

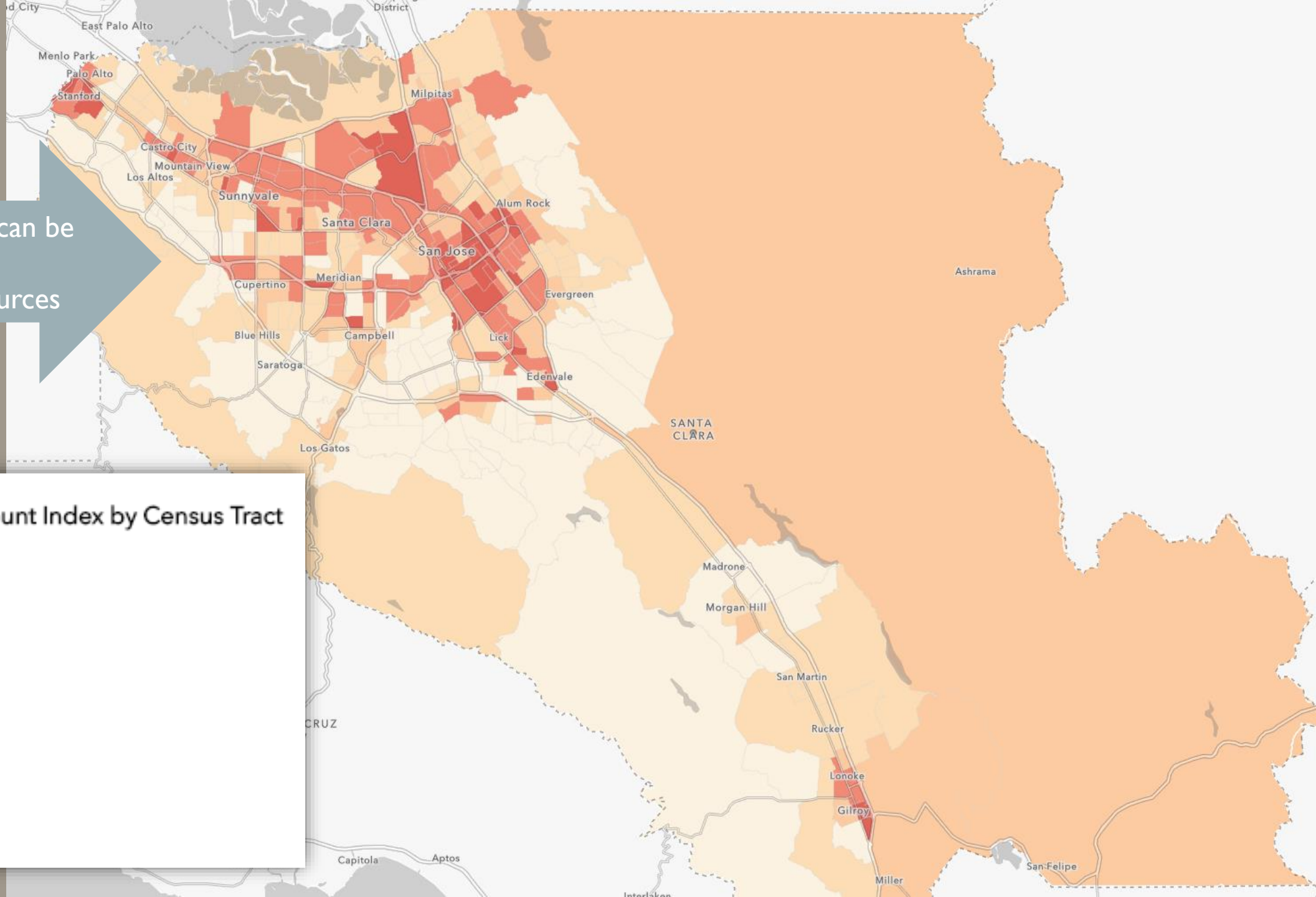
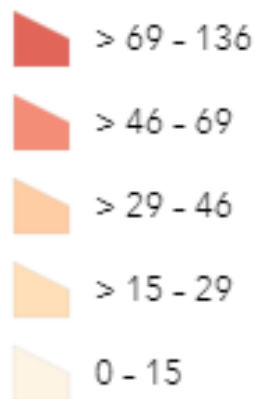
SANTA CLARA COUNTY CENSUS 2020

