



State of California – Government Operations Agency GAVIN NEWSOM, Governor

<u>GAVIN NEWSOM, Governor</u> DITAS KATAGUE, Director

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

FINAL REPORT TEMPLATE

General Information

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Organization / Entity	County of Santa Clara (Office of the Census)
Responsible Person / Title	Nicholas Kuwada, Program Manager II
Contact Person / Title	Nicholas Kuwada, Program Manager II
Address	2460 North First Street Suite 220, San Jose, CA 95131
Email / Phone	nicholas.kuwada@ceo.sccgov.org / (408) 343-9924

Narrative Report

1) List your goal(s) and objectives as it appears in your strategic and implementation plan.

The following objectives were met using funds that were locally invested by the County and the funds administered by the California Complete Count Office.

A. Research on residents' census barriers and perceptions to inform

 -Establishing ambitious, realistic goals for the County's impact on
 response-rates;
 -Targeted messages, resources, and methods to reach hard-to-count

communities; and -Data-driven cost projections to implement a local complete count

strategy based on these research findings.

B. Use mapping and related technology to lay out strategy, monitor its implementation, adjust in real-time, and evaluate.

C. Build a comprehensive, research-based communications program to deliver the most relevant messages and information to the residents who need them via methods including earned media, paid media, social media, and mail.

D. Establish an outreach campaign that builds on the communications program with interactions between outreach workers/volunteers and residents that support and move residents to action; leveraging

-The existing reach among local residents of the County and potential partners across sectors and

-The capacity of community-based organizations (CBOs) both to reach and engage hard-to-count communities and to provide training, support and/or tools to enhance the effectiveness of other partners conducting outreach.

E. Develop tools to ensure access despite barriers of language, literacy, and unfamiliarity of the Census Bureau's, new technology.

F. Create workforce development activities to help meet the anticipated demand for thousands of local census outreach workers to be hired by both the US Census Bureau (Bureau) and local census stakeholders.

G. Establish, convene and manage the Santa Clara County Complete Count Committee (SC5) and its Steering Committee to provide a space for cross-sector partners with a stake in the decennial census to plan and act together to leverage their existing capacity and infrastructure and coordinate all parties' outreach to minimize duplication and gaps.

-The SC5 contributed professional expertise and lived experience; trusted messengers; knowledge of the Census rules and process; technology solutions and hardware; language and literacy capacities; venues/channels to reach residents; potential outreach workers; and workforce development infrastructure.

-SC5 leaders formed ten subcommittees around key areas of work that developed and implemented work plans; this effort was organized by County staff.

H. Active monitoring of the census landscape and advocating State and federal decisions that best support the County's goal of a complete count.

I. Partner with census stakeholders and leaders including those in state and federal government, local governments across the state and country, and nonprofit advocates. This includes \$1.35 million distributed to community-based organizations (CBOs) through the Silicon Valley Community Foundation (SVCF) to conduct census outreach projects to discrete language and cultural communities, overseen by County staff.

J. Conduct ongoing engagement with the State representatives of the Census Complete Count Office and the County Board of Supervisors as research and testing informed updates and expansions of the Census Project Strategic Plan.

What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

As a result of the unexpected COVID-19 pandemic, many aspects of the Santa Clara County census plan had to adapt to the new and evolving conditions presented dayby-day. Self-response rate goals and milestones were adjusted several times as the census timeline expanded and contracted. The most difficult part of the project was at the end when no one knew when the Bureau would cease operations due to ongoing litigation; luckily, the Census Bureau continued to release self-response rates (SRR) until the very end, so it was easier for the County to track and adjust SRR targets. In addition to SRR targets, the County began changing its "countdown-focused" messaging strategy into a more generalized push encouraging people to participate as soon as possible because the end date was unknown. In addition, County staff still attempted to implement a "census countdown" but instead focused on connecting census to holidays and to an increased digital presence in September and October.

In addition, although the County made plans to implement several tracking surveys through the County-selected vendor EMC Research, those funds were shifted to pay for more digital media, an expanded, direct mail program, and other in-language, census materials. Despite the changes, most of the State funding was still allocated primarily to a multilingual, media program built to reach all Santa Clara County residents and focused particularly on hard-to-count (HTC) populations. More details of the media program are provided below, but elements included multi-language printed collateral - such as flyers, signs, coloring book pages, placemats for senior nutrition programs, back-to-school flyers that were also added to backpacks for students most adversely affected by the pandemic, stickers and brochures, along with paid media in a diversity of mediums and channels.

Through the guidance of Board President Cindy Chavez, the Supervisors approved a referral for an additional \$1 million to help fund an extensive canvassing effort in underresponding census tracts of the county (namely, San Jose City Council Districts 3, 5, and 7, and Gilroy). The funds were locally invested and given to SVCF to then fund WPUSA to cover the costs of targeting 43,097 doors, 1,650 shifts and 49,500 attempts. In addition to the canvassing effort, WPUSA conducted 9,000 contacts through a predictive dialer phone banking system secured by the County, and a text banking program targeting non-responding HTC households. Unfortunately, due to the changing timeline of the census, the predictive dialer phone bank was not completed for the use of school data that was planned to be included but was implemented for the contacts already provided through census PDI. Lastly, WPUSA was charged with hiring 50 paid canvassers for 33 days, five Team Leads to manage canvassers, one field manager to oversee entire canvassing program, two volunteer coordinators to recruit, train, and deploy volunteers and train volunteers from email lists and referred to WPUSA via County staff, CBOs who are not participating in the Co-Managed Paid Program, unions, social media ads, and through coordination with other agencies working on Census. Using State funds, the County provided canvassers with English, Spanish, and Vietnamese flyers breaking down the census and providing households contacted or leave behind information for those WPUSA attempted to contact with ways to complete the census.

Due to COVID-19, funds were also diverted to a more extensive direct mail program. Using State funds, the County provided four rounds of mailers in English, Spanish, and Vietnamese directed to low-responding, HTC tracts timed to the final weeks of the census program. The County utilized data collected from its canvassing and phone banking efforts to refine targets for the mail program. Similarly, funding for outreach activities performed by County-contracted, census partners were shifted away from in-person events to digital outreach, questionnaire assistance hotlines, and phone banking. This shift in activities was especially daunting given the number of CBO partnerships and that every partner contract had to be renegotiated with the assistance of SVCF and amended. One of the required digital strategies CBOs were encouraged to comply with was the use of Outreach Circle. Outreach Circle is an app allowing County and CBO staff, volunteers and friends (collectively designated as "census champions") the ability to post census messages to their private contacts. The messages were created by the County and vetted through CBO partners. The app also allowed recipients the ability to join as a "census champion" furthering the chain of communication to their private contacts as well. Other digital strategies like Facebook live events with President of the Board, Cindy Chavez and leadership within the County's CEO and a special media event co-hosted with the County of San Mateo, dual-casted in Spanish and English are some examples of how the County had to reassess and implement census outreach to comply with emerging, health protocols.

Before the pandemic, the County had envisioned the use of kiosks to facilitate technology access for the nation's first census accessed primarily online. Unfortunately, most of the locations initially marked to host a kiosk were public spaces like County facilities, libraries, hospitals, CBO locations and other government buildings that ended up closing or were made unavailable to the public after March. Instead of abandoning the project all-together, the County repurposed and reprogrammed the tablets within the kiosks for canvassing. The tablets all had secured, cellular connections and were programmed to wipe all data entered on it a few minutes after being rendered inactive. In addition, each canvassing tablet had PDI enabled on it to help guide canvassers to turf previously selected by the County for targeting. For the canvassing effort, each team would approach a household and ask a short series of questions around whether it had completed the census or required assistance to complete the forms as well as a script to help engagement. Contacts were tracked and then that information was integrated into phone lists where volunteers would follow-up with households during the phone banking effort. In addition to individual households, the County also used these tablets for census outreach with businesses through its Community Health and Business Engagement Teams (CHBET) and individuals experiencing homelessness through several CBOs. The CBOs engaging individuals experiencing homelessness were given supplemental funds through SVCF and primarily conducted its outreach after the Bureau's Targeted Non-sheltered Outdoor Location (TNSOL) operations.

