FINAL REPORT TEMPLATE

General Information

Date of report | 11/13/20
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Organization / Entity | County of San Mateo
Responsible Person / Title | Emma Gonzalez, Manager Office of Community Affairs
Contact Person / Title | Megan Gosch, Management Analyst
Address | 400 County Center, 1st Floor, Redwood City, 94063
Email / Phone | mgosch@smcgov.org 650-722-3802

Narrative Report

1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau’s operational adjustments?

a. Goals:
   i. Achieve a Self-response rate of at least 75%
   ii. Increase participation in hard-to-count communities
   iii. Collaborate with the US Census Bureau, State, regional groups, the Regional CBO, San Mateo cities and special districts, and community organizations to avoid duplication and effectively community the Census message
   iv. Build additional capacity and strengthen San Mateo County community-based organizations through Census outreach efforts

b. Objectives:
   i. Amplify Census message by working with community partners through social media, newsletters, and email blasts
   ii. Ensure all residents have access to the online form and understand the Census form and have the tools to fill it out correctly through a robust Questionnaire Assistance Centers or Questionnaire Action Kiosks network

   1. This objective was revised due to COVID-19, as all QACs and QAKs were cancelled. A few of our partners created virtual or online QACs with telephone access to assist residents. Some partners set up QAKs at food distribution sites. We relied on the USCB’s MQA to assist at farmers markets. And late summer we

Due Date: November 16, 2020
began canvassing again to offer education and assistance for completing questionnaires.

iii. Educate residents about the importance of the Census by having Census Speakers attend community meetings, table at community events, and provide workshops at various locations
   1. These events were planned as part of the education and motivation phases of our plan, and therefore did occur before the Shelter-in-Place order for San Mateo County came through.

iv. Support local CBO capacity building and census outreach efforts through a County-funded RFP
   1. We published 4 RFPs

v. Increase awareness through existing canvassing programs and other adopt-a-block programs to have neighbors and trusted messengers reach people at their homes
   1. Canvassing was stopped March 17th, 2020 due to the County’s Shelter-in-Place order. In late summer, partners and county staff began canvassing again, and focused on the low response areas.

2) Reflecting on your own operations and outreach strategies throughout the 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, NRFU period).

Contracted partner’s operations
What worked well operationally?
   Operationally, one thing that worked very well was having a funded partner coordinate all the other funded partners. They used an online tool called Cureo, which enabled everyone to see the schedule of events, documents, new information, partners contact information and more in a very easy format. We wanted to limit the amount of emails everyone received, as well as from multiple people, so communications went through this portal application. This tool was used throughout our entire process: education, motivation, activation

What hindered the operations?

Contracted partner’s outreach
What outreach tactics worked well?
   Creating custom messaging for specific demographics, locations, and/or languages worked very well. We worked with each of our funded partners, by region, to review and craft messaging that was culturally-sensitive, and depicted images and messaging that would resonate with their communities. This again was during the entire process, of education through activation.

What hindered the outreach?
   The only major thing that hindered our outreach efforts was the Shelter-in-Place order and COVID-19. Thing were running smoothly, each funded partner had
implementation plans, outreach was happening, events were scheduled, and then on March 17th everything changed. The bulk of outreach efforts were to include door-to-door canvassing, in-person events, questionnaire assistance centers and kiosks, etc.

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.
   a. The largest challenge was the Shelter-in-Place order, as well as the fears or catching or spreading COVID-19. This hugely impacted our large on-the-ground, canvassing plans for both the County census team, as well as our funded partners. We all had to pivot our outreach strategies to include targeted digital outreach, mailings, flyers included with food distribution, social media, newsletters and more.
   b. Additionally, San Mateo County had the largest wildlife in over 100 years, which impacted one of our hardest-to-count, and the lowest self-response rate census tract in our county. Residents were evacuated, some lost their homes, and emergency response and relief efforts took priority over census during this tragic time. We continued working with our partners in those areas to ensure census information was incorporated to those in need. We also adapted our messaging to incorporate how census funding impacts emergency response activities.

