, which is a primary gateway to West Marin. However, no funding is currently available.
Historically undercounted communities disproportionately impacted by the pandemic are overwhelmed and more focused on day-to-day survival. Many are overwhelmed and may not have the capacity to respond.	Combine census outreach with food, financial and health care assistance so people can see how participating in the census makes them and their needs more visible to decision and policy makers.
Outreach strategy with heavy reliance on the public libraries being open.	Library staff transitioned to phone banking. Each phone banker calls community members who use their library so they feel they are hearing from someone they know and trust.

4. Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

The Marin Census 2020 Team implemented a multi-tier approach to census outreach as a response to the pandemic that allowed us to pivot effectively in a short time frame. The team immediately began organizing engaged trusted into Action Teams. Action Team meetings were held monthly for an hour and a half from March to July 2020 to disseminate census updates, share experiences, and provide support and encouragement. Each meeting included an email follow-up with meeting slide deck, recording, and additional census resources. All census resources were in a shared Google drive and folders that contained partner work

product, meeting information, social media content, response rate tracking information updated daily, and other census materials.

The Action Team consisted of 40 non-profit organizations and government agencies that were part of the Complete Count Committee formed in February 2019. The meetings attendance rate was approximately fifty percent; participants were very engaged, which made them useful and productive in making progress during a challenging time.

In addition, weekly social media emails were distributed to approximately 200 census stakeholders contacted throughout Marin, which included Action Team members as well as many other organizations and agencies who committed to counting everyone in the 2020 Census. The LOO worked with Nancy Vernon, Aide to Supervisor Katie Rice, and her team of interns to produce a weekly email with relevant census outreach images and content in English and Spanish. The LOO also gathered and produced content from various sources, including the California Census Office, U.S. Census Bureau, United Way Bay Area, Asian Americans Advancing Justice, the Count All Kids 2020 Campaign, NALEO, and many other organizations. The intern team created social media images, flyers and other materials for the weekly email.

In addition to the above, the LOO coordinated the Marin Census 2020 Team, which consists of staff from the County of Marin, Cities of San Rafael and Novato, and Canal Alliance. The team met weekly during the both Awareness/Education and Outreach phases, then biweekly in the Follow-Up phase. These meetings allowed the team to leverage city and county resources in support of census activities and outreach.

Partners provided the following comments regarding how partnership coordination educated and motivated hard-to-count populations:

San Geronimo Community Center:

Our process with partnership coordination included strengthening our existing collaboration with West Marin Community Services and San Geronimo Affordable Housing Association. Our efforts included creating a personal post card from our organizations that was sent to every PO Box in West Marin. Because rural West Marin residents do not get mail delivered to their residence, this area has traditionally been a hard to count population. We felt that a personal post card from trusted organizations would provide motivation to hard to count populations. In addition, this post card was provided in both English and Spanish, our overall efforts proved successful because the community participation increased from the 2010 census.

5. Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

Stakeholders were provided in-language census outreach activities by relying on partner organizations who had considerable trust and expertise communities they serve. Marin Center for Independent Living and Avalon (formerly Whistlestop) were part of the Action Team and provided feedback and recommendations on outreach for people with disabilities, not to mention being very active in outreach themselves. Spanish outreach was provided by Canal Alliance, Parent Services Project, West Marin Community Services, and North Marin Community Services. All census outreach materials, including posters, signs, flyers, postcards, social media and digital advertising content, were delivered in both English and Spanish. Some materials also included Vietnamese content. The United Way Bay Area also provided materials in other languages based on the language access plan.

Partners provided the following comments regarding language accessibility:

Parent Services Project:

Our outreach efforts are always bilingual in English and Spanish and we aim to communicate in a variety of ways including written, verbal, audio-visual, face to face, through social media, text, phone calls, one-on-one as well as in larger group settings. Our lead census worker has some knowledge of an indigenous language spoken in Guatemala and is therefore able to communicate with some of the indigenous language speakers in the community.

The PSP office is not easily accessible to people with disabilities however because of COVID-19 we conducted outreach in community spaces that are more accessible.

San Geronimo Community Center:

All messaging to the community was provided in both English and Spanish. When we hosted a mobile QAC the Census Bureau provided individuals who were multi-lingual. We ensured meaningful access to information to those with limited English proficiency. For individuals with disabilities we provided accessible information and resources to census information.

6. Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

Stephanie McNally, Advocacy and Policy Senior Manager, Canal Alliance:

“When the pandemic shelter-in-place order went into effect in Marin County our entire census plans relied heavily on in-person questionnaire assistance to meet our goal of surpassing the 2010 final self-response rates in our historically undercounted census tracts. We knew this was the most effective form of outreach for our hardest to count communities and we could not plan events, use our libraries, canvass door-to-door or leverage the in-person interactions of our non-profit partners to get out the count effectively.

Stephanie Kim, United Way Bay Area, shared this excerpt from her final report that speaks to the extraordinary work of everyone involved in census outreach in Marin:

“Previous censuses have shown that during NRFU, roughly 10% of housing units visited by enumerators end up responding on their own (self-response). Using that projection in Marin County, for example, a 72.1% SRR at the start of NRFU should show a 2.8% gain in SRR throughout the door knocking operation and result in a final SRR of 74.9%. Marin County, however, increased its SRR by 4.2% during the NRFU period, which demonstrates the impacts of the grassroots questionnaire assistance efforts led by Marin County’s designated lead outreach agency, Canal Alliance.”

While Marin’s overall county self-response rate increased from 2010 to 2020, several hard-to-count tracts did not reach that milestone. However, this experience demonstrated that a broader and stronger coalition of community-based organizations can make a difference. This is essential to the COVID-19 recovery ahead of us.

Jill Sturm, Executive Director, Tax Aid:

“In spite of COVID-19, Tax-Aid volunteers rose to the challenge and assisted 3,085 people this tax season. That is only 45 fewer people than we helped in 2019! Of the people we helped in 2020, 1,250 were assisted prior to the shelter in place order—everyone beyond that was helped via a menu of virtual options. We now have proof of concept that we can work with taxpayers virtually. It was an exhausting marathon, but we are extremely proud of what we were able to accomplish.”

“We had a great first tax site session at Albert J Boro this past Saturday February 1st. I spoke to 20 people throughout the day and they pledged to complete the Census. Hooray! [see images below]

“A group of students from Dominican University helped with marketing and came up with a neat mission statement ‘Count on us to count you in.’”

Andrew Raphael, Parent Services Project:

“It has been quite a hectic stretch, trying to reach people in the few places we’re allowed to connect with them, but working with Fernando Barreto at the Canal Alliance/Parent Services Project joint QAC last month was a great experience.”

During our census outreach at one of the local food pantries, we spoke with an older man from Guatemala who spoke M’am. He had limited ability to read or write and was initially skeptical of speaking with our outreach worker. After some time talking about the importance of being counted, he ended up not only completing the census but returned with eight more people from his place of residence to take part. Initially this man felt unsafe and was

concerned about exposing himself until he learned that the census is confidential and important for local and state funding as well as an opportunity for his voice to be heard in a safe and private way.

San Geronimo Community Center:

Census 2020 took on a different shape as so many other things this year. As an organization we were committed to doing our part as a trusted messenger for an accurate count. Our efforts included a strong social media presence in English and in Spanish as well as a personal post card to all PO Boxes in West Marin. Several community members responded directly to our organization with appreciation for the personal reminder to participate in this years' census. Our Human Services team - who works on-site every Thursday - constantly encouraged community members to respond to the census, passed out reminders, and posted signs.

Vivalon (formerly Whistlestop):

We really enjoyed seeing our community engage with us via our 2020 Census social media posts. We also felt some comradery with other organizations within our community that would not only be engaging with our posts and showing appreciation - but they would be right there alongside us posting similar things. We just really feel like the community came together on this effort. During the Shelter-In-Place, we saw such an increase in activity on Social Media, so I think that did actually help get the message out.

Socorro Romo, West Marin Community Services:

Our clients include those who are unhoused. There were several instances when unhoused residents came to the Center for support. During their visit staff encouraged them to respond to the census. They expressed surprise since they did not understand they could be counted because they did not have a permanent residence. One woman cried when she realized that she mattered and, yes, it was ok to say she lived near the Green Bridge. This moment was very touching and emotional, and demonstrated to us how our work for the census was meaningful.

Our organization held several pop-ups in Bolinas, Point Reyes Station and Tomales. A Latino resident approached us and said he lacked computer skills to complete the census online and did not want to fill out the paper version. Despite his lack of skills, he commented it was very important for him to do it and that he was excited to learn. This moment showed us that having one-to-one interactions and assistance made a difference.

7. Please add any suggestions for the 2030 Census efforts, including timelines.

- Gather partners earlier in the process to allow enough time to coordinate efforts. For example, the first meeting of Marin's Census 2020 Complete Count Committee did not occur until February 2019.

- Provide the impact of participation rates from previous census efforts as a means of communicating the census story and why it is important to participate.
- Consider a streamlined administration and allocation process for funding outreach to local jurisdictions. Funding should include provisions to allow hiring personnel to implement outreach strategies. One partner suggested if funding could include planning time as well.
- Continue to provide resource support and meetings where we can learn from other partners.
- Work with the Census Bureau to provide information on response rates during NRFU.
- It was difficult to anticipate NRFU outreach strategies so far in advance. Additional funding sources should be set aside specifically for NRFU.
- Align reporting, meetings, and deliverables among the different funding agencies.
- Provide a more variety of images and messages that speak directly to older adults or children of older adults.
- Towards the end of the process, the social media toolkit was password protected, which made access harder.
- Streamline and coordinate the amount of information. Inboxes became filled with messages from the U.S. Census Bureau, State Census Office, UWBA, and local staff. The amount of information became overwhelming at times.