Naturally, all large, community meetings around the census were also halted or done remotely once shelter-in-place protocols begun in March. Meetings with the Santa Clara County Complete Count Committee (SC5), its steering committee and all subcommittees had to be rescheduled by County staff.

Lastly, local elected offices were still very active with the census. Although unable to hold public events to encourage census participation as originally planned, offices still served as vital resources for communities by distributing County-created census

promotional and informational materials and becoming census champions themselves using the County-created (and State funded) social media toolkit.

 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).

<u>Contracted partner's operations</u> What worked well operationally?

From the start, the County encountered many community and government partners who were willing to make the census a priority. Many of these partners would contribute to the discussions at the SC5 and Steering Committee meetings and some even conducted census outreach funded by the County and the State. Most of the partners convened during the Summer of 2018 and met during our SC5 meetings quarterly until the start of census operations in 2020.



During the initial phases of the SC5 in 2018, partners were encouraged to create a list of issues and perceived census barriers for a set of targeted communities provided by the County. In addition to these issues/barriers, partners were asked to provide communities they felt were missing or had issues not addressed by the current list of targeted communities. One of these communities, women, were separately engaged through the Women's Equality 2020 Leadership Council (WELC). WELC was formed by Board directive and convened by the Office of Women's Policy, an entity within the Division of Equity and Social Justice (DESJ). Among several other civil engagement priorities, WELC created a workgroup specifically around census creating the first subcommittee with a gender lens. The WELC workgroup/Women's Subcommittee created a list of women-led households it would target for 2020 census outreach and even organized an event at Gavilan College on February 18, 2020 to convene important stakeholders to educate and mobilize around the census.

The other subcommittees met separately and were always staffed by County census employees. When available, local Census Bureau staff were invited to attend to share information and project updates directly with partners. Census Bureau staff were not in any leadership positions during these meetings and were only invited at the behest of the subcommittee chairs. Each subcommittee met at least monthly and provided a County-created template for a draft outreach plan it would submit to the steering committee. Each draft outreach plan asked for a list of proposed activities, when those proposed activities would take place, and the resources required to complete such activities. Each plan was specific to the community targeted and ultimately submitted for review by the steering committee. Once the steering committee approved, recommended census activities were considered by CEO. Ultimately, County Staff's gap analysis of the plans discerned a need for a strong, coordinated effort around media, questionnaire assistance, and direct, in-person outreach (canvassing). These three deliverables were then solicited to interested CBOs in a request for proposals (RFP) by SVCF.

In addition to the direct community feedback, the Office of the Census used local funding to research residents' likelihood of response and test messages that resonated most with hard-to-count populations. Through an informal competitive process (ICP), the Office of the Census hired EMC Research (and its partner InterEthnica) to conduct a multi-phased project starting in the summer of 2019. InterEthnica conducted 12 one-on-one in-depth interviews with key community leaders and stakeholders on behalf of the Office of the Census. Some of the key takeaways from these interviews were:

- The most common barrier is the public's lack of understanding of the purpose of the census and how it could potentially impact programs and services for their communities.
- The main barrier to participation is government distrust and that the government could not be trusted to protect personal data.
- The main motivator is knowing about the connection between the census and potential funding for community programs and services but that these messages must be delivered by trusted messengers.
- The most trusted messengers are community and faith-based organizational leaders followed by health clinic and public-school staff.

After these interviews, from June 22 to July 14, 2019, 419 intercept interviews were conducted based on the recommendations from local community leaders. Interviewing locations placed an emphasis on capturing opinions from immigrants, non-English speaking residents, lower income households, and families with children under 6. The primary purpose of the interviews were to determine HTC community willingness to take the census, barriers to participation, test messages that would encourage participation, which community messengers were the most effective and what means HTC members consume information. The survey determined the following:

- A significant percentage of HTC members were likely to participate in the census. They generally understood the importance of the census but needed some reminders and were not altogether unwilling.
- A significant group were "census skeptics" that were uncomfortable taking the census online and were unlikely to be trusting of government as institutional messengers. More specific targeting and outreach was needed

for these members that skewed mostly younger and those who consumed information primarily from social media.

• Research identified key messages that could be used to drive census participation with themes of standing up to federal government attacks, civic duty, and getting a fair share of federal funding for services

From these intercept interviews, a second vendor chosen through the ICP, Storefront Political Media, conducted an in-market creative test designed to measure the three key messages outlined in the research results. These three messages were classified as 1) intrinsic motivation (civic duty), 2) extrinsic motivation (health, housing and transit), and 3) motivation to be heard (our voices). Targeted audiences were split into three randomized groups, each receiving one message in English or Spanish depending on the browser language selected by the participant. The in-market test showed that the top performing creative in English was the extrinsic motivation and in Spanish, the motivation to be heard. Across the board, click-through rates were higher in Spanish than in English and the Spanish creative was far more compelling than in English. All metrics showed that the census was generally a low-saliency issue and that a microtargeting approach would be necessary to achieve project success.

Due to the results of the research conducted by both EMC Research and Storefront Political Media, the Office of the Census found broad public success conducting an inclusive partnership within the County infrastructure and through trusted CBO partners by utilizing a mostly-microtargeted media approach. This media approach included a strong digital presence through a County initiative titled, "Count Me In." The initiative included the use of a County website continually updated with important census reminders and digital resources, online ads, digital town halls (after shelter-in-place rules were in effect), and an active social media accounts on Facebook and Twitter. In addition, the "Count Me In" campaign created census information in 13 different languages and various giveaway incentives deployed at all outreach and tabling events (including events attended by DESJ). As mentioned previously, many of these materials were utilized at kiosk locations near pop-up COVID-19 testing sites. In addition, state funds were utilized to create an additional flyer and leave-behind during self-response and NRFU operations. The additional flyer and leavebehinds were translated into Vietnamese and Spanish. Lastly, the project found success activating HTC communities by providing these same resources digitally and in hard copies to CBOs providing COVID-19 relief activities. Many of these operations occurred during self-response and included COVID-19 testing sites, food distribution, and school-related events.

What hindered the operations?

In terms of process, one hinderance to implementing the census program was the County's infrastructure and the difficulty resulting from having to accept and process State funds especially after contract amendment. Specifically, issues arose when asked by the State to quickly turn around contractual changes while the census program was ongoing. Although the census was a priority of the County, the staff allocated to run the project were small, so the personnel in charge of implementing the program were also in charge of dealing with the contractual changes and navigating those changes through complex, legal and administrative channels that are not well-suited for short turn-arounds. It is understood however, that changes like ones the State and County faced were unavoidable, but the short timeframe to achieve those objectives were difficult and the understanding of State staff was much appreciated.

Another hinderance was the U.S. Census Bureau's structure and ability to communicate information regarding its operations. Because of its structure, local census offices do not have the same level of information as some of the larger Bureau "headquarters." Most often, local staff would not have answers to important questions raised by staff or concerned community members. In addition, during NRFU, U.S. Census Bureau offices are not allowed to disclose the location or details of its operation due to Title XIII, making it difficult to target households or assist census staff. These issues were further exacerbated by dramatic shifts in the operational timelines due to COVID-19. Communication from local offices were sparse and inquiries were often ignored. Luckily, due to the State's Complete Count effort, many questions and details for these operations were answered by census officials at higher levels.

