



State of California – Government Operations Agency
 California Complete Count-Census 2020
 400 R Street, Suite 359
 Sacramento, CA 95811
 www.census.ca.gov
 (916) 852-2020

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	11/13/20
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, 1 st 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. Things 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 of 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 wildfire 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 t-shirts, 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

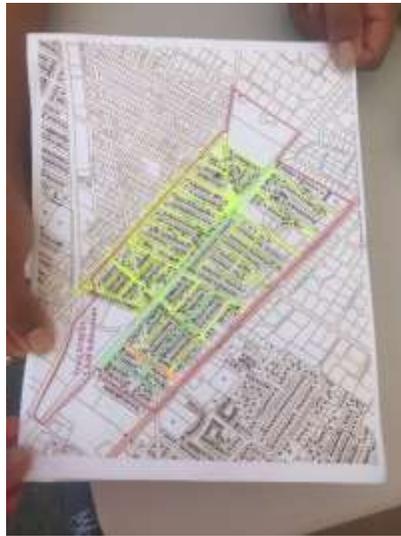
- 7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?
 - a. Using the state-identified top languages for the County of San Mateo, materials were 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; education 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)

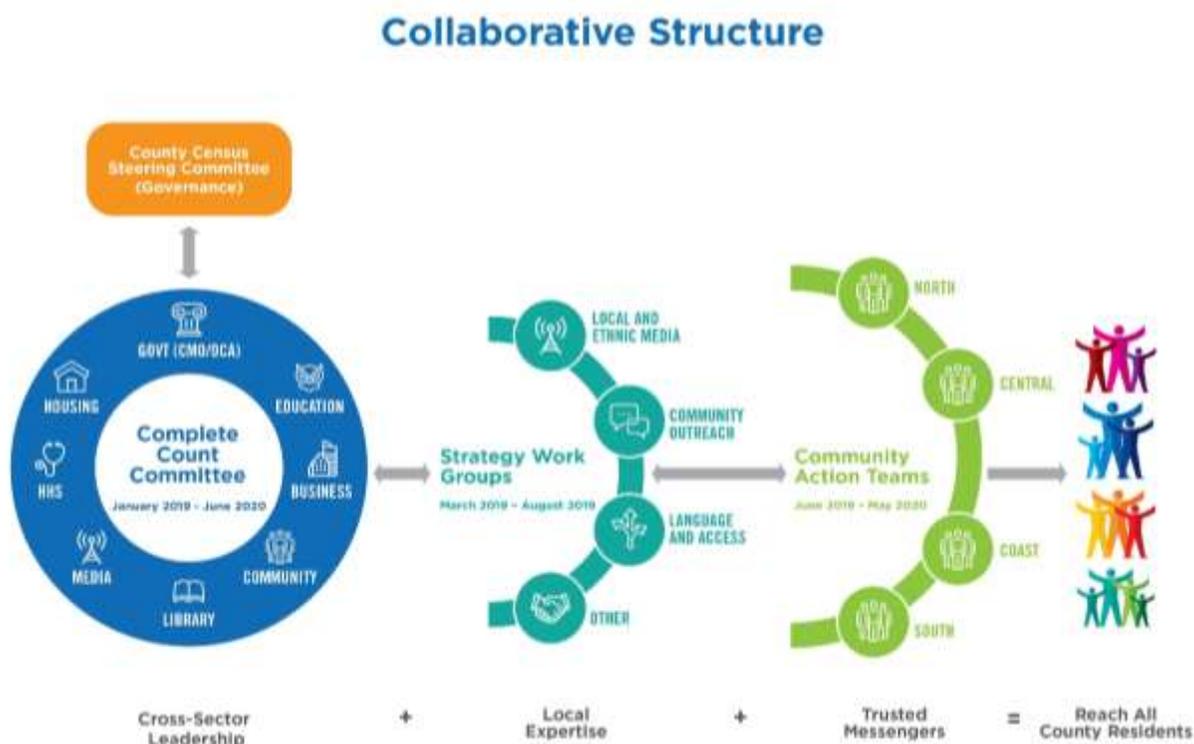
Submission

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.

