

COUNTY OF SAN MATEO



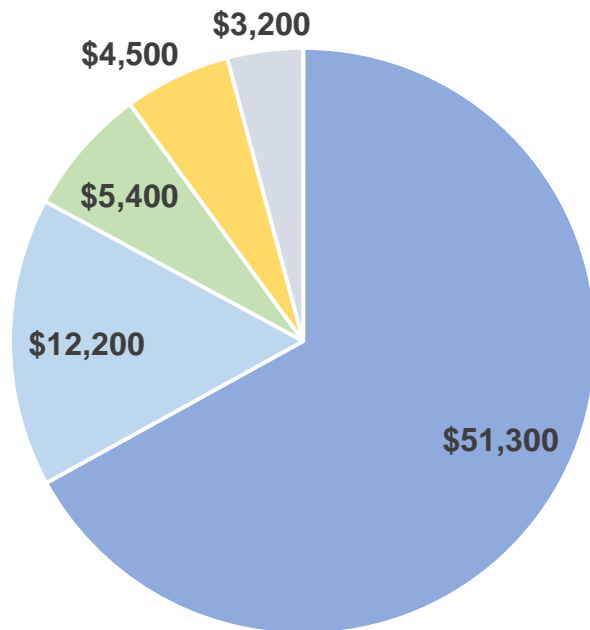
Immigrant Forum

January 2019



CENSUS 2020: WHAT'S AT STAKE

California
(FFY2015-in million dollars)



Total: \$76.66 Billion

■ Health ■ Social Services ■ Education ■ Housing ■ Transportation



Health

- Medi-Cal
- Medicare Part B
- Health Center Programs



Social Services

- SNAP/ CHIP/ WIC
- Foster care
- LIHEAP



Housing

- Section 8
- Shelter Funding



Education

- Special Education
- School Lunch
- Head Start
- Title I



Transportation

- Federal Highways Funding

74 DAYS UNTIL CENSUS DAY

How the 2020 will invite everyone to respond:

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

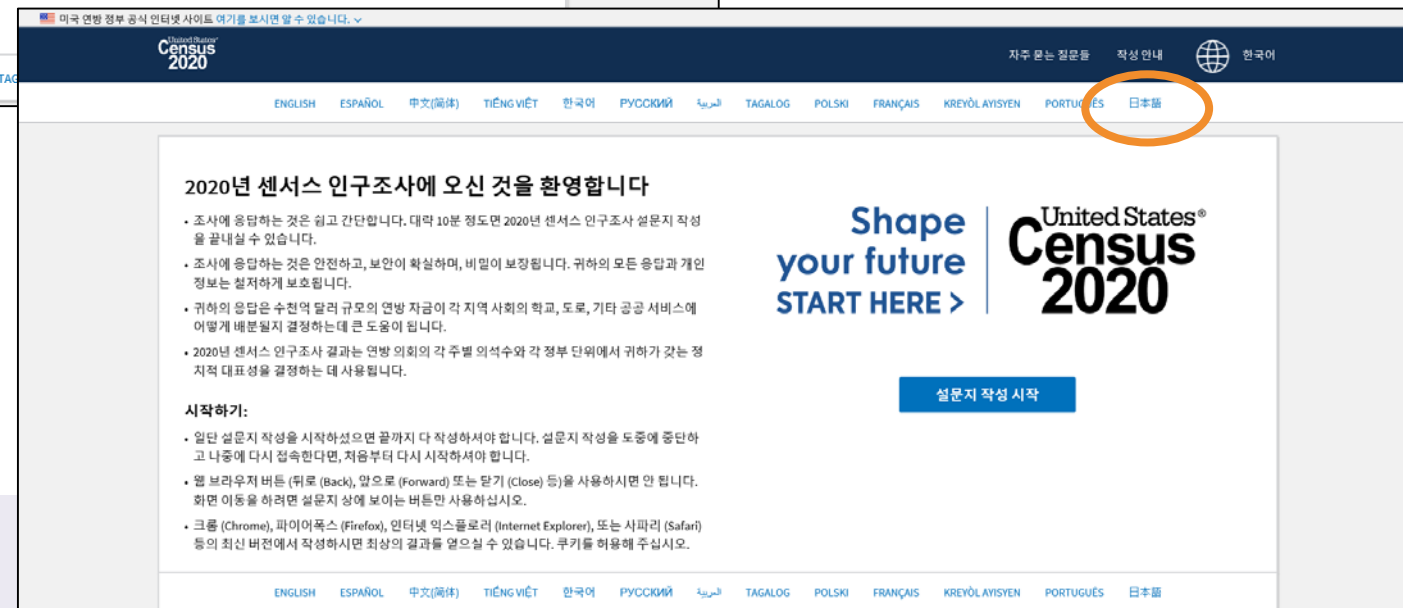
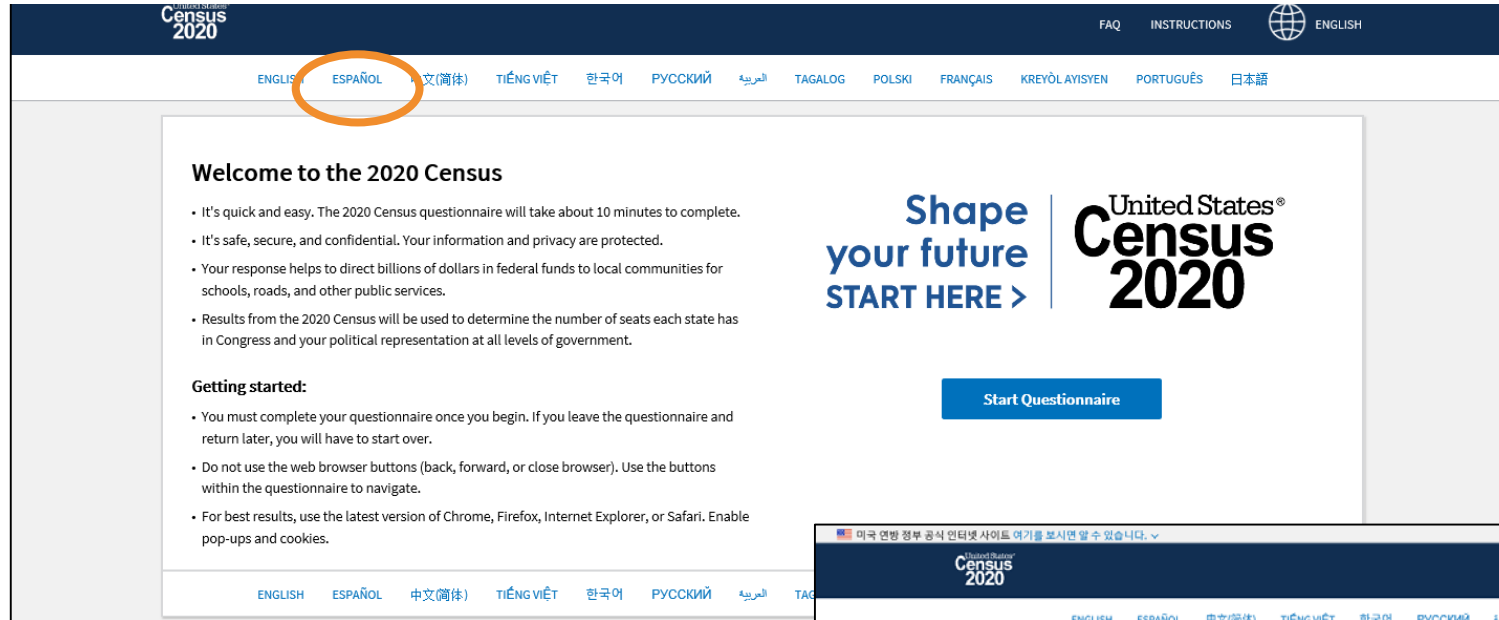
We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.



Self-response starting March 12

Internet Self Response



The internet questionnaire will allow respondents to **toggle between English and 12 non-English languages** using a dropdown language menu at the top of each screen, and individual links at the top and bottom of each screen.

COUNTING PEOPLE EXPERIENCING HOMELESSNESS

Federal Census workers will interview and record responses from people experiencing homelessness at service-based locations or outdoors.

- emergency and transitional shelters
- soup kitchens
- mobile food vans
- targeted outdoor locations (under bridges, in parking lots)

This effort will take place from March 30 to April 1, 2020

Federal Census workers will go to “transitory” locations to collect responses from people who don’t have a usual home elsewhere.

- RV parks, Motels, campgrounds, racetracks, circuses, carnivals, and marinas.

This effort will take place from April 9 to May 4, 2020.

Census Bureau will work with local partners to identify service-based and outdoor locations

For Those Without a Usual Residence (unhoused, experiencing homelessness)

The screenshot shows the 'Address Verification' step of the 2020 US Census. The page has a dark blue header with the 'United States Census 2020' logo on the left and 'FAQ INSTRUCTIONS' and a globe icon with 'ENGLISH' on the right. Below the header is a progress bar with four steps: 'Address Verification' (active), 'Household Questions', 'People Questions', and 'Final Questions'. The main content area is light gray and contains the following text and form elements:

Please provide a city and state, or ZIP Code where you will be living on April 1, 2020.
Also, describe the physical location in the space provided.

