

2020 Census Project

Report and Strategic Plan



Presentation to the
**CSAC/CalGovOps Mtg. on
Counties' Role in the 2020 Census**
Paul R. Kumar
Policy Consultant the CEO
September 5, 2018

A large, dense crowd of people at a social event, overlaid with a semi-transparent blue filter. The word "Report" is centered in the foreground in a large, bold, black font.

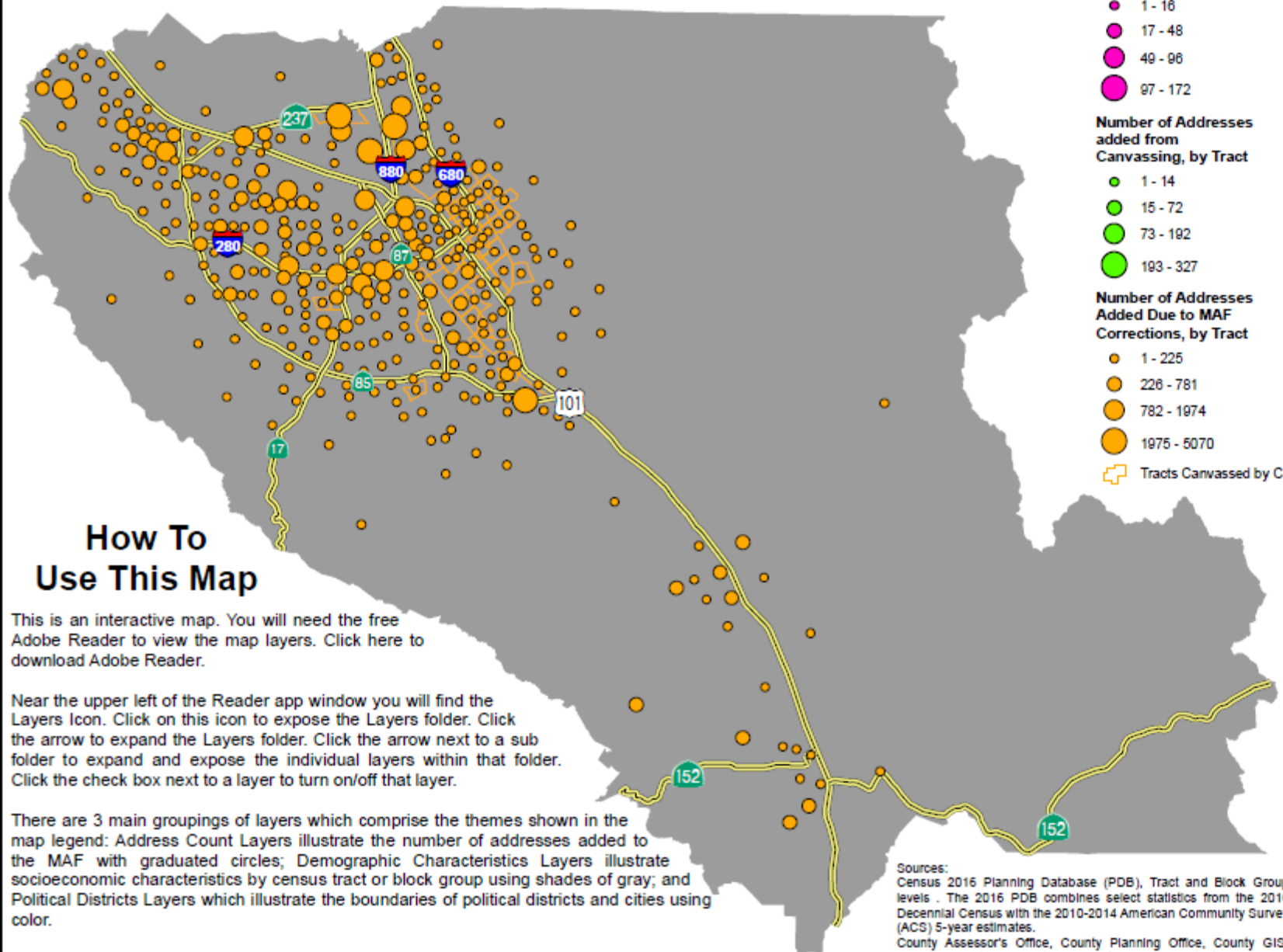
Report

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 - \$108,484.00
 - \$108,484.01 - \$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).