It is also no surprise that the largest hinderance to success on this project was the global pandemic of COVID-19. As outlined previously, funding was dramatically shifted and large, programmatic changes needed to be implemented to comply with shelter-in-place and other health orders.

In addition, due to health orders, in-person outreach was heavily suspended. One of these activities, canvassing, was allowed during the final weeks of the program. While the operational shift to create and implement this type of outreach on top of an altered program presented its own share of difficulties, environmental issues also arose during the last few weeks of NRFU. In the Bay Area, large wildfires made door-to-door outreach difficult with air toxic to canvassers and hot weather made personal protective equipment unbearable to wear as well as shorten the usability of that equipment.

<u>Contracted partner's outreach</u> What outreach tactics worked well?

The only subcontractor partner for the use of State funds was Storefront Political. The media program was built to reach all Santa Clara County residents - especially those who have been traditionally HTC - focusing on direct-response census communications using the messages outlined above. In addition to the multi-language printed collateral - such as flyers, signs, coloring book pages, placemats for senior nutrition programs, back-to-school flyers that were also stuffed into backpacks for students most adversely affected by the pandemic, stickers and brochures - the campaign included a strong focus on paid advertising. Whenever possible, all media included a direct link to take the census "right now online at

my2020census.gov or over the phone at the [language-appropriate] census phone number." Collateral was translated into multiple languages - including a 13language flyer program that included Farsi, Japanese, Korean, Russian, Simplified Chinese, Spanish, Tagalog, Traditional Chinese, Vietnamese, Hindi, Punjabi, and Telugu. The program consciously leveraged many approaches - from digital media, to multi-language direct mail, to non-traditional media such as ads placed in laundromats - to make sure the core census message was accessible to all residents. The campaign was based on an understanding that the Hardest to Count residents are often the hardest to reach through media (as they were unlikely to be on voter lists and likelier to have lower internet access), so it leveraged as many different approaches as possible to help reach everyone through paid media channels such as:

Social media placements on Facebook, Instagram, Twitter, Snapchat, WeChat (through our partnership with Ding Ding TV) and Nextdoor. The social media campaign included a custom Spanish-language Instagram quiz activation with Univision, and influencer posts highlighting the importance of taking the census. The social media push also included ads targeted to Stanford and San Jose State students to help address the response discrepancies caused by off campus students leaving amid the COVID-19 pandemic.

Digital ads (including videos, banners, and online radio advertisements) on channels such as Hulu, Roku, YouTube, Spotify, Pandora, Univision, Vevo, Tubi TV and The Mercury News. Digital ads were localized by both geography and language.

Email programs in English and Spanish that reminded the community of the importance of the census around key dates such as Census Day, the 'one month in' mark, and the final weeks to take the census. The effort also partnered closely with outlets with strongly engaged opt-in audiences such as The San Jose Spotlight or Ding Ding TV and offered direct links to the my2020census.gov site to complete the census.

Traditional media coverage included a Spanish-language radio program heard on stations such as KBRG-FM, KRZZ-FM, KSOL-FM and KVVF-FM. Traditional media also included an "Out of Home" effort, launched prior to the COVID-19 pandemic shelter in place order, that included a VTA bus wrap and transit shelter ads highlighting the start of the census.

Non-traditional media channels such as ads shown in laundromats or Spanishlanguage plane flyovers (one on Father's Day in partnership with the City of San Jose and another in Gilroy focused on reaching Farmworkers with key census messaging). The effort also used emerging digital strategies such as "rewarded video" (when users can watch a video and then receive an uninterrupted period of online radio streaming), and "native ads" (ads designed to look like promoted news articles).

Printed material included a four-piece, multi-language direct mail program targeted to low response ZIP codes, and mail partnerships supporting mailing efforts

from the City of Gilroy and Jakara Movement with a Punjabi-language mailer. The print program also included a September 2020 print in-language newspaper ad push in El Observador, World Journal (South Bay Edition), Sing Tao (South Bay Edition), News for Chinese (South Bay Edition), Viet Bao Nhật and Báo Calitoday. The print programs were a key strategy in bridging the digital divide and making sure that census communication was available to all residents, regardless of internet access.

Individual outreach strategies included a partnership with Outreach Circle (noted previously) - a peer-to-peer technology platform that allowed "Census Champions" to email and text their friends with prepopulated census messaging. Individualized outreach also included phone programs (both robocalls and live call programs), paid texting pushes reminding residents about the census, and online events such as a Spanish-language Facebook Live in partnership with the County of San Mateo and Univision. Especially for the Hardest to Count communities, the program tapped friends, neighbors, and community leaders as census champions to spread awareness about the importance of the census.

In addition to the media plan, the County also funded a competitive bid process through SVCF to enable partnership with local CBOs to conduct census outreach. The most successful outreach were in-person outreach events (during the education phase of the census and before self-response), phone banking, canvassing, kiosks at pop-up COVID testing sites, and flyering.

What hindered the outreach?

As noted previously, large programmatic changes needed to be implemented because of COVID-19. In addition, partner outreach was hindered by wildfires, poor air quality, and the fear of contracting the disease.

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.

One of the largest challenges with regards to census outreach was the confusion and multiple partners in the same space attempting to energize community members to complete the census. Initially, due to an overwhelmingly positive interest in the census, there were many organizations other than the County and the State who were interested in census outreach. Many of these partners had their own programs and funding as well as initiatives to help people complete the forms. This influx of partnership was difficult to coordinate as the SC5 did not include every organization interested in census outreach. Many trusted messengers like schools, hospitals and adult education facilities were bombarded with requests to present about the census and often, our office was contacted to determine if there was a way to streamline those contacts. In addition, the U.S. Census Bureau's own staff were very active in the area but were not always able to coordinate with our staff; this caused numerous duplications across the board that hampered communication and undermined trust. Some members of the public even misidentified our staff as Bureau staff or thought Bureau staff was part of the County office, causing our team to have to constantly clarify the County's role in the project. These issues persisted until the very end of the project and will probably continue given broad, public misunderstanding as to who conducts census operations and why local partners are involved.

At the early stages of the project, the potential addition of a question regarding citizenship caused the most concern. This concern, on top of persistent mistrust of the federal government and the implementation of the first, digital census and the Bureau's ability to keep private information confidential, caused widespread doubt within HTC and some non-HTC households about participating in the 2020 census. A substantial portion of the County's project was devoted to fighting and informing the public regarding these issues. Although the citizenship question was ultimately not added, damage to the public's trust in federal agents and the census program had already occurred; furthermore, other issues regarding the form remain. For example, many census advocates within the LGBTQ+ community noted the lack of any social or gender identity questions within the form. Others in the LatinX community voiced concern about the way the census inquires into race and ethnicity. These issues will persist until proper action is taken to account for these deficiencies in the form.

As stated previously, the extension and then abrupt end to census operations caused outreach issues. Initially, planning was originally set to the "normal" operative timelines ending in Summer 2020; however, with the onset of the pandemic, census operations were extended and planning, as well as contracts, had to be amended in little time to implement. Timeline changes also raised several issues as Bureau staff outreach was severely curtailed; the foremost being update/leave when operations were suspended far beyond expected deadlines. Other issues with changes in the count of individuals experiencing homelessness caused problems as contracted CBOs did their best to accommodate a moving target as well as conduct outreach without full knowledge of what or where Bureau staff were deployed.

