

2020 Census Project

Report and Strategic Plan

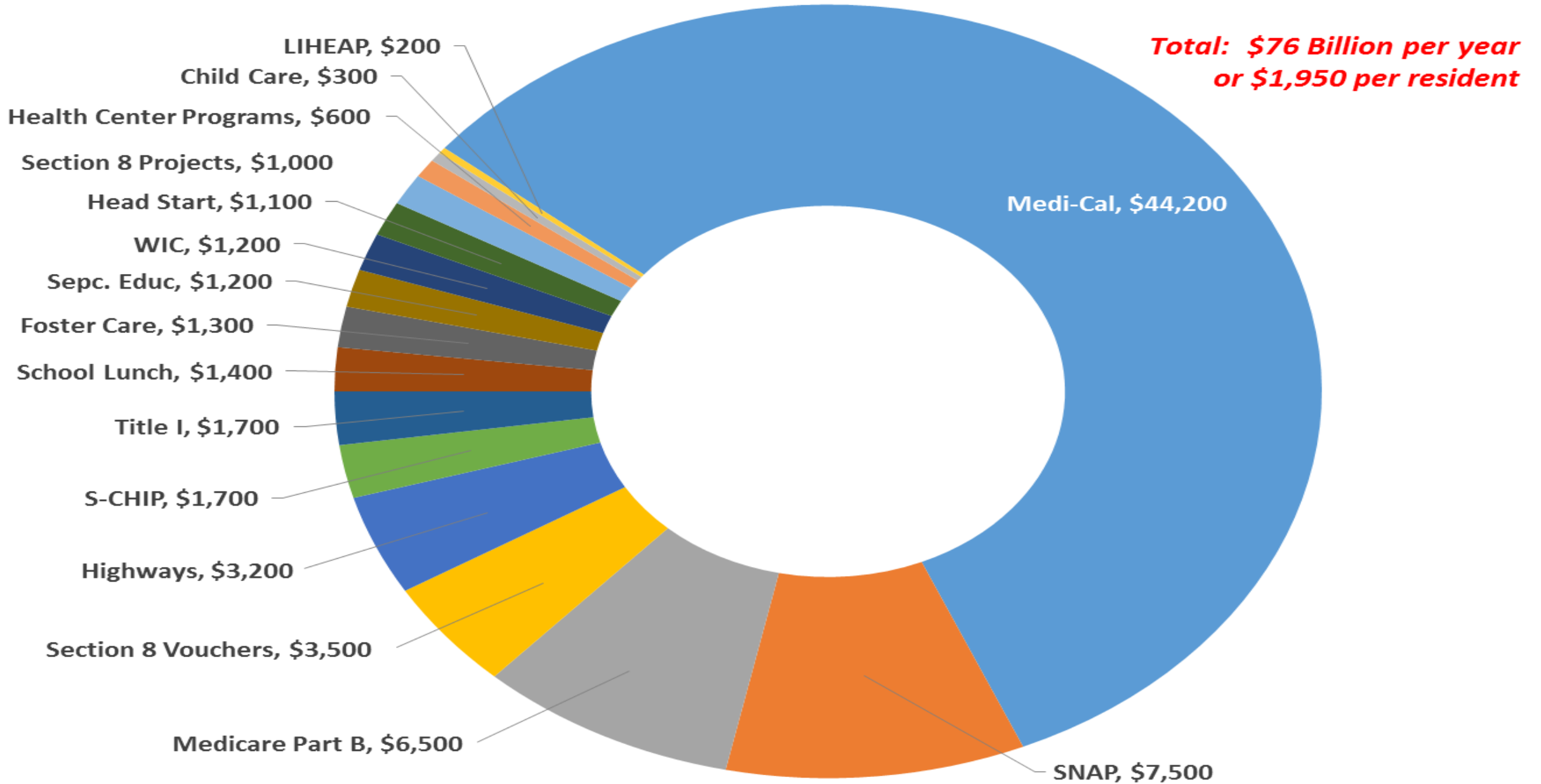


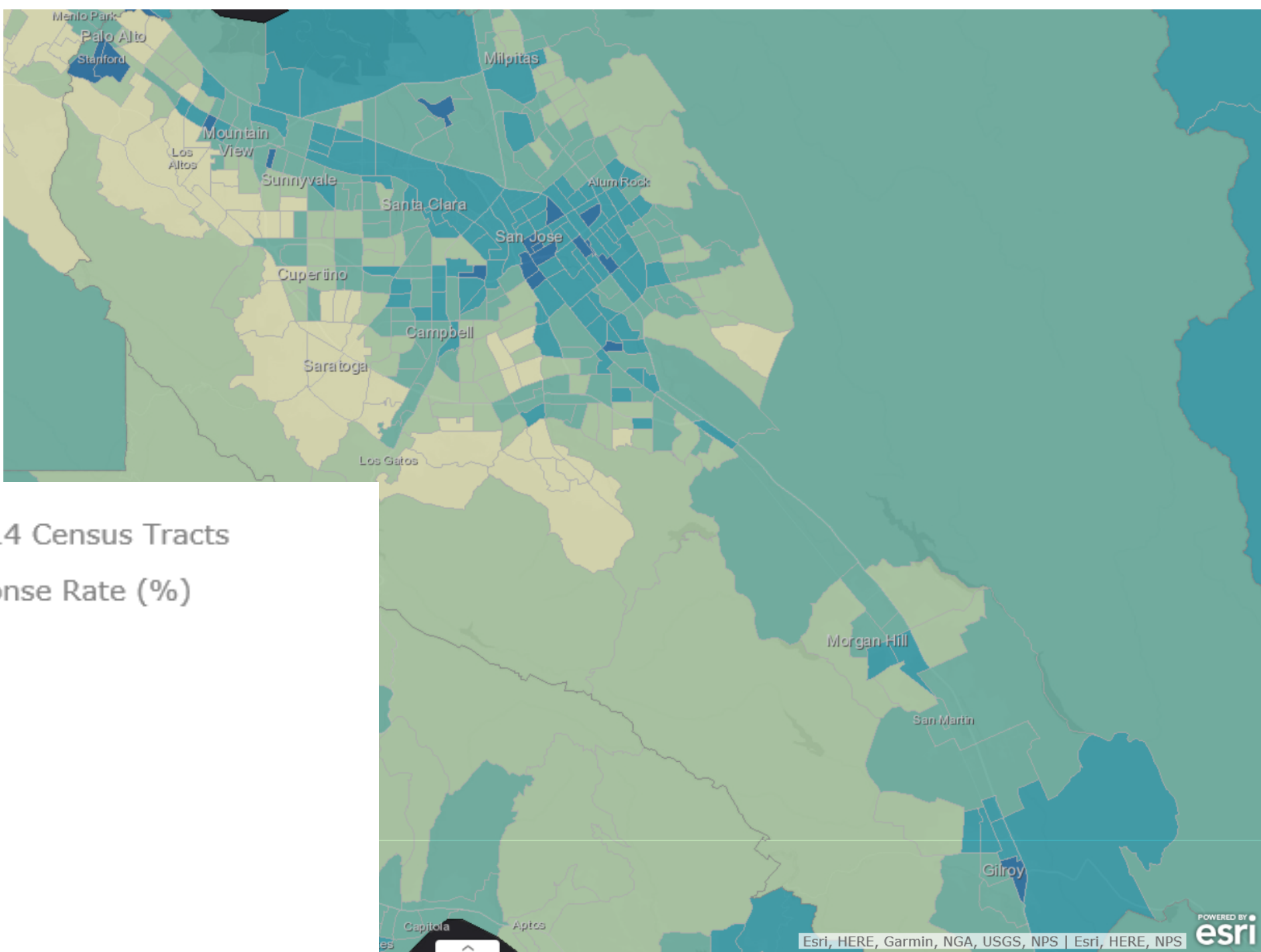
Presentation to the
Cities Assoc. of Santa Clara County
David Campos
Deputy County Executive
September 6, 2018