Attachment A:

County of San Mateo 2020 Census Community Partner Index

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

Member	Title	Affiliation
Iliana Rodriguez	Deputy County Manager	County Manager's Office
Michelle Durand	Chief Communications Officer	County Manager's Office
Randy Torrijos	Legislative Aide	Board of Supervisors, District 1
Gina Quiney	Legislative Aide	Board of Supervisors, District 2
Chris Hunter	Chief of Staff	Board of Supervisors, District 3
Irving Torres	Senior Legislative Aide	Board of Supervisors, District 4
Tony Bayudan	Chief of Staff	Board of Supervisors, District 5
Alex Khojikian	Deputy City Manager	Redwood City
Sean Charpentier	Interim City Manager	City of East Palo Alto
Sheri Boles	Community Programs Manager	City of South San Francisco
Stephen Stolte	Assistant to City Manager	Daly City
Louise Rogers	Chief	SMC Health
Nicole Pollack	Director	SMC Human Services Agency
Ken Cole	Director	SMC Housing Department
Kim Cagno	Director	SMC Child Support Services
Anne-Marie Despain	Director	SMC Library Services
Nancy Magee	Superintendent	SMC Office of Education
Kitty Lopez	Executive Director	First 5 San Mateo

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.

County of San Mateo

Member	Affiliation
Emma Gonzalez	San Mateo County – Office of Community Affairs
Georgia Antonopoulos	Thrive Alliance of Nonprofits
Rosanne Foust	San Mateo County Economic Development Assoc.
Ana Avendano / Teri Chin	Fair Oaks community Center
Anita Rees	Pacifica Resource Center
Pat Bohm	Daly City Partnership
Rita Mancera	Puente De La Costa Sur
Heather Cleary	Peninsula Family Service
Jilma Meneses / Jane Flout	Catholic Charities
Michelle Blakely	First 5 San Mateo County
Manufou Liaiga-Anoa'i	Head Start/IHSD
Mitchel Bailey	San Mateo County Community College District
Ka'Ryn Holder-Jackson	Accel Adult Education Coalition
Lisa Mancini	SMC Aging & Adult Services
Manuel Santamaria	Silicon Valley Community Foundation
Doua Thor	Sobrato Family Foundation
Christian Arana	Latino Community Foundation
Jose Santos	Grove Foundation
Darnell Cadette	Chan-Zuckerberg Initiative
Stacey Wagner	Kaiser Permanente
M. Stacey Hawver	Legal Aid of San Mateo County
Dorothy Hwang	Asian Law Alliance
Lisa Putkey	San Mateo County Pride Center
Carol Elliott	Gatepath
Bruce Ives / Jacob Stone	Lifemoves
Diane Leeds	Peninsula People Power
Ann Kuchins	League of Women Voters
Cesar Meza-Esveile	Multicultural Institute
Evan Jones	Mid-Peninsula Boys & Girls Club
Stephanie Kim	United Way Bay Area
Bradley Cleveland	San Mateo Labor Council
Jasmine Hartenstein	San Mateo County Immigrant Services
Sarah Fields	Jewish Community Relations Council
Bryan Kingston	Human Services Agency
Seamus Murphy	SamTrans
Srija Srinivasan	San Mateo County Health
Michelle Vilchez	Peninsula Conflict Resolution Center
Aliza Kazmi / Zahra Billoo	Council on American-Islamic Relations
Julio Garcia	Nuestra Casa
Pastor Bains	Project WeHope
Lorena Melgarejo	Faith in Action

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:

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

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 support 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

County of San Mateo

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

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

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>
- Messaging Guide: <https://cmo.smcgov.org/sites/cmo.smcgov.org/files/documents/files/Messaging%20Guide%20Updated%20December%202019.pdf>
- Social Media Guides
 - June-Sept 2019: <https://cmo.smcgov.org/sites/cmo.smcgov.org/files/documents/files/Social%20Media%20Guide%20June-Sept%20July%2029%202019.pdf>
 - Oct-Dec 2019: <https://cmo.smcgov.org/sites/cmo.smcgov.org/files/documents/files/Social%20Media%20Guide%20Oct-Dec%202019.pdf>
 - Communications Calendar – Jan – Sept 2020: <https://docs.google.com/document/d/1iRkFKBsy7gHPQF4XSh66a9znUTmWZ11ShxxJ0sQQbbQ/edit?usp=sharing>
- 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



County of San Mateo

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 - even if they're not related to you or are living with you temporarily!

