

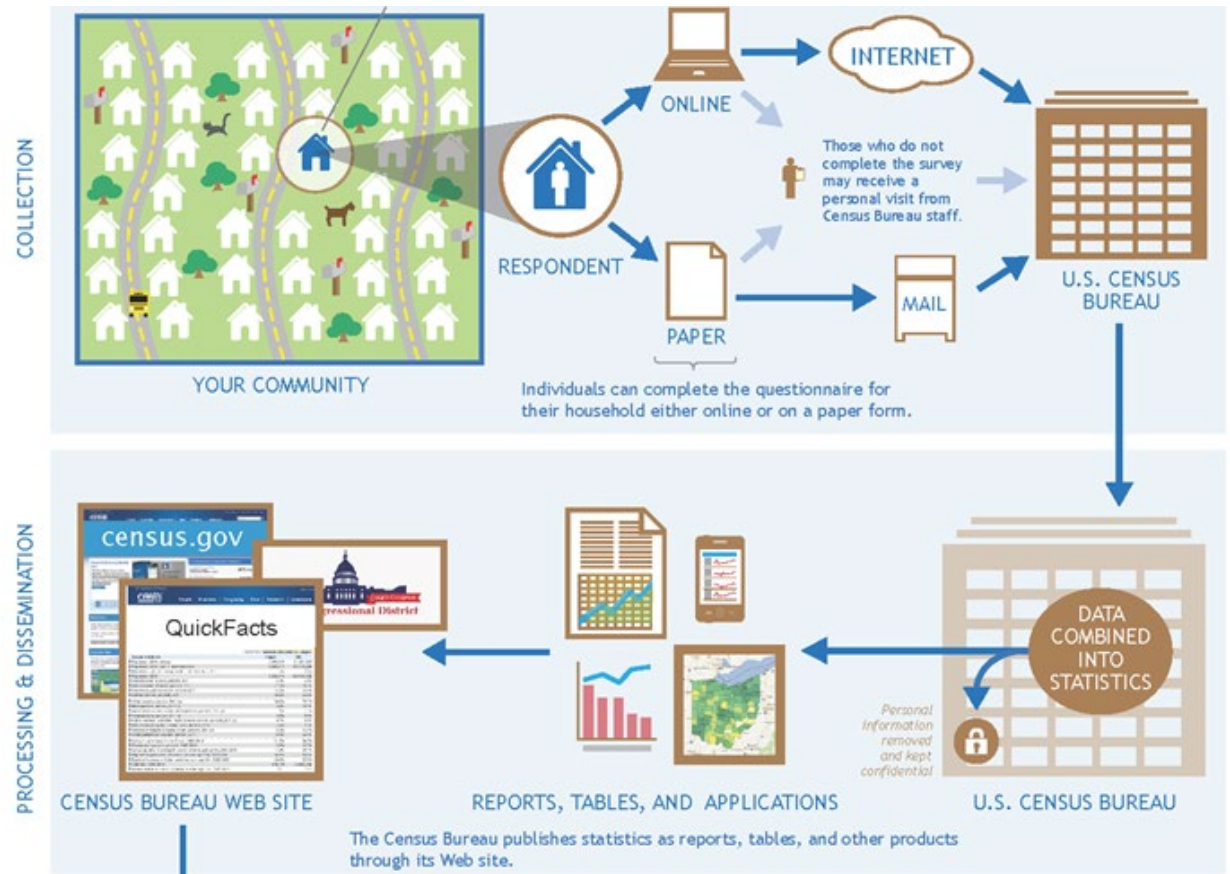


# CENSUS 2020: EVERYONE COUNTS



# WHAT IS THE CENSUS?

- Official count of every person living in the US
  - Who lives where
  - Basic information
- Happens every 10 years
- Each household is asked to complete a census form online or on paper
- Information collected is reported as statistics  
(No individual details shared)



