

1/28/2020

item 2




**City of Santa Clara
Study Session**

**Item 20-1376:
Census 2020 Update –
Communications and
Outreach Plan**

January 28, 2020

**City of Santa Clara
ROAD TO THE 2020 CENSUS**
January 28, 2020



2020 CENSUS TYPE OF ENUMERATION AREA

Presented by Ray Mueller, Partnership Specialist
U.S. Census Bureau, Los Angeles Region

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POST MEETING MATERIAL

Why Do We Take A Census?



How to Respond

It's in the Constitution!

The United States Census (plural censuses or censi) is a decennial census mandated by Article I, Section 2 of the United States Constitution, which states: "Representatives and direct Taxes shall be apportioned among the several States... according to their respective Numbers... The actual Enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent Term of ten Years". ~ Wikipedia

New Ability to Self Respond Starting March 12, 2020



**12 languages plus English and TDD (Telecommunications Device for the Deaf) will be supported.*

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Confidentiality

- Census staff take a lifelong oath
- Violations come with a fine of \$250,000 and/or up to 5 years in jail

FINE PRINT:

Federal Law Protects Your Information. The U.S. Census Bureau is bound by [Title 13](#) of the United States Code. This law not only provides authority for the work we do, but also provides strong protection for the information we collect from individuals and businesses. As a result, the Census Bureau has one of the strongest confidentiality guarantees in the federal government.

It is against the law for any Census Bureau employee to disclose or publish any census or survey information that identifies an individual or business. This is true even for inter-agency communication: the FBI and other government entities do not have the legal right to access this information. In fact, when these protections have been challenged, Title 13's confidentiality guarantee has been upheld.

For more information about how the Census Bureau safeguards the data it collects, visit the agency's [Data Protection](#) and [Disclosure Avoidance Working Papers](#) Web sites

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Who are the Hard to Count Populations

Communities of Color	Children under 5	Tribal members
LGBTQ+	Undocumented immigrants	People with disabilities
People experiencing homelessness	People who do not speak English fluently	People distrustful of the government
Renters	Adults between 18-24	Rural Communities



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How & When Will We Invite You to Respond?

Mail, More Mail, In Person

When it's time to respond, most households will receive an invitation in the mail. Every household will have the option of responding online, by phone, or by mail.

Every household that hasn't responded will receive reminders and will eventually receive a paper questionnaire.

If you don't respond online, by phone, or by mail, we will follow up in person.

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.

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Non-English Language Support

Internet Self-Response & Phone Questionnaire Assistance

12 Non-English Languages

Respondents will be able to toggle between the languages within the instrument.

There is a separate phone number for each language, including TDD. This information is included in the mailing materials.

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

Language Guides (Video and Print) Language Glossaries Language Identification Card

59 Non-English Languages

Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). Language listed below are in order of need (top to bottom, left to right).

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	ASL-American Sign Language
Japanese	Gujarati	Bosnian	Dutch	

Paper Questionnaire & Mailing Materials

Spanish

Bilingual mailing materials and phone numbers will be sent to addresses in bilingual tracts.

Mailing will include instructions on responding via internet or phone in 12 non-English languages.

During Nonresponse Followup enumerators use:

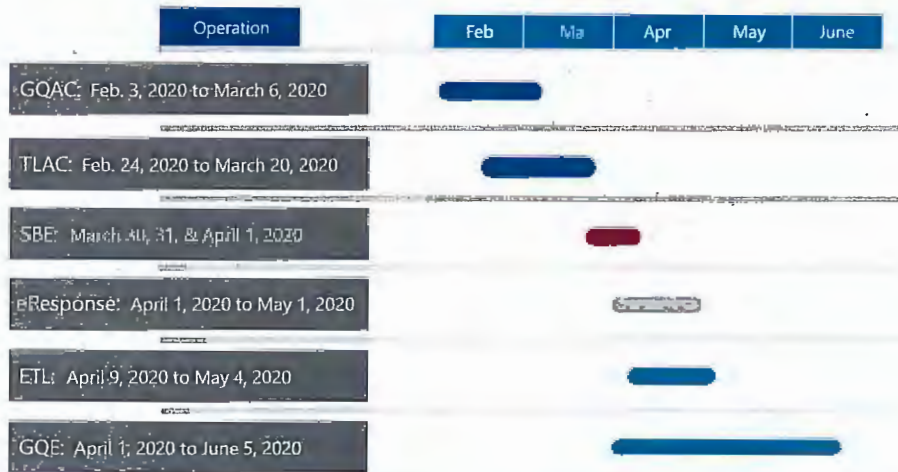
- A bilingual handheld instrument (English/Spanish)
- Bilingual materials (English/Spanish)
- Instructions to respond online or by phone in 12 non-English languages
- Language Identification Card

