

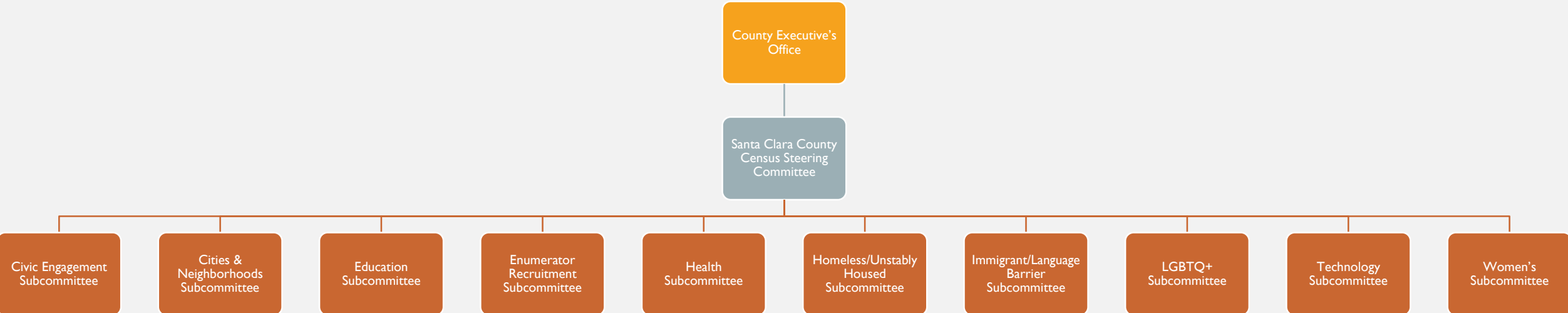
SANTA CLARA COUNTY CENSUS 2020 UPDATE

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SANTA CLARA COUNTY COMPLETE COUNT STRUCTURE



UPDATES ON...



Draft Outreach Plan



Steering Committee



Timeline



What to Expect



DRAFT OUTREACH PLAN

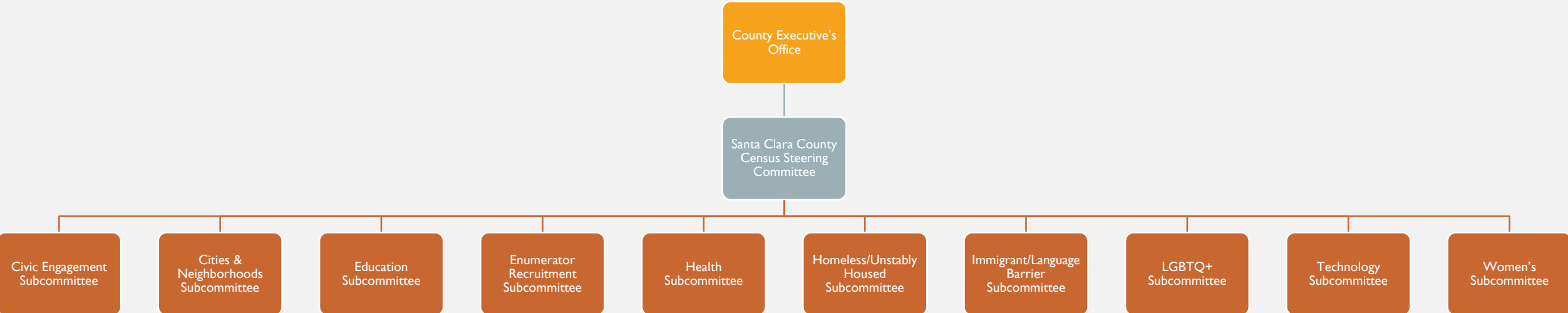
DRAFT OUTREACH PLAN

- What is it?
 - The Subcommittee's agreed-upon priorities for outreach throughout the Census 2020 effort
 - This is inclusive of education, action, and non-response follow-up
 - This will help guide the County's implementation plan
- How should Subcommittees approach the draft plan?
 - Ideas should come from the Subcommittee's subject focus
 - These outreach efforts will span the entire spectrum of Census-related efforts from now until the end of 2020
 - Where can Census activities complement your existing efforts?
 - Are there busier times of the year for your organization?



STEERING COMMITTEE

SANTA CLARA COUNTY COMPLETE COUNT STRUCTURE



STEERING COMMITTEE

- What is it?
 - Goal is 20-25 members
 - Chaired by David Campos, Deputy County Executive
 - Alternates allowed
 - Provide advice and other non-binding recommendations to the County Executive
- Duties and Commitment
 - 2018-2020
 - Current plan for the Committee to meet every other month
- How does it differ from the Subcommittees?
 - Reviews subcommittee recommendations to present to the County Executive
 - Collaborates with the CA Complete Count Committee, CA Complete Count Office, and the U.S. Census Bureau
- Benefits
 - Working closely with the County Executive's Office
 - Strong network of county-wide individuals



APPLICATION

- Originally sent out in late December
- 4-page application
- Due the 3rd week in January to the County Executive's Office

County of Santa Clara
Complete Census Count Steering Committee
Membership Appointment Application

The County of Santa Clara Complete Census Count Steering Committee (CCC Steering Committee) was established by the County Executive's Office of the County of Santa Clara through the appointment of an informal stakeholder group. The CCC Steering Committee shall be committed to ensuring that Santa Clara County residents receive their fair share of federal resources and Congressional representation, and benefit from well-crafted public policies based on accurate data regarding the County's highly diverse population, by encouraging participation in the 2020 United States Census.

The goal of the CCC Steering Committee is to provide advice to the County Executive to support the County's efforts to assist the United States Census Bureau in counting all county residents once, only once, and in the right place.