It only takes 10 minutes to support kids for the next 10 years! Call, return your form by mail, or go 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

Hubugin ang inyong kinabukasan. Sagutan ang Sensus.
844 - 478 - 2020

EVERYONE COUNTS
TODOS CUENTAN

CENSUS 2020
SAN MATEO COUNTY
STAND UP AND BE COUNTED!

MY2020CENSUS.GOV

Bus Shelters



County of San Mateo

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



Digital Billboards



County of San Mateo

Door Hangers

CENSUS 2020
SAN MATEO COUNTY
www.smc2020census.gov

STAND UP AND BE COUNTED!

What You Need to Know About the Census

- BUILD BETTER ROADS AND SCHOOLS
- FIND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES
- CREATE JOBS
- IMPROVE HOUSING

The 2020 Census is required by law and will not be shared with landlords, property owners, law enforcement or immigration.

Recibirá una invitación para tomar el censo antes del 1 de abril de 2020. ¡Ay que llegar a tiempo de contar a todos los personas del Condado de San Mateo para que podamos apoyar sus necesidades más urgentes!

www.SmcCensus.org
@SMC_CommAffairs

CENSUS 2020
SAN MATEO COUNTY
www.smc2020census.gov

STAND UP AND BE COUNTED!

¿Por qué le debe importar el Censo?

EL CENSO AYUDA A:

- CONSTRUIR MEJORES CARRETERAS Y ESCUELAS
- ENCONTRAR PROGRAMAS COMUNITARIOS PARA MAYORES, NIÑOS Y FAMILIAS
- CREAR TRABAJOS
- MEJORAR EL HOSPEDAJE

Recibirá una invitación para tomar el censo antes del 1 de abril de 2020. ¡Ay que llegar a tiempo de contar a todos los personas del Condado de San Mateo para que podamos apoyar sus necesidades más urgentes!

www.SmcCensus.org
@SMC_CommAffairs

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

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

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

Facts to Remember about the Census:

1. Responses are confidential by law and will not be shared with landlords, property owners, law enforcement or immigration.
2. Remember to count children, parents, grandparents and everyone living in your household.
3. Census data helps fund critical services such as affordable housing and housing assistance programs.
4. The census is available in 12 languages online or over the phone. Please go to my2020census.gov to participate today.
5. The census will NOT ask for your SSN, credit card information, or immigration status.

STAND UP and BE COUNTED | my2020census.gov

STAND UP and BE COUNTED

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

Su voz es esencial para esta comunidad, y merece ser contada. ¡Particpe ahora en my2020census.gov o llame al 844-330-2020!

您的声音对我们社区很重要。您值得被统计。现在就参加2020人口普查，请拨打844-330-2020（英文）或844-330-2020（普通话）或844-330-2020（广东话）。

Ang inyong tinig ay mahalaga sa komunidad na ito, karapat-dapat kang magbilang. Kwikin ang Censo ngayon sa my2020census.gov o sa 844-330-2020.

تسجيل الحصر العام 2020 - من أجل أن يكون صوتنا مسموعاً في مجتمعاتنا، نحتاج أن نحصى جميعنا. يمكنك أن تأخذ حصرنا الآن على my2020census.gov أو بالهاتف 844-330-2020 (إنجليزية) أو 844-330-2020 (مندرجة) أو 844-330-2020 (مندرجة).

Flyers

STAND UP and BE COUNTED in the 2020 CENSUS!

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.

YOUR WORK IS ESSENTIAL. YOUR FAMILY IS ESSENTIAL. YOUR HEALTH IS ESSENTIAL.

Participate today at my2020census.gov or 844-330-2020

¡TOME ACCIÓN Y HÁGASE CONTAR en el CENSO 2020!

