



Census 2020: Ensuring a Complete Count

February 5, 2020



It's in the Constitution

Article 1, Section 2 of the U.S. Constitution

“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, in such Manner as they shall by Law direct.”

Why does the Census Matter?

Power

- Power in Representation
- Re-apportionment of Congressional Seats
- State Redistricting of legislative boundaries

Money

- More than \$1 trillion in federal funding distributed annually (\$115 billion in CA)
- Funding distributed based on population

Title 13 of the U.S. Code

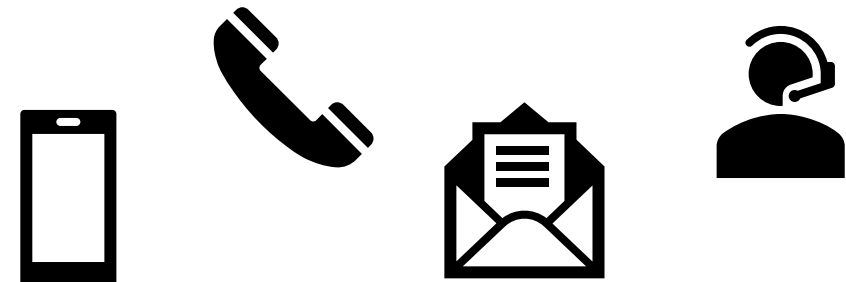
- The census is **confidential** and required by law
- Results of the census are reported in **statistical** format only
- They do **not** share respondents' personal information or responses with any other government agencies
- All Census Bureau employees swear to a **LIFETIME** oath to protect respondents' information
- Up to 5 years imprisonment and/or a fine of \$250,000

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

Letters, postcards + bilingual questionnaires

Flip style
questionnaire







All mailing packages include a language assistance sheet with **instructions** in the 12 non-English languages

The image displays three versions of the 2020 Census questionnaire. On the left is an English letter from the U.S. Census Bureau, dated March 12, 2020, inviting residents to respond to the 2020 Census. In the center is a Spanish version of the letter, with the header 'United States Census 2020' and 'U.S. DEPARTMENT OF COMMERCE'. On the right is a bilingual flip-style questionnaire, showing instructions in both English and Spanish. The questionnaire includes sections for 'Start here' and 'to complete your 2020 Census questionnaire', with instructions to use a blue or black pen. It also includes a section for 'What is your telephone number?' and a section for 'How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?'.

The image shows a bilingual flip-style questionnaire form, with instructions and questions in both English and Spanish. The form is titled '2020 Census' and includes a section for 'Start here' and 'to complete your 2020 Census questionnaire'. It also includes a section for 'What is your telephone number?' and a section for 'How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?'.

Internet Self Response

 An official website of the United States government Here's how you know 

FAQINSTRUCTIONSENGLISH

ENGLISHESPAÑOL中文(简体)TIẾNG VIỆT한국어РУССКИЙالعربيةTAGALOGPOLSKIFRANÇAISKREYÒL AYISYENPORTUGUÊS日本語

Welcome to the 2020 Census


- It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It's safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

Getting started:

- You must complete your questionnaire once you begin. If you leave the questionnaire and return later, you will have to start over.
- Do not use the web browser buttons (back, forward, or close browser). Use the buttons within the questionnaire to navigate.
- For best results, use the latest version of Chrome, Firefox, Internet Explorer, or Safari. Enable cookies.

