



Census Updates

August, 2020

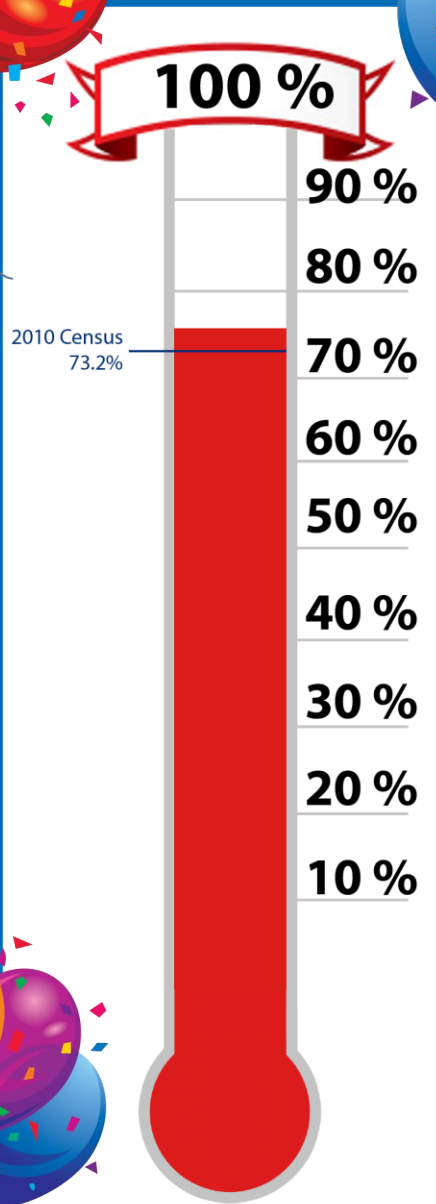


Way to go San Mateo County residents!