4) For county and ACBO partners, what was the county (or region’s) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.
   a. San Mateo County’s 2010 self-response rate was 73.2%
   b. San Mateo County’s 2020 self-response rate was 78.6%
   c. Everything contributed to this increase in self-response. We had incredibly engaged Census Steering Committee and Complete Count Committee members. Our partner network was strengthened, and relationships deepened as we all worked through the incredible challenges faced.

5) 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.
   a. We established 8 community action team regions based upon the location of hard-to-count populations in San Mateo County. We published 4 RFPs, for a total of $1.28 million distributed to local community-based organizations. Our RFP requested identification of the regions our partners would be reaching with their outreach efforts. We then funded Thrive, the Alliance of Nonprofits to perform the role of the CAT Coordinator. They held monthly regional meetings to ensure all were informed of the latest messaging, successful outreach strategies, or problems identified. They also set up a project-team management site called CUREO, allowing for the easy distribution of information, scheduling of meetings, etc.
b. The County provided consistent messaging, printed collaterals including flyers, banners, stickers and bookmarks, census tshirts, hand fans, phone wallets, social media toolkits, phone-banking scripts and opportunities, and outreach toolkits to ensure all partners would be communicating the same overall messages but adapted to their specific communities.

c. These successful efforts resulted in stronger partnerships, increased capacity for our partners, and a model from which to base other outreach efforts on in the future.

6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.
   a. See Attachment A: County of San Mateo 2020 Census Partner Index

7) 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?
   a. Using the state-identified top languages for the County of San Mateo, materials were provided in English, Spanish and Chinese. For other populations that were identified through our partners, we also developed materials in Tongan, Tagalog, Arabic and Russian. Our funded partners provided in-language outreach to their communities. We worked with many ethnic media outlets including digital, print, local network tv and radio to ensure information was available our residents. We held briefings and streaming panels in Spanish and Chinese. Our team gave presentations in Spanish at several Latino Parent Meetings to engage and motivate community members.

   b. We also gave a presentation to the San Mateo County People with Disabilities Commission engaging community stakeholders and leaders.

8) 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.
   a. Towards the end of the census, when ending dates were changing week to week, we organized one last grass-roots door-to-door canvassing effort. We funded several organizations to perform this work, including the Saint Frances Center located in one of our lowest self-response census tracts, and a hard-to-count area. Working with Sister Christina, we provided kits to each canvassed which included: 1 re-suable mask (for the canvasser); 10 masks to give out to those who needed them; hand sanitizer; educations flyers in English, Spanish and Chinese covering the importance of the census on one side, and COVID-19 resources and information on the other; and a census flip book to assist them with outreach messages.

   b. Sister Christina’s promotoras were able to canvass three census tracts, which included the entire unincorporated area of North Fair Oaks, next to Redwood City. After completing their canvassing efforts, the self-response rates in that community rose 1.0%!
c. Sister Christina wrote:

“Just wanted you to know that the women are doing a really good job. Yesterday and today (since 9am this morning, they finished the 1/2 of NFO and six of them are now working on the other 1/2 of this Tract...they are keeping track of the people that allow them to assist with filling out the actual census. AND even though it is hot, they are laughing, encouraging each other, staying hydrated and doing a great job. It is getting super-hot so part of the team is done for the day and dependent on the temp this evening will start up again.

The women workers are sending me lots of photos...I love how much they are supporting each other while doing an important community service. I think they feel like they have really scored when someone allows or asks them for help to fill out the online census.”

9) Please add any suggestions for the 2030 Census efforts, including timelines.
   a. We recommend having messaging, collaterals and media plans created well in advance of the 2030 census – for example, we had already created all of our own internal messaging before the state provided anything because we
couldn’t wait any longer. Additionally, the media plan was very late, and not well organized in our region.