Con la crisis de salud pública de COVID-19, ahora es más importante que nunca que tengamos un recuento preciso de todas las personas que viven en el Condado de San Mateo para poder prepararnos mejor para los servicios médicos/de emergencia, distribución de alimentos o asistencia para la vivienda.

SU TRABAJO ES ESENCIAL. SU FAMILIA ES ESENCIAL. SU SALUD ES ESENCIAL.

Particpe hoy en my2020census.gov o llame al 844-330-2020

CENSUS 2020
What You Need to Know

What is it?

- Every year, every U.S. resident (age 18+) is required to count once in living in the United States.
- The U.S. Census Bureau counts data that helps local, state, and federal governments decide what to do and how to spend the money they receive.
- The information is used to make decisions that affect our lives: roads, parks, and budget decisions.

COLLECTION

via all methods

Individuals can provide information in a number of ways:

- Online
- By phone
- In person
- By mail

PROCESSED AND ANALYZED

Information is processed and analyzed to produce the 2020 Census results.

Why is it important?

- Federal government
- State and local government
- Education
- Healthcare
- Transportation
- Housing
- Social Security
- Medicare
- Medicaid
- Immigration

What will be Asked?

- How many people live in your household?
- What is everyone's date of birth?
- What is everyone's race and ethnicity?
- How many people live in your household?
- What is everyone's date of birth?
- What is everyone's race and ethnicity?

EVERYONE COUNTS

Mailers

P.O. BOX PATRONS / PATRONES DE CAJAS POSTALES

Be on the lookout!
FOR A CENSUS CONTACT LETTER!

PARTICIPATING IN THE CENSUS helps give everyone a voice in government and ensures all communities get their fair share of funding for critical services like healthcare, housing, schools, roads and hospitals. That's why so many San Mateo County Residents have already pledged to **STAND UP & BE COUNTED!**

U.S. CENSUS

Be on the lookout!
FOR A CENSUS CONTACT LETTER!

PARTICIPAR EN EL CENSO helps give everyone a voice in government and ensures all communities get their fair share of funding for critical services like healthcare, housing, schools, roads and hospitals. That's why so many San Mateo County Residents have already pledged to **Stand Up & Be Counted!**

U.S. CENSO

ALERT! / ALERTA!

IF YOU LIVE IN A RURAL AREA and/or have a P.O. Box where you receive your mail, the U.S. Census will be home delivering or sending a contact letter to your physical address and will NOT be mailing your Census form to your P.O. Box. If you have not received any information by April 1, 2020 call (844) 330-2020.

THE CENSUS IS COMPLETELY FREE OF CHARGE. THERE IS NO COST TO YOU. YOU CAN COMPLETE THE CENSUS ONLINE OR BY MAIL. IT'S YOUR CHOICE. PLEASE DO NOT DELAY.

SI TU AREA TIENE UN P.O. Box where you receive your mail, the U.S. Census will be home delivering or sending a contact letter to your physical address and no (NO) te mailing your Census form to your P.O. Box. If you have not received any information by April 1, 2020 call (844) 330-2020. For the Spanish language please call (844) 400-2020.

EVERYONE COUNTS
CENSUS DAY
APRIL 1, 2020

WHAT YOU NEED TO KNOW

- Everyone, regardless of age, immigration status, or criminal history, needs to be counted.
- The census count is how we make sure everyone gets a voice in government and communities get their fair share of funding for programs and services.
- An undercount of our population could affect services to hospitals and children, planning for public works, transportation, or hospitals.
- By April 1, 2020 you will be making notifications about completing the census from either online, on paper, or over the phone.

HELP MAKE A DIFFERENCE

- Spread the word about the importance of participating in Census 2020.
- Join to be a Census Ambassador in your community (program starts late Feb 2020).
- Have open conversations with others and help with fears, anxiety, or address other barriers.
- View available resources on our website to distribute at neighborhood activities, block parties, or local farmers markets.
- Pledge to participate in Census 2020 and **Stand Up to be Counted!**

For more information visit our website at: www.smccensus.org

To pledge, text **COUNT** to **650-290-2743** and receive more information about Census 2020.

ATHERTON: TIME IS RUNNING OUT TO TAKE THE 2020 CENSUS!