**Our county has the highest
2020 Census response rates in
the entire state of California!**

76.7%

**We still have a long way to go though, so please,
complete your Census 2020 questionnaire today!**

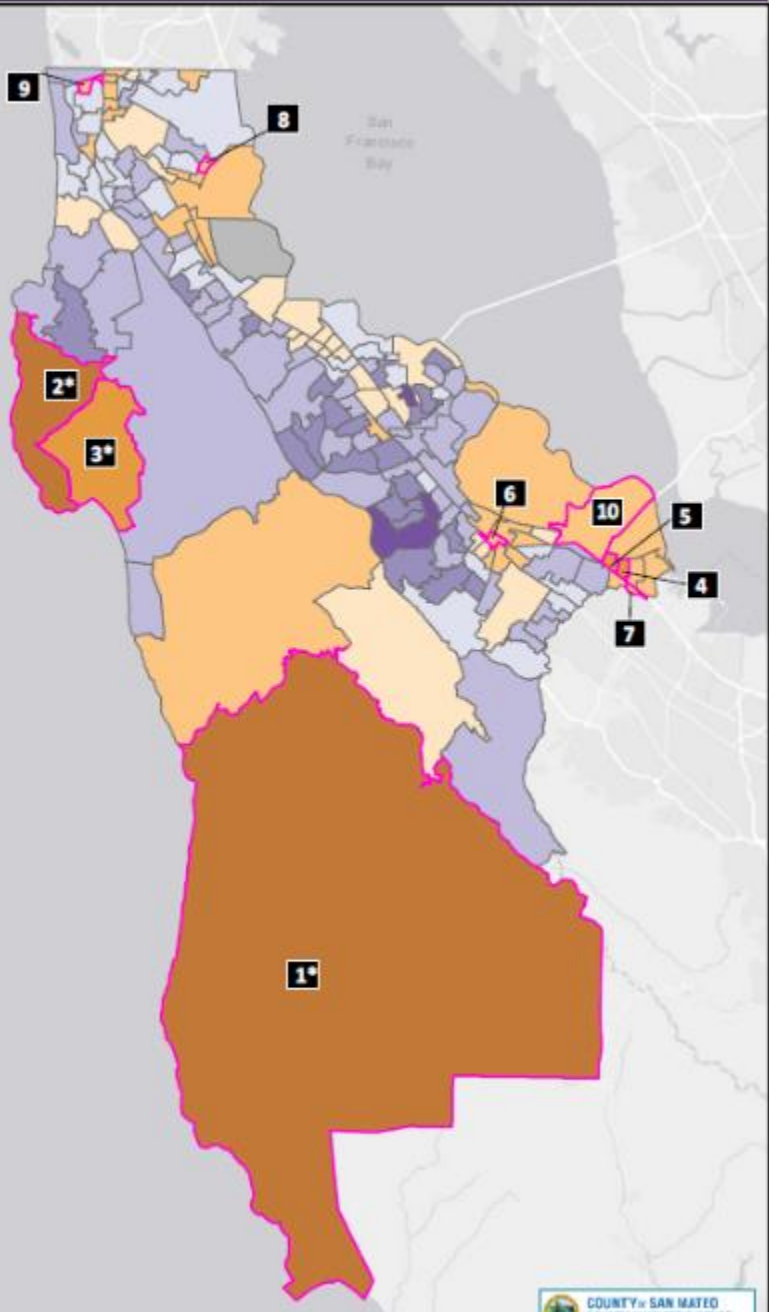