Tax-Aid

We've created a training video for volunteers of Tax-Aid to help understand why we are participating in Census 2020. I'll share it here: <https://youtu.be/AAjU1s3w364>





Thank you to all of our supporters and volunteers. Because of you we were able to rise to an epic challenge.

2020 Highlights

- Provided In Person and Virtual Tax Preparation services
- Helped people to access the Economic Stimulus Payment
- Met clients at Curbside Tax Document Drop Off Events
- Coached clients preparing their own tax returns using our IRS free file program delivered by TurboTax
- Promoted and assisted with Census 2020 completion



Thank you to all of our 2020 sponsors!

- | | | |
|--|--|---------------------------------------|
| • Bay Area Census Funders Collaborative at Silicon Valley Community Foundation | • Deloitte Tax LLP | • Palo Alto Community Fund |
| • Jacqueline and Jennifer Bishop | • Federal Home Loan Bank of SF and MUFG Union Bank | • San Francisco AIDS Foundation |
| • Bothin Foundation | • Fenwick & West LLP | • Silicon Valley Community Foundation |
| • Boston Private Bank & Trust Company | • First Republic Bank | • The Sobrato Family Foundation |
| • California Foundation for Stronger Communities | • Glade Memorial Church | • Jill Sturm |
| • Chan Zuckerberg Initiative | • Hemming Morse, LLP | • Sunlight Giving |
| • John and Elizabeth Capener | • Intuit | • Swinerton Builders |
| • Charles Schwab Foundation | • KPMG, LLP | • Tax-Aid Board of Directors |
| • Computer & Communications Industry Association | • LendingClub | • The Eucalyptus Foundation |
| • County of Marin | • Linda Montgomery | • Union Bank Foundation |
| • County of Santa Clara | • Morrison & Foerster, LLP | • United Way of the Bay Area |
| • County of San Mateo | • Rob and Mary Massey | • Wells Fargo Foundation |
| | • Rafael O. Morales | • ... and individual donors |

Through skilled volunteers, Tax Aid provides year-round free tax services to strengthen our San Francisco Community

Our 2020 Tax Season Results:

Volunteer Attendees: 785 | Volunteer Hours Contributed: 4,850 | Clients Helped: 3,085 | Total Tax Refunds: \$2,186,063

West Marin Community Services

MARIN CENSUS 2020
HY2020CENSUS.GOV
844-330-2020



WMCS
WEST MARIN COMMUNITY SERVICES
Every One. All Ways.
INFO@WESTMARINCS.ORG
415-663-8361

WMCS IS HERE TO HELP!

CONTACT US IF YOU HAVE QUESTIONS OR NEED ASSISTANCE WITH THE CENSUS.

The Census is confidential, benefits everyone in Marin, and does not ask about citizenship or immigration status.

WEST MARIN COUNTS!

Census takers will begin visiting homes on August 11 until the end of the Census for households who have not responded by July 31.



Marin City Community Development Corporation






Marin City Community Development Corporation


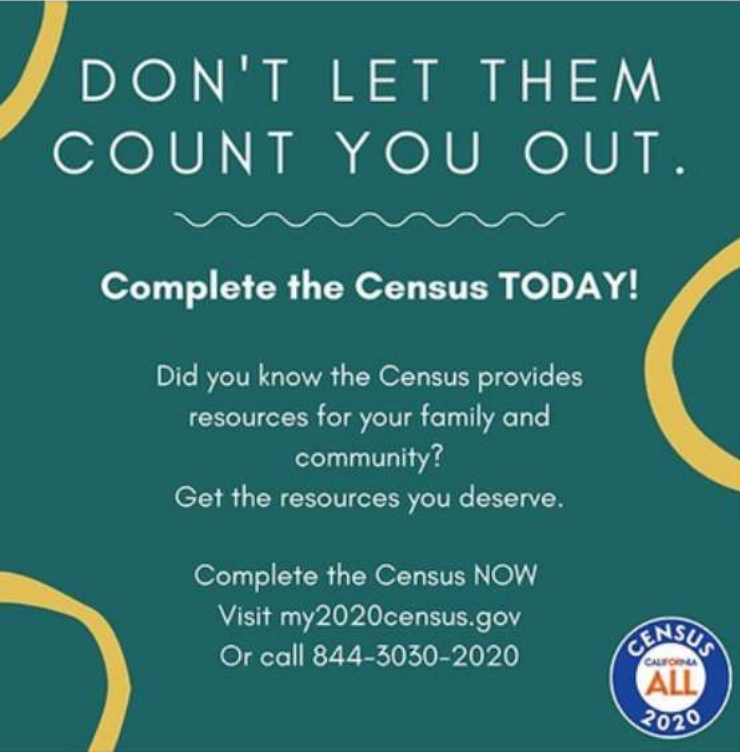


Vivalon (formerly Whistlestop)

**Vivalon**

October 12 at 4:31 PM · Instagram · 🌐

HEY MARIN COUNTY! COMPLETE YOUR 2020 CENSUS TODAY!
Don't wait! There is still time left. It's essential that we have complete and accurate data during this Census because it funds programs vital to our daily lives—from health care programs to emergency services, school nutrition programs and beyond. Self-response is the best means to guarantee your data is properly collected. You can do so online, by phone, or by mailing in the paper form you received at home. Visit [MY2020CEN...](#) See More



147
People Reached


8
Engagements

Boost Post

Ads at the Marin Transit center






**NEED HELP RESPONDING TO THE
2020 CENSUS?**



**Stop by the Mobile Questionnaire Assistance
event at the Marin Transit Center!**

**Monday, August 24th from 9AM- Noon
and 1PM-4PM**





Final Bay Area Self-Response Rates (75.7% for Region 3)

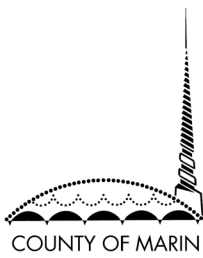
State Rank (58 counties)	County	Final 2020 SRR	Final 2010 SRR	2010 SRR Reached	Diff. 2020 vs 2010
1	San Mateo	78.6%	73.2%	7/19	+5.4
2	Santa Clara	77.7%	74.0%	8/19	+3.7
3	Contra Costa	77.4%	72.1%	7/28	+5.3
6	Marin	76.3%	72.1%	8/4	+4.2
7	Alameda	75.8%	70.2%	7/29	+5.6
10	Solano	74.1%	67.9%	7/20	+6.2
26	San Francisco	66.9%	68.5%	N/A	-1.6
	Region 3 Total	75.7%	72.0%	8/18	+3.7
	Region 3 HTC > 57	64.8%	64.6%	10/14	+0.2
16/50	State of CA	69.6%	68.2%	9/28	+1.4
	National	67.0%	66.5%	9/29	+1.5

Self-Response Rates DO NOT indicate the overall share of households or people counted in the census, but just the share of housing units that filled out the form on their own.

The remaining housing units have been "accounted for" via NRFU, though we don't know how well the population of those remaining units was actually counted.

When evaluating the success of the census, the key metric is not the overall response rate but **how accurate and fair the count was of the population (not just housing units) and the demographic characteristics of the population.**

Explainer Credit: Steven Romalewski, Center for Urban Research at the Graduate Center, CUNY



NEWS RELEASE

www.marincounty.org/news

Contact:**Kristin Drumm**

SENIOR PLANNER
Community Development
Agency

Marin County Civic Center
3501 Civic Center Drive
Suite 304
San Rafael, CA 94903
415 473 6290 T
CRS Dial 711
kdrumm@marincounty.org
[CDA webpage](#)

Lorenzo Cordova

DISTRICT 4 AIDE
Board of Supervisors

Marin County Civic Center
3501 Civic Center Drive
Suite 328
San Rafael, CA 94903
415 473 3092 T
CRS Dial 711
lcordova@marincounty.org
[CDA webpage](#)

For Immediate Release

January 10, 2020

Workshop, Partnerships Roll Out for 2020 Census

Accurate count to determine federal funding, representation for local residents

San Rafael, CA – Marin County needs more \$25-per-hour [temporary workers](#) to assure an accurate [2020 U.S. Census](#) this spring.

"Before we start counting our local residents, we need to make sure we have enough people to do the job accurately, swiftly, and fairly," said Kristin Drumm, Senior Planner with the Marin County [Community Development Agency](#) (CDA). "Municipalities throughout the country take part in this campaign and supply their own census workforce. It is a great way to make a difference in your community."

Upcoming census jobs workshops are listed on the Marin Census 2020 website [jobs page](#). The next one is 9:30-11 a.m. Tuesday, January 21, at the YMCA San Rafael office, 30 North San Pedro Road, in San Rafael. The workshops are designed to provide information about the census process and walk the participants through the online application. Census takers must be a U.S. citizen, at least 18 years old, and have a valid Social Security number. A list of job qualifications is [online](#).

In 2019, MarinCensus2020.org and a Complete Count Committee were launched to create encouraging messages in multiple languages that explain the importance of the census and assure confidentiality. The website and committee were collaborations by the County CDA, the City of San Rafael, the City of Novato, and Canal Alliance. In addition, Marin CDA entered partnerships with several community-based organizations to support education and outreach activities in the designated hard-to-count communities. According to data provided by the California Census Office, Marin residents least likely to fill out a census form or considered "hard to count" are those living in West Marin, Marin City, San Rafael's Canal neighborhood and Lincoln Avenue, Terra Linda, and pockets of downtown Novato.

