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
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.

Near the upper left of the Reader app window you will find the Layers icon. Click on this icon to expose the layers folder. Click the arrow next to a subfolder to expand and expose the individual layers within that folder. Click the check box next to a layer to turn on/off that layer.

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).

Sources:
- Census 2016 Planning Database (POD), Tract and Block Group levels. The 2016 POD provides select statistics from the 2010 Decennial Census with the 2010-2014 American Community Survey (ACS) 5-year estimates.
- County Assessors Office, County Planning Office, County GIS, County Registrar of Voters, County School Districts, Portland School District.
- University Planning, Community, Campus Plan, Map Service Center, Oregon State University, Institute of All.

Legend:
- Median Household Income, by Tract
  - $219,553.00 - $70,077.00
  - $70,977.01 - $135,484.00
  - $135,494.01 - $185,879.00
  - $185,880.01 - $242,560.00

- Percent of Population Non-White or Hispanic, by Tract
  - 15 - 45%
  - 41 - 63%
  - 64 - 79%
  - 80 - 99%

- Percent of Population Foreign Born, by Tract
  - 4 - 20%
  - 27 - 33%
  - 39 - 50%
  - 51 - 65%

- MAF Scores, By Block Group
  - 256 - 570
  - 250 - 575
  - 161 - 251
  - 0 - 160

Legend:
- Cities
- Supervisor Districts
- Congressional Districts
- Senate Districts
- Assembly Districts
- Major Highways
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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)

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<tr>
<th>Item</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
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<td><strong>Object 1</strong></td>
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<td>Office of the County Executive</td>
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<td>Travel, conferences, and equipment</td>
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<td>Professional services</td>
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<td><strong>Subtotal</strong></td>
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<td>Funds Remaining from March 2018 Census Appropriation</td>
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<td>Deliver the message</td>
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<td>People Research:</td>
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<tr>
<td>Who are they?</td>
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<tr>
<td>Where are they?</td>
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<tr>
<td>What are their barriers?</td>
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<td>Messaging Research</td>
<td>Venues/Channels to Deliver Messages &amp; Tools</td>
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<td>Tech Equipment</td>
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