



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Kim Walesh

**SUBJECT:** 2020 CENSUS UPDATE

**DATE:** March 13, 2019

Approved

Date

3-13-19

## INFORMATION

The City Manager's Office has been providing periodic updates regarding the City's 2020 Census efforts. This information memorandum provides an update of activities and developments since the last information memorandum issued on December 12, 2018.

## BACKGROUND

The Census is the decennial count of every person residing in the United States – regardless of age, citizenship status, race, ethnic group, etc. Census data helps determine political representation and the annual allocation of more than \$675 billion in federal funds for critical programs that support, for example, education, housing, transportation, emergency, and disaster relief services of which California receives over \$76 billion annually. For every person not counted in the Census, the City loses almost \$2,000 each year. This could translate into millions of federal and state funds lost for the next decade.

## ANALYSIS

Nationally, there has been a longstanding and significant undercount of hard-to-count (HTC) groups in the Census, including the homeless and immigrant populations, ethnic and racial minority groups, young children, people with limited English-proficiency, and low-income households. These groups have not participated in the Census for a variety of reasons such as socioeconomic and cultural considerations, lack of awareness and understanding of the Census, and fear and/or mistrust of the federal government.

The 2020 Census is facing unique challenges that may impact overall participation. These include:

- **Citizenship Question:** The Commerce Secretary's decision to include a question regarding citizenship on the 2020 Census has generated strong concerns that will result in lower response rates from the immigrant community. The City of San Jose along with the State of California, other states, counties, and cities, have filed lawsuits in different jurisdictions across the country challenging the constitutionality of adding a citizenship question to the Census. Last week, U.S. District Judge Richard Seeborg issued a decision finding for the City. In a 126-page ruling, Judge Seeborg found that Commerce Secretary Wilbur Ross' decision to add the question was "arbitrary and capricious," and violated the Administrative Procedure Act. Judge Seeborg also found that the decision to add the citizenship question violated the U.S. Constitution which requires that all persons be counted. Evidence provided by U.S. Census Bureau officials showed that the question would result in a significant undercount of non-citizens and Latinos. In January 2019, Judge Jesse Furman of the Southern District of New York reached a similar conclusion, but his decision did not address the Constitutional issue. While these are victories in the City's efforts to block the inclusion of the citizenship question, the final decision will rest on the U.S. Supreme Court, who has agreed to hear oral arguments in the New York case in April 2019. Staff anticipates a final decision before July 2019 when the Census Bureau is scheduled to go to print with the census survey.
- **Inadequate Budget:** The federal government has significantly underfunded the 2020 Census, compared to past Census. In 2020, more households will need to be counted with less resources, including fewer local Census offices, less field staff, and limited follow-up with non-responsive households;
- **Digital Census:** For the first time, the Census will be primarily online. This may decrease response rates due to worries about information security and privacy, and lack of access to internet and computers in certain HTC communities;
- **Government Mistrust:** Fear and lack of trust in the federal government as well as questions about how the Census information may be used may also deter participation;
- **Recruitment Challenges:** Having Census Bureau workers who understand the different communities and how to best reach them is incredibly important for ensuring a full and accurate count. The nation's strong economy, low unemployment rate and the recent federal shutdown are among some of the challenges to recruiting qualified bilingual Census Bureau workers; and
- **Language Accessibility:** Although the online questionnaire and phone language assistance will be available in 12 different languages (Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese); the paper-based Census survey will only be available in English and Spanish. The Bureau will provide written materials such as language guides, glossaries, etc. in 59 languages. San Jose residents who need assistance or do not have computer or internet access will be able to visit any City library or community center for assistance.

The Office of Economic Development and the Office of Immigrant Affairs are working closely with the County of Santa Clara (County) and community-based and non-profit organizations, schools, colleges, universities, and the business community to address the above challenges, and ensure a complete and accurate count. Below is an update on efforts and activities.

*City Outreach Design Efforts*

The City Census Team is developing a strategic plan to educate and motivate the different HTC groups in the City. The Team has met with the majority of City departments to define ways to use each department's existing communication channels such as newsletters, e-mail blasts, social media outlets, and special events to disseminate Census information.