 SMCCENSUS.ORG
  [@SMC_COMMAFFAIRS](https://twitter.com/SMC_COMMAFFAIRS)

CENSUS
2020 
SAN MATEO COUNTY
STAND UP AND BE COUNTED!

As of 8-17-2020

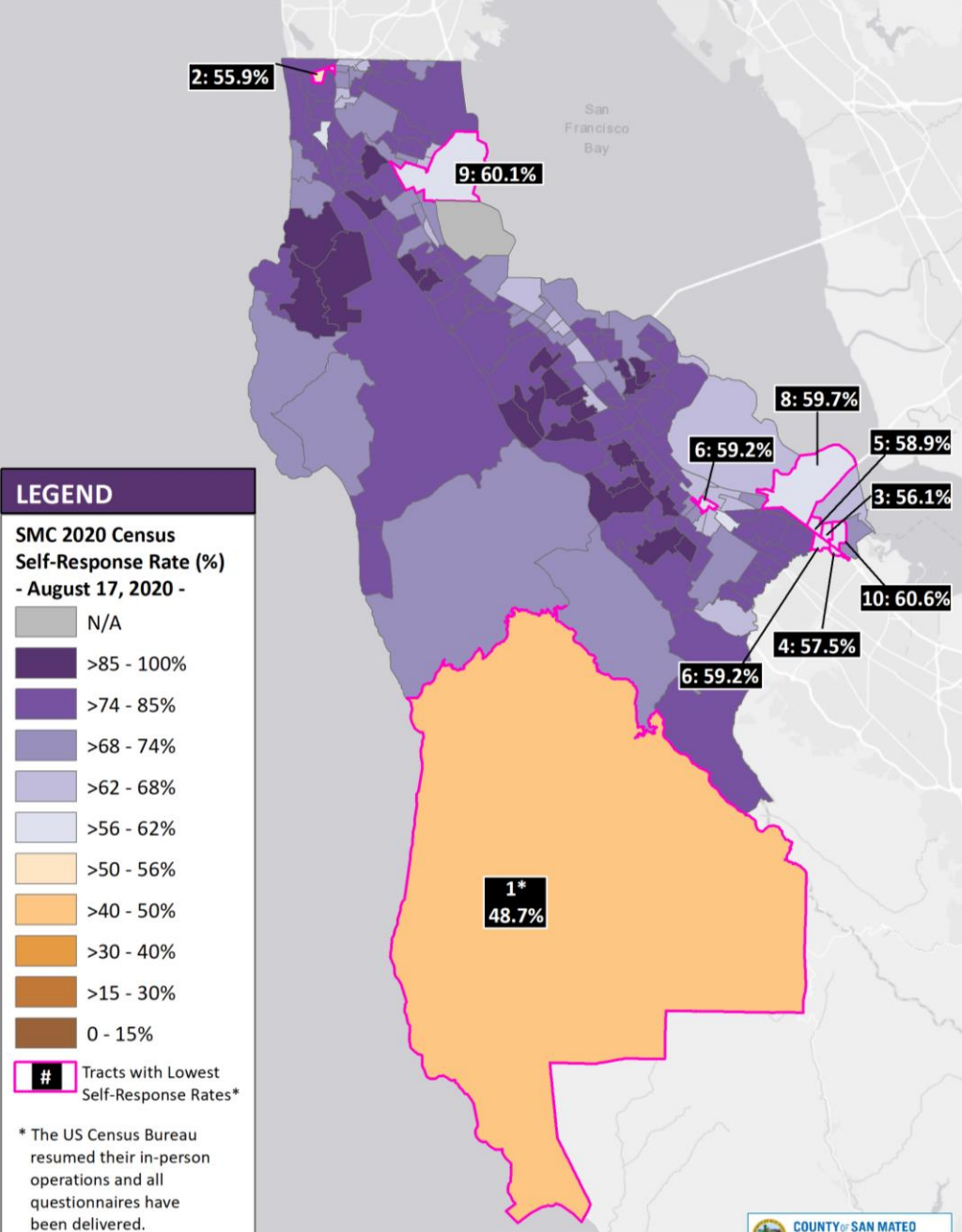
SAN MATEO COUNTY: 2020 CENSUS SELF-RESPONSE RATES