Lastly, due to the pandemic, shifts in County structure and County staff being deployed as Disaster Service Workers (DSWs) ultimately impacted outreach. In the planning stages, the Office of the Census put in great effort to mobilize all County departments for census outreach. Through this Census Ambassador program, 30 different, County departments submitted outreach plans designating a point of contact for census, information about that department (i.e., number of residents served, building locations, and languages served), a checklist of suggested internal and external census activities, the department's ability to host a census kiosk, and a list of events where the Office of the Census could interact with the public. However, after the pandemic, County offices were severely restricted in their ability to meet these goals. Even the Office of the Census lost staff throughout the project, making it difficult to implement campaign goals that were constantly changing to meet health guidelines.

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.

In 2010, Santa Clara county's self-response rate (SRR) was 74.0%. In large part to efforts made possible by State and County funding, the 2020 response rate rose to 77.7% with every city surpassing its 2010 SRR. Six cities, Saratoga, Los Altos, Cupertino, Morgan Hill, Monte Sereno, and Los Altos Hills surpassed 80% SRR. The following table contains the final SRR for 2020.

	2020 SRR	
Campbell	79.2%	72.5%
Gilroy	74.2%	72.0%
Los Altos Hills	80.8%	79.8%
Milpitas	77.9%	75.5%
Morgan Hill	81.9%	75.3%
Palo Alto	79.6%	78.2%
Santa Clara	76.4%	71.8%
Saratoga	87.2%	82.8%

Sunnyvale	78.7%	74.6%

Ultimately, the County and State's investment in census paid dividends with all communities and the 2020 census. Local and State investment brough many new and emerging communities to the table for the first time around civic engagement. Through the County program, more than 30 CBOs were funded for census outreach and allowed the public to have honest discussions on what it could achieve in the 2020 timeframe. Funding allowed for better organization and dedicated staff to the project both internally and externally. The effort was also furthered greatly through full support by County leadership and local elected offices. Tireless efforts from countless partners resulted in an energetic base despite numerous difficulties around fear of government, the first digital census, and a historic pandemic. Even when faced with large, programmatic shifts, State and County funding allowed the project to stay on course and ultimately allowed County staff to focus on the census with the resources it needed to succeed.

In addition, though the pandemic caused numerous difficulties, there were still several positive benefits to the project. First, while canvassing was ultimately waylaid until the final weeks of the operation, contacts made during NRFU resulted in a very high number of success because many people were sheltering-in-place. In addition, longer timelines allowed community members more time to respond and gave our teams more time to solicit their response.

Most of the success of the canvassing effort was due to the availability of census tract information in Census PDI and SwORD. County Planning staff were able to augment State data provided by SwORD to better reflect local targeting demographics. This, in turn, provided clear geographies for our canvassing and phone banking teams to target in the final days of NRFU.

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.

Census partnership for the County project was divided into two pieces, internal and external. Internally, the County targeted every facet of its operations to ensure that staff and members of the public staff interacted with were compelled to complete the census as soon as possible. For example, to mobilize staff participation, Census Ambassadors (County designated contacts for each department) were asked to post flyers in every break room. The flyers were provided by the Office of the Census and funded by the State. Other examples of staff mobilization were to have frontline staff attend trainings on the census, have staff wear census buttons and stickers, request employees to complete a 'pledge card' to compete the census and have a thermometer in the office showing the number of staff who had completed the card, send quarterly emails to all staff about the census, and encourage staff to discuss the census with family and friends. Each department was also asked to provide separate ideas on internal outreach to staff to ensure a complete count. Each department were also provided census outreach ideas for front-line staff interacting with clients. These activities included, posting census flyers and posters in all areas accessed by the public, asking clients if they had completed their census, provide information to clients about where they can get assistance with completing the form, including census information in any newsletters, mailing or other written, public-facing materials (including County websites, email signatures, etc.), and posts on social media if applicable. Relatedly, County departments also were asked about their locations and the feasibility of placing kiosks where community members could complete the census. Although this process was highly curtailed because of the pandemic, these same kiosks were utilized in the canvassing effort. Lastly, County departments provided a list of possible events where the Office of Census could present or table. These Census Ambassadors were routinely provided information, updates, and materials.

External to the County organization, the Office of the Census focused on convening interested community partners through the aforementioned SC5, its Steering Committee and ten subcommittees. Each of the ten subcommittees provided draft outreach plans that were reviewed by the Steering Committee and then approved in whole or in part by CEO. These draft outreach plans helped inform the competitive bid process for \$1.35 million made available to CBOs through SVCF. Each CBO chosen for census outreach was coordinated by County staff and ultimately led by a lead field agency, Working Partnerships USA (WPUSA). WPUSA and the Office of the Census later coordinated all phone banking and canvassing efforts.

6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

Several partners were essential for our success. At the funding level, SVCF and the United Way of the Bay Area (UWBA) were key stakeholders that helped the County coordinate efforts to a wide network of CBO partners. As noted previously, SVCF was responsible for soliciting bids and managing contracts with CBO partners. SVCF also convened all San Mateo and Santa Clara partners for several, important cohort meetings as well as assistance in overhauling contracts once the pandemic hit. UWBA on the other hand was the regional ACBO and helped bring together the various Region 3 counties coordinating outreach, media, and State convenings. In addition to resources, UWBA also provided grants to some CBOs not within the SVCF network and even provided phone banking efforts through WPUSA. SVCF, UWBA and the County had to work closely to provide complete coverage of census outreach in the area. Coordination became especially pertinent once canvassing began. During canvassing, SVCF provided its own grants and administered an additional \$1 million to WPUSA while UWBA helped coordinate daily reporting. The County cut canvassing turf, trained and deployed canvassers and worked with WPUSA to implement its phone banking, texting and canvassing programs.

City of San Jose staff were instrumental since the very beginning of the project. San Jose were one of the only cities within the county to designate a census team. In addition to this team, staff from the City Manager's office helped convene CBOs in the early stages of the Local Update of Census Addresses operation and even coordinated several of the SC5 subcommittees. Ever a strong partner, the City of San Jose brought numerous opportunities to the County to further access HTC populations on census. In addition, San Jose staff even volunteered to help canvass low-responding city districts utilizing training from WPUSA and turf designated by the County.

WPUSA was designated the field lead for the project. Providing preliminary evidence of HTC tract response to the census and given its experience in field campaigns, WPUSA was well situated to take the lead. Initially, WPUSA coordinated the CBO network's census phone banking efforts. The phone bank efforts were also further subsidized by UWBA. However, near the end of self-response, WPUSA was also designated lead agency to implement a canvassing strategy in low-responding census tracts.

Although several agencies contributed heavily to the effort, Services Immigrant Rights Education Network (SIREN) were crucial in implementing initiatives targeted at immigrant communities. Co-chair of the Immigrant Subcommittee, SIREN help run the meetings for the largest group and drove interest to partners beyond its own subcommittee. In addition, SIREN and many of the other Immigrant Subcommittee members also served on the SC5 Steering Committee to ensure broad representation of HTC populations.

