2020 Census Status Update

Neighborhood Services & Education Committee

December 12, 2019

Presenters: Jeff Ruster, Director of Strategic Partnerships, City Manager's Office

Vilcia Rodriguez, 2020 Census Project Manager, City Manager's Office



The Census

Mandated by U.S. Constitution

Conducted every 10 years

Counts every resident regardless of age,
 citizenship status and gender



The Census Affects Everyone

Over \$675 billion in annual federal funding



Health



SNAP, school lunch program



Child Services



Housing



Transportation



Education



Public Safety



Emergency Preparedness



The Census Affects Everyone

REPRESENTATION

Census data determines reapportionment of House of Representatives and redistricting congressional, state and legislative districts.

ECONOMIC & COMMUNITY DEVELOPMENT

Census derived data guides investment decisions, job and industry growth, resource allocation, housing and planning decisions.

LOCAL GOVERNMENT

Census derived data guides education, safety, quality of life, neighborhood improvement, innovation decisions.



2020 Census Challenges

- Digital Census
- Inadequate Census Bureau Budget
- Language Accessibility
- Government Mistrust
- Recruitment Challenges for Census Jobs



Who is at risk of being <u>undercounted</u> in San José?

- Immigrants
- Unstably Housed
- Renters
- Children & Youth
- People of Color
- Older Adults



San José is committed to a complete and accurate count.

- Accurate Master Address File
- Internal Partnerships
- External Partnerships
- Technology & Innovation
- Advocacy
- CBO Funding



Be Counted!





Starting in March 2020, complete survey online at **census.gov** in English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese



By Phone

Call the Census Bureau and complete the survey over the phone with assistance in 13 different languages



By Mail

Forms in English and Spanish



Where to Complete the Census

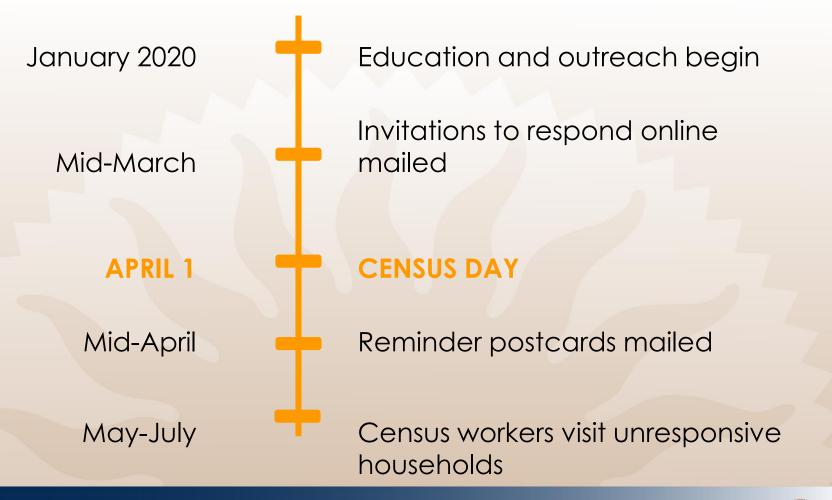
Community Centers

Libraries

Mobile
Census Stations



2020 Census Key Dates

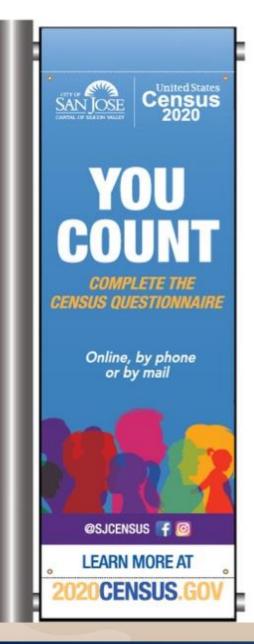




Education & Outreach Efforts

- City/VTA census poster contest
- Census street pole banners (400 locations)
- 2020 census webpage
- SJ Engage (SJPL online census course for teens)
- Email blasts and city publications
- Information displays at libraries
- Library programs
- Census kick-off parties











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Together we can make a difference. Get involved today!

Work for the Census Bureau or share job opportunities with others

Be a Census Ambassador

Be Counted and encourage others to do the same