Source: US Census Bureau Published Response Rates, April 9, 2020 (<https://2020census.gov/en/response-rates.html>)



SAN MATEO COUNTY: 2020 CENSUS SELF-RESPONSE RATES



Source: US Census Bureau Published Response Rates, August 17, 2020 (<https://2020census.gov/en/response-rates.html>)



Self Response: Lowest 20 Census Tracts

Rank	Tract	Response Rate	City	Households
1	6138	48.7	Pescadero area	1,446
2	6008	55.9	Daly City	3,019
3	6120.02	56.1	East Palo Alto	701
4	6121.02	57.5	East Palo Alto	1,526
5	6120.01	58.9	East Palo Alto	774
6	6121.01	59.2	East Palo Alto	1,422
7	6102.03	59.2	Redwood City	1,579
8	6117	59.7	Belle Haven	1,061
9	6023	60.1	SSF	1,196
10	6119.01	60.6	East Palo Alto	988
11	6106.01	60.6	North Fair Oaks	1,639
12	6015.02	61.5	Daly City	1,856
13	6102.01	62.1	Redwood City	1,856
14	6105		North Fair Oaks	1,312
15	6108	62.7	Redwood City	1,740
16	6041.03	63.3	San Bruno	1,660
17	6007.01	63.5	Daly City	1,003
18	6107	63.7	Redwood City	1,223
19	6022.02	63.9	SSF	1,023
20	6102.02	64.1	Redwood City	2,357
				29,381

- Belle Haven: 1
- Daly City: 3
- East Palo Alto: 5
- North Fair Oaks: 2
- Redwood City: 5
- San Bruno: 1
- South San Francisco: 2

Updates

Postcard

- Bus Ads in English, Spanish, Chinese, and Tagalog
- Car Caravans
- Articles/Press Coverage

Time is Running Out to Take the 2020 Census

Our communities need your voice.

Census workers will visit households that have not yet completed the 2020 Census. Be sure to count yourself and every person living with you, including young children, renters and roommates — because everyone is important. And remember that taking the census is quick, confidential and your data is completely secure. Your information is protected by law and will not be shared, regardless of immigration status.

WE NEED YOUR HELP! COMPLETE THE CENSUS!

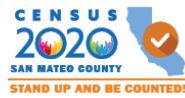
Se está acabando el tiempo para participar en el Censo 2020

Sea contado en el Censo 2020:

1. En línea visitando: my2020census.gov
2. Por teléfono llamando al: 1-844-468-2020
3. Llene el cuestionario y mándelo por correo postal

Be counted in the 2020 Census:

1. Online at my2020census.gov
2. By phone at 1-844-330-2020
3. Fill out the paper form and mail it back



Nuestras comunidades necesitan su voz.