**Attachments**

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

a) SwORD uploads of completed activities  
   a. Uploaded by UWBA, Region 3 ACBO

b) Updated list of subcontractors  
   a. N/A - There were no subcontractors using State-supplied census funding

c) Evaluations or analytical reports, if any  
   a. See Attachment B: Analytical Reports

d) Sample products*  
   a. See Attachment C: Sample Products

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

**Submission**

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.
San Mateo County created a collaborative structure to implement strategies and coordinate throughout the county.

**County of San Mateo 2020 Census Steering Committee**

The County Census Steering Committee was convened by the County Manager’s Office to provide guidance, coordination, and support for census efforts across the county. The committee met every other month to:

- Review Complete Count Committee plans and progress
- Provide guidance for communication strategy and messaging
- Identify opportunities to support outreach through county/district/city programs and channels

Committee members included:

- Representatives of elected officials in each county district
- Leadership from County departments/offices that serve hard to reach populations
- City managers from jurisdictions that have high concentrations of hard to reach populations
County of San Mateo 2020 Census Complete Count Committee

The County of San Mateo, in partnership with the THRIVE Alliance of Nonprofits in San Mateo County and San Mateo County Economic Development Association (SAMCEDA), formed a Complete Count Committee to provide leadership, support, and coordination for county-wide census efforts. Diverse stakeholders across sectors were invited to join the Complete Count Committee and serve as champions for Census 2020.

Structure and Timeline

**January – March 2019:** Members of the committee met to:
- Strategize and plan for local census promotion
- Provide input for the County’s communication strategy and messaging
- Disseminate information through their programs, channels, and networks
- Engage trusted organizations and messengers in media and community outreach

**March – August 2019:** Members of the Committee formed Strategy Work Groups with other experts to develop localized strategies, messaging, and toolkits to promote Census 2020.

**June 2019 – Sept/Oct 2020:** Community Action Teams were formed in each region of the county to implement these strategies in coordination with Committee members. They will be led by trusted organizations that understand how best to encourage and support local residents in participating in the census. Complete County Committee continued to meet monthly through September 2020.
<table>
<thead>
<tr>
<th>Member</th>
<th>Affiliation</th>
</tr>
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<tbody>
<tr>
<td>Emma Gonzalez</td>
<td>San Mateo County – Office of Community Affairs</td>
</tr>
<tr>
<td>Georgia Antonopoulos</td>
<td>Thrive Alliance of Nonprofits</td>
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<tr>
<td>Rosanne Foust</td>
<td>San Mateo County Economic Development Assoc.</td>
</tr>
<tr>
<td>Ana Avendano / Teri Chin</td>
<td>Fair Oaks community Center</td>
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<tr>
<td>Anita Rees</td>
<td>Pacifica Resource Center</td>
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<tr>
<td>Pat Bohm</td>
<td>Daly City Partnership</td>
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<tr>
<td>Rita Mancera</td>
<td>Puente De La Costa Sur</td>
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<tr>
<td>Heather Cleary</td>
<td>Peninsula Family Service</td>
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<tr>
<td>Jilma Meneses / Jane Flout</td>
<td>Catholic Charities</td>
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<tr>
<td>Michelle Blakely</td>
<td>First 5 San Mateo County</td>
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<tr>
<td>Manufou Liaiga-Anoa'i</td>
<td>Head Start/IHSD</td>
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<tr>
<td>Mitchel Bailey</td>
<td>San Mateo County Community College District</td>
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<tr>
<td>Ka‘Ryn Holder-Jackson</td>
<td>Accel Adult Education Coalition</td>
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<tr>
<td>Lisa Mancini</td>
<td>SMC Aging &amp; Adult Services</td>
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<tr>
<td>Manuel Santamaria</td>
<td>Silicon Valley Community Foundation</td>
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<td>Doua Thor</td>
<td>Sobrato Family Foundation</td>
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<td>Christian Arana</td>
<td>Latino Community Foundation</td>
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<td>Jose Santos</td>
<td>Grove Foundation</td>
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<td>Darnell Cadette</td>
<td>Chan-Zuckerberg Initiative</td>
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<td>Stacey Wagner</td>
<td>Kaiser Permanente</td>
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<td>M. Stacey Hawver</td>
<td>Legal Aid of San Mateo County</td>
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<tr>
<td>Dorothy Hwang</td>
<td>Asian Law Alliance</td>
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<td>Lisa Putkey</td>
<td>San Mateo County Pride Center</td>
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<tr>
<td>Carol Elliott</td>
<td>Gatepath</td>
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<tr>
<td>Bruce Ives / Jacob Stone</td>
<td>Lifemoves</td>
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<tr>
<td>Diane Leeds</td>
<td>Peninsula People Power</td>
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<td>Ann Kuchins</td>
<td>League of Women Voters</td>
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<tr>
<td>Cesar Meza-Esveile</td>
<td>Multicultural Institute</td>
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<tr>
<td>Evan Jones</td>
<td>Mid-Peninsula Boys &amp; Girls Club</td>
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<tr>
<td>Stephanie Kim</td>
<td>United Way Bay Area</td>
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<td>Bradley Cleveland</td>
<td>San Mateo Labor Council</td>
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<tr>
<td>Jasmine Hartenstein</td>
<td>San Mateo County Immigrant Services</td>
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<tr>
<td>Sarah Fields</td>
<td>Jewish Community Relations Council</td>
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<tr>
<td>Bryan Kingston</td>
<td>Human Services Agency</td>
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<tr>
<td>Seamus Murphy</td>
<td>SamTrans</td>
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<td>Srija Srinivasan</td>
<td>San Mateo County Health</td>
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<tr>
<td>Michelle Vichez</td>
<td>Peninsula Conflict Resolution Center</td>
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<tr>
<td>Aliza Kazmi / Zahra Biloo</td>
<td>Council on American-Islamic Relations</td>
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<tr>
<td>Julio Garcia</td>
<td>Nuestra Casa</td>
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<tr>
<td>Pastor Bains</td>
<td>Project WeHope</td>
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<tr>
<td>Lorena Melgarejo</td>
<td>Faith in Action</td>
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**Funded Community-Based Partners**
The County of San Mateo published 4 Request for Proposals requesting 2020 Census outreach assistance. Applicants specified one more region(s) where their outreach activities would occur.