This census is being labeled as the "first digital census" whereby households will have the option of responding online, by mail, or by phone. Nearly every household will receive an invitation to participate in the census from either a postal worker or a census worker, but it's expected that 95 percent of residents will receive an invitation by mail beginning mid-March 2020.

By its own estimates, the federal government expects less than 1 percent of households will be counted in person by a census official, most of those being residents living in remote areas.

Historically undercounted populations include racial and ethnic minorities, people who speak languages other than English, those with low internet proficiency, children 5 and under, adults over the age of 65, young people who move frequently or have plans to move soon, and rural residents, all people at risk of low response. Others might be willing but have limited access to technology and, as a result, are considered difficult to reach by an online survey.

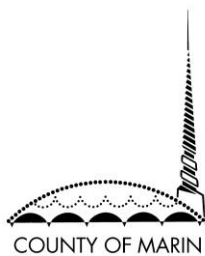
Local plans for administering the census starting Mid-March 2020, are moving forward. However, local organizers remain concerned about the five barriers identified that might prevent people from participating in the count:

- concerns about data privacy and confidentiality;
- the fear of repercussions;
- distrust in all levels of government;
- the feeling that it doesn't matter to be counted; and
- the belief that filling out the census form might not benefit the participant.

Much of the funding triggered by census results ends up as fuel for programs that help lower-income and underrepresented populations. For instance, the census results determine choices about which roads are fixed, where schools are built, who qualifies for school lunches and Medicaid, where businesses can be opened, which local programs are eligible for grants, and what medical services are offered. Undercounting on the census can lead to the loss of a seat in the U.S. House of Representatives and federal funding shortfalls.

There is more information on the national [2020 Census Jobs webpage](#) about applying, and the Census Bureau's [social media toolkit](#) helps residents promote census jobs in the community. Most questions about the local census efforts are answered on [MarinCensus2020.org](#) and [www.census.gov](#).

###



NEWS RELEASE

www.marincounty.org/news

Contact:
Nancy Vernon
DISTRICT 2 AIDE
Board of Supervisors

Marin County Civic Center
3501 Civic Center Drive
Suite 328
San Rafael, CA 94903
415 473 7351 T
CRS Dial 711
nvernon@marincounty.org
[CDA webpage](#)

Lorenzo Cordova
DISTRICT 4 AIDE
Board of Supervisors

Marin County Civic Center
3501 Civic Center Drive
Suite 328
San Rafael, CA 94903
415 473 3092 T
CRS Dial 711
lcordova@marincounty.org
[CDA webpage](#)

For Immediate Release

September 17, 2020

Census Responses Directly Assist the Vulnerable

Accurate count determines federal funding, representation for local residents

San Rafael, CA – During the [COVID-19](#) pandemic and the economic repercussions of the virus, more Marin County residents find themselves in need of public assistance. One way to make sure funds are available from those increasingly important sources is to fill out the [2020 U.S. Census](#). An accurate count of the local population has direct ties to the federal support available to the residents most in need.

The census is a once-a-decade population count of everyone living in the United States. Results determine how many dollars are devoted to school lunches, Medicaid, CalFresh food assistance, the Children's Health Insurance Program (CHIP) and many other programs. Undercounting on the census not only leads to less money for those programs but can lead to the loss of a seat in the U.S. House of Representatives.

Local census workers, called enumerators, are actively working in Marin's neighborhoods now and may knock on doors to log census responses and verify addresses, even if a resident has already responded. Enumerators are following physical distance guidelines and face covering protocols to ensure safety and are easily identifiable by wearing the census logo and an identification badge. Residents can also self-respond to the census at my2020census.gov.

Marin residents have faced a handful of recent challenges that may have prevented them from taking a few minutes to fill out the census form including COVID-19, economic hardship and the uncertainty of income related to the pandemic, wildfire evacuations, wildfire smoke, and power outages.

To date, Marin residents have done an admirable job responding to the census. Marin's response rate through September 10 was 75.3%, compared to the California rate of 68.1% and the national rate of 65.7%, according to the [Marin County Community Development Agency, which surpasses Marin's 72.1%](#) response rate from the 2010 census. Anyone may [check the response rates online](#).

The County is most eager to make sure residents from historically
-more-

undercounted communities are included. Thus far, the local response has been slowest in parts of rural West Marin. The census tract that includes Bolinas had a response rate of just 35.5% as of September 10. The tract that includes Point Reyes Station, Tomales, Dillon Beach, Marshall, and Nicasio had a rate 42.5%, the Olema/Inverness tract was at 42.0%, and the Muir Beach tract was at 66.3%.

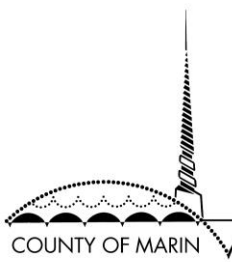
The official U.S. government headcount was labeled as the “first digital census” whereby households had the option of responding online, by mail, or by phone and will end on September 30. In addition to the online option, the census can be done by phone in English (844-330-2020) or Spanish (844-468-2020). A new North Bay census questionnaire assistance phone number has been set up as well at 707-757-6504 to help answer questions about completing the census. Respondents are to include everyone living in a household, whether they are related or not.

Most questions about the local census efforts are answered on MarinCensus2020.org and www.census.gov.

###

ADDITIONAL SOURCE FOR MEDIA:

Stephanie McNally
Advocacy and Policy Senior Manager
Canal Alliance
415-306-0415, stephaniem@canalalliance.org



NEWS RELEASE

www.marincounty.org/news

Contact:**Kristin Drumm**

SENIOR PLANNER
Community Development
Agency

Marin County Civic Center
3501 Civic Center Drive
Suite 308
San Rafael, CA 94903
415 473 6290 T
CRS Dial 711
kdrumm@marincounty.org
[CDA webpage](#)

Lorenzo Cordova

DISTRICT 4 AIDE
Board of Supervisors

Marin County Civic Center
3501 Civic Center Drive
Suite 328
San Rafael, CA 94903
415 473 3092 T
CRS Dial 711
lcordova@marincounty.org
[CDA webpage](#)

For Immediate Release

July 16, 2020

Searching for Marin's Census Holdouts

Accurate count determines federal funding, representation for local residents

San Rafael, CA – So far, Marin County residents have done an admirable job responding to the [2020 U.S. Census](#), but local organizers are working to contact the final holdouts because an accurate count is critical to securing federal funding for local programs. Residents are encouraged to respond to the census [online](#).

Marin's response rate through July 13 was 70.8%, well above the California rate of 63.3% and the national rate of 61.9%, according to the [Marin County Community Development Agency](#). However, Marin's rate is slightly behind Marin's 71% response rate from the 2010 census.

Households that have not participated have received postcards in the mail as a reminder to participate. The County of Marin, which relies on a strong census response to assure financial assistance for its vulnerable populations, actively encourages everyone to fill out the census. Anyone may [check the response rates online](#).

The census [response deadline was extended](#) to October 31 because of the [COVID-19 pandemic](#), and households have until mid-August to fill out a form before they become a target for the door-knocking census field operations team. Because of the pandemic, census officials are eager to reduce the need for personnel to speak with residents face to face. Field visits will continue until the October 31 national census deadline. Marin is looking to hire a few more \$25-per-hour [temporary workers](#) for that team, and details are on the [2020 Census Jobs webpage](#).

The County is most eager to make sure residents from historically undercounted communities are counted. It entered into partnerships with several community-based organizations to support education and outreach activities among those populations.

According to data provided by the California Census Office, Marin residents least likely to fill out a census form or considered "hard to count" are those living in West Marin, Marin City, San Rafael's Canal neighborhood and Lincoln Avenue, Terra Linda, and pockets of downtown Novato. Thus far, the local response has been slowest in parts of rural

-more-

West Marin. The census tract that includes Bolinas had a response rate of just 30.5% as of July 13. The tract that includes Point Reyes Station, Tomales, Dillon Beach, Marshall, and Nicasio had a rate 37.5%, the Olema/Inverness tract was at 36.0%, the Stinson Beach tract was at 30.5% and the Muir Beach tract was at 63.2%.

Census results determine how many dollars are devoted to school lunches, Medicaid, CalFresh food assistance, the Children's Health Insurance Program (CHIP) and many other programs. Undercounting on the census not only lead to less money for those programs but can lead to the loss of a seat in the U.S. House of Representatives.

The official U.S. government headcount is being labeled as the "first digital census" whereby households have the option of responding online, by mail, or by phone. The form may be filled out at [My2020census.gov](https://my2020census.gov). It can be done by phone in English (844-330-2020) or Spanish (844-468-2020). Respondents are to include everyone living in a household, whether they are related or not.

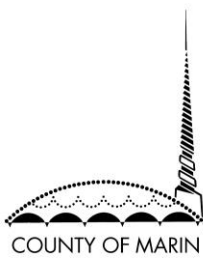
Historically undercounted populations include racial and ethnic minorities, people who speak languages other than English, those with low internet proficiency or access to technology, children 5 and under, adults over the age of 65, young people who move frequently or have plans to move soon, and rural residents.

Most questions about the local census efforts are answered on MarinCensus2020.org and www.census.gov.