Los trabajadores del censo visitarán los hogares que aún no han completado el censo del 2020. Asegúrese de contarse a sí mismo y a todas las personas que viven con usted, incluyendo los niños pequeños, los inquilinos, y los compañeros de habitación—porque todos son importantes. Y recuerde que responder al censo es rápido, confidencial, y sus datos están completamente seguros. Su información está protegida por la ley y no se compartirá, sin importar su estatus de inmigración.

¡NECESITAMOS SU AYUDA! ¡COMPLETE EL CENSO!

Banner Ads

Join your neighbors and BE COUNTED in the census.

This means **more money** and **fair representation** for your neighborhood. **Each person brings up to \$10,000** to San Mateo County.

Your voice is essential, be counted online or over the phone today!

Únase a sus vecinos y HÁGASE CONTAR en el censo.

Esto significará **más dinero** y una **representación justa** para su vecindario. **Cada persona contada aporta \$10,000** al Condado de San Mateo.

¡Su voz es esencial, sea contado en línea o por teléfono hoy mismo!

THAT'S FUNDING FOR:

- Schools and childcare
- Public health programs
- Jobs
- Roads
- Affordable housing
- Emergency services
- Food programs for youth, families and seniors!

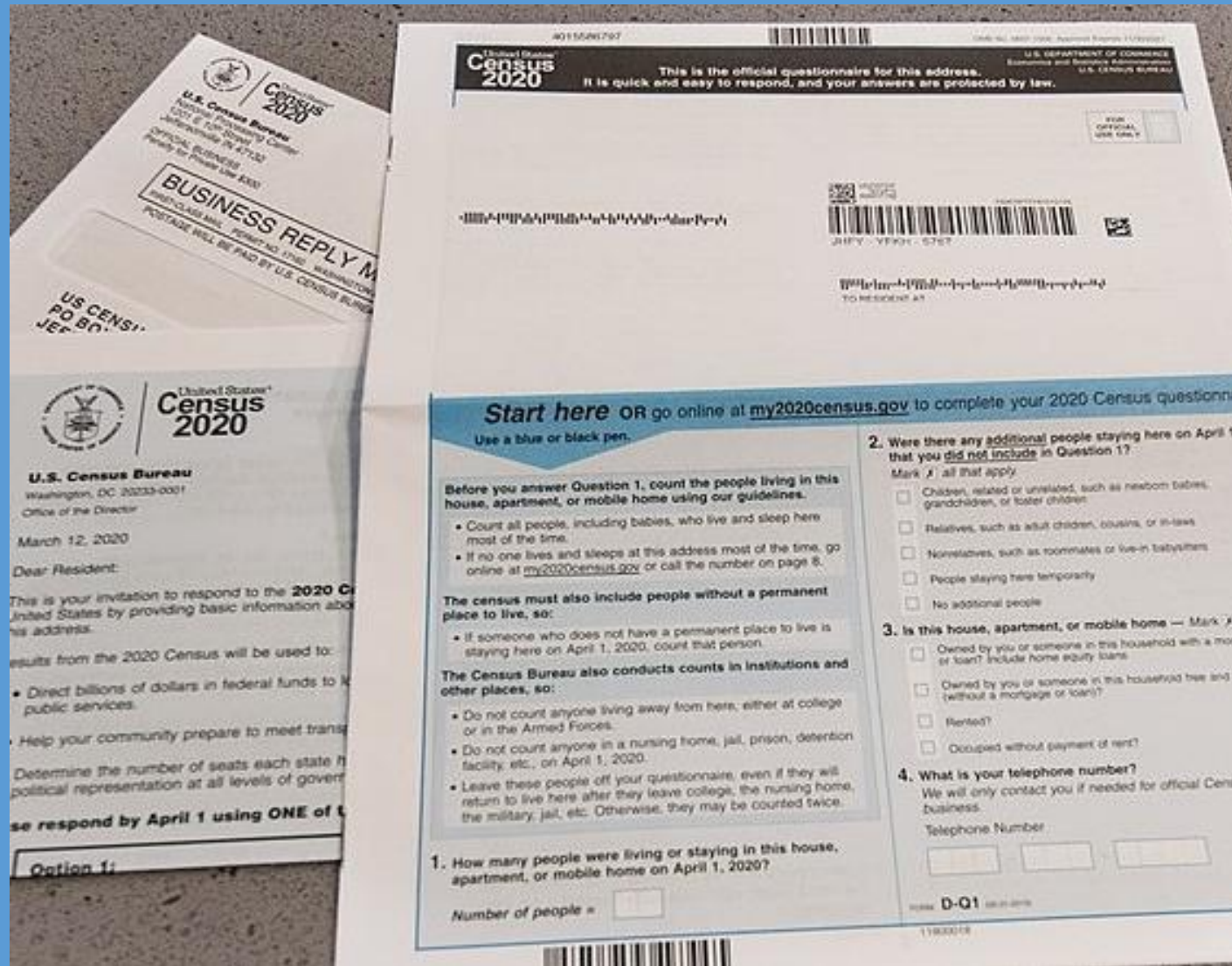


ESO ES FINANCIAMIENTO PARA:

- Escuelas y cuidado infantil
- Programas de salud pública
- Trabajos
- Programas de alimentación para jóvenes, familias y personas mayores!
- Carreteras
- Viviendas asequibles
- Servicios de emergencia

The 7th Mailing, Email and Telephone Calls

- A 7th mailing, which will include the paper questionnaire, has been scheduled for late August, early September. It will go to households in lowest-responding census tracts.
- Based on the COVID 19 Pulse Survey model, we have also sent email to households in low self-responding areas with a reminder to respond to the census.
- Census Enumerators, aka Census Takers are also attempting to contact households that have not taken their census via landlines and/or mobile numbers.