City State ZIP Code

Please provide as much information as possible.

For example:

- a location description such as "The apartment over the gas station" or "The brick house with the screened porch on the northeast corner of Farm Road and HC 46" or
- a name of a park, street intersection or shelter, if you will be experiencing homelessness on April 1, 2020, as well as the name of the city and state. For example, "Friendship Park, Anywhere, PA."

At the bottom right, there are two buttons: a dark gray button with a left arrow and the text '< Previous' and a blue button with the text 'Next >'.

Confirmation of Submission

United States[®]
**Census
2020**

Address Verification Household Questions People Questions Final Questions

Thank you for completing the 2020 Census questionnaire for:

1307 BARNARD DR Sim Data ZZ 89102 1805
Sim Data NV 89102

November 8, 2019 10:56:02 AM EST

If you receive other mail from the Census Bureau about the 2020 Census in the next few days, please disregard it. That mail may have been sent out before today.

If you have any questions, please call the phone number printed in your materials or listed below.

1-844-330-2020

Confirmation #: 176039113

[Visit 2020Census.gov](https://www.2020census.gov)

[Save or Print this Screen](#)

You may close the browser.

Community Partnerships

- US Census Bureau
- CA Census Office
- Regional Funding
- Residents / Cities
- Community Organizations
- Business
- SMC Census Team
 - Outreach events
 - Presentations
 - City Councils
 - Commissions



RFP #OCA1004: Census Events

RFP 1004: Host a Census Event

Description	Host an event to bring together HTC community members to increase awareness + importance of the Census
Requirements	<ul style="list-style-type: none">▪ Host a Census Speaker▪ Attend census training or have someone with training attend the event▪ Provide census information
County Provides	<ul style="list-style-type: none">▪ Training▪ Digital resource library▪ Census swag (limited)
Funding Level	\$250 - \$3,000 (depends on size of the event)

Examples (thanks Contra Costa County!)

- Church: Stand Up and Be Counted Mixer
- Educational workshop for parents
- Meals on Wheels – presentation to cafes
- Valentine’s Social Census Outreach
- Block Party
- Small Business Event

SMCcensus.org Website Resources

Census 2020 news
Community Affairs Home

✉ EMAIL UPDATES

SUBSCRIBE ▶

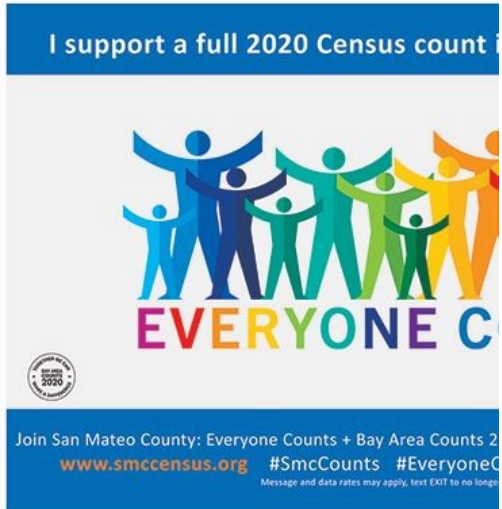
Funded Organizations

Outreach Resources

News Corner

Census 2020 Online Outreach Toolkit Available Now!
The San Mateo County census team has developed an online outreach toolkit which has resources to help you

and resources. Learn more» our residents. Let



Join San Mateo County: Everyone Counts + Bay Area Counts 2020 complete the 2020 Census survey. Text the start word **COU** in to receive timely information such as local events happen the survey. The pledge is offered in multiple languages, for i

Bay Area Funding Opportunities

San Mateo County-Created Resources

- FACTSHEETS, FLYERS, POSTCARDS
- PRESENTATIONS
- SAMPLE ARTICLES
- VIDEOS + PSA
- POSTERS
- WEBTOOLS
- REQUESTS

Resources Created by Other Organizations

- BAY AREA COUNTS 2020 (UNITED WAY) MATERIALS
- NALEO EDUCATIONAL FUND
- UNITED STATES CENSUS BUREAU

WHEN IS THE 2020 CENSUS?

Guides + Toolkits

San Mateo County-Created

- Messaging Guide
- Social Media Guide
 - October-December 2019
 - July-September 2019 (Updated July 2019)
- Outreach Toolkit

Other Resources

- Disability Rights California: 2020 Census Disability Community Toolkit
- First 5: Census Message Guide, Final, English (word .doc)

Supporting Information

- Sample Invitation to Participate Letter
- Sample Paper Questionnaire
 - English
 - Spanish
- Sample Online Self-Response
- Draft Guide for Paper Response Completion



COUNTY OF SAN MATEO



Messaging Guide

- Census 2020 Communication Phases
- Census 2020 Relational Approach to Community Engagement
- Census 2020 Key Messages
- Census 2020 Pledge Campaign
- Tips for Addressing Common Barriers to Census Participation →
- Answers to Frequently Asked Questions about Census 2020
- Message Maps for Census 2020 Top Questions

ADDRESSING COMMON BARRIERS ABOUT CENSUS PARTICIPATION

“The Census doesn’t impact me.”