Funded partners included:

<table>
<thead>
<tr>
<th>Organization</th>
<th>Region(s) Covered</th>
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<tbody>
<tr>
<td>Bay Area Community Health Advisory Council</td>
<td></td>
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<td>Casa Cultural We Vote RWC</td>
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<tr>
<td>City of South San Francisco, South San Francisco Public Library Community Learning Center</td>
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<tr>
<td>Coastside Farmer’s Market</td>
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<tr>
<td>Council on American Islamic Relations</td>
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<td>Daly City Partnership</td>
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<tr>
<td>East Palo Alto Center for Communications Media</td>
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<td>Healthways, Inc</td>
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<tr>
<td>International Rescue Committee</td>
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<tr>
<td>JobTrain</td>
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<tr>
<td>Mid-Peninsula Boys and Girls Club</td>
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<tr>
<td>Multicultural Institute</td>
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<td>Nuestra Casa</td>
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<td>One East Palo Alto</td>
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<tr>
<td>Pacifica Resource Center</td>
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<tr>
<td>Peninsula Conflict Resolution Center</td>
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<tr>
<td>Pilipino Bayanihan Resource Center</td>
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<tr>
<td>Puente Costa de la Sur</td>
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<tr>
<td>Redwood City Public Library</td>
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<tr>
<td>San Mateo Area Chamber of Commerce</td>
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<td>Self Help for the Elderly</td>
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<td>Sequoia High School</td>
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<td>SIREN</td>
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<tr>
<td>San Mateo County Union Community Alliance</td>
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<td>StarVista – San Mateo Pride Center</td>
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<tr>
<td>Tax-Aid</td>
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<tr>
<td>Thrive, Alliance of Nonprofits</td>
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</table>

**Volunteer Census Ambassadors**
The County of San Mateo partnered with the San Mateo Adult School to launch a Census Ambassador Pilot Program. Adult schools are a source of support and connection for new immigrants. This program supports English as a Second Language (ESL) students who wanted to volunteer and make a difference in the 2020 Census. The program trained Census Ambassadors to educate fellow students and their broader networks about Census 2020 and encourage participation organically, in their native language. The pilot group provided critical feedback to refine, expand, and improve
the training curriculum, outreach tools and ultimately expand the Census outreach – whereby building capacity. As the pilot group, the San Mateo Adult School ambassadors tabled and presented to adult schools across the county as a team, reaching over 800 students. Individually, they reached more than 2,000 residents through personal and social media.

