

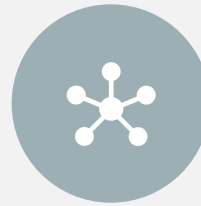
SANTA CLARA COUNTY CENSUS 2020

Nick Kuwada, Manager
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AGENDA



Census Overview



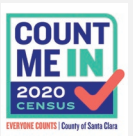
Census Process



What's
Happening



How You Can
Help

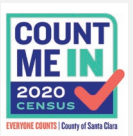


WHY DO WE NEED A CENSUS?

- Article I, Section 2 of the US 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.

- Key Purpose is Apportioning the US House of Representatives



WHY DOES THE CENSUS MATTER?

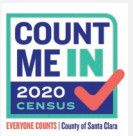
Funding

- \$675 Billion distributed annually
- Of that, California receives over \$76 billion
- Funding is distributed based on Census data

Political Power

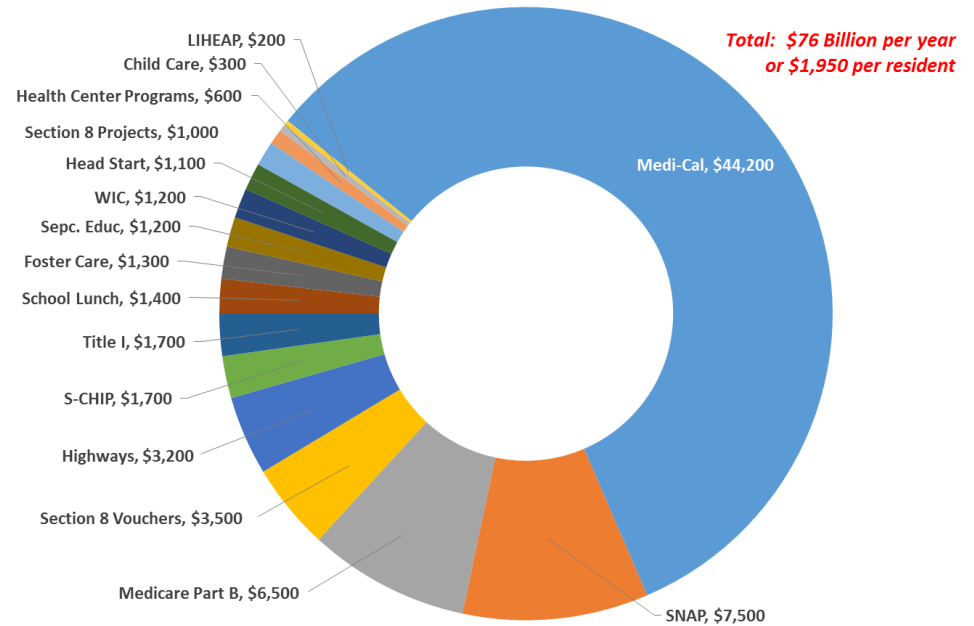
- Congressional representation
- Reapportionment and redistricting

1990 undercount →
California LOST a
Congressional seat



FUNDING IMPACTS FOR CALIFORNIA

Federal Programs That Allocate Funds to California Using Census Data
(in million dollars - FFY2015)



WHAT HAPPENED IN 2010?