Departments like Parks, Recretation and Neighborhood Services and the Library have a strong presence in the community and residents consider them trusted messengers. The Team is working with Parks, Recreation and Neighborhood Services and Library staff to designate computer stations ("Census kiosks") at every library branch and community center where residents can learn about and complete the Census survey onsite. The Team is also leveraging the departments' volunteer networks to recruit Census workers and volunteers.

Furthermore, the Census Team will meet with and provide information to Council offices so they can start to support the Census through their own district outreach efforts. Staff is likewise working through existing City/community-based organizations (CBO) contractors to hold workshops and other outreach events in the community as well as with outside organizations, such as business districts and neighborhood associations, to promote the 2020 Census.

Finally, in April 2019, the City will hold different activities to kick-off the count down to the 2020 Census. April 1, 2020 is officially Census Day. Activities being planned include "Let's Do Lunch" at City Hall on April 18, 2019. This will serve as an opportunity to begin to engage City staff. The City is also assisting the County with its Complete Count Committee meeting, scheduled for April 2, 2019 at the Mexican Heritage Plaza. City staff will reach out to Council offices to identify events and opportunities to promote the Census.

*City support for Census Bureau Recruitment efforts*

The Census Bureau is currently recruiting for office staff for its local Census offices. The San Jose office is scheduled to open in Summer 2019 and address canvassers for the Bureau's Address Canvassing Operation (scheduled for August-October 2019). The second and larger recruitment effort is for enumerators and will start in September 2019. Enumerators, starting in May 2020, will go door-to-door to those households that have not self-responded to the 2020 Census.

Staff is advertising (see attached recruitment flyer) these jobs, and simultaneously creating community awareness about the 2020 Census. Examples of key support activities include the following:

- Promoting employment opportunities through the City's social media platforms, e-mail blasts to residents, advertisement in City publications and at City-owned garages, etc.;
- Working with employment development agencies, CBOs, adult education programs, and local colleges and universities to hold Census Job Workshops to assist job seekers with the online application process; and
- Presenting to City commissions and boards, labor groups, outside organizations as well as attending community events.

#### County of Santa Clara Complete Count Committee

In close coordination with the County, City staff continues to work with 120 representatives from more than 70 agencies as part of the County of Santa Clara Complete Count Committee (SC5). During the 2010 Census, the Complete Count Committee was an effective structure for designing and implementing outreach strategies, particularly those focused on HTC populations.

The current roster of SC5 participants includes leaders from government, health and education, the non-profit, faith-based, and private sectors to help facilitate key strategic relationships within County communities. Below are recent SC5 updates:

- A total of 10 Census subcommittees have been formed under the SC5 and include the following: Education, Health, Cities and Neighborhoods, LGBTQ+, Homeless and Unstably Housed, Immigrant Community/People with Language Barriers, Technology, Enumerator Recruitment, Women's, Older Adults and People with Disabilities;
- In February 2019, the Census subcommittees submitted draft workplans to the County that focus particularly on ways to educate, motivate, and engage HTC groups such as residents with limited English proficiency, the immigrant and homeless populations, the elderly and individuals with disabilities, and the LGBTQ+ community; and
- Additional work is also focused on how best to apply technology, as well as develop partnerships with local municipalities, K-12 schools, universities and community colleges, and the County health care systems to further increase awareness and understanding of the importance of the Census.

The next SC5 meeting is scheduled on April 2, 2019 at the Mexican Heritage Plaza.

#### 2020 Census Budget Update

Key budget highlights include the following:

- The City has appropriated \$250,000 in 2018-2019 for personnel, contracted services, translation and interpretation services, marketing and communications, and other incidentals;

- The County of Santa Clara has appropriated over \$6 million towards county-wide 2020 Census efforts, including personnel (currently a team of three full time staff), contracted services, translation and interpretation services, marketing, grants and communication activities.
- In November 2018, the State of California allocated \$26.7 million to county governments to support Census outreach for HTC populations. The County received \$963,000. No cities were direct recipients of State funding;
- Governor Newsom, through the Governor's 2019-2020 Budget Proposal, has requested an additional \$50 million for statewide outreach efforts, bringing the State total funding for Census efforts to over \$140 million; and
- In December 2018, the State released a request for proposals (RFP) for qualified administrative community-based organizations (ACBOs) to conduct statewide Census 2020 outreach. United Way Bay Area applied for the Census 2020 California Region 3 ACBO role which includes Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, and Solano counties. Region 3 has received an allocation of \$2,813,670 because it represents 12.6% of the HTC communities in California. The award announcement is anticipated in March 2019.