Nick Kuwada, Manager

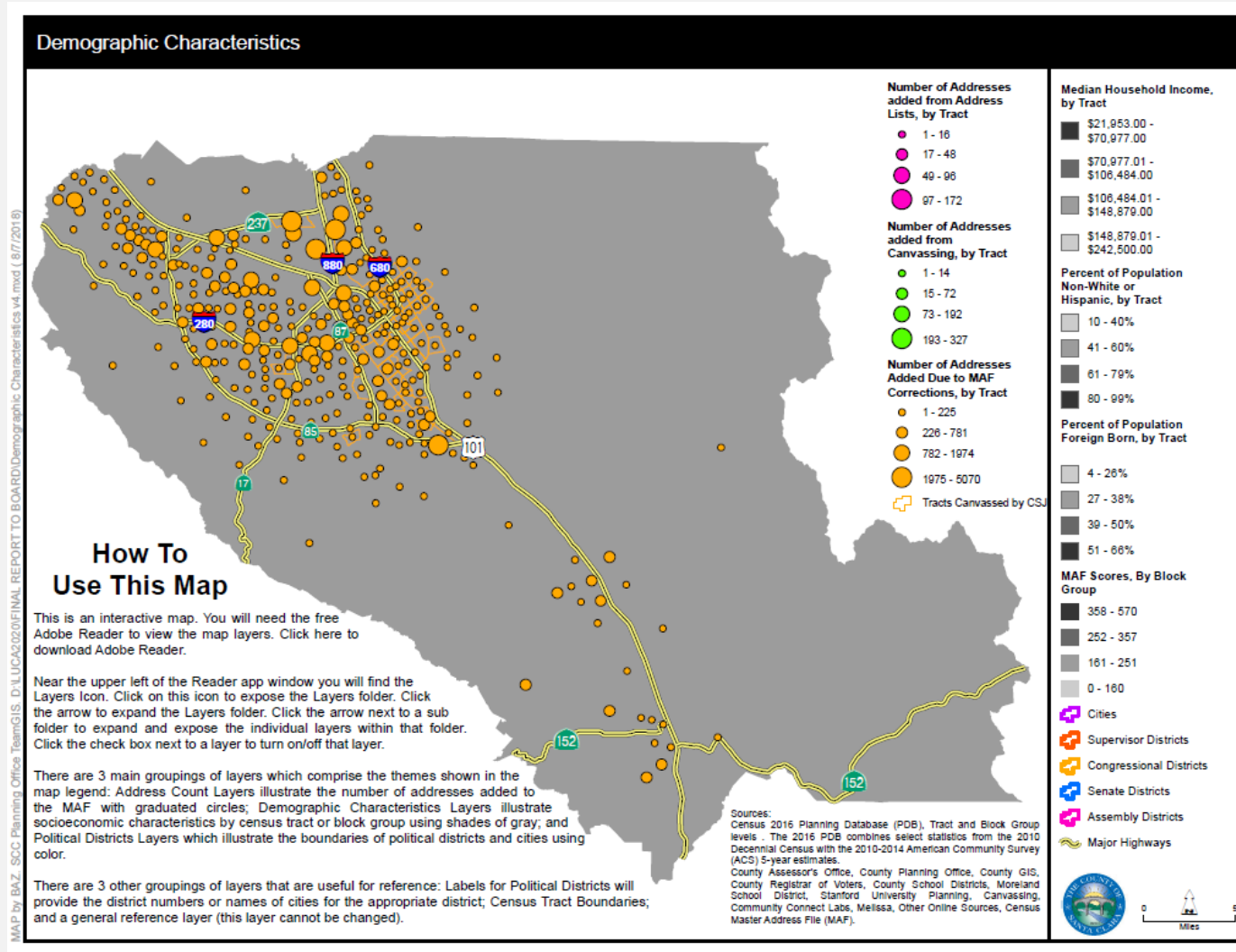
An interactive map can be
found at:
census.ca.gov/resources