Shape your future

START HERE >



Start Questionnaire

ENGLISHESPAÑOL中文(简体)TIẾNG VIỆT한국어РУССКИЙالعربيةTAGALOGPOLSKIFRANÇAISKREYÒL AYISYENPORTUGUÊS日本語

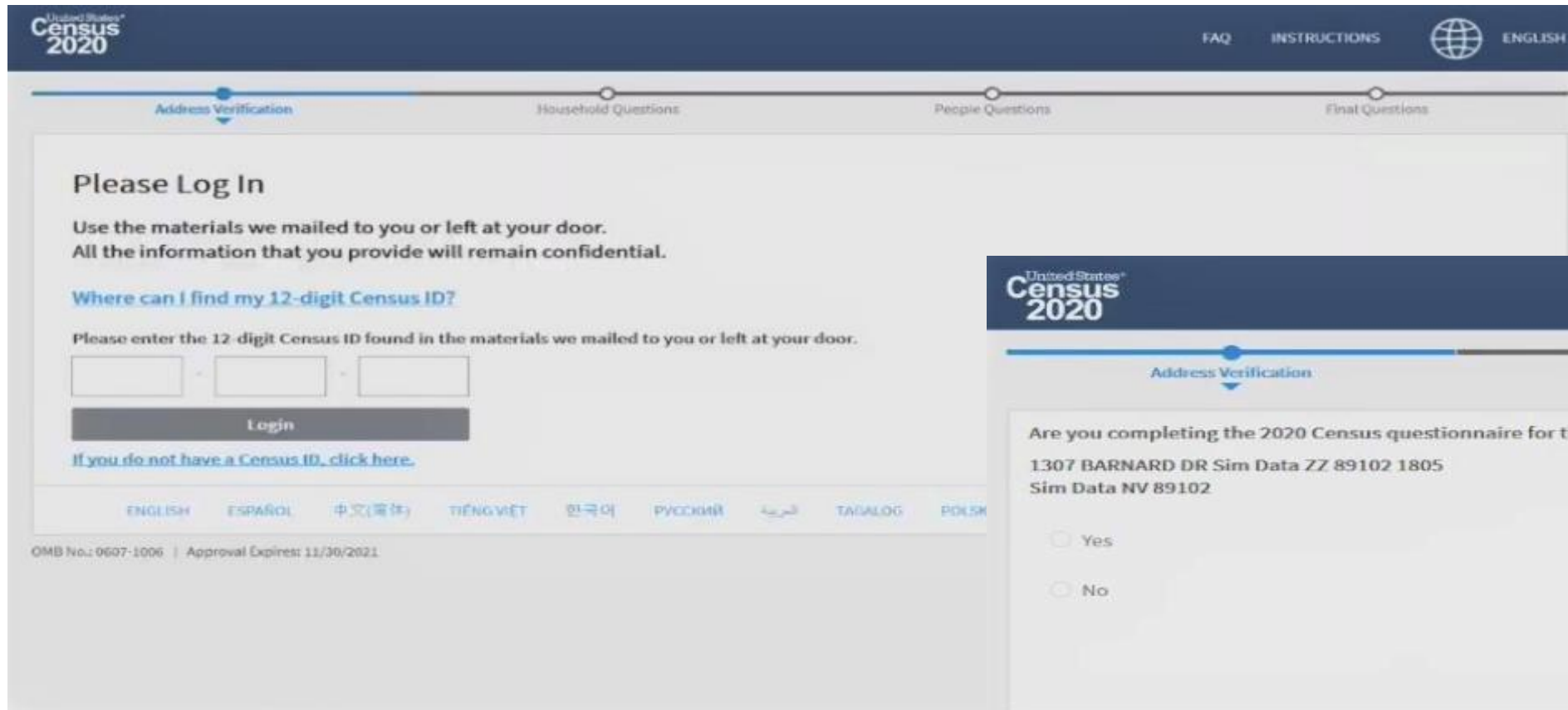
**** U.S. Census Bureau Notice and Consent Warning ****

You are accessing a United States Government computer network. Any information you enter into this system is confidential. It may be used by the Census Bureau for statistical purposes and to improve the website. If you want to know more about the use of this system, and how your privacy is protected, visit our online privacy webpage at <https://www.census.gov/about/policies/privacy/privacy-policy.html>.

Use of this system indicates your consent to collection, monitoring, recording, and use of the information that you provide for any lawful government purpose. So that our website remains safe and available for its intended use, network traffic is monitored to identify unauthorized attempts to access, upload, change information, or otherwise cause damage to the web service. Use of the government computer network for unauthorized purposes is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 99-474).

OMB No.: 0607-1006 | Approval Expires: 11/30/2021

12-Digit Census ID and Verification



United States
Census
2020

FAQ INSTRUCTIONS ENGLISH

Address Verification Household Questions People Questions Final Questions

Please Log In

Use the materials we mailed to you or left at your door.
All the information that you provide will remain confidential.

[Where can I find my 12-digit Census ID?](#)

Please enter the 12-digit Census ID found in the materials we mailed to you or left at your door.