OVER 73% of your neighbors have responded!

JOIN THEM TODAY!
my2020census.gov • 844-330-2020

Your voice is essential. Be Counted!

It is crucial that we all get counted. To make sure our investment has not trickled out on funding, share the story on the right or your neighborhood to take the census response!

IF YOU'VE ALREADY COMPLETED THE 2020 CENSUS - THANK YOU!

To make sure everyone in our community is counted, take a moment to text, call or email your friends and neighbors to remind them to join you at my2020census.gov - 844-330-2020.

MAKE YOUR VOICE HEARD in the 2020 CENSUS!

¡Haga que se escuche su voz en el Censo 2020!

844-330-2020
(844-330-2020) (Spanish)

Every additional person counted in the 2020 Census means up to \$10,000 for our community.

That's critical funding for schools, health care, affordable housing and more.

Count everyone in your household regardless of age or immigration status. By law, your responses are private and cannot be shared.

Tell your friends and neighbors to get counted in the 2020 Census today!

Cada persona adicional contada en el Censo del 2020 significa hasta \$10,000 para nuestra comunidad. Estos fondos son fundamentales para las escuelas, servicios médicos, la vivienda asequible, y más.

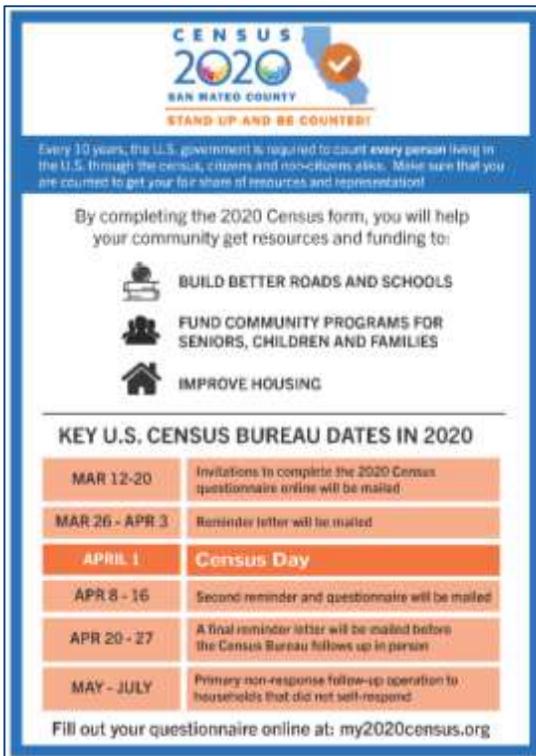
Cuente a todos en su hogar, independientemente de la edad o su estatus migratorio. Por ley, sus respuestas son privadas y no se pueden compartir.

¡Dígale a sus amigos y vecinos que se hagan contar en el Censo 2020 hoy mismo!

Medical Insert – sent to 100,000 clients



Newsletter / Utility Bill / Property Tax Inserts



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

EVERYONE COUNTS

**OUR COMMUNITIES
OUR STORIES
OUR CENSUS**

CENSUS
2020
SAN MATEO COUNTY
www.smccensus.org

Stand Up and Be Counted!

Pledge Cards

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

Join San Mateo County: Everyone Counts + Bay Area Counts 2020 by texting **SMC20** to **650-200-2743**
www.smccensus.org #SmcCounts #EveryoneCounts #BayAreaCounts2020

我支持在2020人口普查中圣马刁县每一个人都被计算在内

请给“计算”发短信 650-200-2743，加入圣马刁县每个人都应该被计算在内完成2020人口普查
www.smccensus.org #SmcCounts #EveryoneCounts #BayAreaCounts2020

¡Yo apoyo un censo completo para el Censo 2020 en el Condado de San Mateo!

