



Census 2020: Ensuring a Complete Count



San Mateo County Manager's Office of Community Affairs

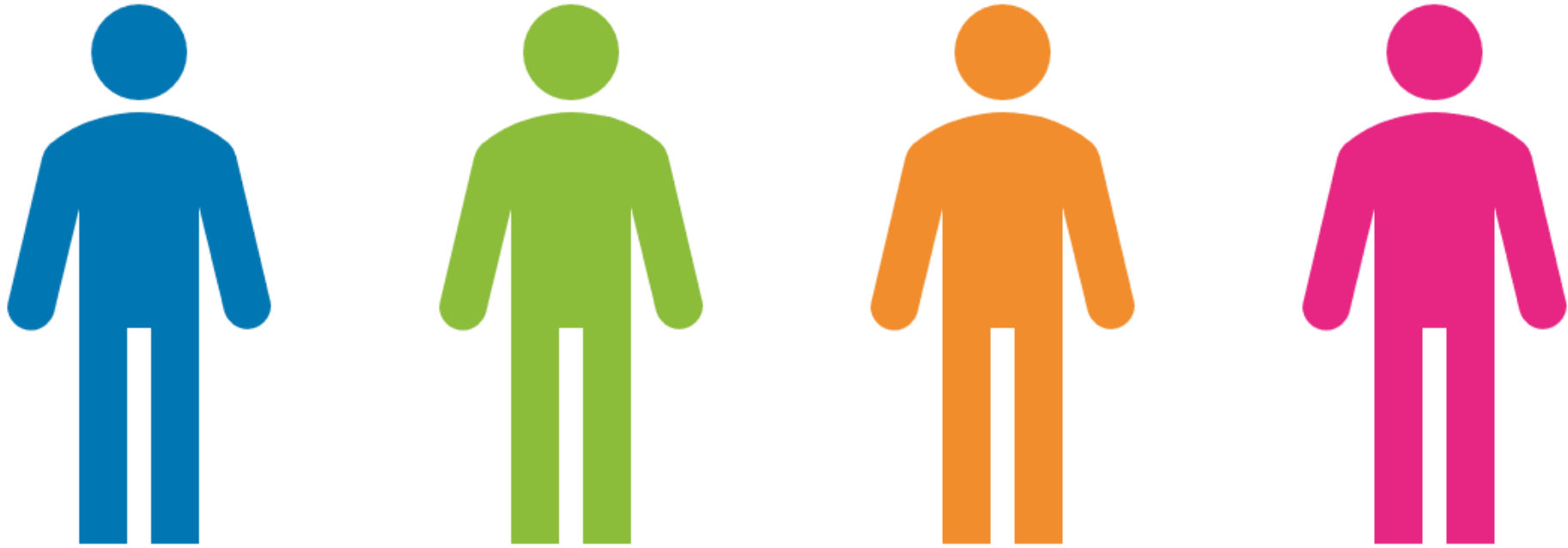
- Serves as a **liaison** between County departments and the community to facilitate information sharing and feedback
- Make sure to capture the **community's voice** to understand how to inform the County's strategies
- Oversees:
 - Census 2020
 - Immigrant Services
 - Community Engagement (community plans, rezoning, new ordinances)
 - Special Projects (public art, beautification projects)