Report

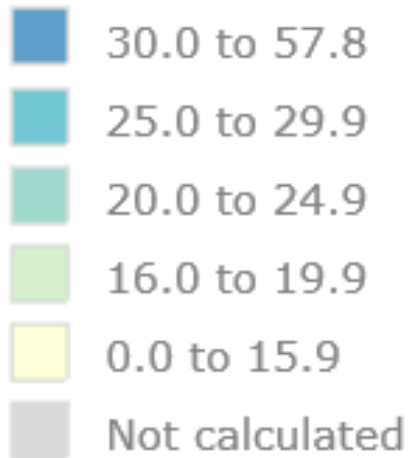
Federal Programs That Allocate Funds to California Using Census Data (in million dollars - FFY2015)





Low Response Score by 2014 Census Tracts

Predicted Mail Non-Response Rate (%)



Background: Initial Steps by Board of Supervisors

- **November 2017: Board referral** to direct Administration and County Counsel to develop a strategic plan to address issues relating to the 2020 Census, including identification of needed resources, proactive strategies to support a complete count, and monitoring of census-related regulatory changes.
- **March 2018: Appropriation modification** transferring approx. \$1 million from the General Fund Contingency Reserve and approving four delegations of authority for contracting for the Local Update of Census Addresses
- **Team:**
 - Office of the County Executive Technology Services and Solutions
 - Office of the County Counsel Department of Planning and Development

Local Update of Census Addresses (LUCA)

- Our first step was to maximize our address count through the Local Update of Census Addresses (LUCA).
- This is local governments' opportunity, over a period of only 120 days, to review and submit changes to the Census Bureau's Master Address File (MAF), which defines the universe of households they ask to respond.
- Working in close partnership with the City of San Jose, as well as with our other cities, school districts, CBOs, and philanthropy, the County added over 77,000 residential addresses that had been missing or incomplete in the MAF, increasing our MAF size of approximately 686,000 records by more than 11%.
- 3,100 of these addresses were identified via community-based canvassing; we had over 200 volunteers and staff locating unconventional housing, covering 32% of the residential addresses in the county.
- Our County Counsel and Chief Privacy Officer worked to uphold our commitment to resident privacy.
- Of the \$1 million we requested from the Board, we spent less than half, with costs coming in at \$455K.