###

ADDITIONAL SOURCE FOR MEDIA:

Stephanie McNally
Advocacy and Policy Senior Manager
Canal Alliance
415-306-0415, stephaniem@canalalliance.org



NEWS RELEASE

www.marincounty.org/news

Contact:**Kristin Drumm**

SENIOR PLANNER
Community Development
Agency

Marin County Civic Center
3501 Civic Center Drive
Suite 308
San Rafael, CA 94903
415 473 6290 T
CRS Dial 711
kdrumm@marincounty.org
[CDA webpage](#)

Lorenzo Cordova

DISTRICT 4 AIDE
Board of Supervisors

Marin County Civic Center
3501 Civic Center Drive
Suite 328
San Rafael, CA 94903
415 473 3092 T
CRS Dial 711
lcordova@marincounty.org
[CDA webpage](#)

For Immediate Release

April 30, 2020

Postcard Reminders are Next Phase of Census

Accurate count determines federal funding, representation for local residents

San Rafael, CA – Marin County households that have not participated in the [2020 U.S. Census](#) soon will receive postcards in the mail as a reminder to participate. The County of Marin, which relies on an accurate count to assure financial assistance for its vulnerable populations, actively encourages everyone to fill out the census.

As of April 28, representatives from 61.6% of Marin households had filled out a census form. It was slightly lower than the Bay Area regional figure of 63.5%.

Although the [response deadline was extended](#) to October 31 because of the [COVID-19 pandemic](#), the shelter-in-place order is allowing some Marin residents time to participate in the census. Households have until mid-August to fill out a form before they become a target for the door-knocking census field operations team.

Because of the COVID-19 pandemic, census officials are encouraging households to respond so there is less of a need for personnel to knock on doors and speak with residents face to face. By its own estimates, the federal government expects less than 1 percent of households will be counted in person by a census official, most of those being residents living in remote areas. Field visits will continue until the October 31 deadline. Marin is looking to hire a few more \$25-per-hour [temporary workers](#) for that team, and details are on the [2020 Census Jobs webpage](#).

An accurate resident count is critical to Marin because much of the funding triggered by the gathered data fuels programs that help lower-income and underrepresented populations. For instance, the census results determine how many dollars go to California for school lunches, Medicaid, CalFresh food assistance, the Children's Health Insurance Program (CHIP) and many other programs. Undercounting on the census can lead to the loss of a seat in the U.S. House of Representatives and federal funding shortfalls.

The official U.S. government headcount is being labeled as the "first digital census" whereby households have the option of responding online,
-more-

by mail, or by phone. The form may be filled out at [My2020census.gov](https://my2020census.gov). It can be done by phone in English (844-330-2020) or Spanish (844-468-2020). Respondents are to include everyone living in a household, whether they are related or not.

The County is most eager to make sure residents from historically undercounted communities are counted. It entered into partnerships with several community-based organizations to support education and outreach activities among those populations.

According to data provided by the California Census Office, Marin residents least likely to fill out a census form or considered "hard to count" are those living in West Marin, Marin City, San Rafael's Canal neighborhood and Lincoln Avenue, Terra Linda, and pockets of downtown Novato. Historically undercounted populations include racial and ethnic minorities, people who speak languages other than English, those with low internet proficiency or access to technology, children 5 and under, adults over the age of 65, young people who move frequently or have plans to move soon, and rural residents.

Local organizers remain concerned about the five identified barriers that might prevent people from participating in the count:

- concerns about data privacy and confidentiality;
- the fear of repercussions;
- distrust in all levels of government;
- the feeling that it doesn't matter to be counted; and
- the belief that filling out the census form might not benefit the participant's family or community

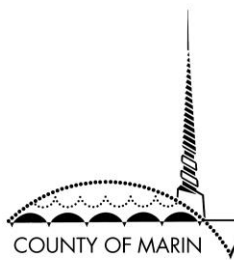
"We are closely monitoring rates by census tract throughout the county and can see the impact of outreach in Marin," said Stephanie McNally, Advocacy and Policy Senior Manager at Canal Alliance, one of the County's census partners. "For example, on April 1st, Census Day, Marin was in the top five counties with the greatest percentage increase in response rates during that week. We will continue our outreach efforts in the coming months working with homeless advocates and our census partners such as Community Action Marin to promote participation."

Most questions about the local census efforts are answered on MarinCensus2020.org and www.census.gov.

###

ADDITIONAL SOURCE FOR MEDIA:

Stephanie McNally
Advocacy and Policy Senior Manager
Canal Alliance
415-306-0415, stephaniem@canalalliance.org



NEWS RELEASE

www.marincounty.org/news

Contact:**Kristin Drumm**

SENIOR PLANNER
Community Development
Agency

Marin County Civic Center
3501 Civic Center Drive
Suite 308
San Rafael, CA 94903
415 473 6290 T
CRS Dial 711
kdrumm@marincounty.org
[CDA webpage](#)

Lorenzo Cordova

DISTRICT 4 AIDE
Board of Supervisors

Marin County Civic Center
3501 Civic Center Drive
Suite 328
San Rafael, CA 94903
415 473 3092 T
CRS Dial 711
lcordova@marincounty.org
[CDA webpage](#)

For Immediate Release

March 4, 2020

2020 Census Info Coming in Mail Soon

Accurate count determines federal funding, representation for local residents

San Rafael, CA – Mailboxes across the country soon will receive official notifications about the start of the [2020 U.S. Census](#), and Marin County is looking to hire a few more \$25-per-hour [temporary workers](#) to assure an accurate local count.

Census takers must be a U.S. citizen, at least 18 years old, and have a valid Social Security number. A list of job qualifications is [online](#), and the deadline to apply is March 15.

"We're getting there, but we haven't quite hit that hiring goal," said Kristin Drumm, Senior Planner with the Marin County [Community Development Agency](#) (CDA).

An invitation to participate will arrive by mail between March 12 and March 20 including easy-to-follow instructions on how to respond to the census. It's expected that 95 percent of U.S. residents will receive the invitation by mail.

This census is being labeled as the "first digital census" whereby households will have the option of responding online, by mail, or by phone. The invitations will remind respondents to include everyone living in the household, whether they are related or not.

An accurate resident count is critical because much of the funding triggered by the gathered data fuels programs that help lower-income and underrepresented populations. For instance, the census results determine how many dollars go to California for school lunches, Medicaid, CalFresh food assistance, the Children's Health Insurance Program (CHIP) and many other programs. Undercounting on the census can lead to the loss of a seat in the U.S. House of Representatives and federal funding shortfalls.

By its own estimates, the federal government expects less than 1 percent of households will be counted in person by a census official, most of those being residents living in remote areas.

-more-

What's going on locally with the census? In 2019, MarinCensus2020.org was created and a Complete Count Committee was launched to plan and execute census education and outreach activities with encouraging messages in multiple languages that explain the impact of participation and assure confidentiality. The website and committee were collaborations by the County CDA, the City of San Rafael, the City of Novato, Canal Alliance and Community Action Marin. In addition, Marin CDA entered into partnerships with several community-based organizations to support education and outreach activities in the designated historically undercounted communities.

According to data provided by the California Census Office, Marin residents least likely to fill out a census form or considered "hard to count" are those living in West Marin, Marin City, San Rafael's Canal neighborhood and Lincoln Avenue, Terra Linda, and pockets of downtown Novato. Historically undercounted populations include racial and ethnic minorities, people who speak languages other than English, those with low internet proficiency or access to technology, children 5 and under, adults over the age of 65, young people who move frequently or have plans to move soon, and rural residents.

"If our census-savvy residents know people who fall into those hard-to-count categories, we could use help in putting them at ease and encouraging them to participate," Drumm said. "Our top focus is to reduce the number of people who are considered at risk for not taking part in the count."

Local organizers remain concerned about the five identified barriers that might prevent people from participating in the count:

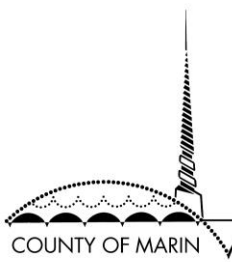
- concerns about data privacy and confidentiality;
- the fear of repercussions;
- distrust in all levels of government;
- the feeling that it doesn't matter to be counted; and
- the belief that filling out the census form might not benefit the participant's family or community

There is more information on the national [2020 Census Jobs webpage](https://2020CensusJobs.webpage) about applying, and the Census Bureau's [social media toolkit](https://socialmedia.census.gov) helps residents promote census jobs in the community. Most questions about the local census efforts are answered on MarinCensus2020.org and www.census.gov.

#

ADDITIONAL SOURCE FOR MEDIA:

Stephanie McNally
Advocacy and Policy Senior Manager
Canal Alliance
415-306-0415, stephaniem@canalalliance.org



NEWS RELEASE

www.marincounty.org/news

Contact:

Kristin Drumm

SENIOR PLANNER
Community Development
Agency

Marin County Civic Center
3501 Civic Center Drive
Suite 308
San Rafael, CA 94903
415 473 6290 T
CRS Dial 711
kdrumm@marincounty.org
[CDA webpage](#)

Lorenzo Cordova

DISTRICT 4 AIDE
Board of Supervisors

Marin County Civic Center
3501 Civic Center Drive
Suite 328
San Rafael, CA 94903
415 473 3092 T
CRS Dial 711
lcordova@marincounty.org
[CDA webpage](#)

For Immediate Release

January 13, 2020

Workshop, Partnerships Roll Out for 2020 Census

Accurate count to determine federal funding, representation for local residents

San Rafael, CA – Marin County needs more \$25-per-hour [temporary workers](#) to assure an accurate [2020 U.S. Census](#) this spring.