- The census impacts ALL of us EVERY day.
- The census count impacts funding and planning for programs and services we rely on, like roads, schools, housing, and health care.
- The census count impacts how much of a voice we have in government and the policy decisions that affect us.
- The census count impacts the number of businesses, jobs, and development projects in our communities – our local economy.

“I’m just one person - my participation doesn’t matter.”

- EVERY person that is counted in Census 2020 makes a difference.
- Participating in the census is an important civic responsibility and a powerful tool for making your voice heard.
- The census count directly affects how billions of dollars are distributed every year for important services and programs that we all rely on.
- For each person not counted in Census 2020, we could lose up to \$10,000 over the next 10 years in federal funding.

“I don’t feel comfortable sharing my information.”

- By law, information you give to the Census Bureau is confidential and only used for statistics.
- Census 2020 will only ask for very basic information, like age, sex, and race/ethnicity. Citizenship or immigration status will NOT be asked.
- Your personal information can’t be shared with anyone outside the Census Bureau or be used against you by immigration authorities, a court of law, or any law enforcement agencies.
- The Census Bureau takes many steps to make sure personal information is protected.

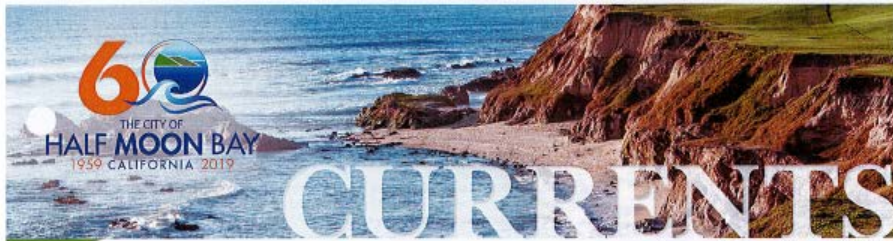
“I don’t have time to fill out the census.”

- It will only take 5-10 minutes to fill out Census 2020.
- Census 2020 will only ask basic questions about everyone living in the residence.
- You can fill out Census 2020 online, by phone, or by mail – whatever is convenient for you.
- The 10 minutes you spend filling out the census will mean more funding, services, and jobs in your community for the next 10 years.

“I need help filling out the census.”

- There will be support for anyone who needs help filling out Census 2020.
- Census 2020 can be filled out online, by phone, or by mail in different languages.
- Assistance Centers and Kiosks will be set up across San Mateo County to provide digital, language, and disability support.
- For more information, visit www.smccensus.org

Community Updates:



Census 2020 – Why it Matters to You and Your Family

Every 10 years, the federal government is required to count everyone residing in the United States, regardless of citizenship status, through a national census. Census forms will be mailed in late March 2020.

Why It's Important

- Census data** determines the number of U.S. representatives each state sends to Congress and sets the district boundaries for several elected positions
- The federal government** uses the census count to determine how to allocate \$675 billion in annual funding to state and local governments. That money goes toward critical programs that support education, housing, health, and transportation services in local communities, including ours
- Local governments** use census data for public safety and emergency preparedness planning
- Businesses** use census data to help decide where to open facilities and what types of services/products to provide
- Developers** use census data when building new homes and revitalizing old neighborhoods

- Transportation** planners use census data to help determine public transit routes
- Community organizations** rely on census data to identify community needs, request funds for community programs, monitor trends and assess program effectiveness
- Residents** use census data to support community initiatives involving legislation, quality-of-life, and consumer advocacy

NO Citizenship Question on the Census

In July of 2019, the U.S. Department of Justice confirmed that a citizenship question will not be printed in the Census 2020 questionnaire. Earlier last summer the United States Supreme Court blocked the citizenship question from being added, but had left it up to the administration to rework its arguments for the question's inclusion.



With the Department of Justice's decision, the issue is now settled for the 2020 census — there will be no citizenship question.

What's Next

Over the next few months, City staff will work closely with San Mateo County census staff and community organizations on how best to communicate with and ensure that all of our Coastside residents are aware of the census and the importance of being counted. Please visit www.lmbcity.com/census2020 for census updates. The US Census Bureau website is www.census.gov.

censo de 2020: por qué es importante para usted y su familia

Cada 10 años, el gobierno federal tiene la obligación de contar a todas las personas que residen en Estados Unidos, independientemente de su situación de ciudadanía, mediante un censo nacional. Los formularios del censo se enviarán por correo al final de marzo de 2020.