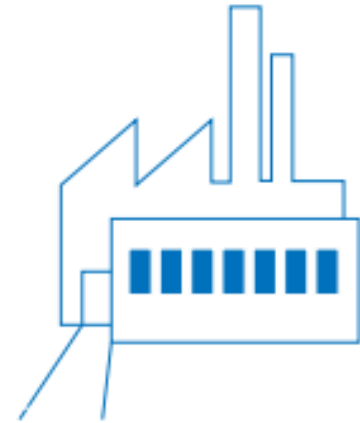
**NEXT CENSUS DAY: APRIL 1, 2020**

# WHAT IS CENSUS DATA USED FOR?

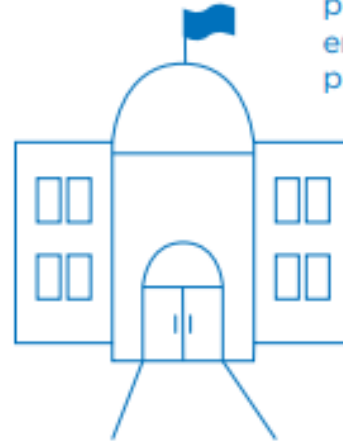
- To give funding for education, health, child care, transportation, and community programs
- To make sure all residents are represented fairly in local, state, and national government
- To help community leaders, businesses, and nonprofits make good decisions about programs and policies



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



Real estate developers use the census to build new homes and revitalize old neighborhoods.



# WHAT WILL CENSUS 2020 ASK?

- Basic information about each household:
  - Number of people living there
  - Home ownership
  - Phone number
- For each person living in household:
  - Name
  - Sex
  - Age/Date of Birth
  - Race/Ethnicity
- Census 2020 **might** ask about citizenship status
  - Whether or not a citizen
  - Not whether someone is here legally

Is this person a citizen of the United States?

Yes, born in the United States

Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

Yes, born abroad of U.S. citizen parent or parents

Yes, U.S. citizen by naturalization – *Print year of naturalization* ↘

No, not a U.S. citizen

# HOW DATA IS KEPT PRIVATE AND SECURE

- By law, the information you give on the census form is **confidential**.
- The Census Bureau has different ways to protect your personal information:
  - Computer technologies
  - Statistical methodologies
  - Security procedures
- Your responses will be combined with information from other households to produce statistics, so people in your household will not be individually identified.
- All staff at the Census Bureau take an oath **for life** to protect the privacy of responses collected, and sharing any details is a federal crime
  - Fine of up to \$250,000
  - Federal prison sentence of up to 5 years