"Before we start counting our local residents, we need to make sure we have enough people to do the job accurately, swiftly, and fairly," said Kristin Drumm, Senior Planner with the Marin County [Community Development Agency](#) (CDA). "Municipalities throughout the country take part in this campaign and supply their own census workforce. It is a great way to make a difference in your community."

Upcoming census jobs workshops are listed on the Marin Census 2020 website [jobs page](#). The next one is 9:30-11 a.m. Tuesday, January 21, at the YMCA San Rafael office, 30 North San Pedro Road, in San Rafael. The workshops are designed to provide information about the census process and walk the participants through the online application. Census takers must be a U.S. citizen, at least 18 years old, and have a valid Social Security number. A list of job qualifications is [online](#).

In 2019, MarinCensus2020.org and a Complete Count Committee were launched to create encouraging messages in multiple languages that explain the importance of the census and assure confidentiality. The website and committee were collaborations by the County CDA, the City of San Rafael, the City of Novato, and Canal Alliance. In addition, Marin CDA entered partnerships with several community-based organizations to support education and outreach activities in the designated hard-to-count communities. According to data provided by the California Census Office, Marin residents least likely to fill out a census form or considered "hard to count" are those living in West Marin, Marin City, San Rafael's Canal neighborhood and Lincoln Avenue, Terra Linda, and pockets of downtown Novato.

This census is being labeled as the "first digital census" whereby households will have the option of responding online, by mail, or by phone. Nearly every household will receive an invitation to participate in the census from either a postal worker or a census worker, but it's expected that 95 percent of residents will receive an invitation by mail

-more-

beginning mid-March 2020.

By its own estimates, the federal government expects less than 1 percent of households will be counted in person by a census official, most of those being residents living in remote areas.

Historically undercounted populations include racial and ethnic minorities, people who speak languages other than English, those with low internet proficiency, children 5 and under, adults over the age of 65, young people who move frequently or have plans to move soon, and rural residents, all people at risk of low response. Others might be willing but have limited access to technology and, as a result, are considered difficult to reach by an online survey.

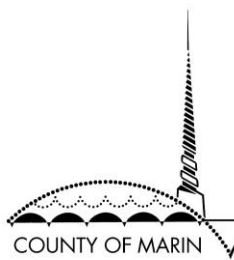
Local plans for administering the census starting Mid-March 2020, are moving forward. However, local organizers remain concerned about the five barriers identified that might prevent people from participating in the count:

- concerns about data privacy and confidentiality;
- the fear of repercussions;
- distrust in all levels of government;
- the feeling that it doesn't matter to be counted; and
- the belief that filling out the census form might not benefit the participant.

Much of the funding triggered by census results ends up as fuel for programs that help lower-income and underrepresented populations. For instance, the census results determine choices about which roads are fixed, where schools are built, who qualifies for school lunches and Medicaid, where businesses can be opened, which local programs are eligible for grants, and what medical services are offered. Undercounting on the census can lead to the loss of a seat in the U.S. House of Representatives and federal funding shortfalls.

There is more information on the national [2020 Census Jobs webpage](#) about applying, and the Census Bureau's [social media toolkit](#) helps residents promote census jobs in the community. Most questions about the local census efforts are answered on [MarinCensus2020.org](#) and [www.census.gov](#).

###



NEWS RELEASE

www.marincounty.org/news

Contact:**Liz Darby**

SOCIAL EQUITY PROGRAMS
AND POLICY COORDINATOR
Community Development
Agency

Marin County Civic Center
3501 Civic Center Drive
Suite #304
San Rafael, CA 94903
415 473 6276 T
CRS Dial 711
ldarby@marincounty.org
[Fair housing webpage](#)

Lorenzo Cordova

DISTRICT 4 AIDE
Board of Supervisors

Marin County Civic Center
3501 Civic Center Drive
Suite 328
San Rafael, CA 94903
415 473 3092 T
CRS Dial 711
lcordova@marincounty.org
[CDA webpage](#)

For Immediate Release

September 12, 2019

Learn More About 2020 Census at Sept. 19 Forum

Participation will determine federal funding and representation for local residents

San Rafael, CA – Officials in Marin County are already busy working to boost awareness in the [2020 U.S. Census](#) to maximize local participation when it takes place next spring and summer. A free public forum is set for 8:30 a.m. to noon on Thursday, September 19, to help answer questions about the process.

The County of Marin is cohosting the [Marin Communications Forum](#) session with [First 5 Marin](#). “Make Marin Count” will take place in the Board of Supervisors chamber (Suite 330) of the Marin County Civic Center, 3501 Civic Center Drive, San Rafael. RVSPs may be made [via email](#).

The forum will feature representatives from the U.S. Census Bureau, the California Census Office, the [Marin County Community Development Agency](#) (CDA), the [Marin County Board of Supervisors](#), Asian Americans Advancing Justice, United Way Bay Area, and Canal Alliance.

Census participation secures federal funding for many programs and services. An accurate count will help identify more about who Marin is, how its growing, and what resident needs are now and in the future.

Five barriers have been identified that might prevent people from participating:

- concerns about data privacy and confidentiality;
- the fear of repercussions;
- distrust in all levels of government;
- the feeling that it doesn’t matter to be counted; and
- the belief that filling out the census form might not benefit the participant.

According to state data, Marin residents who have been historically undercounted in past include older adults over the age of 65, children under the age of 5, immigrants and refugees, residents with low English proficiency, disabled residents, veterans, farmworkers, renters and younger highly mobile adults. The groups are considered “hard-to-count” and are at risk of undercount in 2020. Others might be willing to participate but have limited access to technology and as a result are

-more-

considered difficult to reach by an online survey.

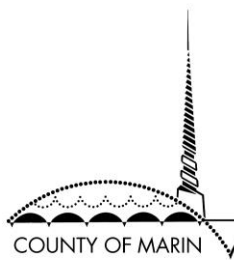
This census is being labeled as the “first digital census” whereby households will have the option of responding online, by mail, or by phone. Nearly every household will receive an invitation to participate in the census from either a postal worker or a census worker, but it’s expected that 95 percent of residents will receive an invitation by mail. To spread out the number of users responding online, the U.S. Postal Service will stagger the delivery of the invitations over several days. By its own estimates, the federal government expects less than 1 percent of households will be counted in person by a census official, most of those being residents living in remote areas.

Earlier this year, the County CDA partnered with the City of San Rafael, City of Novato, and Canal Alliance to create MarinCensus2020.org and established a Complete Count Committee comprised of a wide variety of residents. The committee’s goal is to help create encouraging messages that explain the importance of the census and assure confidentiality. About 50 committee members met in March. They are working with state, regional, and local community organizations to coordinate census promotions in different languages.

In 1990, an estimated 4 million Californians were not counted, leading to the loss of a seat in the U.S. House of Representatives and a shortfall of about \$2 billion in federal funding. The state received an estimated \$115 billion in federal funding in 2016-17 tied to the state’s population count.

Questions about the census? Most are answered on MarinCensus2020.org and www.census.gov.

###



NEWS RELEASE

www.marincounty.org/news

Contact:**Kristin Drumm**

SENIOR PLANNER
Community Development
Agency

Marin County Civic Center
3501 Civic Center Drive
Suite 304
San Rafael, CA 94903
415 473 6290 T
CRS Dial 711
kdrumm@marincounty.org
[CDA webpage](#)

Lorenzo Cordova

DISTRICT 4 AIDE
Board of Supervisors

Marin County Civic Center
3501 Civic Center Drive
Suite 328
San Rafael, CA 94903
415 473 3092 T
CRS Dial 711
lcordova@marincounty.org
[CDA webpage](#)

For Immediate Release

July 3, 2019

Marin Focusing on Outreach for 2020 Census

Participation will determine federal funding and representation for local residents

San Rafael, CA – The Marin County Board of Supervisors on July 9 will consider authorization of a public outreach contract to increase awareness and maximize local participation in the [2020 U.S. Census](#).

On June 27, the U.S. Supreme Court [blocked the addition of a citizenship question](#) on the census sought by the Trump Administration. On July 2, the White House said it would print the census forms without a citizenship question. Local plans for administering the census on April 1, 2020, are moving forward.

"An accurate census count is critical not only on a national scale but here in Marin County," said Board President Kate Sears, Co-Chair of Marin's Complete Count Committee. "With an accurate count, we learn more about who we are, how we're growing, and what our needs are now and in the future."

Supervisor Dennis Rodoni, the Complete Count Committee Co-Chair, said census participation secures federal funding for many programs and services. "People living here depend on those programs to live safe, secure, healthy lives," he said. "Undercounting would limit that funding and skew numbers that help assure accurate voter representation."

On February 5, 2019, the Board approved an \$100,000 opt-in outreach agreement from the [California Complete Count Census 2020](#) office to fund outreach and assistance activities to ensure a complete and accurate count for the 2020 census. The County and the [Marin Community Foundation](#) have contributed an additional \$50,000 each toward the effort. On July 9, the Board plans to consider an agreement with [Canal Alliance](#), in the not-to-exceed amount of \$120,000, to conduct countywide outreach for all hard-to-count local populations.

According to preliminary data, the Marin residents least likely to fill out a census form or considered "hard to count" by census workers are those living in West Marin, Marin City, San Rafael's Canal neighborhood and Lincoln Avenue, and pockets of downtown Novato. "Hard-to-count" populations include racial and ethnic minorities, people who speak languages other than English, those with low internet proficiency, young

people who move frequently or have plans to move soon, and rural residents, all people at risk of low response. Others might be willing but have limited access to technology and, as a result, are considered difficult to reach by an online survey.