Por qué es importante

- Los datos del censo** determinan el número de representantes de Estados Unidos que cada estado envía al Congreso y establecen los límites de los distritos para varios cargos de elección popular

- Los desarrolladores** utilizan los datos del censo para construir nuevas viviendas y revitalizar los vecindarios antiguos
- Los planificadores** de transporte utilizan los datos del censo para ayudar a determinar las rutas de transporte público
- Las organizaciones comunitarias** dependen de los datos del censo para identificar las necesidades de la comunidad, solicitar fondos para programas comunitarios, monitorear las tendencias y evaluar la efectividad de los programas
- Los residentes** utilizan los datos del censo para apoyar las iniciativas comunitarias que implican legislación, calidad de vida y defensa del consumidor

Continúa →

SAN MATEO COUNTY

ADDING A SECOND UNIT TO YOUR HOME

New laws and free homeowner resources have made it easier for you to add a "granny flat", "in-law suite", "accessory dwelling unit" (ADU) to your home. ADUs give you the flexibility to provide a home for friends, family, or a rental unit. Second units can also empower you to generate additional income. Visit <http://www.secondunitcentersmc.org/st> with sample floor plans, a financial calculator to estimate the cost of your project, information on your city's rules, and a step-by-step guide to the permitting process. You can also sign up there to receive more information. ADUs are a non-profit to help you explore the possibilities, build a business plan, and connect you with local resources.

HOURS OF OPERATION AT TAX COLLECTOR OFFICES FOR THE 2019-20 YEAR

For the past several years, the Tax Collector has operated offices on the coast in Half Moon Bay to better serve the residents of our satellite offices for the 2019-20 year, with the following days and time each location will be available:

South San Francisco 1024 Mission Road
11/1-12/11: Mon-Fri, 9am-5pm
12/18: 9am-5pm
3/2/20-4/10/20: Mon-Fri, 9am-5pm
4/15/20: 9am-5pm

Please note that both satellite offices will close for the 2019-20 year. The main office location at 555 County Center, First Floor, Monday-Friday, 9am-5pm, holidays excluded. Tax Collector offices to accept payments for property taxes only. We will be open for the 2020-21 year.

DO YOU NEED ASSISTANCE?

The San Mateo County Department of Child Support Services is quick and easy to apply online for services. Visit our website at www.csdssmc.org. You can also call our agency can: Establish and modify a child support order, Provide free paternity tests; Eliminate court filing fees for child support orders; Pay child support and track status of payments. We are located at 1000 Redwood City, CA 94063. Contact us at 1-866-901-3232.

DON'T PACK A PEST

In July, Peach fruit fly was found on the San Mateo/Santa Clara County line, touching off another expensive pest eradication project. It is no longer unusual to trap exotic fruit flies in SMC and this year properties in Foster City and Redwood City were treated for Asian Citrus Psyllid. Mediterranean fruit fly was eradicated in Half Moon Bay last year, and in previous years, Ag Department staff have found Guava, Peach, and Oriental Fruit fly and Asian Citrus Psyllid. Harmful pests and plant diseases are usually brought in by unsuspecting travelers carrying infested fruit, plants, food and other agricultural items. Travelers usually don't know the items are infested, or that they are essentially smuggling agricultural commodities-which carries fines up to \$50,000. The introduction of exotic pests has a direct impact on the environment and on local food production. So before you travel, help the Agriculture Department keep pests out of SMC and visit dontpackapest.com/.

NATIONAL CENSUS 2020 – COMING SOON!

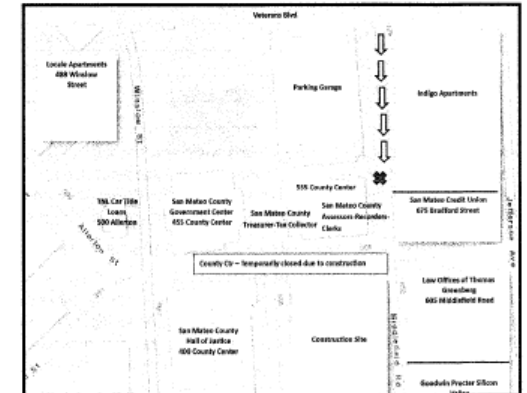
Every 10 years, the federal government is required to count all residents in the United States, citizens and noncitizens alike, through a national census. The next national census is in April 2020. The information is used to make sure everyone is **equally represented** in our political system and that government resources are allocated fairly. It is also used to make important decisions about **community programs and services**, like where to build parks and schools, establish public transit routes, build new roads and hospitals. San Mateo County is committed to ensuring a complete and accurate count of all our residents, so please look for your census information, arriving **mid-March 2020**. This survey will be primarily online; each household will receive a postcard with their personal identification information. There will be assistance centers located throughout the county if you have questions or need help filling out your survey. For more information, please visit our website at: www.SmcCensus.org

MOBILE DROP BOX LOCATION CHANGE

Due to the recent construction at County Center in Redwood City the mobile drop box will have a new interim location. The San Mateo County Treasurer-Tax Collector's mobile drop box will be temporarily located on Middlefield Road, between the parking structure and 555 County Center.