Within the County organization, the Santa Clara County Office of Education (SCCOE), the Santa Clara County Health and Hospital system, and County library system all played key roles in the project's success. Targeted because they are some of the largest, public-facing entities within the County structure, they helped shape many of the discussions and approaches to Superintendents, primary care doctors and the like to engage the populations they serve with the census. For example, during the planning phases, the library system created a set of bookmarks reminding visitors to take the census. These bookmarks were paid for by the libraries themselves and were available in several languages. Before the pandemic, these same bookmarks were set to be near kiosk locations where individuals could complete the census. While this plan was never realized, the bookmarks were used in several tabling events and added to food distribution sites and in backpacks for school-aged youth. During the education phase, the Office of the Census was invited to talk to pediatricians and labor/delivery staff to help them encourage patients to take the census as well inform clinic staff to assist visitors to complete the census as soon as possible. Lastly, SCCOE was the most active partner. Chairing its own subcommittee for school-aged youth and their families, County staff were invited to give project updates, share materials and collaborate on a number of initiatives. Since SCCOE was also a state-funded partner, their report goes into greater detail on their activities; however, some of those activities are highlighted below:

- Organized and informed key leaders on census messaging (the office of the superintendent, students services, Strong Start Initiative (focused on early education), curriculum and instruction, and media and communications
- Via public information officers, send four bulk mailings
 - General information about the census
 - Count Me In curriculum
 - Census Update mailing
 - Custom Census Week Toolkits
- Census collateral out in reception area, on tables at events/workshops, and invited the SCC Office of the Census to table as well as give presentations and updates to the county board of education.
- On February 15, 2020, SCCOE held the "Families Learning Together: Everyone Counts" event focusing on parent engagement and Census 2020 at the Mexican Heritage Plaza in San Jose, CA.

Another key partner in the project was the County's Office of Supportive Housing and Gardner Health. As part of the effort to count individuals experiencing homelessness, these partners have long supported this community and knew best how to access and energize members to self-respond instead of waiting for the Bureau to enumerate them. Garder and the City of San Jose created a locally-led campaign featuring prominent and well-known members of the homeless community to energize the count. In addition, the County and City of San Jose created several rounds of care packages with census incentives to spread the word. Lastly, as mentioned previously, SVCF and the County partnered to fund, train and equip canvassers to follow-up with the largest encampments in the area following TNSOL.

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?

Providing access to a diverse population is not only the goal of the Office of the Census but also DESJ. Starting in 2018, the County held several census-focused meetings to widen the range of partners for the planning process stemming from a key stakeholder group involved with LUCA that summer. The involvement of these partners continued throughout the life of the project with many of these partners providing input as Steering Committee and subcommittee meetings. Every aspect of the project was vetted and included input from the Steering Committee, a body of more than 20 members from a diverse range of backgrounds and professions. In addition, two other focus groups, labeled, "listening circles" were created around African-Americans and another around Native/Indigenous peoples vetting their concerns regarding the census and creating partnerships for census outreach. Furthermore, the subcommittee structure of the SC5 was created primarily to access the hardest-to-count focusing on insight provided by knowledgeable community members providing services to those households.

All census materials and giveaways were provided in English, Spanish, and Vietnamese; in addition, census outreach materials were translated into Farsi, Japanese, Korean, Russian, Simplified Chinese, Spanish, Tagalog, Traditional Chinese, Vietnamese, Hindi, Punjabi, and Telugu. All translations were reviewed and verified by County staff or trusted CBO partners. Further, as noted earlier, census message testing was conducted in Spanish and helped form the basis of all outreach materials by allowing feedback from both HTC community members and census partner CBOs.

To support our efforts to access HTC households, the County devoted \$1.35 million in locally-invested funds into a diverse CBO network. This network was managed by the County and SVCF to conduct census outreach strategies falling within three categories; media, questionnaire-assistance, and direct, in-person outreach. While the types of activities ultimately had to be overhauled due to the pandemic, this CBO network helped the County's census messaging saturate HTC communities via trusted community members. Many of these members held various tabling events, hosted census events, distributed materials, phone banked and canvassed their communities leading up and through self-response and NRFU.

The County effort was additionally bolstered through its own network within DESJ. DESJ consists of several agencies such as the Office of Women's Policy, LGBTQ Affairs, the Office of Cultural Competency, the Office of Immigrant Relations, and the Office of Labor Standards Enforcement. Each of these Offices made the census a priority and helped us distribute census materials and present census updates to community partners.

Lastly, County staff quickly learned that subcontracting to a field lead with strong experience in energizing HTC communities was essential to success. This lead, WPUSA, coordinated with County staff to train all volunteers for the project's phone banking and canvassing effort. For the canvassing effort, WPUSA was able to hire more than 40 employees to approach households in low-responding tracts with many that were HTC.

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.

In 2018, the Santa Clara County Board of Supervisors knew the impact that a complete count in the 2020 census would have on the local community for the next decade. They understood the need to have HTC community voices heard at the federal level and the need for funding for essential, safety-net programs. In its first steps of the project, it invested in a small group of CBOs to add 77,306 addresses to the Census Bureau's master address file during LUCA. From that success, it invested heavily in an office dedicated to energizing households to participate in the 2020 census. The aim of this project has always been to include voices from HTC communities and broaden access to these populations to better serve them. In addition, by placing the Office of the Census within DESJ, the goals were made inline with the rest of the division, by increasing access to essential services to underrepresented communities. Through partnerships made by the County in the past and acting on important, civic priorities that many more were interested in, the SC5 was the culmination of these efforts, allowing for a unified strategy across a diverse range of partners. The SC5 meetings gave partners across the board access to sectors and local government while allowing for unique partnerships with each other.



The census project also created a unique opportunity for every department within the County infrastructure to work on something together. Most often, projects are limited in scope due to the nature of the agency undertaking it; however, the census uniquely attracted interest from leadership given its long-reaching political and fiscal implications. The census was easy to implement in every public-facing office and even offered opportunities for involvement for staff who do not interact with local communities.



While planning for the census was a momentous show of support for every community, implementing these plans held even greater significance. To begin, the County's objectives were to make as many census materials as effective and accessible as possible. Beginning in 2018, the plans for the "Count Me In" project soon began with a variety of different materials featuring simple infographics detailing the importance of the census. One of the key findings research showed was that many did not know why

the census was important or how it affected them, so most of the early material focused on addressing these issues. In addition, materials were also addressing some local communities' greatest concerns about privacy and questions about citizenship. The materials themselves were always changing and evolving to meet the needs of the public and their creation was a result of numerous discussions held between community members and County staff.



Naturally, in addition to the materials, the project's mission was to get them in the hands of those most resistant to participate! County and CBO staff tabled at every available event, walked HTC neighborhoods and called their neighbors to make census a number one priority. For example, dreamers from the Office of Immigrant Relations helped staff census kiosks at COVID-19 pop-up testing sites and afterwards leafleted homes in the surrounding area to boost visibility. Staff were constantly trying to find ways to interact with the community to hold meaningful conversations to empower our communities.



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

For the 2030 effort, timelines should be revised to start sooner. Counties in Region 3 like Alameda, San Mateo, Sacramento and Santa Clara were actively pursuing the census as early as the start of LUCA. If the State wishes to maximize its efforts around census participation, it would be best to start that process when household lists are being created. One of the strongest perks of the State program was convening partners and sharing ideas across regions. The LUCA project is a perfect way to begin drumming up support for the census and building long-term relationships with CBOs who are want to see their communities counted. In addition, longer timelines allow for better message testing (some of the State message testing was a little late to be helpful because materials had already been created) and would facilitate more comprehensive discussions about media. These discussions are vital to the project's success because (media especially) does not work county-by-county, but regionally and could serve communities better by providing consistent, unified language while benefiting from cost savings by leveraging larger, coordinated buys.

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
 - b) Updated list of subcontractors
 - c) Evaluations or analytical reports, if any
 - d) 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: <u>outreach@census.ca.gov</u> with a copy to the RPM/contract manager. Please include your organization name in the subject line.

in-language, census materials, digital and print ads, and census incentive giveaways that were deployed mostly at COVID testing sites and food distribution centers.

