

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 undercounted 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!



Online

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

January 2020

Education and outreach begin

Mid-March

Invitations to respond online
mailed

APRIL 1

CENSUS DAY

Mid-April

Reminder postcards mailed

May-July

Census workers visit unresponsive
households

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





United States
Census
2020

YOU COUNT

*COMPLETE THE
CENSUS QUESTIONNAIRE*

*Online, by phone
or by mail*



@SJCENSUS  

LEARN MORE AT

2020CENSUS.GOV





United States
Census
2020

HAZTE CONTAR

*LLENA LA ENCUESTA
DEL CENSO*

*En línea, por teléfono
o correo*



@SJCENSUS  

PARA MÁS INFORMACIÓN

2020CENSUS.GOV





United States
Census
2020

VÌ CUỘC SỐNG CỦA CHÚNG TA VÀ THẾ HỆ TƯƠNG LAI

*HÃY THAM GIA VÀO CUỘC
THỐNG KÊ DÂN SỐ 2020*



@SJCENSUS  

LEARN MORE AT

2020CENSUS.GOV

Connect with Us

- Facebook: www.facebook.com/SJCensus
- Instagram: www.instagram.com/SJCensus
- Website: <http://bit.ly/2RcKJyf>

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

Presenters: Jeff Ruster, Director of Strategic Partnerships, City Manager's Office
Vilcia Rodriguez, 2020 Census Project Manager, City Manager's Office