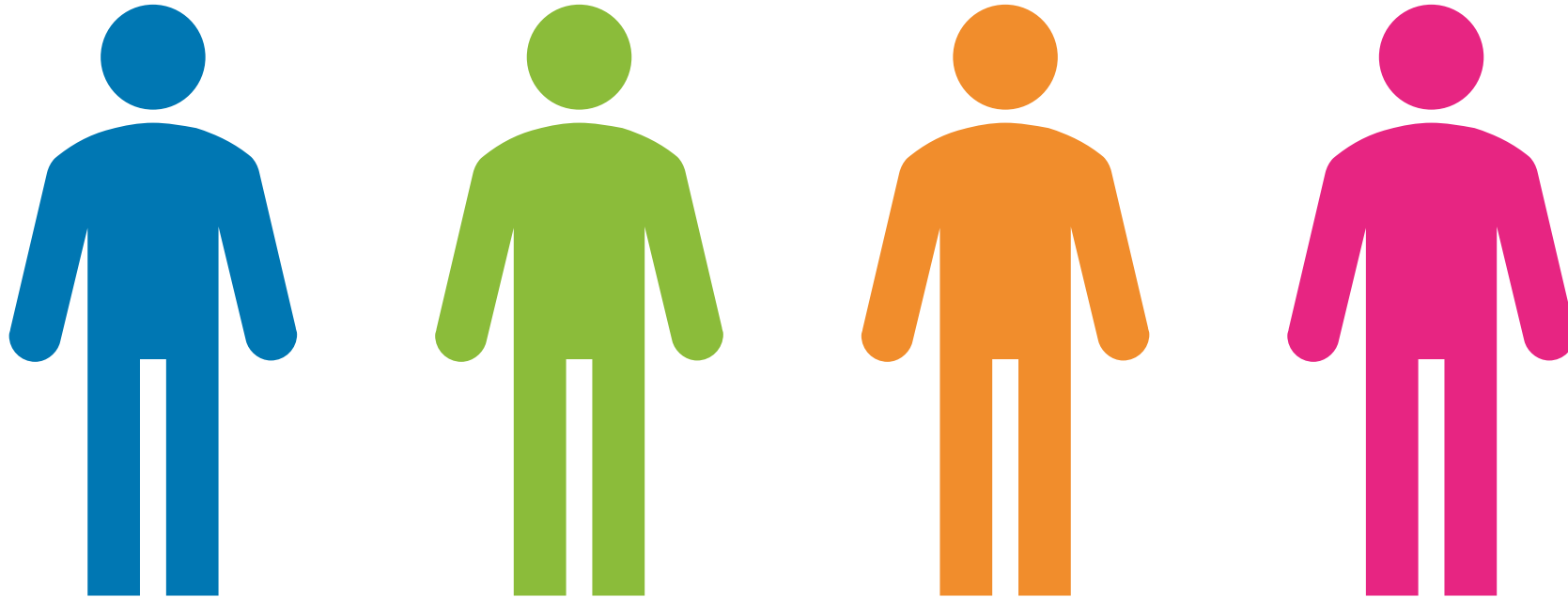


# WHO SHOULD BE COUNTED IN THE CENSUS?

- **EVERYONE!**
- Make sure the head of your household counts everyone living there including:
  - Children of all ages
  - Extended family members like grandparents, aunts/uncles
  - Non-family members like friends, roommates or workmates



**3 OUT OF 4 CALIFORNIANS BELONG TO**



**1+ GROUPS THAT TEND TO BE UNDERCOUNTED**

# GROUPS THAT TEND TO BE UNDERCOUNTED

- Immigrants
- People of color
- Households with low income
- Households with limited English proficiency
- Children under 5 years old
- Homeless and housing unstable





# WE NEED YOUR SUPPORT

- Spread the word to family, friends, and colleagues
  - Explain what Census 2020 is and why it matters
  - Encourage them to participate starting in March 2020
  - Share information and news through social media
- Consider becoming a Census Community Ambassador
  - Get training on how to educate residents about Census 2020, answer questions, and direct them to help with census form
  - Program will begin in Fall 2019

**EVERYONE COUNTS!**



# STAND UP AND BE COUNTED



<https://youtu.be/pl4RO5EisCU>

# CENSUS BUREAU LOCAL JOBS

## San Mateo Area Census Office

### 2020 Census Jobs

2020 Census Jobs



Field jobs available this winter. – Apply Early!

Office jobs 2019 – Office opens this summer.

The U.S. Census Bureau is recruiting for various positions to assist with the 2020 Census count.

Positions provide -

- Excellent Pay
- Flexible Hours
- Paid Training
- Close to home

Multiple Positions available – One Application – [www.2020census.gov/jobs](http://www.2020census.gov/jobs)

**Apply Today!**

**[2020census.gov/jobs](http://2020census.gov/jobs)**

Federal Relay Service: (800) 877-8339 TTY / ASCII

[www.gsa.gov/fedrelay](http://www.gsa.gov/fedrelay)

**1-855-JOB-2020** (1-855-562-2020)


| Position                      | Description  | Wage per Hour | When can I apply?    | When does Bureau start selecting? | How long is this position? (approx) |
|-------------------------------|--|---------------|----------------------|-----------------------------------|-------------------------------------|
| Office Clerk*                 | Perform various administrative and clerical tasks to support various daily operations  | \$24.00       | Now (ongoing hiring) | Late April 2019                   | Training begins Mid-June 2019       |
| Office Operations Supervisor* | Assist in the management of office functions and day-to-day activities   | \$31          | Now (ongoing hiring) | Late April 2019                   | Mid-June 2019 – Sept 2020           |
| Census Field Supervisor       | Conduct fieldwork to support and conduct on-the-job training for census takers and/or to follow up in situations where census takers have confronted issues, such as not gaining entry to restricted areas | \$33          | Now through May 2019 | May 2019                          | July 2019 – Sept 2020               |
| Address Canvasser Enumerator  | Locate and confirm addresses on buildings during the day   | \$40          | Now through May 2019 | May 2019                          | July – Sept 2019                    |
| Recruiting Assistant*         | Travel throughout assigned geographic areas to visit with community-based organizations, attend promotional events and conduct other recruiting activities   | \$33          | Now (ongoing hiring) | Late April 2019                   | Mid-June 2019 – Sept 2020           |
| Census Taker Enumerator       | Interview and count residents of San Mateo County who have not responded during Self Response phase. Must be available to work when people are usually at home, such as in the evening or on weekends      | \$30          | Sept 2019            | February 2020                     | March – July 2020                   |



The U.S. Census Bureau is an Equal Opportunity Employer

# *For more information about Census 2020 in San Mateo County*

**Visit:** <https://SMCcensus.org>

 @SMC\_CommAffairs

**Email:** SMC\_Census@smcgov.org