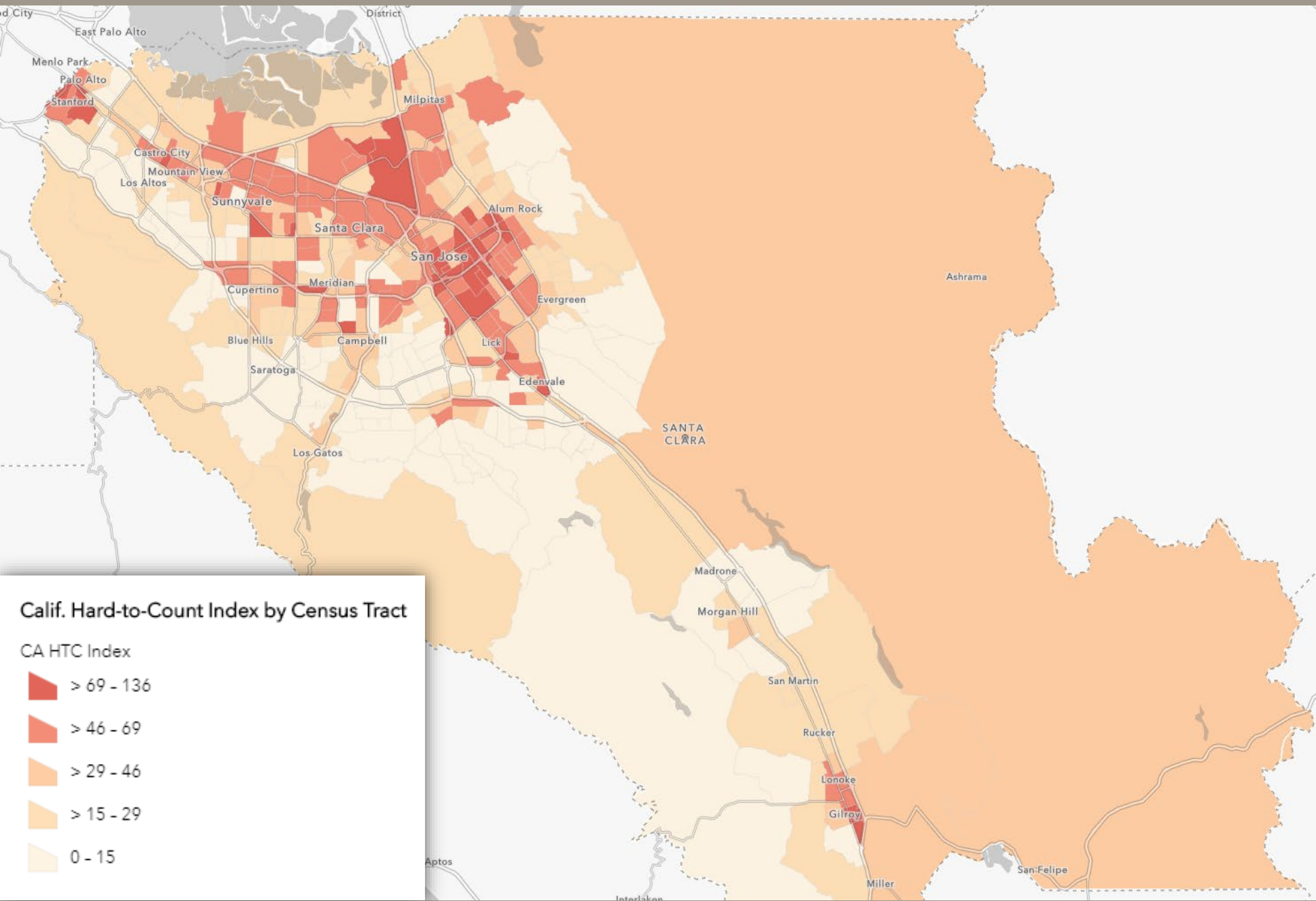
Mail

- 73% Mail Response Rate (76% in 2000)

Enumerators

- 10 Million Californians responded by an enumerator visit





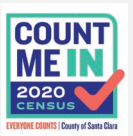
OBSTACLES & CHALLENGES

- California has 10 of the most populous counties in the nation
- First Digital Census
- Political Climate
- Hard to Count (HTC) Populations
 - Response rate in HTC is lower than 70%
 - Examples: 0-5, older adults, individuals with disabilities, immigrants, refugees, etc.
- U.S. Census Bureau
 - 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

- State of CA v. Ross was combined with City of San Jose and Black Alliance for Just Immigration v. Ross (U.S. District Court for the Northern District of California)
 - Trial: January 2019
 - Status: Judge Richard Seeborg blocked the citizenship question
- New York v. U.S. Department of Commerce
 - Trial: November 2018
 - Status: Judge Jesse M. Furman blocked the citizenship question
 - Supreme Court of the United States bypassed the Court of Appeals and heard oral arguments on April 23
 - Santa Clara County, et al. filed an amicus brief on April 1, 2019 in opposition of the citizenship question
 - June 27th: Supreme Court blocked citizenship question
 - July 11th: President Trump announced he would not pursue a question about citizenship on the 2020 Census form
- Kravitz v. U.S. Department of Commerce (U.S. District Court for the District of Maryland)
 - Trial: January 2019
 - Status: pending decision



METHODS FOR SELF-RESPONSE

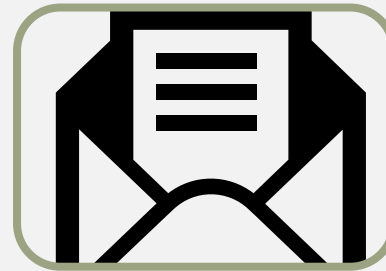
Starting
March 23,
2020



Internet



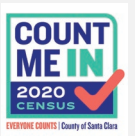
Phone



Paper Form



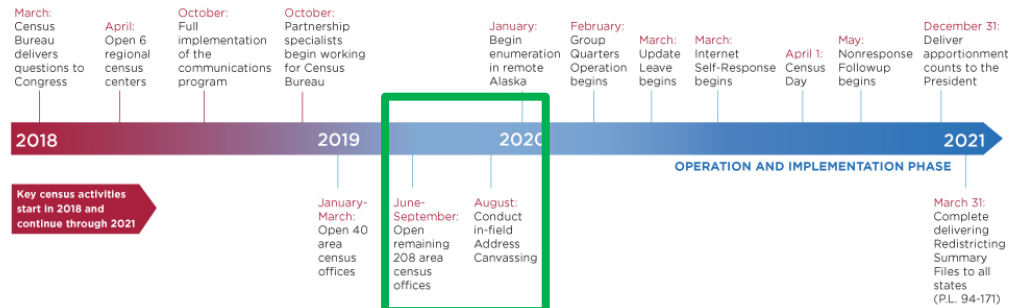
In-person



FEDERAL TIMELINE

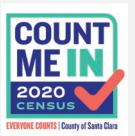
Road to the 2020 Census

2020 Census Operational Timeline



United States[™]
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)



CENSUS 2020 ROLES



U.S. Census Bureau

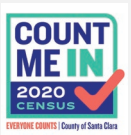


State of California



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



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



Questions? Contact us:



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