Calif. Hard-to-Count Index by Census Tract

CA HTC Index



LOCAL UPDATE OF CENSUS ADDRESSES



CENSUS 2020 ROLES



U.S. Census Bureau



State of California



Local Government

- Santa Clara County
- Santa Clara County Complete Count Committee
- City of San Jose



SANTA CLARA COUNTY COMPLETE COUNT STRUCTURE

County Executive's
Office

Santa Clara County
Census Steering
Committee

Cities &
Neighborhoods
Subcommittee

Education
Subcommittee

Enumerator
Recruitment
Subcommittee

Health
Subcommittee

Homeless/Unstably
Housed
Subcommittee

Immigrant/Language
Barrier
Subcommittee

LGBTQ+
Subcommittee

Older Adults &
Individuals w/
Disabilities
Subcommittee

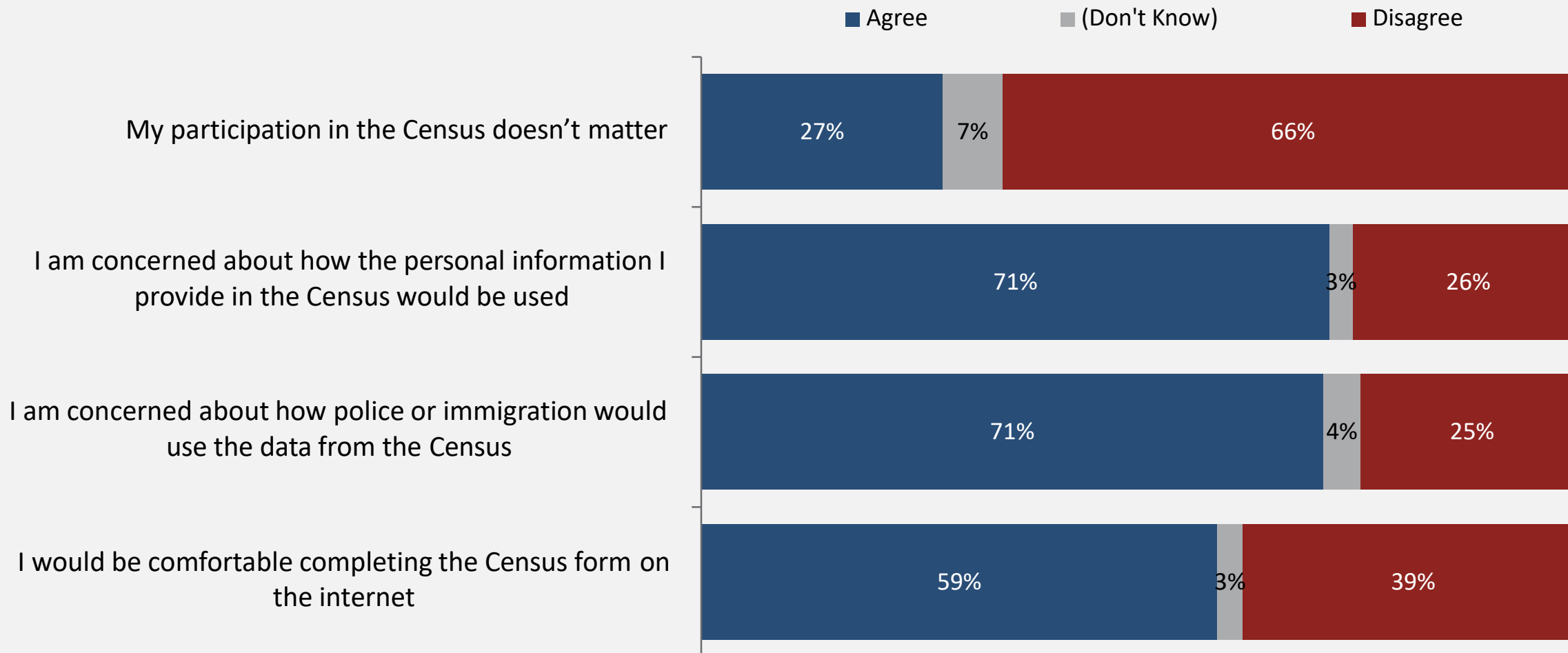
Technology
Subcommittee

Women's
Subcommittee



BARRIERS TO CENSUS PARTICIPATION

There are widespread concerns about how Census data could be used, and nearly one third believe that their participation doesn't matter. In addition, many would be uncomfortable completing the Census on the internet.