- Whenever possible, all media included a direct link to take the census "right now online at my2020census.gov or over the phone at the [language-appropriate] census phone number." Collateral was translated into multiple languages - including a 13-language flyer program that included Farsi, Japanese, Korean, Russian, Simplified Chinese, Spanish, Tagalog, Traditional Chinese, Vietnamese, Hindi, Punjabi, and Telugu. The program consciously leveraged many approaches from digital media, to multi-language direct mail, to non-traditional media such as ads placed in laundromats - to make sure the core census message was accessible to all residents. The campaign was based on an understanding that the Hardest to Count residents are often the hardest to reach through media (as they were unlikely to be on voter lists and likelier to have lower internet access), so it leveraged as many different approaches as possible to help reach everyone through paid media channels such as:
- Social media placements on Facebook, Instagram, Twitter, Snapchat, WeChat (through our partnership with Ding Ding TV) and Nextdoor. The social media campaign included a custom Spanish-language Instagram quiz activation with Univision, and influencer posts highlighting the importance of taking the census. The social media push also included ads targeted to Stanford and San Jose

State students to help address the response discrepancies caused by off campus students leaving amid the COVID-19 pandemic.

- Digital ads (including videos, banners, and online radio advertisements) on channels such as Hulu, Roku, YouTube, Spotify, Pandora, Univision, Vevo, Tubi TV and The Mercury News. Digital ads were localized by both geography and language.
- Email programs in English and Spanish that reminded the community of the importance of the census around key dates such as Census Day, the 'one month in' mark, and the final weeks to take the census. The effort also partnered closely with outlets with strongly engaged opt-in audiences such as The San Jose Spotlight or Ding Ding TV and offered direct links to the my2020census.gov site to complete the census.

Traditional media coverage included a Spanish-language radio program heard on stations

such as KBRG-FM, KRZZ-FM, KSOL-FM and KVVF-FM. Traditional media also included an

"Out of Home" effort, launched prior to the COVID-19 pandemic shelter in place order, that

- Non-traditional media channels such as ads shown in laundromats or Spanish-language plane flyovers (one on Father's Day in partnership with the City of San Jose and another in Gilroy focused on reaching Farmworkers with key census messaging). The effort also used emerging digital strategies such as "rewarded video" (when users can watch a video and then receive an uninterrupted period of online radio streaming), and "native ads" (ads designed to look like promoted news articles).
- Printed material included a four-piece, multi-language direct mail program targeted to low response ZIP codes, and mail partnerships supporting mailing efforts from the City of Gilroy and Jakara Movement with a Punjabi-language mailer. The print program also included a September 2020 print in-language newspaper ad push in El Observador, World Journal (South Bay Edition), Sing Tao (South Bay Edition), News for Chinese (South Bay Edition), Viet Bao Nhật and Báo Calitoday. The print programs were a key strategy in bridging the digital divide and making sure that census communication was available to all residents, regardless of internet access.
- Individual outreach strategies included a partnership with Outreach Circle a peer-topeer
- technology platform that allowed "Census Champions" to email and text their friends with prepopulated census messaging. Individualized outreach also included phone programs (both robocalls and live call programs), paid texting pushes reminding residents about the census, and online events such as a Spanishlanguage Facebook Live in partnership with the County of San Mateo and Univision. Especially for the Hardest to Count communities, the program tapped

included a VTA bus wrap and transit shelter ads highlighting the start of the census.

friends, neighbors, and community leaders as census champions to spread awareness about the importance of the census.





The 2020 CENSUS & HERE!

The census brings important resources to our communities and makes sure our voices are heard in government.

Here's how you can get counted!



Look for a notification in the mail from the U.S. Census Bureau in mid-March 2020.



Fill out the survey online, by phone or through the mail. The survey takes approximately 10 minutes to complete.*



Make sure your voice is heard and bring funding for vital programs and services like roads, housing, first responders and healthcare services like Medicare Part B.



And please help spread the word — let your friends, family and everyone you know just how important it is for everyone to be counted. Complete at: my2020census.gov English: 844-330-2020 普通話/國語: 844-391-2020 粵語: 844-398-2020

人口普查已經全面展開! 人口普查為我們的社區帶來重要資源,並 確保政府聽到我們的心聲。

2020年度

看看如何參與並計入人口普查!



留意美國人口普查局 (U.S. Census Bureau) 在2020 年 3 月中旬郵寄的通知書 2

請上網、透過電話或以書面 方式填寫問卷調查。問卷調 查約需10分鐘可完成*



確保您表達您的心聲,並 讓重要計劃和服務獲得 資金,如道路、房屋、急救 員和醫療保健服務(如聯 邦醫療保險 B 部份)等。



此外,請幫忙宣傳訊息一讓 您的朋友、家人和每位認識 的人知道人人參與並計 入人口普查的重要性。

Your responses are confidential. By law, the U.S. Census Bureau cannot share your personal information.



您的回答是保密的 依法規定,美國人口普查局不可分享您的個人資料。





iEl censo del 2020 ya está aquí!

El censo trae recursos importantes para nuestras comunidades y asegura que el gobierno escuche nuestras voces.

iAsí es como usted también contará!



Recibirá una notificación por correo de la Oficina del Censo de los EE.UU. a mediados de marzo de 2020.



Haga que se escuche su voz y obtenga financiamiento para programas y servicios vitales tales como calles, vivienda, personal de primera respuesta ante emergencias y servicios de atención médica como Medicare Parte B.



Puede contestar la encuesta por Internet, por teléfono o a través del correo postal. Toma aproximadamente 10 minutos contestar la encuesta.*



Y por favor ayude a correr la voz – dígales a sus amigos, familiares lo importante que es que cuenten a todos-y cada uno.

Complete at: my2020census.gov Español: 844-468-2020 Tiếng Việt: 844-461-2020



Thống Kê Dân Số mang lại cho cộng đồng chúng ta những nguồn lực quan trọng và đảm bảo chúng ta sẽ có tiếng nói đại diện trong chính quyền.

Dưới đây là cách quý vị có thể tham gia Thống Kê Dân Số!



Nhận thông báo mà Cục Thống Kê Dân Số Hoa Kỳ gửi bằng thư vào giữa Tháng Ba năm 2020.

Đưa ra ý kiến của quý vi và mang lai

nguồn tài chính cho các

chương trình và dich vu

thiết yếu như đường xá, nhà

ở, nhân viên tiếp ứng khẩn

cấp và các dịch vụ y tế như

Medicare Phần B.



Điền bản điều tra trực tuyến, bằng điện thoại, hoặc trả lời qua thư. Sẽ cần khoảng 10 phút để điền bản điều tra.*



Và hãy giúp lan tỏa — cho bạn bè, gia đình của quý vị và tất cả mọi người biết rõ tầm quan trọng của việc **mọi người** đều tham gia Thống Kê Dân Sô.

Sus respuestas son confidenciales. Por ley, la Oficina del Censo de los EE.UU. no puede divulgar ninguna información personal.



Các thông tin trả lời của quý vị được bảo mật. Theo luật định, Cục Thống Kê Dân Số Hoa Kỳ không được phép chia sẻ thông tin cá nhân của quý vị.

SAVE THE DATE:

APRIL 1, 2020 ISCENSUS DAY EVIDE COUNTS | COUNTS

Standing up for our community and securing funds for vital public services is the right thing to do. That's why our friends and neighbors are pledging to **GET COUNTED.** Join us!

Here's Why the Census Counts:

Affordable Housing Counts

Better Health Care Counts



5

A complete count will help improve our health policies and fund the health care services we need.

Stronger Schools Count

A full count will help fund our schools and improve programs for our students.

Safer Neighborhoods Count

4

An accurate count will help first responders plan for emergencies and secure the funding to face them.

When we all **GET COUNTED**, we stand up for our values and we stand firm against anyone who would try to silence our voices.