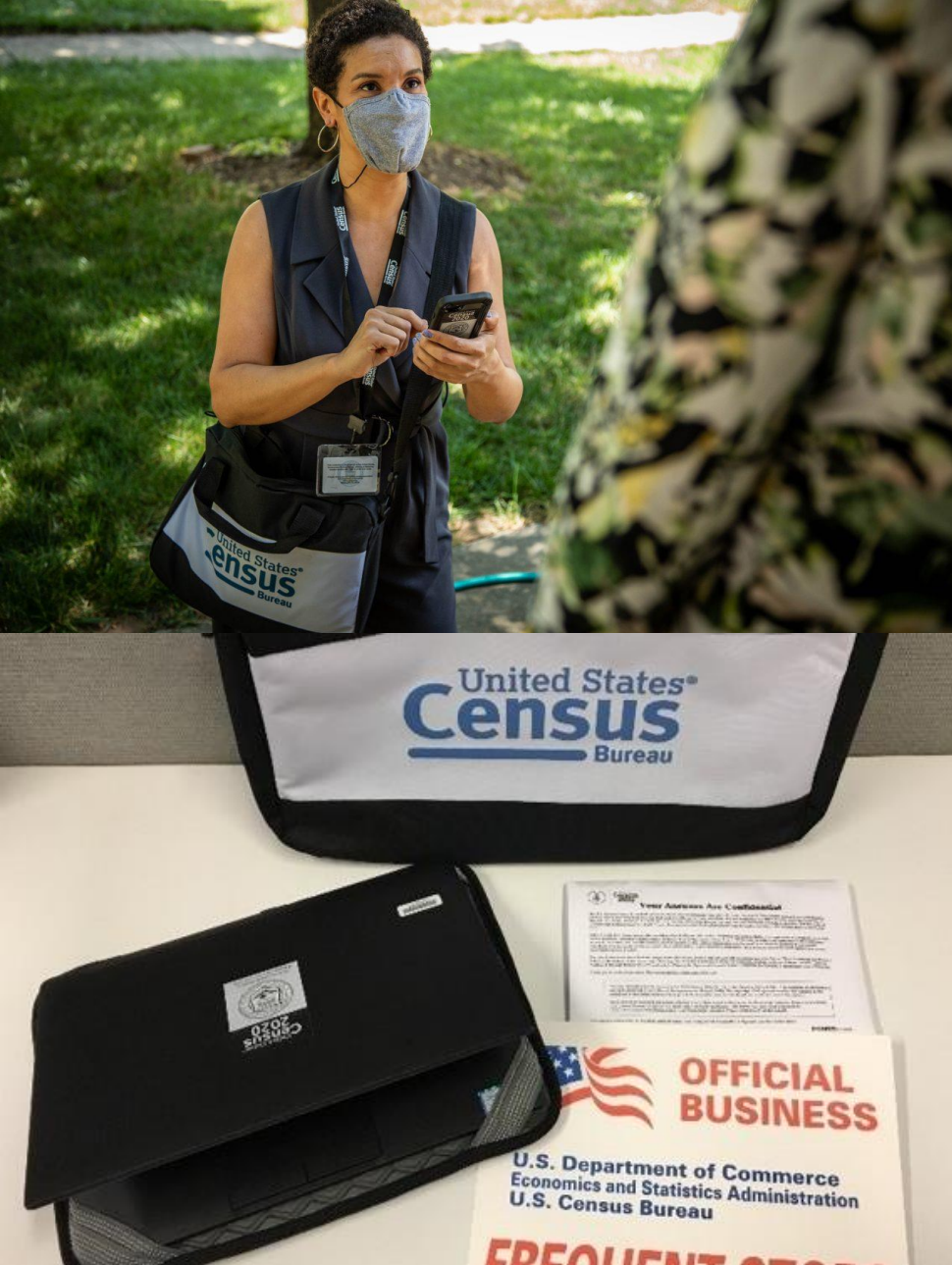


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your future
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Census
2020

Bay Area Census Operations Update

- Group Quarters Enumeration: July 1 – September 3
 - Residents being counted in group-setting residences, such as skilled-nursing facilities and college dormitories.
- Mobile Questionnaire Assistance (MQA): July 13 – September 18
 - Census workers assisting and/or counting people at high foot traffic locations, when it's safe to do so.
- Non-Response Follow-Up (NRFU): August 11
 - Census takers have been knocking on doors of households that have not self-responded by then. Residents will STILL be able to self-respond while this operation is underway.
- Service-Based Enumeration (SBE)/Targeted Non-Sheltered Outdoor Locations (TNSOL): September 22-24
 - Census workers will be counting those who are experiencing homelessness at shelters, transitional housing and outdoor locations.
- Self-response deadline (end of data collection period): September 30



How to Identify a Census Taker

The census taker will have an ID badge that includes:

- their name
 - their photograph
 - Department of Commerce watermark, and
 - an expiration date.
-
- They will have an official bag and electronic device, such as laptop or smartphone, bearing the Census Bureau logo.
 - Census takers will conduct their work between 9 am and 9 pm.
 - Call the Los Angeles Regional Census Center at 213-314-6500 if you have any questions.

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Regional Calls

REGIONAL CENSUS OUTREACH PLANNING MEETINGS



Join Us:

Special County Regional Census Meetings

The Office of Community Affairs and Thrive are co-hosting Census Meetings THIS WEEK. Please join to help in the final push to increase the response rates for the following regions:

East Palo Alto & Belle Haven meeting: August 19, 2:30 pm. Register [here](#)

Daly City & South San Francisco meeting: August 20, 11:00 am. Register [here](#)

North Fair Oaks & Redwood City meeting: August 20, 1:00 pm. Register [here](#)

San Mateo City, Foster City, Millbrae and Burlingame meeting: August 25, 1:00 pm.
Register [here](#)

Pacifica & the Coast meeting: August 25, 3:00 pm. Register [here](#)

Zoom link will be sent to registrants one day prior to the meeting.

THANK YOU!



 www.SmcCensus.org

 [@SMC_CommAffairs](https://twitter.com/SMC_CommAffairs)

 SMC_Census@smcgov.org

Please send any ideas, questions, updates to:
SMC_Census@smcgov.org