This census is being labeled as the “first digital census” whereby households will have the option of responding online, by mail, or by phone. Nearly every household will receive an invitation to participate in the census from either a postal worker or a census worker, but it’s expected that 95 percent of residents will receive an invitation by mail. To spread out the number of users responding online, the U.S. Postal Service will stagger the delivery of the invitations over several days. By its own estimates, the federal government expects less than 1 percent of households will be counted in person by a census official, most of those being residents living in remote areas.

Earlier this year, the County’s [Community Development Agency](#) (CDA) – in partnership with the City of San Rafael, City of Novato and Canal Alliance – created [MarinCensus2020.org](#) and established a Complete Count Committee comprised of a wide variety of residents. The committee’s goal is to help create encouraging messages that explain the importance of the census and assure confidentiality. About 50 committee members met in March. They are working with state, regional, and local community organizations to coordinate census promotions in different languages.

“One vital way to increase participation is by reaching people in the languages they are most comfortable speaking,” Rodoni said. “People who live here are part of the Marin community, and the more we know the better we can serve them in culturally sensitive and authentic ways.”

In 1990, an estimated 4 million Californians were not counted, leading to the loss of a seat in the U.S. House of Representatives and a shortfall of about \$2 billion in federal funding. The state received an estimated \$115 billion in federal funding in 2016-17 tied to the state’s population count.

Five barriers have been identified that might prevent people from participating:

- concerns about data privacy and confidentiality;
- the fear of repercussions;
- distrust in all levels of government;
- the feeling that it doesn’t matter to be counted; and
- the belief that filling out the census form might not benefit the participant.

Questions about the census? Most are answered on [MarinCensus2020.org](#) and [www.census.gov](#).

###

CENSUS 2020

TAKE 10 MINUTES FOR A HEALTHY MARIN

Your 2020 Census information is
essential for planning response and
recovery of COVID-19



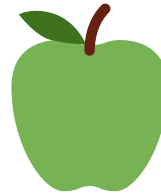
**Equal Access to
Testing and Treatment**



**Educational
Equity**



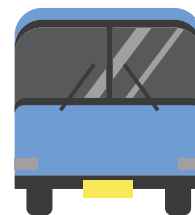
**Emergency Response
Preparedness**



Food Banks

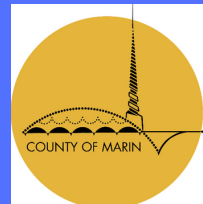


Workforce Recovery



**Transportation
Accessibility**

**RESPOND ONLINE: [MY2020CENSUS.GOV](https://my2020census.gov)
RESPOND BY PHONE: ENGLISH 844-330-2020 OR
RESPOND BY MAIL: PAPER FORMS MAILED OR
DELIVERED**



CENSO 2020

TÓMESE 10 MINUTOS PARA UN CONDADO DE MARIN MAS SALUDABLE

Su información del Censo 2020 es
esencial para planificar la respuesta y
recuperación de COVID-19



**Acceso justo para
todos para pruebas y
tratamientos**



**Escuelas con mejor
presupuesto**



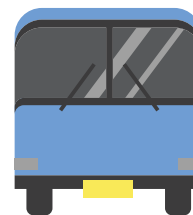
**Mas recursos ante
emergencias**



**Por mejor acceso
a servicios de
alimentación**



**Mejores oportunidades de
empleo y recuperación
económica**



**Mejor transporte
público**

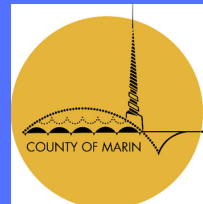
RESPONDA EN LÍNEA: [MY2020CENSUS.GOV](https://my2020census.gov)

RESPONDA POR TELÉFONO : EN ESPAÑOL

844-468-2020

RESPONDA EN PAPEL: CON LA PLANILLA

ENVIADA POR CORREO



MARIN CENSUS 2020

5 THINGS TO KNOW* ABOUT THE 2020 CENSUS

*and share with others



ANSWER ONLINE, BY PHONE OR BY MAIL BY JULY 31, 2020

Online go to MY2020CENSUS.GOV

Phone call 844 330 2020 in English or

844 468 2020 in Spanish



THE CENSUS IS SAFE, SECURE AND CONFIDENTIAL

Individual census responses are confidential and protected by law



THE CENSUS IS IMPORTANT AND BENEFITS EVERYONE IN MARIN COUNTY

The census count determines federal funding and political representation for the next 10 years



EVERYONE COUNTS

Count ALL people living at your address, even if you are not related, including young children!



THE CENSUS DOES NOT ASK ABOUT YOUR CITIZENSHIP OR IMMIGRATION STATUS

MARIN CENSUS 2020

5 COSAS QUE DEBE SABER* SOBRE EL CENSO DE 2020

*y compartir con otros



RESPONDA EN LÍNEA, POR TELÉFONO O POR CORREO ANTES DEL 31 DE JULIO DE 2020

En línea: MY2020CENSUS.GOV

Teléfono: Inglés 844 330 2020 o Español 844 468 2020



EL CENSO ES SEGURO Y CONFIDENCIAL

Las respuestas individuales del censo son confidenciales y están protegidas por la ley



EL CENSO ES IMPORTANTE Y BENEFICIA A TODOS EN EL CONDADO DE MARIN

El recuento del censo determina el financiamiento federal y la representación política para los próximos 10 años



CADA UNO CUENTA

¡Cuenta a TODAS LAS PERSONAS que viven en su dirección, aun si no está relacionado con usted, incluyendo a todos los chiquitos!



EL CENSO NO PREGUNTA SOBRE SU CIUDADANÍA O ESTATUS MIGRATORIO



Marin Census Social Media Toolkit

Here are sample posts you can use on your social media channels, or add as a personal touch to assist us with promoting 2020 Census participation in historically undercounted communities.

Spanish hashtags: #HagaseContar #Censo2020 #HazmeContar

English hashtags: #2020Census #CaliforniaForAll #EveryoneCounts

Facebook

Spanish/Español

¡Responda al censo de 2020 hoy para beneficiar a su familia y a su comunidad durante los próximos 10 años! Responda hoy desde su casa por teléfono celular, tableta o computadora en <https://my2020census.gov/> o por teléfono en Español al 844-468-2020.

Recommended image to post with this copy:



English

Option 1

Complete your 2020 Census today from home by going online to <https://my2020census.gov/> or calling 844-330-2020. For toll free phone numbers to complete the 2020 Census in other languages visit <https://2020census.gov/en/ways-to-respond/responding-by-phone.html>. Learn more at [2020Census.gov](https://2020census.gov).

Recommended image to post with this copy:

YOU DESERVE TO BE COUNTED.

MY COMMUNITY.
MY COMMITMENT.
COUNT ME IN.

MARIN
CENSUS
2020

**GET REAL-TIME TEXT
UPDATES IN YOUR LANGUAGE
415-338-9887**

LANGUAGE	TEXT THIS...
ENGLISH	COUNT
ARABIC	دادعت
CHINESE (simplified)	计算在内
FARSI	یرامش رس
HINDI	जनगणना
JAPANESE	国勢調査
KOREAN	센서스
PUNJABI	ਮਰਦਮਸ਼ੁਮਾਰੀ
SPANISH	CENSO
TAGALOG	KABILANG
TELUGU	జనగణన
VIETNAMESE	Thống kê dân số

Message and data rates may apply. Text EXIT to stop receiving messages from Bay Area Counts 2020.



Instagram

Spanish

¡Responda al censo de 2020 hoy para beneficiar a su familia y a su comunidad durante los próximos 10 años! Responda hoy desde su casa por teléfono celular, tableta o computadora en <https://my2020census.gov/> o por teléfono en Español al 844-468-2020.

Recommended image to post with this copy:



**USTED
MERECE
SER
CONTADO.**

MI COMUNIDAD.
MI COMPROMISO.
**CUENTA
CONMIGO.**
**MARIN
CENSUS
2020**

RECIBA MENSAJES DE TEXTO EN ESPAÑOL
con actualizaciones sobre el censo enviando la palabra
CENSO al numero **415-338-9887**



English

Complete your 2020 Census today from home by going online to <https://my2020census.gov/> or calling 844-330-2020. For toll free phone numbers to complete the 2020 Census in other languages visit <https://2020census.gov/en/ways-to-respond/responding-by-phone.html>. Learn more at 2020Census.gov.

Recommended image to post with this copy:

MY COMMUNITY.
MY COMMITMENT.
COUNT ME IN.

MARIN
CENSUS
2020

**YOU
DESERVE
TO BE
COUNTED.**

GET REAL-TIME TEXT
UPDATES IN YOUR LANGUAGE
415-338-9887

LANGUAGE	TEXT THIS...
ENGLISH	COUNT
ARABIC	دادعت
CHINESE (simplified)	计算在内
FARSI	ی رامنش رس
HINDI	जनगणना
JAPANESE	国勢調査
KOREAN	센서스
PUNJABI	ਮਰਦਮਸ਼ੁਮਾਰੀ
SPANISH	CENSO
TAGALOG	KABILANG
TELUGU	జనాభా
VIETNAMESE	Thống kê dân số

Facebook

You can help your community! Apply for one of thousands of temporary #2020CensusJobs. Census results determine the number of seats each state has in the U.S. House of Representatives as well as how funds are spent on roads, schools and hospitals.

Apply online at 2020census.gov/jobs. #ApplyToday

Recommended image to post with this copy:



Instagram

Be a Census Taker and make a difference in your community. Click link in bio to learn more and apply, or visit our Website: 2020census.gov/jobs.