Únete al Condado de San Mateo: Todos Cuentan + Bay Area Counts 2020 y textea **SMC20** al **650-200-2743**
www.smccensus.org #SmcCounts #EveryoneCounts #BayAreaCounts2020

Makikita sa San Mateo County at Bay Area Counts 2020 sa pakamagitan ng textong **SMC20** sa **650-200-2743**

Makikita sa San Mateo County at Bay Area Counts 2020 sa pakamagitan ng textong **SMC20** sa **650-200-2743**
www.smccensus.org #SmcCounts #EveryoneCounts #BayAreaCounts2020

County of San Mateo

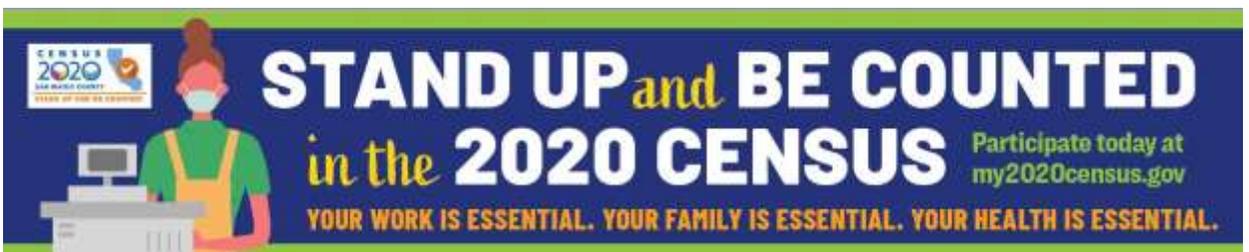
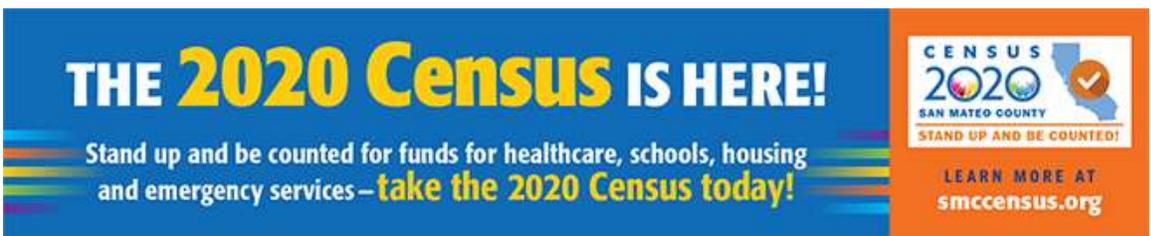
Posters



SamTrans Bus (Inside Bus)



Targeted Digital Media



¡SE ESTÁ ACABANDO EL TIEMPO PARA COMPLETAR EL CENSO 2020!

No pierda la fecha límite del 30 de septiembre.
¡COMPLETE EL CENSO HOY!

Ahora, más que nunca, se necesita su voz. No es demasiado tarde para hacerse contar y que se escuche su voz para su comunidad.

Cada persona adicional que sea contada significa hasta \$10,000 en fondos para:

- Escuelas
- Atención médica
- Servicios de emergencia
- Viviendas

Responder al censo es rápido y fácil
Puede ser contado en my2020census.gov
o por teléfono al 1-844-468-2020

CENSUS 2020
SAN MATEO COUNTY
¡VÁGASE CONTAR!

Por ley, el censo es confidencial. Sus respuestas son privadas y NO se pueden compartir. Esto es nuestra última oportunidad por los próximos diez años. ¡Asegúrese de que todos los miembros de su hogar sean contados hoy mismo!

¿Ya completó el censo de 2020? ¡Ayúdenos a asegurarnos de que todos sean contados! Buscando, enviando mensajes de texto o enviando un correo electrónico a 5 personas les rezo para recordarlos que se cuentan antes de la fecha límite.



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!

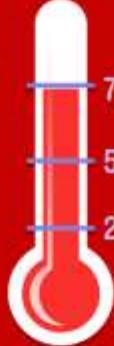
TODOS ESTAMOS BUSCANDO MANERAS DE
HACER NUESTRA PARTE.



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

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!**

COMPLETE YOUR CENSUS BY SEPTEMBER 30!

**¡EL TIEMPO SE ESTÁ ACABANDO,
NO SE QUEDE ATRÁS!**

¡COMPLETE SU CENSO ANTES DEL 30 DE SEPTIEMBRE!