The mobile drop box will be available to taxpayers during the work week only during December 4-10, 2019 and April 6-10, 2020 between the hours of 9:00 a.m.-5:00 p.m. You will be able to either hand your payments to an employee at our mobile drop box or drop it in the box yourself. **No receipts are provided with this option.**

The San Mateo Treasurer-Tax Collector is located at 555 County Center, 1st floor, Redwood City, CA 94063 and our telephone number is (866) 220-0308. Please visit our website at tax.smcgov.org



Community Updates:



EVENTS

DECEMBER 7
Hometown Holidays
Courthouse Square
10 a.m.

DECEMBER 15-21
Santa at the Library

16 NOVEMBER 2019

City Programs Address Homelessness, City Cleanup

MEETING THE HOUSING CHALLENGE City Supports Housing at all Levels through Policies, Pro Partnerships, and Proje

In 2019, the City Council identified three top policy priorities: housing, transportation, and children and youth. Housing has emerged as especially challenging, as rising housing costs, low vacancy rates, and income disparity throughout the region threaten to displace some residents, and negatively impact the quality of life of many more.

Redwood City's vision is to build a community where people of all backgrounds and income levels can thrive. Affordable housing is an important part of that vision.

Several City departments, in collaboration with service providers and other local agencies, are working together to assist our homeless community while addressing concerns about sanitation and health.

In addition, the City Council recently approved the Downtown Streets Team (DST) as a two-year pilot program. DST has programs in more than a dozen Northern California cities, including Hayward, Palo Alto, Santa Cruz, San Francisco, and Sunnyvale. Founded in 2005, they have secured more than 900 homes and 950 jobs for formerly homeless individuals.

Ensuring housing for all in our community is a top priority for the City. It's also a long-term challenge. In the near term, we're working to provide services and emergency housing to people who need them and to limit use of outdoor spaces for living.

The City's housing division supporting housing stability creation of market rate housing.

City staff continue to deliver services, including administrative support.

The DST Program is unique. DST engages homeless members of the community to perform cleanup activities and, in return, DST provides job training and services to help homeless individuals move toward self-sufficiency. Initial cleanup work will focus primarily in the Downtown area, within walking distance of the Library where their materials will be stored. Over time, we hope to provide transportation and expand cleanup efforts to areas along Highway 101.

DST members will augment the efforts of staff from multiple City departments who regularly coordinate service outreach and debris removal associated with homeless encampments in all parts of the City. Over the past nine months, cleanup efforts at sites including Union Cemetery on Woodside Road, Douglas Court, Charter Street,



Linden Street, Cedar Street, and more resulted in the removal of 583 cubic yards of trash using utility trucks, trailers, and backhoes.

The Redwood City Police Department trains its officers to play a constructive role in mitigating the challenges of homelessness and connecting homeless individuals with services whenever possible. Each patrol team includes at least one homeless liaison officer, who connects homeless individuals with resources and social services.

City staff also assist our homeless residents with referrals to organizations that can help with housing placement, health care, transportation services, and shower and laundry facilities, while addressing issues like safety, blight, and sanitation.



By taking a holistic approach to the challenges of homelessness, we can better meet the needs of all of our residents.

For more information, go to www.redwoodcity.org/humanservices.

2020 U.S. Census Is Coming

Every 10 years, the federal government is required to conduct a national census to count every person living in the U.S., regardless of age, immigration status, or criminal history. Our next census will take place in March 2020. Every household will have the option of responding online, by mail, or by phone. An accurate count is important because it affects political representation, funding for critical programs, and decisions made by business, civic, community, and non-profit leaders. In May,

Census workers will begin visiting households that have not completed the forms. We encourage you to help us achieve as accurate a count as possible. The Census Bureau protects the privacy of the information they collect and only reports data as statistics. They do not share personal information with any other government agency.