OUR FRIENDS AND NEIGHBORS ARE PLANNING TO GET COUNTED. WILL YOU JOIN US?

Make a plan to be counted at: sccgov.org/census

THE CENSUS QUESTIONNAIRE Takes approximately ten minutes to fill out and can be completed online, via telephone or via a paper form.

THE CENSUS IS COMPLETELY PRIVATE. BY LAW, THE CENSUS CANNOT SHARE ANY PERSONAL INFORMATION.

FECHA IMPORTANTE:

EL 1º DE ABRIL **DE 2020 ES EL** DÍA DEL CENSO



Debemos defender a nuestra comunidad y asegurar fondos para servicios públicos vitales. Es por eso que nuestros amigos y vecinos se han comprometido a que se nos escuche. iÚNETE A NOSOTROS!

Estas son las razones por las que el censo cuenta:



Las viviendas de precio asequible cuentan

Contarnos a todos ayudará

viviendasv a recibir fondos para resolverel problema.

Una mejor atención

médica que necesitamos.

nuestras políticas desalud y a

financiar los servicios de atención

Un conteo completo ayudará amejorar

médica cuenta

a demostrar la falta de



5

más sólidas cuentan Un conteo total avudará a financiar nuestras escuelas y a mejorar los programas

para nuestros estudiantes.

Las escuelas

Las comunidades más seguras cuentan

Un conteo exacto ayudará al personal de primera respuesta a prepararse para las emergencias para enfrontarlas. 4

y a obtener los fondos necesarios

CUANDO NOS CUENTAN A TODOS,

defendemos nuestros valores y nos podemos enfrentar a cualquier persona que quiera silenciar nuestras voces.

NUESTROS AMIGOS Y VECINOS VAN A PARTICIPAR PARA QUE SU OPINIÓN CUENTE. ¿TE UNIRÁS A NOSOTROS?

Da el siguiente paso para que te tomen en cuenta entrando al sitio web: sccgov.org/census

RESPONDER EL CUESTIONARIO DEL CENSO TOMA APROXIMADAMENTE IO MINUTOS **Y PUEDE SER CONTESTADO** POR INTERNET, POR TELÉFONO O EN PAPEL.

EL CENSO ES TOTALMENTE CONFIDENCIAL. POR LEY. EL CENSO NO PUEDE **COMPARTIR NINGUNA** INFORMACIÓN PERSONAL.

40' Gillig Low Floor **VTA 2000/2200 Series** Full Wrap Template

Back



	No Text or Images in Shaded Areas	
Scale 1/1	Scale 1/10	



- Indicates Final Trim Areas

Revised 06/26/1

478.75" w

486.75" w

COUNT ME CUENTA CONMIGO | IBILANG AKO | HÃY ĐẾM CẢ TÔI | 我要參加



THE CENSUS IS COMPLETELY PRIVATE. BY LAW, THE CENSUS CANNOT SHARE ANY PERSONAL INFORMATION.



GET COUNTED IN THE 2020 CENSUS -

filling out a 10-minute survey brings our communities funding for healthcare, housing, transportation and schools.

For more information on how to get counted go to sccgov.org/census.





EVERYONE COUNTS | County of Santa Clara

The 2020 Census is HERE!

And be sure you count everyone living in your household including children, roommates and renters in your home!

PARTICIPATE TODAY AT my2020census.gov

Extra time at home?



Become a CENSUS CHAMPION today!

COVID-19_EN_300x600



COVID-19 recovery startsnow.

Taking the census helps secure the funding we need for:



Healthcare



Schools



Job training

Get counted today!

COVID-19_EN_200x250



COVID-19_EN_728x90



COVID-19 recovery starts now.

COVID-19_EN_300x250



COVID-19 recovery starts now.

Taking the census helps secure the funding we need for:

- Y Healthcare
- Schools
- 💕 Job training

the funding we need for:





OUR SANTA CLARA COUNTY NEIGHBORS ARE Planning to get counted in the 2020 census:



FOR Stronger Schools



FOR AFFORDABLE HOUSING



FOR BETTER HEALTH CARE

Learn more about the 2020 Census and make a plan to be counted at sccgov.org/census

Share why the census matters to you and your community on social media with hashtags: #youcountSCC and #2020Census.



WHEN IS THE CENSUS?

Census Day is April I, 2020.

HOW DO I TAKE THE CENSUS?

There are three ways to self-respond: online, via paper, or over the phone. If you do not selfrespond, you will get an in-person enumerator visit at your house.

ARE THERE ANY PRIVACY PROTECTIONS FOR THE INFORMATION SHARED ON THE CENSUS?

Absolutely. The census is completely private. By law, the census cannot share any personal information.

HOW MANY LANGUAGES ARE AVAILABLE FOR THE CENSUS?

The online self-response form and questionnaire assistance will have I2 non-English languages available. However, the paper form will only be available in Spanish and English.

*NOTE: Language glossaries will be provided in 59 non-English languages.

The I2 non-English languages are: Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese and Japanese.

EVERY FAMILY COUNTS – SHOW US YOURS.

Draw a picture of yours! Include anyone you want, like Mom, Dad, Grandma, Grandpa, and brothers or sisters if you have them. Aunts, uncles, and cousins are family, too! Everybody counts.







Hey, adults: the 2020 Census is here! When you complete the census for your address, make sure to include children on the form. And not just children related to you, but any kids that live at your address. That means your children, grandchildren, nieces, nephews, and the children of any friends or relatives staying with you. Babies count, too!



Get counted today at my2020Census.gov #2020Census #CaliforniaForAll

FAMILIES ARE AS UNIQUE AS FINGERPRINTS.

Use the hand outline below to draw pictures of your family members on each finger. You can draw Mom, Dad, Grandma, Grandpa, and brothers or sisters if you have them. If you have a small family, you can draw your friends, too! Everybody counts.







Hey, adults: the 2020 Census is here! When you complete the census for your address, make sure to include children on the form. And not just children related to you, but any kids that live at your address. That means your children, grandchildren, nieces, nephews, and the children of any friends or relatives staying with you. Babies count, too! Get counted today at **my2020Census.gov #2020Census #CaliforniaForAll**



SPRING HAS SPRUNG!

Celebrate the prettiest season of the year by coloring the flowers below. If you can, draw pictures of your family members or write their names inside each flower. You can draw your friends or write their names, too! Everybody counts.







Hey, adults: the 2020 Census is here! When you complete the census for your address, make sure to include children on the form. And not just children related to you, but any kids that live at your address. That means your children, grandchildren, nieces, nephews, and the children of any friends or relatives staying with you. Babies count, too!



Get counted today at my2020Census.gov #2020Census #CaliforniaForAll




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Get counted today at my2020Census.gov #2020Census #CaliforniaForAll

OUR SANTA CLARA COUNTY NEIGHBORS ARE BEING COUNTED in the 2020 CENSUS:







RESPOND TO THE 2020 CENSUS TODAY! ONLINE: my2020census.gov OVER THE PHONE: 844-330-2020

GET COUNTED BEFORE THE KNOCK!

Beginning August II, in-person census takers will start visiting households who have not yet completed the census. If you take it online or by phone now, the U.S. Census Bureau won't have to send someone to knock on your door.

The census is completely private. By law, the census cannot share any personal information. Census takers will never ask you for your social security number, banking, or credit card information—and they will not ask you any questions about your immigration status or the immigration status of your family members.

NUESTRAS COMUNIDADES DEL CONDADO DE SANTA CLARA SERÁN CONTADAS en el CENSO de 2020:

PARA ESCUELAS CON MÁS FONDOS

PARA VIVIENDAS DE PRECIO ACCESIBLE

PARA MAYOR ATENCIÓN MÉDICA

RESPONDE AL CENSO 2020 HOY!