#2020CensusJobs #ApplyOnline

Recommended image to post with this copy:



Twitter

You can make a difference and help your community by applying for a temporary 2020 Census job. Responses to the census make a real difference. Apply online at 2020census.gov/jobs.

Recommended image to post with this copy:



LinkedIn

You can help your community by applying for a temporary 2020 Census job. The pay is competitive. You will be paid weekly, and the hours are flexible. The U.S. Census Bureau is recruiting now. Apply online at 2020census.gov/jobs. #2020CensusJobs #ApplyNow

Recommended image to post with this copy:



If you forgot to count your baby in your #2020Census response, you can add them now—just visit my2020Census.gov and resubmit your answers, making sure to count everyone living at your address on April 1, 2020. #CountAllKids #NationalBabyDay



When you count all the children living at your address in the Census, programs in your community—like child care and food assistance—get more of the funding they need. Get more information at 2020Census.gov. #2020Census #CountAllKids



El Censo es para todos los que viven en los Estados Unidos. Los bebés también cuentan—si nacieron en o antes del 1 de abril de 2020. Responde hoy en my2020Census.gov. #CountAllKids #NationalBabyDay #Census2020



Si se te olvidó contar a tu bebé en el Censo, puedes contarlos ahora—solo visita my2020Census.gov y reenvía tus respuestas. Asegúrate de contar a todos los que viven en tu dirección el 1 de abril de 2020. #CountAllKids #NationalBabyDay #Census2020



Facebook

You can help your community! Apply for one of thousands of temporary #2020CensusJobs. Census results determine the number of seats each state has in the U.S. House of Representatives as well as how funds are spent on roads, schools and hospitals.

Apply online at 2020census.gov/jobs. #ApplyToday

Recommended image to post with this copy:



Instagram

Be a Census Taker and make a difference in your community. Click link in bio to learn more and apply, or visit our Website: 2020census.gov/jobs.

#2020CensusJobs #ApplyOnline

Recommended image to post with this copy:



Twitter

You can make a difference and help your community by applying for a temporary 2020 Census job. Responses to the census make a real difference. Apply online at 2020census.gov/jobs.

Recommended image to post with this copy:



LinkedIn

You can help your community by applying for a temporary 2020 Census job. The pay is competitive. You will be paid weekly, and the hours are flexible. The U.S. Census Bureau is recruiting now. Apply online at 2020census.gov/jobs. #2020CensusJobs #ApplyNow

Recommended image to post with this copy:



Marin Census Social Media Toolkit

Here are sample posts you can use on your social media channels, or add as a personal touch to assist us with promoting 2020 Census participation in historically undercounted communities.

Spanish hashtags: #HagaseContar #Censo2020 #HazmeContar

English hashtags: #2020Census #CaliforniaForAll #EveryoneCounts

Facebook

Spanish/Español

Usted puede responder al Censo de 2020 hoy para beneficiar a su familia y comunidad

En Línea: <https://my2020census.gov/>

Por Teléfono: En español llame al 844-468-2020

En Papel: El cuestionario llegará a su casa entre el 8 y el 16 de abril

Recommended image to post with this copy:





English

Option 1

Online: <https://my2020census.gov/>

By Phone: English call toll free 844-330-2020 for other languages go to
<https://2020census.gov/en/ways-to-respond/responding-by-phone.html>

On Paper: Paper Census forms will sent to your home between April 8-16 for more information go to
<https://2020census.gov/en/ways-to-respond/responding-by-mail.html>

In Person: At the end of May 2020 census takers will begin contacting households to help them complete the questionnaire if they did not respond by the end of April 2020. For more information go to
<https://2020census.gov/en/census-takers.html>

Recommended image to post with this copy:



Instagram

Spanish

Usted puede responder al Censo de 2020 hoy para beneficiar a su familia y comunidad

En Línea: <https://my2020census.gov/>

Por Teléfono: En español llame al 844-468-2020

En Papel: El cuestionario llegará a su casa entre el 8 y el 16 de abril

Recommended image to post with this copy:



English



English

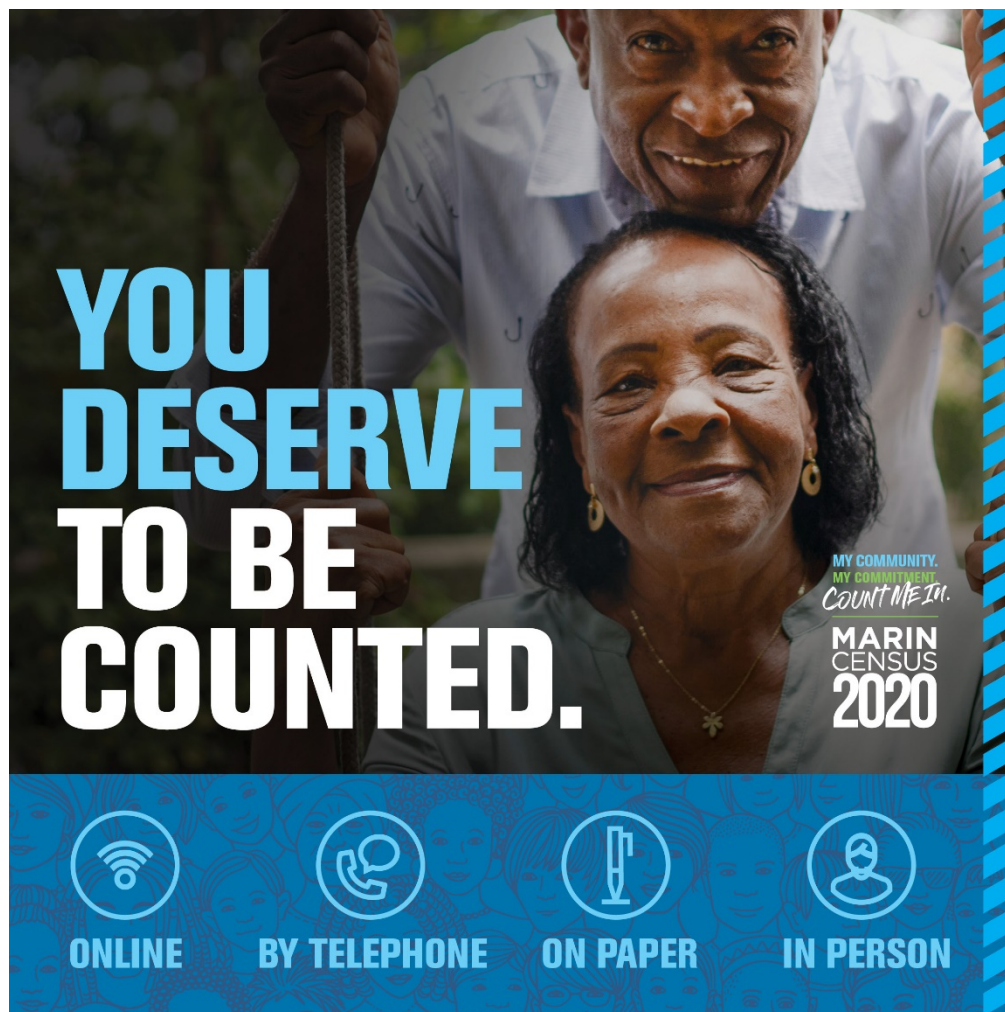
Online: <https://my2020census.gov/>

By Phone: English call toll free 844-330-2020 for other languages go to <https://2020census.gov/en/ways-to-respond/responding-by-phone.html>

On Paper: Paper Census forms will sent to your home between April 8-16 for more information go to <https://2020census.gov/en/ways-to-respond/responding-by-mail.html>

In Person: At the end of May 2020 census takers will begin contacting households to help them complete the questionnaire if they did not respond by the end of April 2020. For more information go to <https://2020census.gov/en/census-takers.html>

Recommended image to post with this copy:



MI COMUNIDAD. MI COMPROMISO.

CUENTA CONMIGO PARA MARIN



ME UNO AL COMPROMISO DE ESTA CAMPAÑA
apoyando un completo, justo y preciso Censo 2020
de todos los que viven en nuestro condado

PROMISA EN LÍNEA EN MarinCensus2020.org

**MARIN
CENSUS
2020**

MY COMMUNITY. MY COMMITMENT

COUNT ME IN FOR MARIN



BY JOINING THIS PLEDGE CAMPAIGN,
I support a full, fair and accurate 2020 Census
count of everyone who lives in our county

PLEDGE ONLINE AT MarinCensus2020.org

**MARIN
CENSUS
2020**

CUENTA CONMIGO

ME COMPROMETO A: *(marque todo lo que corresponda)*

- ☐ Ser un mensajero y compartir información con mis amigos, familiares y vecinos sobre la importancia del censo
- ☐ Hacer contado en el censo en abril de 2020

ME GUSTARÍA RECIBIR ACTUALIZACIONES:

(marque todo lo que corresponda)

- ☐ Alertas por texto
- ☐ Alertas por correo electrónico

Correo Electrónico:

Numero de teléfono:

REGÍSTRESE EN LÍNEA EN MarinCensus2020.org



COUNT ME IN

I PLEDGE TO: *(check all that apply)*

- ☐ Be a trusted messenger and tell friends, family and neighbors about why the census matters
- ☐ Complete the Census in April 2020

I WOULD LIKE TO RECEIVE UPDATES: *(check all that apply)*

- ☐ By text message
- ☐ By email

Email:

Phone:

SIGN UP ONLINE AT MarinCensus2020.org



WHAT IS THE CENSUS AND WHY IS IT SO IMPORTANT?