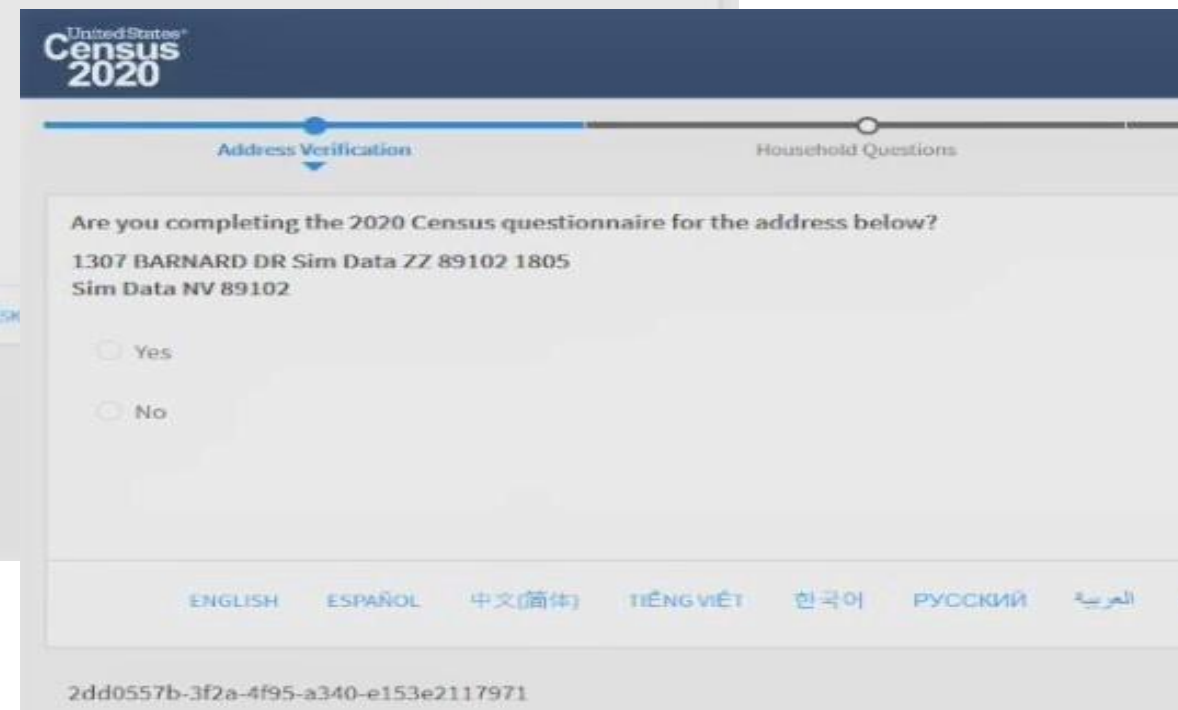
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Login

[If you do not have a Census ID, click here.](#)

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية TAGALOG POLSK

OMB No.: 0607-1006 | Approval Expires: 11/30/2021



United States
Census
2020

Address Verification Household Questions

Are you completing the 2020 Census questionnaire for the address below?

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

☐ Yes

☐ No


ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية

2dd0557b-3f2a-4f95-a340-e153e2117971

For Those Without Usual Residence

(unhoused, experiencing homelessness)

United States
Census 2020

FAQ INSTRUCTIONS  ENGLISH

Address Verification Household Questions People Questions Final Questions

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."

< Previous Next >

You've Been Counted!

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://2020Census.gov)