In total, over 130 volunteers from 12 diverse community groups were trained as Census Ambassadors. By April 2020, they had reached over 24,000 residents through a range of outreach strategies. The following organizations all created volunteer census ambassador programs:
- Ombudsman Services of San Mateo County
- San Francisco Peninsula People Power
- League of Women Voters North and Central
- League of Women Voters South
- Sequoia High School Dream Club
- Congregation Beth Am
- St. Veronica Parish
- Mid-Peninsula Boys and Girls Club.
## Attachment B:
**County of San Mateo 2020 Census – Digital Media Analytics**

<table>
<thead>
<tr>
<th>Channel - San Mateo County 2020 Census Program</th>
<th>Impressions</th>
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</thead>
<tbody>
<tr>
<td>Facebook &amp; Instagram</td>
<td>6,542,738</td>
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<tr>
<td>Television</td>
<td>1,539,072</td>
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<tr>
<td>Nextdoor</td>
<td>330,359</td>
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<tr>
<td>Billboards</td>
<td>14,444</td>
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<tr>
<td>Transit Shelters</td>
<td>455,164</td>
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<tr>
<td>Direct Mail</td>
<td>228,209</td>
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<tr>
<td>Online Radio</td>
<td>1,216,735</td>
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<tr>
<td>Twitter</td>
<td>495,766</td>
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<tr>
<td>Youtube</td>
<td>490,599</td>
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<tr>
<td>Digital Banners &amp; Video (online video and Connected TV)</td>
<td>11,531,522</td>
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<tr>
<td>Native Ads</td>
<td>892,144</td>
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<tr>
<td>Emails</td>
<td>687,152</td>
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<tr>
<td><strong>Totals</strong></td>
<td><strong>24,423,904</strong></td>
</tr>
</tbody>
</table>
Attachment C: Sample Products

Please see our Census 2020 website for guides, toolkits, communication calendars and resources created:

- Outreach Resources: [https://cmo.smcgov.org/census-2020-outreach-resources](https://cmo.smcgov.org/census-2020-outreach-resources)
- Social Media Guides
  - Communications Calendar – Jan – Sept 2020: [https://docs.google.com/document/d/1iRkFKBsy7gHPQF4XSh66q9znUTmWZi1ShxxJ0sQQbbQ/edit?usp=sharing](https://docs.google.com/document/d/1iRkFKBsy7gHPQF4XSh66q9znUTmWZi1ShxxJ0sQQbbQ/edit?usp=sharing)
- Outreach Toolkit: [https://cmo.smcgov.org/census-2020-outreach-toolkit](https://cmo.smcgov.org/census-2020-outreach-toolkit)

Assorted Swag: Hand fans, Postcards, Flipbooks, T-shirt, Coloring Books, Pens, Stickers, Phone Wallets, Stress Ball (star), Wrist bands
Bookmark

Make Your Family Count on the 2020 Census

Your friends on Sesame Street know that the 2020 Census helps fund the neighborhood schools and hospitals that kids depend on. That’s why it’s important to count babies, infants, and kids of all ages living in your home—no matter if they’re related to you or are living with you for less than a year.

It only takes 10 minutes to support kids for the next 10 years! Fill out your form by mail or online to

www.my2020census.gov

Let’s Make Everyone Count!

Shape your future, and our community’s future, by responding to the 2020 Census:

844 - 330 - 2020

Usted puede darle forma a su futuro y al futuro de nuestra comunidad, respondiendo al censo del 2020:

844 - 468 - 2020

你我未来，由此展开。
如何回答 2020 年人口普查

844 - 391 - 2020

Hubungan ang inyong kinabukasan.
Sagutin ang Sensus.