The U.S. Constitution requires that every person living in the United States is counted every ten years. **The next census will take place from March through July of 2020.**

Census data are important to our democracy—these data determine apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government.

Census data also guides the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families and communities.

WE ONLY GET ONE CHANCE EVERY TEN YEARS
AT ACHIEVING A FULL COUNT—THESE DATA WILL INFORM
IMPORTANT POLICY DECISIONS AND DETERMINE FEDERAL
FUNDING ALLOCATIONS FOR A DECADE.

FOR MORE INFORMATION GO TO:
marincensus2020.org

TOP 10 CENSUS GUIDED FEDERAL PROGRAMS

- ➔ Medicaid
- ➔ Supplemental Nutritional Assistance (SNAP)
- ➔ Medicare
- ➔ Highway Planning and Construction
- ➔ Section 8 Housing
- ➔ Title 1 Grants to Local Education Agencies
- ➔ National School Lunch Program
- ➔ Special Education Grants
- ➔ State Children's Health Insurance (CHIP)
- ➔ Head Start/ Early Head Start



¿QUÉ ES EL CENSO Y POR QUÉ ES TAN IMPORTANTE?



La Constitución de EE.UU. requiere que toda persona que viva en los Estados Unidos sea contada cada 10 años. **El próximo censo se llevará a cabo de marzo a julio de 2020.**

La información del censo es importante para nuestra democracia, estos datos determinan el reparto de escaños en la Cámara de Representantes de los EE.UU. y como las líneas de los distritos electorales son trazadas en todos los niveles de gobierno.

La información del censo también guía la asignación de más de \$800 mil millones de dólares en financiamiento federal para programas que son esenciales para el bienestar de las familias y las comunidades.

SOLAMENTE TENEMOS UNA OPORTUNIDAD CADA 10 AÑOS
PARA LOGRAR UN CONTEO COMPLETO, ESTOS DATOS
INFORMARÁN DECISIONES POLÍTICAS Y DETERMINARÁN LA
ASIGNACIÓN DE FONDOS FEDERALES DURANTE UNA DÉCADA.

PARA MÁS INFORMACIÓN:
marincensus2020.org

LOS10

PROGRAMAS FEDERALES PRINCIPALES DIRIGIDOS POR DATOS DEL CENSO

- ➔ Medicaid
- ➔ Programa de Asistencia Nutricional Suplementaria (SNAP)
- ➔ Medicare
- ➔ Planificación y Construcción de Carreteras
- ➔ Vivienda Sección 8
- ➔ Título 1 Subvenciones a Agencias Locales de Educación
- ➔ Programa Nacional de Almuerzo Escolar
- ➔ Programa Nacional de Almuerzo Escolar
- ➔ Seguro Estatal de Salud para Niños (CHIP)
- ➔ Head Start/ Early Head Start



CENSUS 2020

TAKE 10 MINUTES FOR A HEALTHY MARIN

Your 2020 Census information is
essential for planning response and
recovery of COVID-19



**Equal Access to
Testing and Treatment**



**Educational
Equity**



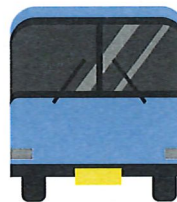
**Emergency Response
Preparedness**



Food Banks



Workforce Recovery



**Transportation
Accessibility**

**RESPOND ONLINE: [MY2020CENSUS.GOV](https://my2020census.gov)
RESPOND BY PHONE: ENGLISH 844-330-2020 OR
RESPOND BY MAIL: PAPER FORMS MAILED OR
DELIVERED**



CENSO 2020

TÓMESE 10 MINUTOS PARA UN CONDADO DE MARIN MAS SALUDABLE

Su información del Censo 2020 es
esencial para planificar la respuesta y
recuperación de COVID-19



**Acceso justo para
todos para pruebas y
tratamientos**



**Escuelas con mejor
presupuesto**



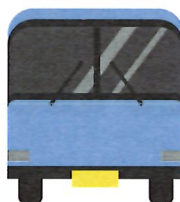
**Mas recursos ante
emergencias**



**Por mejor acceso
a servicios de
alimentación**



**Mejores oportunidades de
empleo y recuperación
económica**



**Mejor transporte
público**

RESPONDA EN LÍNEA: MY2020CENSUS.GOV

RESPONDA POR TELÉFONO : EN ESPAÑOL

844-468-2020

RESPONDA EN PAPEL: CON LA PLANILLA

ENVIADA POR CORREO



TODO LO QUE DEBEMOS SABER
**INMIGRACIÓN,
COVID-19
Y CENSO 2020**

CANAL
ALLIANCE

MARIN
2020



LIVE

Martes 28 de Julio - 6:00 pm



Escuchemos en vivo a los expertos de ILRC y
Canal Alliance y hagamos preguntas

MARIN
CENSUS
2020

5 THINGS TO KNOW*
ABOUT THE 2020 CENSUS

*and share with others



**ANSWER ONLINE, BY PHONE
OR BY MAIL BY JULY 31, 2020**

Online go to MY2020CENSUS.GOV
Phone call 844-330-2020 in English or
844-468-2020 in Spanish



**THE CENSUS IS SAFE, SECURE
AND CONFIDENTIAL**

Individual census responses are confidential
and protected by law



**THE CENSUS IS IMPORTANT AND
BENEFITS EVERYONE IN MARIN
COUNTY**

The census count determines federal funding
and political representation for the next 10 years



EVERYONE COUNTS

Count ALL people living at your
address, even if you are not related,
including young children!



**THE CENSUS DOES NOT ASK
ABOUT YOUR CITIZENSHIP
OR IMMIGRATION STATUS**

YOU'VE GOT *Mail!*

Census Forms are
coming to your house.
Keep an eye out
because you deserve
to be counted!



MARIN
CENSUS
2020

Día Latino
del Censo en
San Rafael



LIVE

Transmisión en Vivo

22 de mayo
6:00pm

CANAL
ALLIANCE
MARIN
CENSUS
2020

Acompáñanos a una conversación con
Omar Carrera donde responderemos todas las
preguntas que podamos tener sobre el censo

CENSUS 2020

"MARIN CITY COUNTS"

**Essential services
for our future**



**CHILDCARE • FOOD PROGRAMS
AFTER SCHOOL PROGRAMS**

**It's easy...it's safe... it's important
Don't just think about it...just do it!**

Complete online, by phone, or mail • Deadline Oct 31, 2020
<https://my2020Census.gov>





91 Larkspur Street
San Rafael, CA 94901

RESIDENTIAL CUSTOMER

NONPROFIT ORG
US POSTAGE PAID
SAN RAFAEL, CA
PERMIT NO. 384

ECRWSS

Usted está aún a tiempo de responder el Censo 2020 y de esta manera asegurar que los cambios profundos que queremos y necesitamos sean posibles en los próximos 10 años.

RESPONDER EL CENSO TOMA UNOS 10 MINUTOS Y ES GRATUITO:

- 1.** Con un teléfono, computadora o tableta a través del sitio my2020census.gov
- 2.** Con una rápida llamada telefónica en español al número **844-468-2020**
- 3.** O con un formulario de papel que la habría sido enviado a su residencia en caso en su hogar no hayan respondido todavía

¿SABE QUÉ ES EL CENSO 2020? El censo es cuestionario que nos ayuda a saber cuántos y cómo somos en nuestro Condado de Marin. Saber cuántas personas viven en Marin ayuda a las autoridades a asignar dinero para programas de educación, vivienda, salud, vialidad y transporte, servicios para niños y ancianos, y asistencia para emergencias como el COVID-19. Igualmente, estos resultados sirven para tener un número correcto de representantes políticos que atiendan mejor nuestras necesidades.

Nuestra prosperidad depende en gran parte de los resultados del censo.

Cuando responda el censo no olvide incluir a todos los que con usted viven. Son sólo 9 preguntas sobre nuestra dirección y cuántas personas viven en nuestra residencia, y para cada uno de nosotros debemos decir el nombre y apellido, edad, sexo, y raza y etnia. El censo no pregunta si tenemos o no papeles y nuestras respuestas no serán compartidas con ninguna otra agencia o persona.

Responda el Censo 2020 cuanto antes y comparta esta información con todas las personas que usted conoce.

Si necesita ayuda visite www.californiacensus.org/es o llame al 877-352-3676.

You can still respond to the 2020 Census and ensure that the profound changes we want and need will be possible in the next 10 years.

ANSWERING THE CENSUS TAKES ABOUT 10 MINUTES AND IT'S FREE:

- 1.** Online by phone, computer or tablet at my2020census.gov
- 2.** By phone in English at **844-330-2020**
- 3.** By paper form that would have been mailed or delivered to your residence during the months of May and June

WHAT IS THE 2020 CENSUS? The census is a questionnaire that lets us know how many we are and who we are in Marin County. Knowing how many people live in Marin helps government allocate money for education, housing, health care, roads and transportation programs, child and elderly services, and emergency assistance such as the response to COVID-19. Likewise, these results ensure we have the appropriate level of political representation to meet our needs.

Our prosperity depends largely on the results of the census.

When you respond to the census don't forget to include everyone living in your household. You just have to answer 9 questions about your address, how many people live in your residence, their first and last name, age, sex, race and ethnicity. The census does not ask about immigration status and your answers will not be shared with any other agency or person.

Respond to the 2020 Census as soon as possible and share the information in this postcard with everyone you know.

If you need help, visit www.californiacensus.org or call 877-352-3676.