The CCC Steering Committee is an advisory body only. Although the CCC Steering Committee will not make binding decisions, its input will be integral to coordinating among and supporting the wide variety of census outreach efforts that will be taking place in Santa Clara County.

This application must be submitted by anyone interested in serving as a CCC Steering Committee member. Once assigned, membership spans the duration of the CCC Steering Committee until the CCC Steering Committee's expiration in three years.

Please email completed applications to Shannon.Balco@ceo.sccgov.org or:
Office of the County Executive
Attn: Shannon Balco
70 W. Hedding Street, 11th Floor, San Jose, CA 95110

FULL NAME: _____
(Last) (First) (M.I.)

ADDRESS: _____

(City) (State) (ZIP)

TELEPHONE: _____
(Home) (Business) (Cell)

EMAIL: _____ FAX: _____

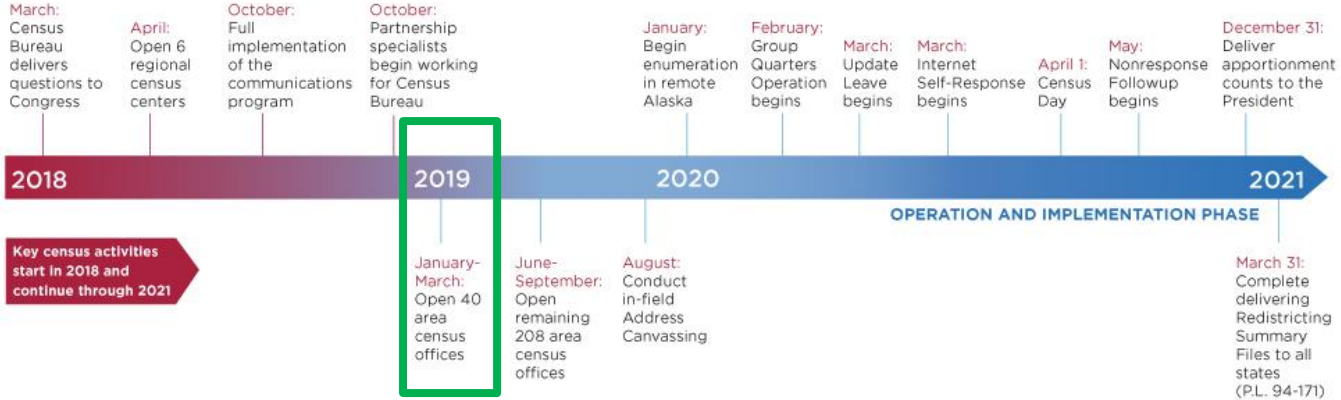


TIMELINE



FEDERAL TIMELINE

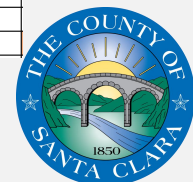
Road to the 2020 Census

2020 Census Operational Timeline



COUNTY TIMELINE

 											
Census 2020 Timeline			= Planning/Strategy Phase		= Education Phase		= Action Phase				
		Summer 2018	Fall 2018	Dec. 2018	Jan. 2019	Feb. 2019	Mar. 2019	Apr. 2019	May 2019	June 2019	
Master Address File (MAF) Update - In this phase, the Census Bureau will be updating its MAF and CBOs are asked to assist with canvassing Santa Clara County to make sure that non-conforming households also get important Census materials.											
Local Update of Census Addresses (LUCA)											
Planning/Strategy Phase - In this phase, the County will form the Complete Count Committee (CCC) Steering Committee and the CCC Subcommittees. Subcommittees and the Census team should identify potential partners to participate in Committees as well as partners who will only focus on outreach activities. The Complete Count Steering Committee should provide advisory recommendations to the County regarding outreach activities for the 2020 Census.											
Santa Clara County Complete Count Committee Launch											
Form Santa Clara County Complete Count Subcommittees											
Santa Clara County Complete Count Subcommittee Meetings											
Steering Committee Applications Released				12/20/2019							
Subcommittee Outreach Plan Template Release											
Steering Committee Applications DUE					1/21/2019						
Subcommittee Outreach Plan Development											
Steering Committee Members Notified					1/31/2019						
Education Phase - In this phase, local government agencies and community partners will take action by immersing themselves in the community to educate the public on the Census.											
Census 2020 Field Offices Open											
Steering Committee Meets											
Subcommittee Outreach Plan Due Date						2/22/2019					
Santa Clara County Complete Count Committee Meeting											
Steering Committee Meets											
Steering Committee Unified Outreach Plan Released											
Request for Proposals Released											
Steering Committee Meets											



WHAT TO EXPECT

WHAT TO EXPECT

- Subcommittees working on “Draft Outreach Plan”
 - Submitted to the County Census team in February
- Complete Count Committee Meeting
 - Early March 2019
 - Look out for an email regarding specific date/time/location
- County Funding



OBSTACLES & CHALLENGES

- Last week, the U.S. Census Bureau report found:
 - Fewer than 7 in 10 households said they intend to fill out the census form
 - Barriers to Response
 1. Lack of knowledge
 2. Apathy
 3. Confidentiality and privacy concerns
 4. Fear of repercussions
 5. Distrust of government



CITIZENSHIP QUESTION

- City of San Jose and Black Alliance for Just Immigration v. Ross (U.S. District Court for the Northern District of California)
 - Trial: began Monday, January 8th
- State of CA v. Ross (U.S. District Court for the Northern District of California)
 - Trial: began Monday, January 8th
- New York v. U.S. Department of Commerce
 - Trial: November 2018
 - Status: Judge Jesse M. Furman blocked the citizenship question
- Kravitz v. U.S. Department of Commerce (U.S. District Court for the District of Maryland)
 - Trial: January 2019



Suggestions? Questions? Contact us:



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