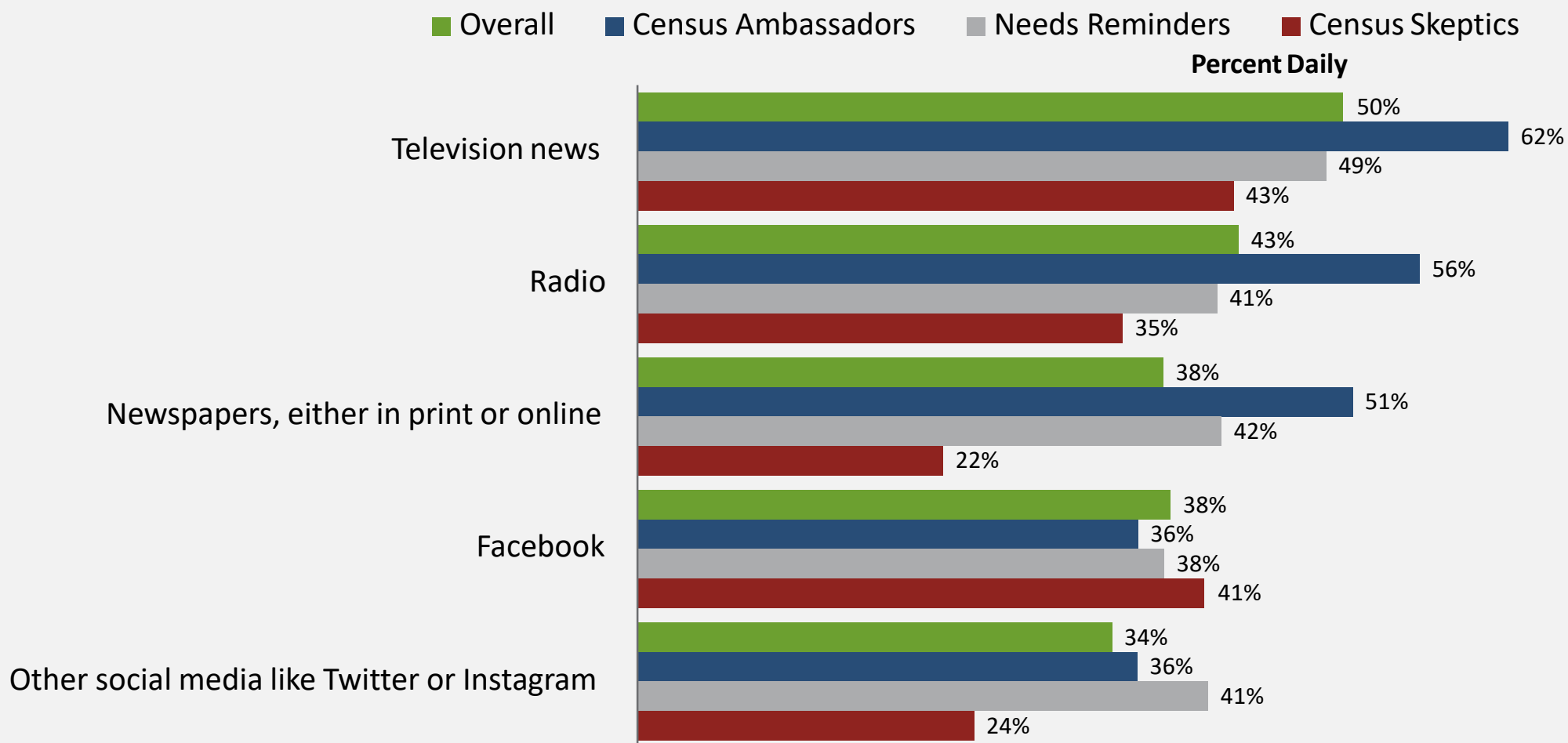
Census Ambassadors
Census Participation
Scale = 270-300
26%