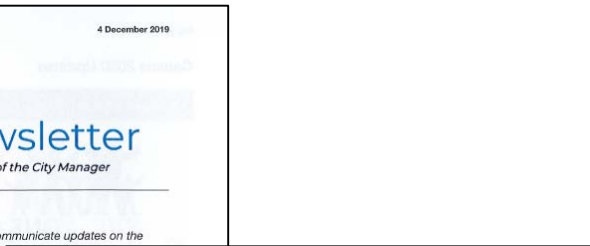
To learn more, visit cso.amcgov.org/census-2020-outreach-resources.



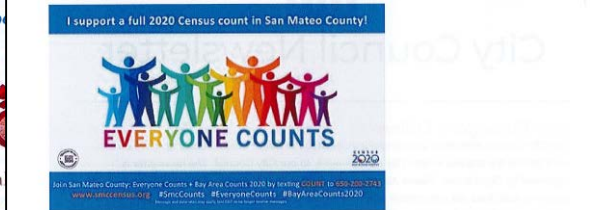
City Manager's Office
The City Council newsletter is an ongoing publication to better communicate updates on the work behind the scenes, across City Departments, to our City Council members, organized by Department. Please note that this newsletter is a snapshot of city work and does not encompass all of the wide-reaching work of the City Manager's Office. For more information, please contact the City Manager's Office at (650) 992-2743.

Community Tree Lighting - Wednesday, December 11

Daly City will hold its first annual Community Tree Lighting event, open to all community members, on Wednesday, December 11 from 5:00 to 6:30pm. A large conifer was planted on City Hall grounds to serve as our community tree during the winter season (and to further increase our urban canopy). The event will include light refreshments and activities for kids and the City will be accepting toy donations for Operation Santa Claus.



Census 2020 Updates



The new round of outreach on Census 2020 is now focusing on taking a pledge to respond:

Join San Mateo County: Everyone Counts + Bay Area Counts 2020 texting campaign by pledging to complete the 2020 Census survey. Text the start word COUNT to (650) 200-2743, and you can opt-in to receive timely information such as local events happening near you, or a reminder to complete the survey. The pledge is offered in multiple languages. For more information visit our [Pledge Page](#).

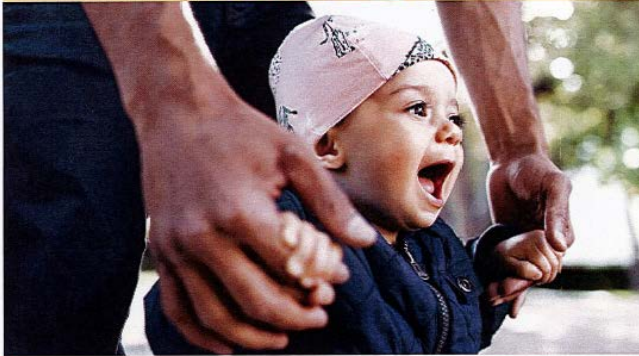
San Mateo County also released a new Request for Proposals to fund census outreach in areas that have been historically hard to count or are expected to be less likely to respond to the census given the current political climate. The RFP is open to nonprofits, government agencies including school districts, school groups and joint applications, all due on Monday, December 9.

Check out the Census 2020 Countdown widget on the Daly City homepage!




Community Updates:

[About](#)
[Families](#)
[Partners](#)
[Contact](#)




First 5 San Mateo County is entrusted with the strategic investment of nearly \$7 million of public dollars each year specifically earmarked to help children and families in our county succeed. We work on behalf of the more than 63,000 children ages 0-5 living here to ensure their every need is met, their families are supported and their future is a priority.



Meetings

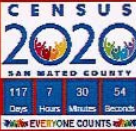
- Commission Meeting: December 16, 2019 Packet
- Program, Operations and Planning (POP) Committee Meeting: December 2, 2019 Packet - CANCELLED
- Finance Committee Meeting: January 13, 2020 (Tentative Date) Packet
- EC Evaluation Advisory Committee Meeting: January 10, 2020 (Tentative Date) Packet
- Commission Meetings Archive


Packets are posted 72 hours in advance.



What's New


- Culture of Care Convening Primer - 11/18/19
- Build Up Website
- Quality Counts SMC Website
- Help Me Grow San Mateo County
- San Mateo County ACEL Connection






Blog

- Newsletter
- Spotlight on Success: Opening Doors for Children at Pucote de la Costa Sur
- First 5 San Mateo County on PenTV Voice
- Strong Start Index
- Spotlight on Success: Virtual Dental Home
- Spotlight on Success: Building Up the Child Care Supply through Faith-Based Organizations