Save or Print this Screen

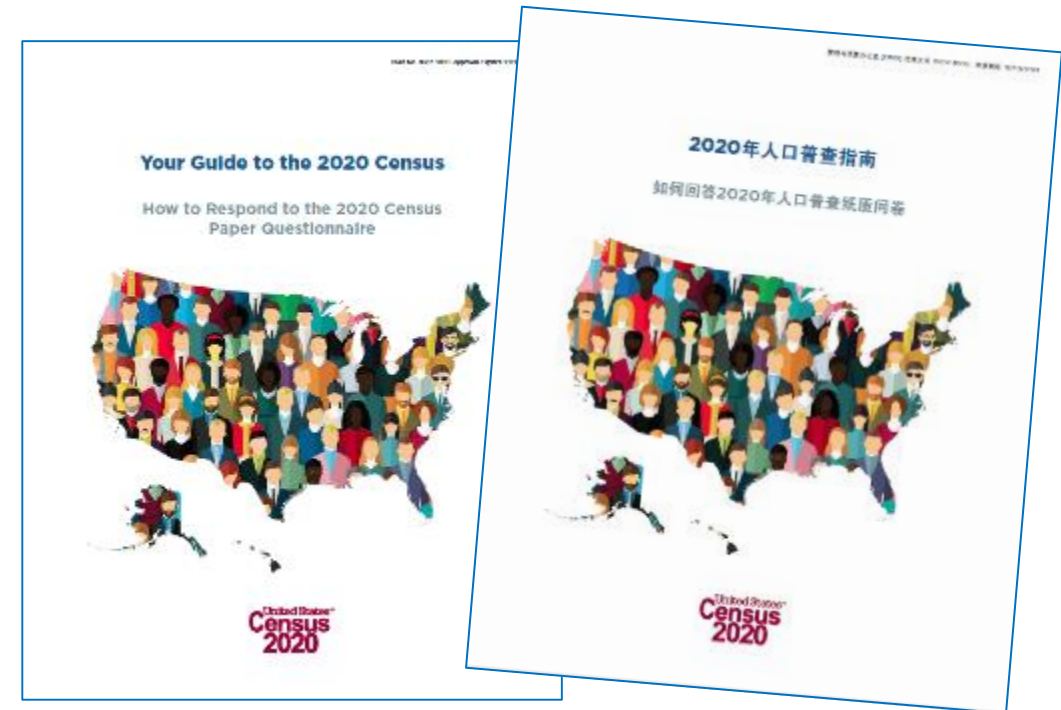
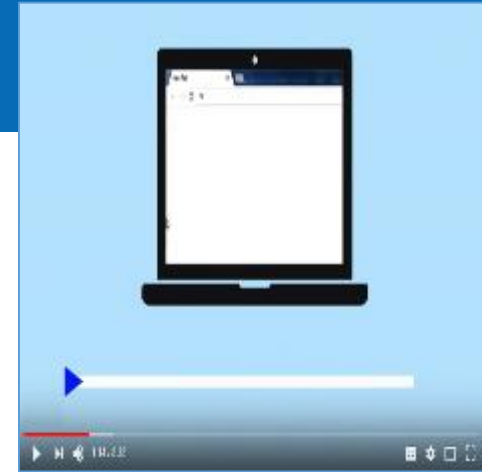
You may close the browser.

Language Support Overview

Internet Self-Response	Census Questionnaire Assistance	Language Guides (Video and Print) Language Glossaries Language Identification Card					Paper Questionnaire & Mailing Materials
12 Non-English Languages Respondents will be able to toggle between the languages within the instrument. Spanish Chinese Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese	12 Non-English Languages There is a separate phone number for each language, including TDD. This information is included in the mailing materials. Spanish Chinese (Mandarin and Cantonese) Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese	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). <i>Language listed below are in order of need (top to bottom, left to right).</i> 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 American Japanese Gujarati Bosnian Dutch Sign Language					Spanish Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts. Mailings 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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Language Guides

- Video + Print Guides: **59 Non-English languages**
 - Videos are about 8 minutes
 - Can download or stream
 - Print guides in Braille and large print
 - 8 pages
 - Will be available at each QAC



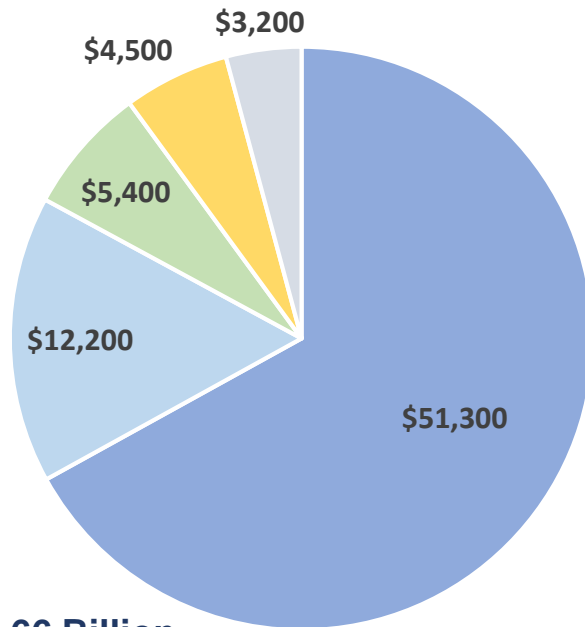
San Mateo County

New Challenges to Complete Count

-  Census 2020 underfunding → Fewer local offices and field staff for non-response follow up
-  Moving primarily online → Concerns about data security + Digital access & literacy barriers
-  Fear & lack of trust in federal government → Concerns about data privacy
-  Possible citizenship question → Anxiety among immigrant communities

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

Potential Impact of Census Undercount

- Not enough affordable housing
- Public transportation won't meet demand
- Traffic gets worse
- Families have less support
- Schools won't have enough resources
- Health services will be limited
- Emergency planning will be off the mark



FOR THE NEXT 10 YEARS!

