SAN MATEO COUNTY COMPLETE COUNT COMMITTEE
COMMUNITY ACTION TEAMS

PURPOSE
Community Action Teams will conduct census outreach and education tailored to local residents using socio-culturally and linguistically effective strategies.

Teams will be led and formed by San Mateo County contractors. Members will work together to coordinate outreach to:
- Avoid duplication of efforts
- Share ideas and best practices
- Target efforts to areas of need

Teams will be formed in areas with high concentrations of least likely to respond residents:

Area 1 – Daly City + Unincorporated
Area 2 – South San Francisco, San Bruno + Unincorporated
Area 3 – Millbrae, Burlingame + Unincorporated
Area 4 – San Mateo, Foster City, Belmont
Area 5 – Redwood City, North Fair Oaks
Area 6 – East Palo Alto, Menlo Park
Area 7 – Half Moon Bay + Unincorporated
Area 8 – Pacifica + Unincorporated

NOTE: The following cities do not have any Hard-to-Count block groups per CA HTC Index: Atherton, Brisbane, Colma, Hillsborough, Portola Valley, San Carlos, Woodside

MEMBERSHIP
Community Action Teams will include local libraries, service providers, schools, and community-based organizations that serve residents in a given locality. Trained Census Ambassadors can also volunteer to support CAT outreach efforts.

SUPPORT
Community Action Teams will receive messaging, materials, toolkits, and training for census outreach.

TIMELINE

July – August 2019	Form Community Action Teams and Apply for Funding
September – October 2019	Training and Planning for Awarded CATs
November – December 2019	Broad Outreach and Education in Designated Regions
January – March 2020	Targeted Outreach to Least Likely to Respond
April – June 2020	Activation and Direct to Support

CONTACT

For more information, contact the SMC Office of Community Affairs Census Team: SMC_Census@smcgov.org