844 - 478 - 2020

My2020Census.gov

Bus Shelters

It’s set to be busier than ever in the 2020 Census!

Get Local About the Census!
County of San Mateo

County Digital Displays (in waiting areas, hallways, by elevators): rotating images in English, Spanish, Chinese and Tagalog

Digital Billboards

Everyone Counts! Visit your library for help.

¡Todos Cuentan! Visite su biblioteca para obtener ayuda.

OUR COMMUNITIES OUR STORIES OUR CENSUS

Stand Up and Be Counted! 站起来並被統計在內!
County of San Mateo

Door Hangers

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

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

County of San Mateo
Flyers

CENSUS 2020
What You Need to Know

With the COVID-19 public health crisis, it’s now more important than ever that we have an accurate count of everyone living in San Mateo County so we can better prepare for emergency or medical services, food distribution or housing assistance.

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

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

CENSUS 2020
What You Need to Know

What is it?
Every five years the Federal government is required to count everyone living in the United States.

Why is it important?
The U.S. Census Bureau collects information that every other decade is used to allocate federal funds and to help allocate those funds in the community.

What will be asked?
People will be asked about:
- Their gender
- Their age
- Whether they are a member of a household
- Whether they own or rent
- How many different kinds of housing units they live in
- Whether they talk to someone in another language in their home
- The types of transportation they have available

The information is only used for statistical analysis and not shared with other government agencies.

https://www.census.gov/2020census/
County of San Mateo

Medical Insert – sent to 100,000 clients

Newsletter / Utility Bill / Property Tax Inserts
Pledge Cards

Every 10 years, the Census Bureau counts all residents living in the U.S. This count affects the allocation of funding for our community’s public resources like schools, how we plan for the future, and our voice in government.

Census Day is April 1, 2020

Learn more about the importance of the 2020 Census and how to participate: www.smcCensus.org

I support a full 2020 Census count in San Mateo County!

Todos Cuentan

Makisama sa Kabuuan 2020 Census Talaan ng Bilang sa San Mateo County

#SmCensus #EveryoneCounts #BayAreaCounts2020
County of San Mateo

Posters

SamTrans Bus (Inside Bus)

Targeted Digital Media
There's still time to take the 2020 Census!

GET COUNTED AT
my2020census.gov

OR CALL
844-330-2020

¡PARTICIPE AHORA EN my2020census.gov O LLAME AL 844-468-2020!
YOUR RESPONSE MEANS up to $10,000 for...
better healthcare
better schools
better community
Shape your community from home.
TAKE THE CENSUS!

SU RESPUESTA SIGNIFICA hasta $10,000 para...
mejor asistencia médica
mejores escuelas
mejores comunidades
Dé forma a su comunidad desde casa.
¡TOME EL CENSO!

WE'RE ALL LOOKING FOR WAYS TO DO OUR PART.

TAKE THE 2020 CENSUS FOR A STRONGER COMMUNITY!

TODOS ESTAMOS BUSCANDO MANERAS DE HACER NUESTRA PARTE.

¡TOME EL CENSO 2020 PARA TENER UNA COMUNIDAD MÁS FIERA!

KEEP IT GOING, SAN MATEO COUNTY!

75% of our county has been counted in the 2020 Census!
MAKE SURE EVERYONE GETS COUNTED

¡SIGUE ADELANTE, CONDADO DE SAN MATEO!

¡El 75% de nuestro condado ha sido contado en el Censo 2020!
ASEGúRESE DE QUE TODOS SEAN CONTADOS
Follow the County’s social distancing and public health guidelines

Call or text to check on your friends and neighbors

Complete your 2020 Census from home, online at my2020census.gov or by phone at 844-330-2020

The 2020 Census means RESOURCES for:

Stand Up and Be Counted at my2020Census.gov

TIME IS RUNNING OUT—DON’T BE LEFT OUT!