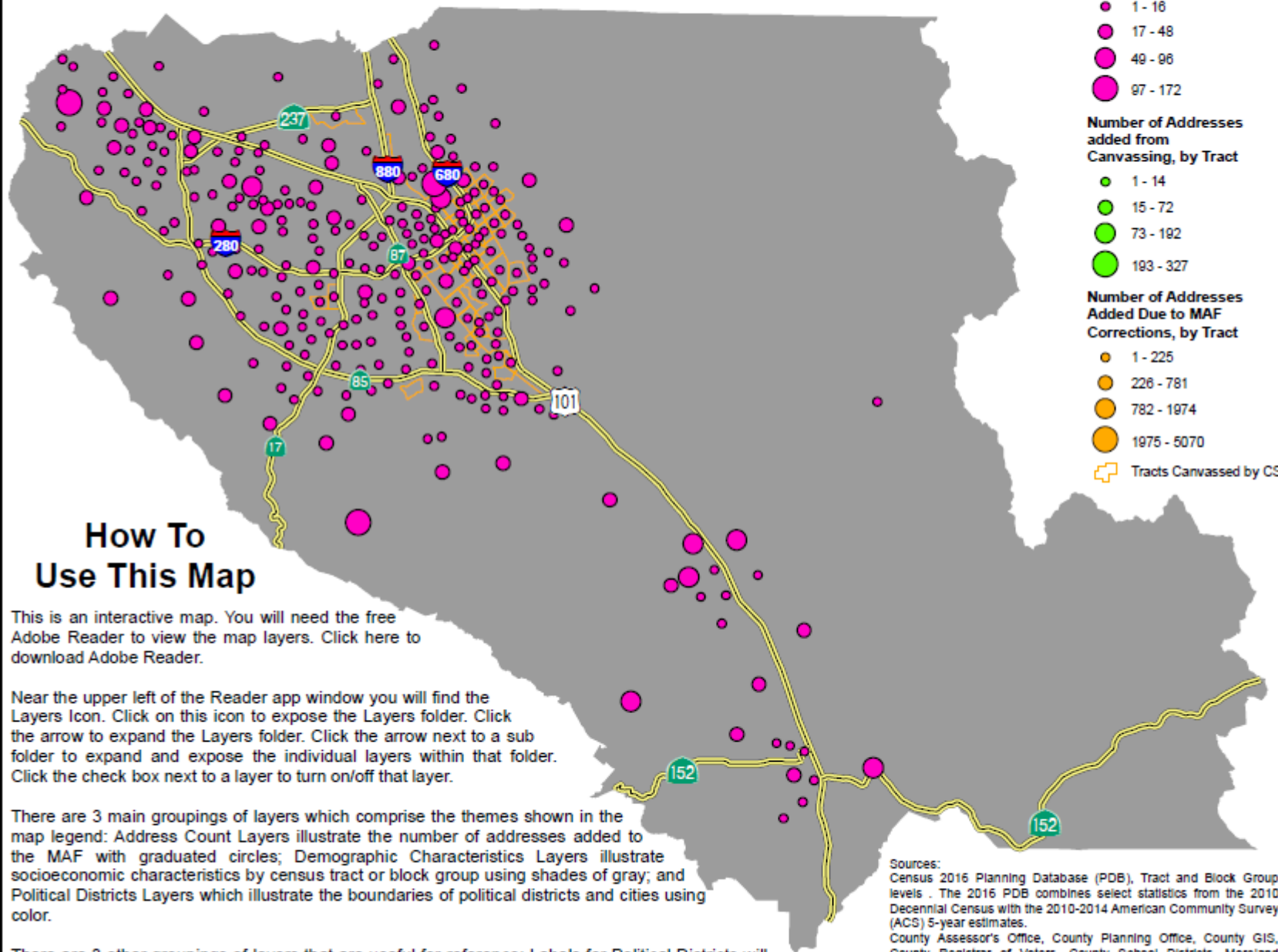
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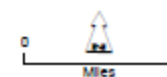
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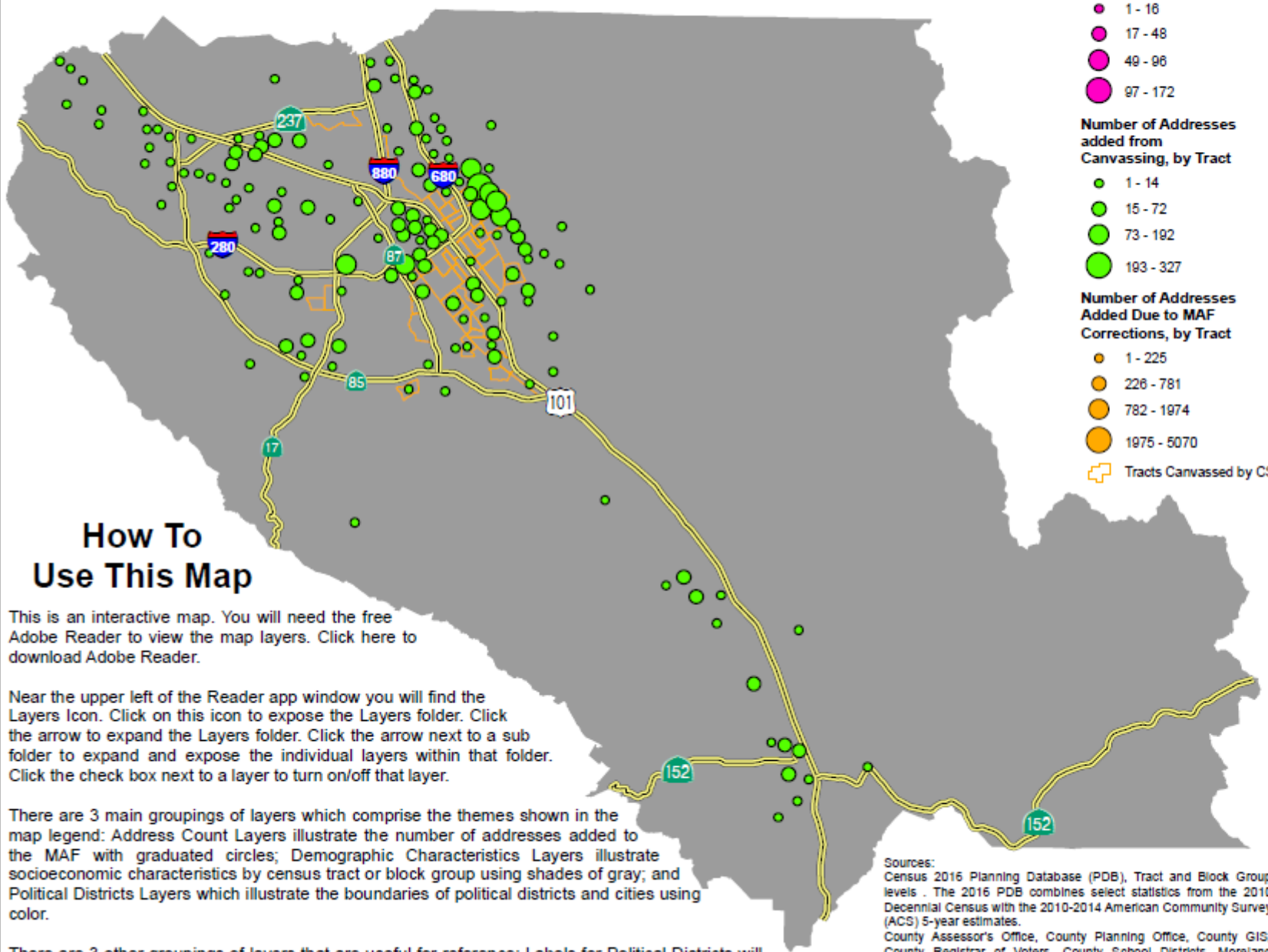
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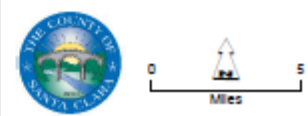
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Partners

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 we need

People Research:
Who are they?
Where are they?
What are their barriers?

Language and Literacy
Capacities/Materials

Messaging Research

Venues/Channels to
Deliver Messages & Tools

Information to Educate

People to Deliver the
Messages and Tools

Tech Equipment

Funding

Deliver the message

Deliver the tools



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