 Catholic Charities
MARIN • SAN FRANCISCO • SAN MATEO

UNITED STATES CENSUS 2020

The Census is about Power and Money

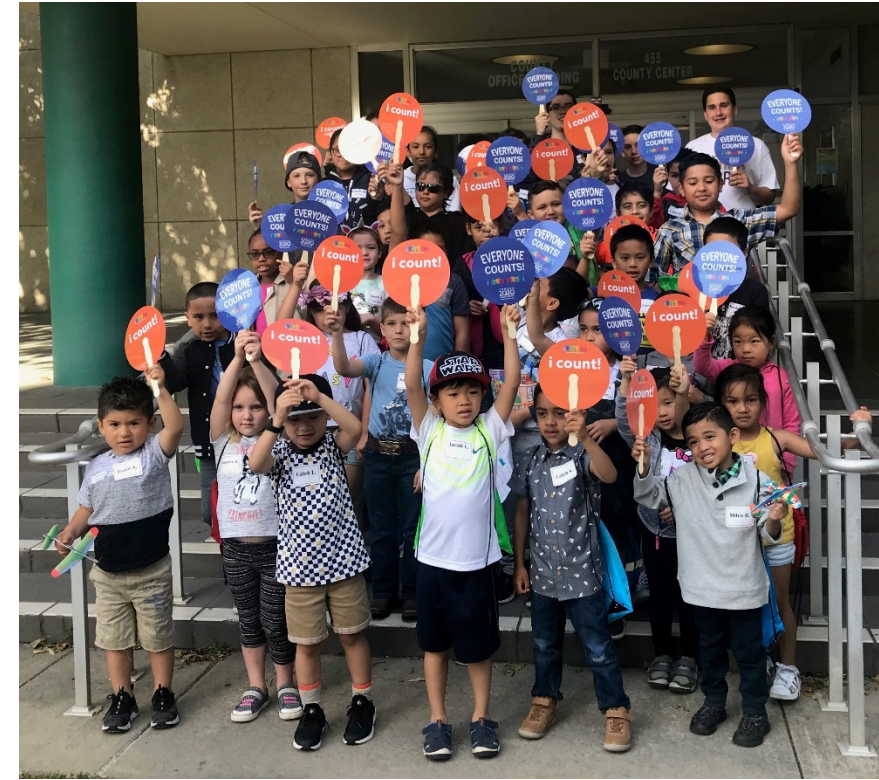


There's a lot at stake with Census 2020. Standing up for the count is one of the most powerful things you can do to support yourself, your family, and your community.

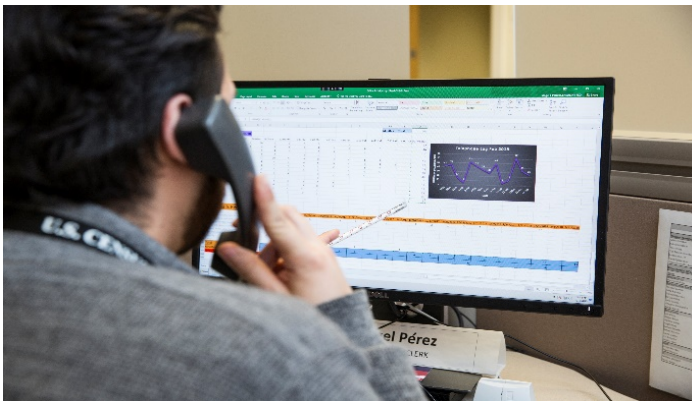
<https://www.catholiccharitiesf.org/census/>
1/5

We Need Your Support

- **Website links, newsletter articles, mailers**
 - Water District inserts
 - Montara WD, Mid-Peninsula WD, Redwood City water bills
 - Elections Voting Guide
 - Property tax bill insert
 - Parks and Recreation Catalogs
 - City of Millbrae-Digital Billboard
 - Daly City- Digital Billboard
- **How are you incorporating Census 2020 into your existing outreach efforts?**
- **How are you preparing your staff?**



Census Jobs



**Census jobs available in all 8 San Francisco Bay Area Census Offices.
One application qualifies you for any of the following positions:**

Position	Pay rate
Office Clerks	\$16 - \$24 per hour
Office Operations Supervisors	\$20.50 - \$31 per hour
Census Field Supervisors	\$22 - \$33 per hour
Enumerators (Census Takers)	\$20 - \$30 per hour
Recruiting Assistants	\$22 - \$33 per hour

- ✓ Excellent Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Temporary Positions

Basic Requirements

- 18 years of age or older
- Valid Social Security number
- U.S. Citizen
- Valid email address
- Must apply online

Simple Application

33 Question Assessment
Plus 9 Supervisory
questions if interested in
Supervisory Positions

Apply today!
2020census.gov/jobs

1-855-JOB-2020 (1-855-562-2020)

The U.S. Census Bureau is an Equal Opportunity Employer



THANK YOU



COUNTY OF SAN MATEO
OFFICE OF COMMUNITY AFFAIRS

Because Community Counts