¡EL TIEMPO SE ESTÁ ACABANDO, NO SE QUÉDE ATRÁS!

COMPLETE YOUR CENSUS BY SEPTEMBER 30!

¡COMPLETE SU CENSO ANTES DEL 30 DE SEPTIEMBRE!

NOW, MORE THAN EVER, YOUR VOICE IS NEEDED

SE NECESITA SU VOZ AHORA MÁS QUE NUNCA

TAKE THE CENSUS BEFORE SEPTEMBER 30!

¡TOME EL CENSO ANTES DEL 30 DE SEPTIEMBRE!

BE COUNTER!

¡MÁS CUALIDAD!
County of San Mateo

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We created a variety of videos, from organic self-created resident videos, to professionally filmed influencers. Links to resident videos created or requested/assisted individuals to create:

- Alex Melendrez: https://youtu.be/2i7cl6ZlJU
- Alyssa Nakken, SF Giants: https://youtu.be/vqNMKzUYQkY
- Arik Armstead, SF 49er: https://youtu.be/cFnBtS4L3s
- Assemblymember Marc Berman: https://youtu.be/Mo5yiPxtW8
- Belmont Library: https://youtu.be/hCJmmGT3cJc
- Ben Renda, SMC Veteran: https://youtu.be/EXZgoJ3CGuE
- Cecilia Marquez: https://youtu.be/X4gN1yCLoeM
- Dr. Charito Sico: https://youtu.be/yC70jr8uOy8
- Emily Beach, Mayor of Burlingame: https://youtu.be/2nhmCovPgoQ
- Emily Wu: https://youtu.be/Yo5bE4xYpsU
- Fiona Ma, State Treasurer: https://youtu.be/D93FLVmh9cQ
- Henrietta Burroughs, Editor: https://youtu.be/aYtgNwBnLYw
- Jennifer Maciel: https://youtu.be/7r1iitZyG0
- Juan Carlos Prado: https://youtu.be/xQuMmjVxbi0
- Julie Tang: https://youtu.be/BHykyTweCbA
- Lieutenant Governor Eleni Kounalakis and son Neo: https://youtu.be/dt9Eg8nZbWl
- Lilian Chang, SMC Youth Commissioner: https://youtu.be/Ah7o4bZeYQU
- Mike Brown, Golden State Warriors: https://youtu.be/435RvlSOx7w
- Michael Smith: https://youtu.be/bVvktHcz0z0
- Michael Spanton: https://youtu.be/MuaXgOxGDGA
- Nicole Stoney, Deputy Fire Marshall: https://youtu.be/FiMpmMEwSYM
- Portola Valley Mayor: https://youtu.be/OZ0X4T1FQdQ
- Sebastian Chavez: https://youtu.be/1tH8qdsE49Y
- Shelley Cheng, Census Ambassador: https://youtu.be/42ac1ScJZc
- Sienna Youth Center: https://youtu.be/0adNraIYX0s
- Suzanne Hughes: https://youtu.be/DEp7Q_6wDpk
- SMC County Manager Mike Callagy: https://youtu.be/cYOl2yGWRJU
- SMC Employees: https://youtu.be/DkJ8hzzZc
- SMC Libraries: https://youtu.be/GdEAEJ1P5qM
- SMC Supervisor Groom: https://youtu.be/g5EkoGwJJsA
There's still time to take the 2020 Census!

GET COUNTED AT
my2020census.gov

OR CALL
844-330-2020

¡PARTICIPA AHORA EN my2020census.gov! O LLAME AL 844-888-2020
It's not too late to be counted in the 2020 Census!

Your voice is essential in bringing health, housing, and education resources and services to our communities. You can take your census online at my2020census.gov or by calling 844-330-2020.

Fast Facts About the Census:
- Responses are confidential by law and will not be shared with landlords, property owners, law enforcement, or immigration.
- Remember to count children, parents, roommates, and everyone living in your household.
- The census is available in 13 languages online or over the phone.

For more information, please visit my2020census.gov or call 844-330-2020.

#SMC_CensusAffairs
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