An Undercount Affects Not Just Funding ...

- **Data:** inaccurate numbers lead to misinformed decisions
- Would result in lower population numbers by:
 - Household (impacts crowded housing numbers and therefore affordable housing metrics)
 - Neighborhood / Cities
 - District Boundaries
 - Census Block Groups / Tracts

FOR THE NEXT 10 YEARS!



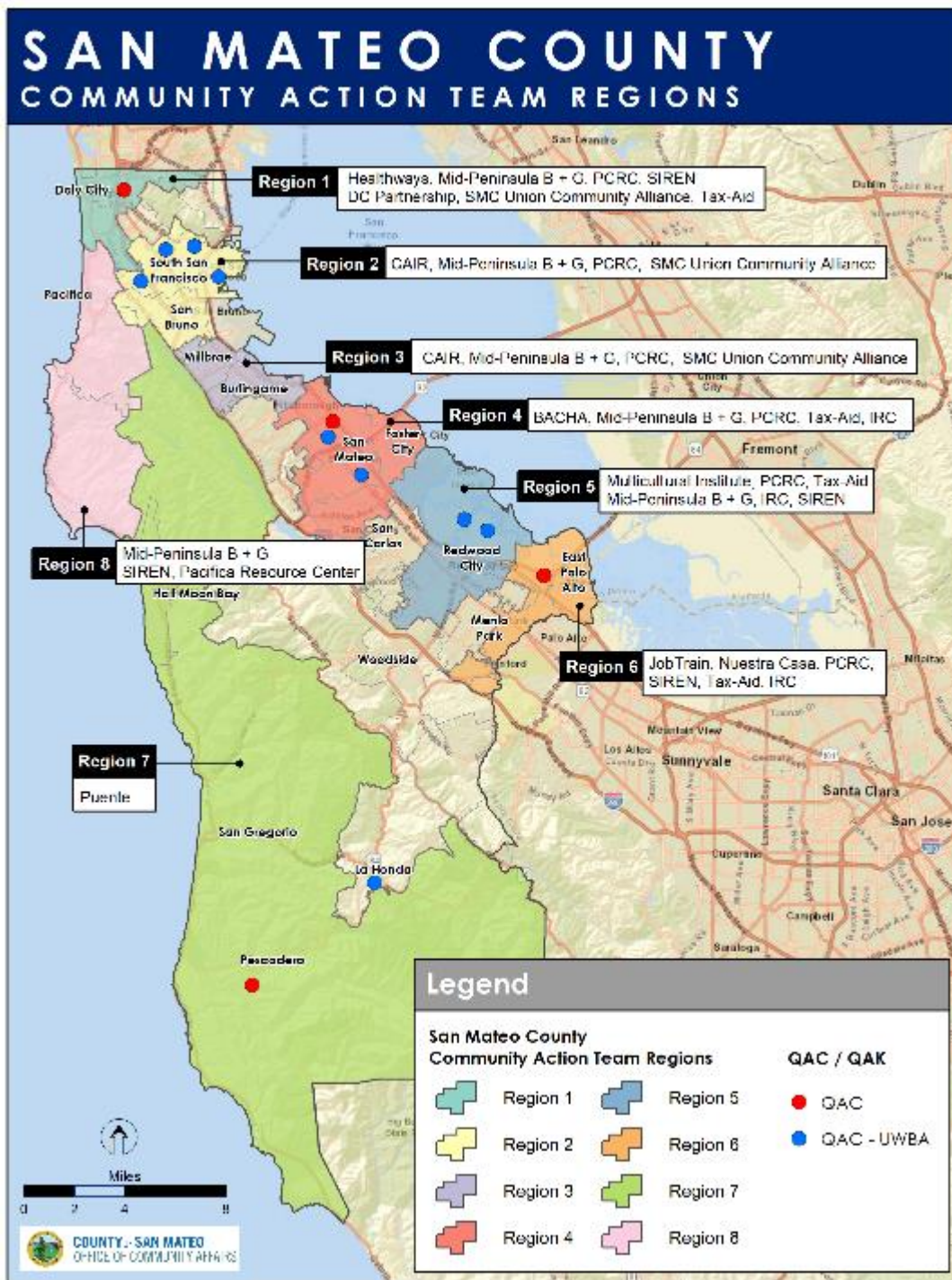
SAN MATEO COUNTY FUNDING (rfps)