Needs Reminders
Census Participation
Scale = 150-269
41%

Census Skeptics
Census Participation
Scale = 0-149
33%

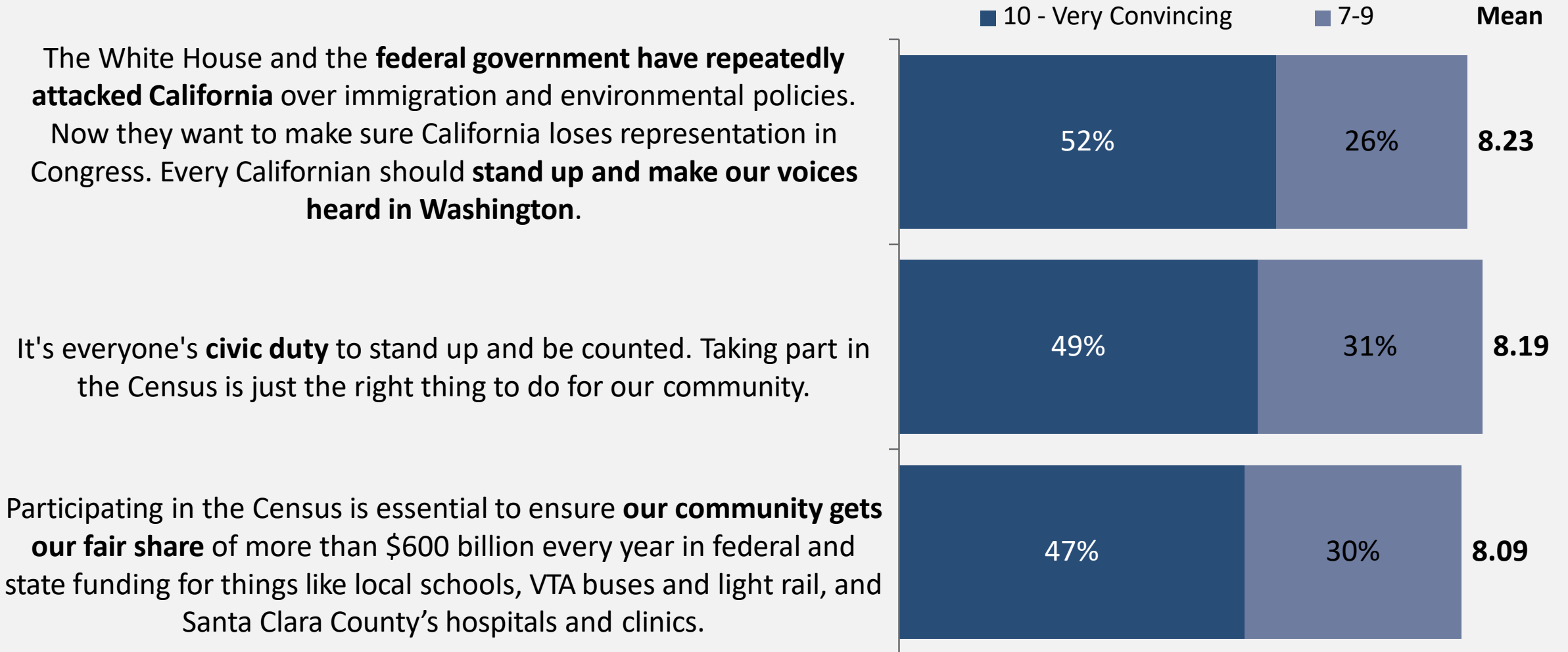
INFORMATION SOURCES BY PARTICIPATION SEGMENTS

Census Ambassadors are more likely to use traditional sources of news (television, radio, newspaper) on a daily basis. Census Skeptics are much less likely to regularly use newspapers and social media other than Facebook.



MESSAGE STATEMENTS

Messages about standing up to antagonistic voices in Washington, civic duty, and ensuring community funding from state and federal government are rated as the most convincing reasons to participate in the Census.