**NOW, MORE THAN EVER,
YOUR VOICE IS NEEDED**

TAKE THE CENSUS BEFORE SEPTEMBER 30! **BE COUNTED!**

**SE NECESITA SU VOZ
AHORA MÁS QUE NUNCA**

¡TOME EL CENSO ANTES DEL 30 DE SEPTIEMBRE! **¡HÁGASE CONTAR!**

CENSUS 2020
SAN MATEO COUNTY
BE COUNTED - APRIL 1, 2020

Cada 10 años, el gobierno de los Estados Unidos debe contar, por medio del censo, a todas las personas que viven aquí, sin importar su estatus legal. ¡Asegúrese de ser contado para que obtenga una parte justa de los recursos y representación!

Al completar el cuestionario del Censo 2020, usted ayudará a su comunidad a recibir recursos para:

-  **CONSTRUIR MEJORES CARRETERAS Y ESCUELAS**
-  **FINANCIAR PROGRAMAS COMUNITARIOS PARA PERSONAS MAYORES, NIÑOS Y FAMILIAS**
-  **MEJORAR LA DISPONIBILIDAD DE VIVIENDAS**

FECHAS IMPORTANTES DE LA OFICINA DEL CENSOS DE LOS ESTADOS UNIDOS EN EL 2020

marzo 12-20	Las invitaciones para completar el cuestionario del Censo 2020 en línea se envían por correo.
26 de marzo - 3 de abril	Carta de recordatorio será enviada.
abril 1	Día del Censo
abril 8 - 16	Se envía un segundo recordatorio y cuestionario.
abril 20 - 27	Se envía la carta de recordatorio final antes de que la Oficina del Censo haga un seguimiento en persona.
mayo - julio	Operación principal de seguimiento a hogares que no respondieron por sí mismos.

Visítanos a www.SMCCENSUS.ORG #SmcCuenta

CENSUS 2020
SAN MATEO COUNTY
www.smccensus.org
#2020Census #SmcCuenta

**CENSUS IS A TOOL FOR CHANGE!
3 EASY WAYS TO BE COUNTED
IN THE CENSUS BY OCTOBER 31:**

- 1 Go online to my2020census.gov
- 2 Call 1-844-330-2020
- 3 Fill out the paper form and mail it back

 **WHY BE COUNTED?**
Being counted means **more money and representation for your neighborhood**. Each person counted brings **\$10,000** and important data to San Mateo County. That's funding for schools and childcare; medicare and health centers; jobs; roads; veterans services; homeless services; emergency services; and food programs for youth, families, and seniors!

THE CENSUS INFLUENCES YOUR FUTURE
Be sure to count yourself and every person living with you, including babies, because **everyone is important**. Remember that taking the Census is **quick, confidential** and your data is completely secure.

CENSUS 2020
SAN MATEO COUNTY
www.smccensus.org
#2020Census #SmcCuenta

人口普查是可以為我們帶來改變的工具！
三種方式參與人口普查
人口普查截止日期為10月31日：

- 1 登陸my2020census.gov網站填寫
- 2 撥打電話 1-844-391-2020 / 1-844-398-2020
- 3 填寫紙質表格並郵寄回來

 **為什麼要被統計在內？**
統計在內意味著為我們社區帶來更多的資金和代表。
每統計一個人就為美國帶來超過1萬美金和重要的數據。
這些資金用於支持學校和兒童保育、醫療保健中心、就業、道路、退伍軍人服務、無家可歸服務、緊急服務、以及青少年、家庭和有需要的食品項目！

人口普查影響您的未來
請確保統計您自己和您家中的每一名成員，包括兒童，因為每一種人都很重要。
請現在參與人口普查快捷、簡單，而且您的數據完全安全。

CENSUS 2020
SAN MATEO COUNTY
www.smccensus.org
#2020Census #SmcCuenta

**¡EL CENSO ES UNA HERRAMIENTA PARA EL CAMBIO!
3 MANERAS FÁCILES DE SER CONTADO EN EL CENSO HASTA EL 31 DE OCTUBRE:**

- 1 Vaya en línea a: my2020census.gov
- 2 Llame al: 1-844-468-2020
- 3 Complete el cuestionario por escrito y regrese por correo

 **¿POR QUÉ SER CONTADO?**
Ser contado significa **más dinero y representación para su vecindario**. Cada persona contada aporta **\$10,000** y datos importantes para el Condado de San Mateo. ¡Esto es financiación para escuelas y guarderías; Medicare y centros de salud; trabajos; carreteras; servicios de veteranos; servicios para personas sin hogar; servicios de emergencia; y programas de alimentos para jóvenes, familias y personas mayores!