- 1 Phase 1 Funding: Up to \$1 million**
 - Requests for **regional outreach leaders** and **questionnaire assistance centers**
- 2 Phase 2 Funding: Up to \$500,000**
 - Requests for **innovative** and **creative** outreach ideas
- 3 Phase 3 Funding: Up to \$300,000**
 - Requests from **smaller, grassroots organizations**

**Trusted messengers +
grassroots outreach**

Organizations Funded by San Mateo County





Organizations funded by Bay Area Census Funders Collaborative and/or United Way Bay Area

- Asian Americans Advancing Justice-Asian Law Caucus
- Bayanihan Equity Center
- Catholic Charities
- City of South San Francisco
- Community Health Partnership of SCC
- Day Worker Center of Mountain View
- Dolores Street Community Services
- East Palo Alto Center for Community Media
- El Concilio of San Mateo County
- Faith in Action Bay Area
- Gardner Family Health Network, Inc
- Golden State Opportunity Foundation
- Immigrant Legal Resource Center
- Interfaith Movement for Human Integrity
- Legal Aid Society of San Mateo County
- Legal Services for Prisoners with Children
- Life Moves
- Lighthouse for the Blind and Visually Impaired
- National Coalition of 100 Black Women Silicon Valley Chapter
- One East Palo Alto
- Pars Equality Center
- Peninsula Family Service
- Planned Parenthood Mar Monte
- San Mateo County Community College District (Skyline College)
- Self-Help for the Elderly
- South San Francisco Public Library
- The International Institute of the Bay Area
- Working Partnerships USA
- YMCA of San Francisco

Bay Area Census Funders Collaborative: \$1.3 million
(San Mateo + Santa Clara counties)
United Way Bay Area: \$1.5 million (7 counties)

What Can YOU Do To Help?

Request for Proposal #1004

4 Phase 4 Funding: Up to \$100,000: NOW – Feb 19th

- Requests for census-related **community events**

Description	Host an Event to bring together community members in San Mateo County to increase awareness and importance of the 2020 Census
Grantee Requirements	Host a Census Speaker Attend Census Training or have someone with Census Training attend the event Provide Census Information Submit Report(s)
County Provides	Census Training Digital Resource Library Census Promotional Swag (limited) Data to know where to best deploy resources based on self-response rate.
Funding Level	\$500 - \$3,000 (depending on size of event)

**Trusted messengers +
grassroots outreach**

BAY AREA PLEDGE CAMPAIGN

I support a full 2020 Census count in San Mateo County!



Join San Mateo County: Everyone Counts + Bay Area Counts 2020 by texting **COUNT** to **650-200-2743**

www.smccensus.org #SmcCounts #EveryoneCounts #BayAreaCounts2020

Message and data rates may apply, text EXIT to no longer receive messages

LANGUAGE	START WORD
Arabic	تعداد
Chinese	计算在内
English	COUNT
Farsi	سرشماری
Hindi	जनगणना
Korean	센서스
Punjabi	ਮਰਦਮਸ਼ੁਮਾਰੀ
Spanish	CENSO
Tagalog	KABILANG
Telugu	జనాభా
Vietnamese	Thống kê dân số

650-200-2743

Be a Census Champion!

- Talk about the Census ... to everyone ... EVERYWHERE
- Encourage people you know to pledge & self-respond
- Incorporate census messaging into ongoing communications, meetings, and events
- Remember the 3 Census Key Points

Census Key Points

1: THE WHAT

Every 10 years, the federal government has to count everyone living in the U.S. - regardless of citizenship status, age, or criminal history. The next National Census Day is April 1, 2020.

2: THE WHY

It's really important that you participate because the census count is used to make lots of important decisions that affect our community, including things we rely on daily like roads, housing, schools, childcare, hospitals, parks, and public transportation.

3: THE HOW

You can fill out Census 2020 starting in mid-March online, by mail, or over the phone in different languages. It will only ask for basic information so it will be quick, easy, and safe.

**For more information
about Census 2020
in San Mateo County
visit or follow us at:**



www.SmcCensus.org



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



SMC_Census@smcgov.org

THANK YOU!



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