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Operations Schedule



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Advanced Contact 3-Day SBE Enumeration eResponse for GQs & TLs ETL & GQE Enumeration

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Partnership Strategies



- Complete Count Committees
- Community/Non- Profits/Social Service Organizations Outreach
- Faith-Based Community Outreach
- Foreign-Born/Immigrant Program
- Statistics in Schools (March 2-6)
- Media (Started January 14)
- Mobile Questionnaire Assistance (March – May)
- Trusted Voices

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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	\$27 per hour
Office Operations Supervisors	\$33 per hour
Census Field Supervisors	\$33 per hour
Enumerators (Census Takers)	\$30 per hour
Recruiting Assistants	\$33 per hour



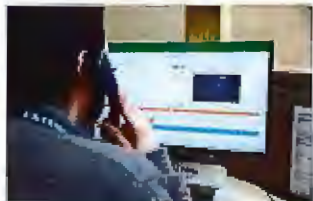
Basic Requirements

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

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

Simple Application

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



Apply today!

2020census.gov/jobs

Federal Relay Service: (800) 877-8339 TTY / ASCII

www.gsa.gov/fedrelay

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

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

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Next Steps

- Pass a Resolution in support of the Decennial Census.
- Share info to constituents and staff about the ease, safety and importance of participating
- Post in Social Media (Let's Take A Selfie Now)
- Share info about Census Jobs
- Make sure everyone in your own home is counted!

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Contact Information

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Los Angeles Regional Census Center
UNITED STATES CENSUS BUREAU

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Overview of Santa Clara Efforts – 2018

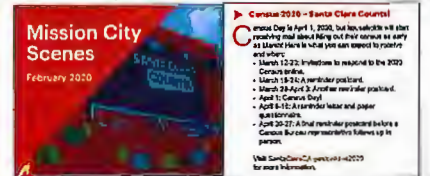
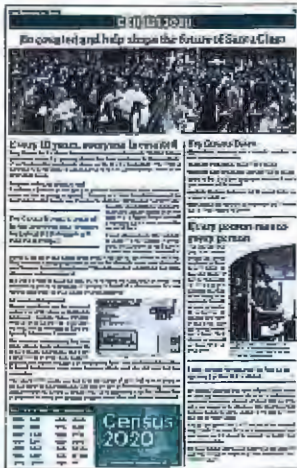
- Local Update of Census Addresses (LUCA)
- Joined Santa Clara County Complete Count Committee
- Worked with Cities and Neighborhoods Subcommittee



Santa Clara County Complete Count Committee



Overview of Santa Clara Efforts – 2019





Overview of Santa Clara Efforts – 2019



Overview of Santa Clara Efforts – 2019





What 2020 Census Means for Santa Clara

- Each person not counted is a loss of federal funding of about \$1,900/year
- Populations at risk of an undercount include the following:
 - Children under 5 – 7% children under 5
 - Renter-occupied households – 56.7% renter-occupied households
 - Foreign-born residents – 42% foreign-born residents

≈\$17.2M/year

≈\$139.5M/year

≈\$103.3M/year



Next Steps

- Continue Community Outreach and Education
 - Census information posted in City Hall display cases (February-April)
 - Information included in Mission City Scenes utility billing insert (February-April)
 - Flyers about 2020 Census available at all City Hall facility front desks (March 1)
 - Work with Senior Center to organize information sessions and Census Days (date TBD)



Next Steps

- Continue Community Outreach and Education
 - Host “ribbon cutting” for dedicated Census kiosks at key City facilities (date TBD)
 - Census banners at Marsalli & Live Oak Park (March-April)
 - Continue posting regular information on City news and social media channels (ongoing)

Find more information at SantaClaraCA.gov/census2020



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