EL CENSO INFLUYE EN SU FUTURO
Asegúrese de contarse a sí mismo y a todas las personas que viven con usted, incluyendo los bebés, porque **todos son importantes**. Recuerde que tomar el Censo es **rápido, confidencial** y sus datos están completamente seguros.

County of San Mateo

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/2i7cl62ZIJU>
- Alyssa Nakken, SF Giants: <https://youtu.be/vqNMKzUYQkY>
- Antonio Ruiz, Day Laborer: <https://youtu.be/l6G56XOniGw>
- Arik Armstead, SF 49er: <https://youtu.be/cFnBlfS4L3s>
- Assemblymember Marc Berman: <https://youtu.be/Mo5ylPXwtW8>
- Belmont Library: <https://youtu.be/hCJmmGT3cJc>
- Ben Renda, SMC Veteran: <https://youtu.be/EZgoJ3CGurE>
- Cecilia Marquez: <https://youtu.be/X4gN1yCLoeM>
- Cesar Meza, Multicultural Institute: <https://youtu.be/EP66ZGE0V7Y>
- Dr. Charito Sico: <https://youtu.be/yC70jr8uOy8>
- Emily Beach, Mayor of Burlingame: <https://youtu.be/2nhmCovPqoQ>
- 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/7r1iitZYqG0>
- Juan Carlos Prado: <https://youtu.be/xQuMmjVxbi0>
- Julie Tang: <https://youtu.be/BHykyTweCbA>
- Lieutenant Governor Eleni Kounalakis and son Neo: <https://youtu.be/dt9EgBnZbWI>
- Lilian Chang, SMC Youth Commissioner: <https://youtu.be/Ah7o4bZeaQU>
- Mike Brown, Golden State Warriors: <https://youtu.be/435RvLSOx7w>
- Michael Smith: <https://youtu.be/bVvktHcz0z0>
- Michael Spanton: <https://youtu.be/MuaXgRxDGBA>
- Nicole Stoney, Deputy Fire Marshall: https://youtu.be/F_jMpMEwSYM
- Portola Valley Mayor: <https://youtu.be/OZZ0X4T1FdQ>
- Sebastian Chavez: <https://youtu.be/1tH8qdsE49Y>
- Shelley Cheng, Census Ambassador: <https://youtu.be/42aclScJzBc>
- Sienna Youth Center: <https://youtu.be/0adNrAiX01s>
- Suzanne Hughes: https://youtu.be/DEp7Q_6wDpk
- SMC County Manager Mike Callagy: <https://youtu.be/cYOI2yGWRJU>
- SMC Employees: <https://youtu.be/DktQBhyszZc>
- SMC Libraries: <https://youtu.be/GdEAEJtP5gM>
- SMC Supervisor Groom: <https://youtu.be/g5EkoGWdJsA>

There's still time to take the
2020 Census!



GET COUNTED AT
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OR CALL
844-330-2020

¡PARTICIPE AHORA EN my2020census.gov O LLAME AL 844-330-2020

1922 **OUTFRONT**



OUTFRONT

CENSUS
2020
SAN MATEO COUNTY
STAND UP AND BE COUNTED!

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 right now 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.

Participa hoy en my2020census.gov o llamando al 844-468-2020. ¡Su voz es esencial!
Fakafonu ho'o Tohi Kakai 'i he my2020census.gov pē fefu'utaki ki he 844-330-2020.

For more information, please visit smccensus.org and follow us on Twitter or Instagram!

/ SMC_CommAffairs

/ SMC_CommAffairs

DUMBARTON EXPRESS BUS STOP
DB
511
dumbartonexpress.com
STOP ID: 53762

samTrans

SILVERADO