THREE MESSAGES IN ENGLISH AND SPANISH

A: Civic Duty



B: Health, Housing and Transit



C: Voices



EXECUTIVE SUMMARY

- In English, the top performing creative was **extrinsic motivation** (health, housing and transit) while in Spanish it was **motivation to be heard** (our voices), although all CTRs were clustered in the same range by language. In English, the intrinsic benefits (civic duty) and motivation to be heard (our voices) message performed the same.
- Across the board, CTRs were **higher in Spanish compared to English**. The Spanish creative was far more compelling to the Spanish-language audience than the English creative was to the English-language audience.
- All the metrics are generally low compared to a benchmark of a contentious public policy debate. The reasons for that could be the creative or, we suspect, the **low-saliency of the issue** at the moment and the **general county-wide targeting**. The far higher engagement of the Spanish-language creative suggests the power of microtargeting rather than general audience targeting.



RECOMMENDATIONS

- **Microtarget and localize creative** - by city or neighborhood - to amplify the extrinsic value of participating in the 2020 Census for their neighborhoods. The dramatically higher response rates in the Spanish-language creative suggest targeting of geographic, ethnic or interest-group cohorts will be more effective. Data also suggest "broadcast" approaches will be less effective.
- Focus on the value of **extrinsic motivators** - healthcare, public services, school lunches, college scholarships and more.



COUNT ME IN CAMPAIGN



SAVE THE DATE

APRIL 1, 2020 IS CENSUS DAY



WHEN WE ALL **GET COUNTED**, we bring needed resources to our communities and stand firm against anyone who would try to silence our voices.

Make a plan to be counted at:
sccgov.org/census

THE CENSUS IS COMPLETELY PRIVATE. BY LAW, THE CENSUS CAN NOT SHARE ANY PERSONAL INFORMATION GATHERED.



EVERYONE COUNTS | County of Santa Clara

HERE'S WHY I'M READY TO BE COUNTED:

CHECK ALL THAT APPLY

- | | |
|---|--|
| <input checked="" type="checkbox"/> Doing my civic duty | <input type="checkbox"/> Stronger schools |
| <input type="checkbox"/> Making sure my voice is heard | <input type="checkbox"/> Safer neighborhoods |
| <input type="checkbox"/> Affordable housing | <input type="checkbox"/> Better health care |
| <input type="checkbox"/> Other (tell us why the 2020 Census matters to you) | |

PLEDGE TO BE COUNTED IN THE 2020 CENSUS

and share your pledge with your friends, family and Santa Clara County neighbors

FIRST NAME LAST NAME

EMAIL

PHONE ZIP

THE CENSUS IS COMPLETELY PRIVATE. BY LAW, THE CENSUS CAN NOT SHARE ANY INFORMATION GATHERED.

PLEASE CONTACT ME.

I'd like to get involved to:

- ☐ Help in any way I can!
- ☐ Volunteer
- ☐ Tell my neighbors
- ☐ Host a Census Party with friends and neighbors

COMMUNITY BASED ORGANIZATIONAL FUNDING



- Released Request for Proposals (RFP) through partnership with Silicon Valley Community Foundation
- Over \$1 million will be distributed to 501(c)(3)s or organizations that have a fiscal sponsor
- RFP closed on November 26th
- Awards in January 2020



ADDITIONAL OUTREACH EFFORTS FOR OLDER ADULTS

- Questionnaire Assistance Center/Kiosk Network
 - County facilities, libraries, etc.
 - Creating a call-in system
- Size 14 font in materials
- Placemats for senior care facilities

OPPORTUNITIES TO PARTICIPATE

1. Take the pledge!
2. Share on Social Media
 1. Facebook.com/SCCensus
 2. Twitter: @SCCensus
3. Recruit for Census positions
 - www.2020census.gov/jobs
 - Flexible hours
 - Enumerators are paid \$30/hour
4. Incorporate census outreach and education efforts in your existing structure
5. Deliver tested messages
6. Encourage your friends, family, colleagues, neighbors to complete their Census

