

EXHIBIT A

Census 2020

Census 101 and the Work of the Complete Count Committee



Presentation to the
Santa Clara County CCC Convening
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Census 101

WHAT – United States Census 2020

Purpose:

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People



Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...

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.

WHY – Primary Uses of U.S Census Data

- Draw federal, state, and local political districts
- Distribute federal dollars to the states and their subdivisions
- Inform government planning and policy making
- Inform private sector planning and decision making dependent on population data

WHY – Stakes for Santa Clara County Residents

- Ensure Santa Clara County residents get their fair share of federal resources and fair political representation by ensuring their full participation in the 2020 U.S. Census.
- Ensure residents are counted accurately: once, only once, and in the right place.

WHEN: Phases of 2020 Census Work

Phase 1:	Establish Where to Count	July 2017- June 2018
Phase 2:	Motivate People to Respond And Create Counting Capacity	July 2018-March 2020
Phase 3:	Count the Population	March-July 2020
Closeout:	Finish Non-Response Follow Up, Results, Report, Wrap Up	July-December 2020

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

Conduct a nation-wide communications and partnership campaign

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation



TELEPHONE
AND PAPER SELF-
RESPONSE

NONRESPONSE
FOLLOWUP



INTERNET SELF-RESPONSE

Count the Population

Collect data from all households, including group and unique living arrangements

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Establish Where to Count

Identify all addresses where people could live

IN-FIELD

IN-OFFICE



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input



**Count Everyone Once
In the Right Place**

Release Census Results

Process and Provide Census Data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data



HOW – Focus on Hard to Count Populations (partial list)

- Immigrants
- Individuals with limited English proficiency
- Minority ethnic/national groups
- People with disabilities
- Seniors
- LGBTQ
- Children under 5
- Veterans
- Unemployed individuals
- Non-high school graduates
- Homeless people
- Single parent households
- Renters
- Residents of dense, low-income communities

HOW – Contact, Convince, Count

Ground Game

- Goal: Trusted messengers motivate in targeted locations and door-to-door
- Community-based organizations engage their HTC constituents
- State & local governments conduct outreach at points of contact with HTC groups
- Large workplaces and high traffic public locations have census kiosks and assistance
- Door-to-door canvasses in low response geographies

Air Game

- Goal: Blanket media saturation with messages to encourage response
- Paid Media – multi-lingual, multi-media buys to targeted audiences
- Social Media – promote peer-to-peer contact on appropriate platforms
- Ethnic Media – make use of in-language media outlets
- Digital Ads

HOW: Overcome Obstacles (partial list)

- (Potential) Citizenship Question
 - Immigration enforcement concerns
- First Digital Census with Online Self-Response
 - Internet access, disinformation, cybersecurity
- Sufficient Linguistic and Culturally Appropriate Enumerators
 - Tight job market, language capacity, cultural sensitivity
- Census Bureau's Reduction of Funding and Effort
 - Truncated Tests, Less Office Help, Fewer Door Knocks

Complete Count Committee and Subcommittees

WHO: Complete Count Committee

- Countywide steering committee established to coordinate among the many, diverse subcommittees working on the frontlines to maximize Santa Clara County's census count, which are focused on:
 - Hard to count communities
 - Points of contact with these communities
 - Tools and techniques for reaching these communities
- Appointed by the County Executive Officer from government and stakeholder groups, based on subcommittee nominations
- Consensus seeking process to provide recommendations for the efficient, effective, and equitable allocation of County resources

WHO: Subcommittees

- Some subcommittees have already begun forming, including ones focused on homeless outreach and the enumerator workforce
- Today's main work will be building out more subcommittees with missions focused on but not limited to the categories noted above:
 - Hard to count communities
 - Points of contact with these communities
 - Tools and techniques for reaching these communities
- It is these subcommittees, closest to the grassroots, that will lead the detailed planning and execution to maximize our census count

Show Me the Money: County Resources for Census 2020

Three-Year Funding Request (FY 19 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

Questions? 😊