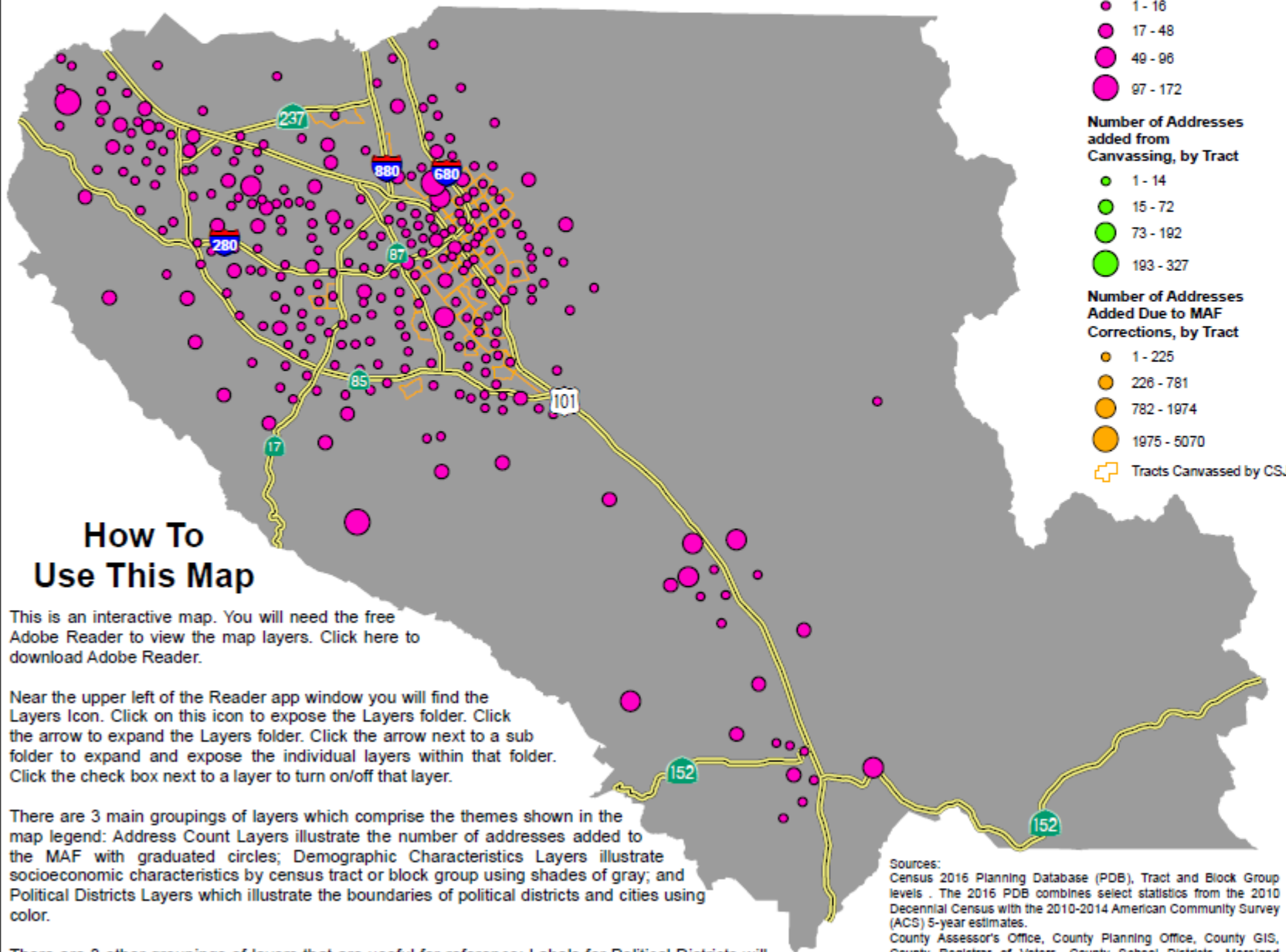
How To Use This Map

This is an interactive map. You will need the free Adobe Reader to view the map layers. Click here to download Adobe Reader.

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There are 3 main groupings of layers which comprise the themes shown in the map legend: Address Count Layers illustrate the number of addresses added to the MAF with graduated circles; Demographic Characteristics Layers illustrate socioeconomic characteristics by census tract or block group using shades of gray; and Political Districts Layers which illustrate the boundaries of political districts and cities using color.

There are 3 other groupings of layers that are useful for reference: Labels for Political Districts will provide the district numbers or names of cities for the appropriate district; Census Tract Boundaries; and a general reference layer (this layer cannot be changed).



Number of Addresses added from Address Lists, by Tract

- 1 - 16
- 17 - 48
- 49 - 96
- 97 - 172

Number of Addresses added from Canvassing, by Tract

- 1 - 14
- 15 - 72
- 73 - 192
- 193 - 327

Number of Addresses Added Due to MAF Corrections, by Tract

- 1 - 225
- 226 - 781
- 782 - 1974
- 1975 - 5070

Tracts Canvassed by CSJ

Median Household Income, by Tract

- \$21,953.00 - \$70,977.00
- \$70,977.01 - \$106,484.00
- \$106,484.01 - \$148,879.00
- \$148,879.01 - \$242,500.00