COUNTY OF SAN MATEO
OFFICE OF COMMUNITY AFFAIRS



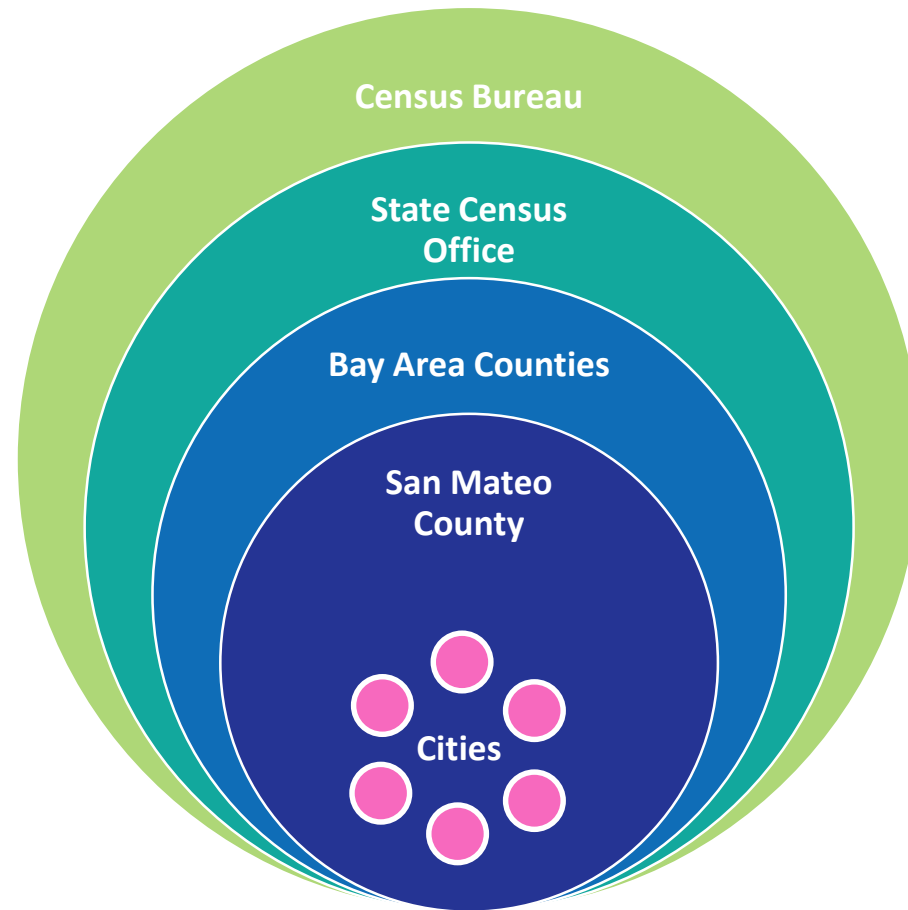
Did you know that 3 out of 4 Californians belong to



1 or more groups that tend to be undercounted?

What we are Doing: Coordination

- Share best practices, research
- Avoid duplication of efforts
- Ensure consistency in information dissemination
- Real-time response tracking



- Create strategy, messaging, materials
- Develop communication templates, toolkits, training
- Guide and support outreach efforts
- Provide technical expertise (GIS/SwORD)

What we are Doing: Collaboration



Inclusive Civic Engagement

- Everyone has a **place** at the table
- Display greater **civic pride**
- Individual **volunteerism** to organization involvement
- Combining knowledge, skills, values and motivation to **make a difference**



Funding Available for Community Based Organization – Phases 1 + 2

1

Phase 1 Funding: Up to \$1 million

- Limited to non-profit 501(c)3 organizations
- Requests for **regional outreach leaders** and **questionnaire assistance centers**

2

Phase 2 Funding: Up to \$500,000

- Limited to not-for-profit organizations
- Requests for **innovative** and **creative** outreach ideas

EVERYONE
COUNTS!

CENSUS
2020
SAN MATEO COUNTY
www.smcensus.org

**Trusted
messaging +
grassroots
outreach**

COUNTY OF SAN MATEO



Trusted
messengers +
grassroots
outreach

Funding Available for Community Based Organization – Phases 3 + 4

3

Phase 3 Funding: Up to \$100,000

- Limited to not-for-profit organizations
- Requests for [census-related community events](#)

4

Phase 4 Funding: Up to \$300,000

- Limited to not-for-profit organizations
- Requests for [creative community](#) outreach ideas

Everybody
Counts!

AMBASSADOR PROGRAM

ROLE

- Census Ambassadors serve to educate, encourage & support fellow community members
- They serve as a leader and a resource in their communities

BENEFITS

- Develop personal and professional skills through civic and community engagement, communication, leadership, and relationship building

OBJECTIVES

- Learn how to approach and engage community
- Be able to explain key aspects of Census and why it is important
- Effectively address misinformation, questions and concerns
- Direct folks to support

Ambassador Programs

- League of Women Voters and San Francisco People Power (Elections + Census focused)
- Boys and Girls Club (Youth-focused)
- San Mateo Adult School (Immigrant-focused)
- Catholic Charities (Faith-based)



Continued Civic Engagement

- Ambassador volunteers **continue** to be resources and civic leaders in their communities
- Grassroots local community leaders with **increased capacity** for outreach and organizing
- Community-based organization network is **poised to work together** on community issues



Higher Sense of Community + Engagement =

- Cities or communities have a higher educational performance
- A lower crime rate
- Higher physical and mental health
- Environmental Sustainability





10 minutes to answer



10 basic questions



10 years of funding + resources



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

Emma Gonzalez

Census 2020 Manager

elgonzalez@smcgov.org

(650) 363-4886