#### Anticipated Timeline

Below are key activities and milestones related to the 2020 Census:

- February – May 2019: Phase 1 of recruitment activities begin for address canvassing operation
- March 2019: County delivers SC5 strategic plan to the State for review and approval
- April 2, 2019: Santa Clara County Complete Count Committee Meeting and Official 2020 Census Kick-Off (one-year count down)
- April 2019 – July 2019: Anticipated timeframe for final resolution of the citizenship question by the U.S. Supreme Court.
- June 2019: Census Bureau will test the citizenship questions through a nationwide self-response text of approximately 480,000 households, if applicable
- Summer 2019: Local Census offices open in San Jose and Sunnyvale/Santa Clara
- May 2019 – November 2019: Roll out of initial CCC outreach campaign
- August-October 2019: Address canvassing operation
- September 2019: Phase 2 of recruitment activities begin for field staff
- November 2019 – July 2020: Conduct local intensive outreach Census efforts
- Late 2019: Census Bureau commences advertising
- March 12-20, 2020: Census Bureau sends forms to households providing Census ID number and instructions on how to complete the form on-line
- April 1, 2020: Official National Census Day

- May 2020 - August 2020: Census enumerators conduct door-to-door follow-up with non-responsive households
- December 2020: Census Bureau delivers Apportionment Counts to the President
- March 2021: Redistricting counts delivered to states

U.S. Census Bureau Update

Last week, the Bureau released information on the types of communication it will send to households regarding the Census survey:

| Households will receive:              |   |
|---------------------------------------|---|
| March 12-20, 2020                     | An invitation to respond online to the 2020 Census. Depending on how likely an area is to respond online, some households will also receive paper questionnaires along with the invitation. |
| March 16-24, 2020                     | A reminder letter   |
| If a household has not yet responded: |   |
| March 26-April 3, 2020                | A reminder postcard   |
| April 8-16, 2020                      | A reminder letter and paper questionnaire   |
| April 20-27                           | A final reminder postcard before the Census Bureau follows up in person, also referred to as Non-Response Follow-Up (NRFU).   |
| May – July 2020                       | NRFU Operation  |

**CONCLUSION**

The City Manager's Office, by way of the Office of Economic Development and the Office of Immigrant Affairs, will continue to work closely with the County and SC5 partners to ensure alignment of Census 2020 efforts. City staff will continue to provide regular updates as the Census outreach strategy takes form and moves to implementation, or sooner when other circumstances critical to the success of the Census occur.

/s/  
KIM WALES  
Deputy City Manager/  
Director of Economic Development

For questions, please contact Jeff Ruster, Assistant Director of Economic Development, at (408) 535-8183.

Attachment: 2020 Census Jobs Recruitment Flyer



# 2020 CENSUS JOBS

## Available in Santa Clara County

### \$24 - \$33 per hour

***Multiple Positions Available — One Application***

- ✓ **Excellent pay**
- ✓ **Flexible hours**
- ✓ **Paid training**
- ✓ **Work in your community**
- ✓ **Weekly paychecks**

The U.S. Census Bureau is hiring for a variety of temporary jobs.

To be eligible, you must be at least 18 years old, have a valid Social Security number, pass a criminal background check, and be a U.S. citizen.

Bilingual skills are highly desirable.

**Field Supervisors \$33 per hour**  
**Recruiting Assistants \$33 per hour**  
**Census Takers \$30 per hour**  
**Office Staff \$24–\$31 per hour**



**Apply Online! [www.2020census.gov/jobs](http://www.2020census.gov/jobs)**

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

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

[www.gsa.gov/fedrelay](http://www.gsa.gov/fedrelay)

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United States  
**Census**  
**2020**