Percent of Population Non-White or Hispanic, by Tract

- 10 - 40%
- 41 - 60%
- 61 - 79%
- 80 - 99%

Percent of Population Foreign Born, by Tract

- 4 - 26%
- 27 - 38%
- 39 - 50%
- 51 - 66%

MAF Scores, By Block Group

- 358 - 570
- 252 - 357
- 161 - 251
- 0 - 160

Cities

Supervisor Districts

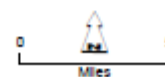
Congressional Districts

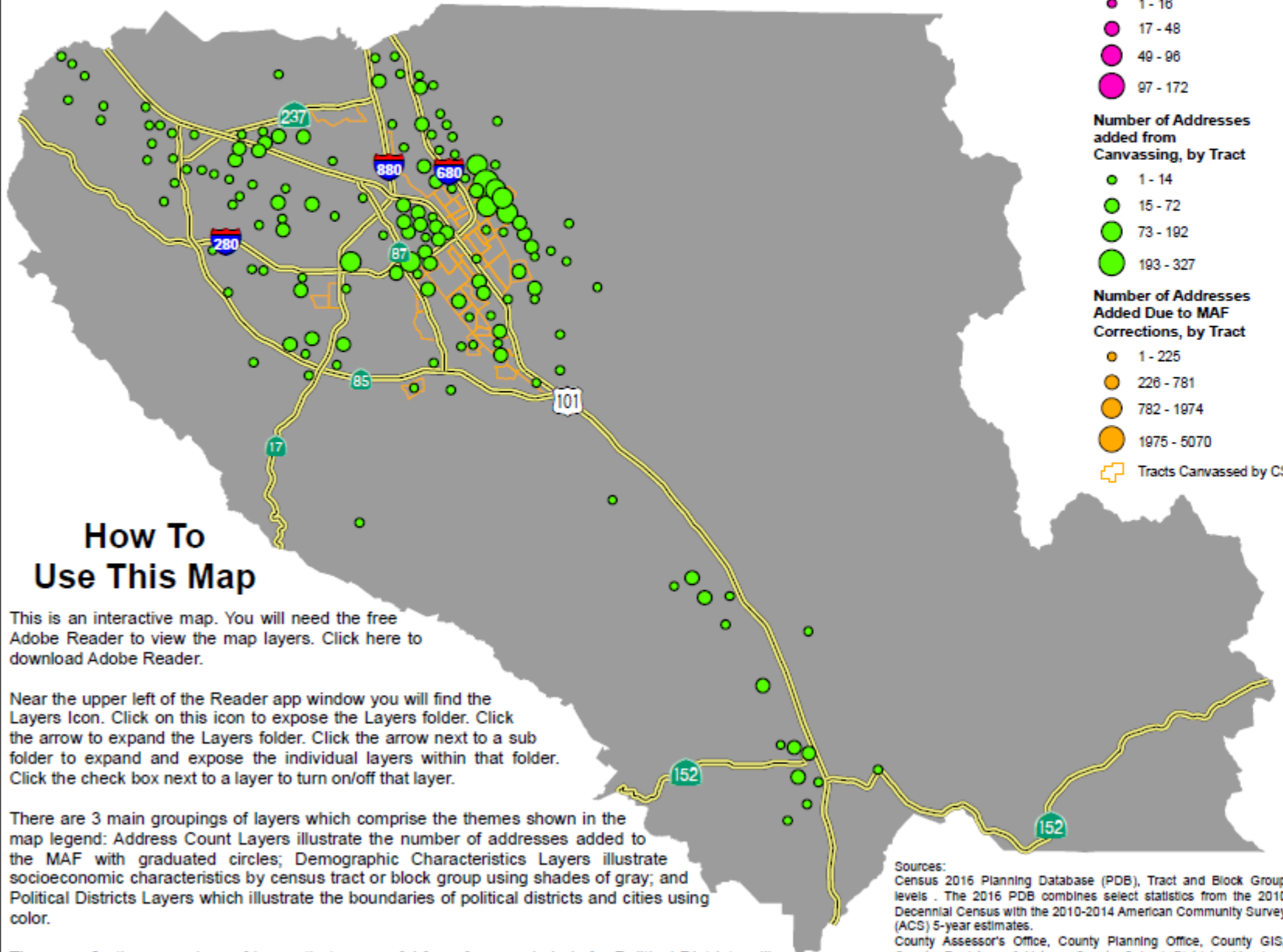
Senate Districts

Assembly Districts

Major Highways

Sources:
 Census 2016 Planning Database (PDB), Tract and Block Group levels . The 2016 PDB combines select statistics from the 2010 Decennial Census with the 2010-2014 American Community Survey (ACS) 5-year estimates.
 County Assessor's Office, County Planning Office, County GIS, County Registrar of Voters, County School Districts, Moreland School District, Stanford University Planning, Canvassing, Community Connect Labs, Melissa, Other Online Sources, Census Master Address File (MAF).