POR INTERNET: my2020census.gov POR TELÉFONO: 844-468-2020

iHAZTE CONTADO ANTES DEL TOQUE!

Empezando el II de agosto, los personales del censo a iniciaran las visitas a los domicilios de los que todavía no han completado el censo. Si lo tomas por internet o por teléfono ahorita, el U.S. Census Bureau no tiene que mandar los personales a tocar tu puerta.

El censo es completamente privado. Los censistas jamás le pedirán su número de seguro social, información bancaria o de tarjeta de crédito, y no le preguntarán sobre su estado migratorio o el estado migratorio de ningún miembro de su familia.

CÁC CƯ DÂN QUẬN SANTA CLARA CHÚNG TA SẼ ĐƯỢC THỐNG KÊ TRONG CUỘC TỔNG THỐNG KÊ DÂN SỐ 2020:

ĐỂ CÓ CÁC TRƯỜNG HỌC VỮNG MẠNH HƠN

ĐỂ CÓ NHÀ Ở GIÁ RỂ

ĐỂ CÓ DỊCH VỤ CHĂM SÓC SỨC KHỎE TỐT HƠN

HÃY TRẢ LỜI THỐNG KÊ DÂN SỐ NGAY HÔM NAY! TRỰC TUYẾN: my2020census.gov điện thoại: 844-461-2020

HÃY ĐƯỢC TÍNH TRƯỚC KHI BỊ GÕ CỬA!

Bắt đầu từ ngày 11 tháng 8, nhân viên Thống kê Dân số sẽ tham quan các hộ gia đình chưa hoàn thành Thống kê Dân số. Nếu bạn hoàn thành trên mạng hoặc bằng điện thoại ngay, Cục Thống kê Dân số Hoa Kỳ sẽ không cần chỉ định nhân viên đến nhà của bạn.

Cuộc thống kê dân số hoàn toàn bảo mật. Theo luật, cuộc thống kê dân số không thể chia sẻ thông tin cá nhân. Nhân viên Thống kê Dân số sẽ không bao giờ yêu cầu thông tin về số an sinh xã hội, ngân hàng, hoặc thẻ tín dụng — và họ sẽ không bao giờ hỏi về tình trạng nhập cư của bạn hoặc về tình trạng nhập cư của thành viên gia đình của bạn.

THE 2020 CENSUS is almost here

Accurately counting everyone in the County of Santa Clara will make our communities stronger for the next ten years by bringing vital funding and resources to our neighborhoods.



MARK YOUR Calendar for April 1 **3 WAYS** to prepare for the **CENSUS**

TELL YOUR FRIENDS & NEIGHBORS



3

2020 CENSUS



CENSUS DAY IS APRIL 1, 2020 AND YOU WILL RECEIVE A MAIL NOTIFICATION IN MID-MARCH FROM THE U.S. CENSUS BUREAU TO COMPLETE THE CENSUS ONLINE. YOU WILL HAVE UNTIL SUMMER 2020 TO COMPLETE THE CENSUS-BUT MOST PEOPLE ARE PLANNING TO TAKE IT AS SOON AS THEY ARE NOTIFIED SO THEY WON'T FORGET!

THE CENSUS IS COMPLETELY PRIVATE. BY LAW, THE CENSUS CANNOT SHARE ANY PERSONAL INFORMATION.

🕇 😏 FOLLOW US AT @SCCCENSUS FOR UPDATES ON THE 2020 CENSUS.

2020 CENSUS SANTA CLARA COUNTY 2020 CENSUS SANTA CLARA COUNTY 2020 CENSUS



IN FOR AFFORDABLE HOUSING

IN TO BE COUNTED IN THE 2020 CENSUS

Because our voices count.

WE CAN'T LET ANYONE SILENCE OUR RIGHT TO SPEAK AND BE HEARD. **STANDING UP FOR OUR COMMUNITY AND** SECURING FUNDS FOR **VITAL PUBLIC SERVICES IS** THE RIGHT THING TO DO.

Learn more.

LEARN MORE ABOUT THE **2020 CENSUS AND MAKE A** PLAN TO BE COUNTED AT SCCGOV.ORG/CENSUS.

SHARE WHY THE **CENSUS MATTERS WITH #YOUCOUNTSCC AND #2020CENSUS.**

Get counted for our community.

THE CENSUS TAKES **ABOUT TEN MINUTES TO** FILL OUT AND CAN BE COMPLETED ONLINE, VIA TELEPHONE OR ON PAPER.

THE CENSUS IS COMPLETELY PRIVATE. BY LAW, THE CENSUS CANNOT SHARE ANY PERSONAL INFORMATION.

sccgov.org/census



Follow us at @SCCCensus for updates on the 2020 Census.



SAVE THE DATE:

APRIL 1, 2020 IS CENSUS DAY

When we all **GET COUNTED**, we stand up for our values, secure funds for vital public services and stop anyone trying to silence our voices. Join our friends and neighbors by pledging to get counted!

For more information, please visit the website.

Para obtener más información, visite el sitio web.

欲瞭解更多詳情[,]請瀏覽網站。

欲了解更多详情[,]请浏览网站。

Para sa karagdagang impormasyon, paki-bisita ang website na ito.

자세한 내용은 웹사이트를 참고하세요.

Để biết thêm chi tiết, xin vui lòng nhấn vào trang mạng.

sccgov.org/census

DOING THE RIGHT THING IS EASY.

The Census takes about ten minutes to fill out and can be completed online, via telephone or on paper.



THE CENSUS IS COMPLETELY PRIVATE. BY LAW, THE CENSUS CANNOT SHARE ANY PERSONAL INFORMATION.

The 2020 CENSUS is HERE!

Santa Clara County is being counted!

Learn more at sccgov.org/census

COUNT ME IN | CUENTA CONMIGO | IBILANG AKO | HÃY ĐẾM CẢ TÔI | 我要參加

GET COUNTED in the 2020 CENSUS and make sure to count everyone living in

your household, including:



 $\mathbf{\Theta}$





TENANTS IN Your home



FAMILY MEMBERS LIVING WITH YOU





EVERYONE REGARDLESS OF IMMIGRATION



The 2020 Census takes just ten minutes to fill out and brings ten years of funding for health care, schools and transit to our South Bay communities.

LEARN MORE AT SCCGOV.ORG/CENSUS



THE CENSUS IS COMPLETELY PRIVATE. BY LAW, THE CENSUS CANNOT SHARE ANY PERSONAL INFORMATION.





I was counted in the 2020 CENSUS!





BECOME A CENSUS CHAMPION TODAY! Learn more at SCCGov.org/Census

IMIRA HACIA ARRIBA! UN MENSAJE POR AVIÓN SOBRE EL CENSO DÍA DEL PADRE.



Domingo, 21 de junio de las 12 a las 4 PM

MILPITAS	12:10–12:20, 3:50–4:00 pm
	12.10 12.20, 3.30 4.00 pm
BERRYESSA	12:20-12:30, 2:15-2:20, 3:35-3:40 pm
ALUM ROCK	12:30-12:40, 2:20-2:25 pm
SILVER CREEK	12:40-12:50, 2:25-2:30 pm
MORGAN HILL	1:00-1:10, 1:35-1:45, 3:05-3:10 pm
GILROY	1:15-1:30, 2:55-3:00 pm
CAMPBELL/RO	SE GARDEN
	1:55–2:05, 3:25-3:30 pm
DOWNTOWN SA	AN JOSE
	2:05-2:15, 3:30-3:35 pm
ALVISO	2:15-2:20, 3:35-3:40 pm