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- Cities
- Supervisor Districts
- Congressional Districts
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Partners

Canvassing

Silicon Valley Community Foundation
Asian Americans for Community Involvement with
Vietnamese Voluntary Organization
Community Connect Labs
ICAN
Pakistani American Community Center
Sacred Heart Community Service
Services, Immigrant Rights, and Education Network
Vietnamese American Roundtable
Working Partnerships USA
Office of Cultural Competency
Office of Immigrant Relations
Office of LGBTQ Affairs
Office of Women's Policy
Community volunteers

Cities

Campbell
Cupertino
Gilroy
Los Altos
Los Altos Hills (via consultant)
Los Gatos
Milpitas
Monte Sereno
Morgan Hill
Mountain View
Palo Alto
San Jose
Santa Clara
Saratoga
Sunnyvale

Address Records

Registrar of Voters
Santa Clara County Office of Education and Alum Rock
Union, Berryessa Union, Campbell Union Elementary,
Campbell Union High, Evergreen Union, East Side Union
High, Franklin-McKinley, Loma Prieta Joint Union,
Mountain View-Los Altos High, Morgan Hill Unified,
Palo Alto Unified, and Santa Clara Unified School
Districts

Additional Key Partners

Assembly and Senate Select Committees on the Census
California Complete Count Office and Committee
California State Association of Counties
Census Policy Advocacy Network
Cities of New York and Los Angeles
Counties of Los Angeles, Sacramento, and San Mateo
Leadership Conference on Civil and Human Rights
Mexican American Legal Defense and Education Fund
National Association of Counties
Santa Clara County Assembly and Senate Delegations
US Census Bureau



Strategic Plan

Strategic Plan Elements

- Research on residents' census barriers and perceptions
- Mapping to plan, track, evaluate
- Comprehensive communications
- Broad outreach campaign
- Tools for access
- **Complete Count Committee**
- Census workforce development
- State and federal advocacy
- Statewide and national partnerships
- Engagement of Board of Supervisors

Approved 2020 Census Staffing

- Program Manager II – Project Director
- Program Manager I – Collaboration Coordinator
- Community Outreach Specialist – Direct Outreach + Logistical Support

These positions come on top of ongoing support from County Counsel and the County's Planning Department, Information Technology team, and departments providing services directly to members of the public, along with high level support and supervision from the CEO's Office.

Three-Year Funding Request (FY19 Approved)

Item	FY19	FY20	FY21	Total
Object 1				
Office of the County Executive				
Program Manager II – U	\$130,581	\$164,944	\$164,944	\$460,469
Program Manager I – U	\$119,806	\$151,334	\$113,501	\$384,641
Community Outreach Specialist – U	\$84,868	\$107,202	\$80,402	\$272,472
Planning Department				
Geographic Information Systems Analyst	\$131,960	\$131,960	\$131,960	\$395,880
Technology Services and Solutions				
Geographic Information Systems Analyst	\$ -	\$102,600	\$ -	\$102,600
Additional positions	\$ -	\$405,763	\$202,881	\$608,644
Object 2				
Research and planning	\$175,000	\$50,000	\$ -	\$225,000
Communications	\$135,000	\$650,000	\$100,000	\$885,000
Outreach	\$200,000	\$1,350,000	\$ -	\$1,550,000
Workforce	\$50,000	\$300,000	\$ -	\$350,000
Meeting and engagement expenses	\$25,000	\$175,000	\$50,000	\$250,000
Travel, conferences, and equipment	\$20,000	\$62,000	\$20,000	\$102,000
Professional services	\$200,000	\$100,000	\$100,000	\$400,000
Subtotal	\$1,272,215	\$3,750,803	\$963,687	\$5,986,705
Funds Remaining from March 2018 Census Appropriation	\$553,672	n/a	n/a	n/a
Appropriation Request August 2018	\$718,543	n/a	n/a	n/a

What Cities Can Do

- Continue Partnering with the County to Conduct Public Outreach and Education About the Importance of Achieving a Full Census Count
- Participate in the Complete Count Committee to Create a Complete Census Count Plan Appropriate to Your City and Its At-Risk Residents
- Identify Your City's Points of Contact with the Public, How They Can Help Promote a Complete Census Count, and How to Resource Them

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