

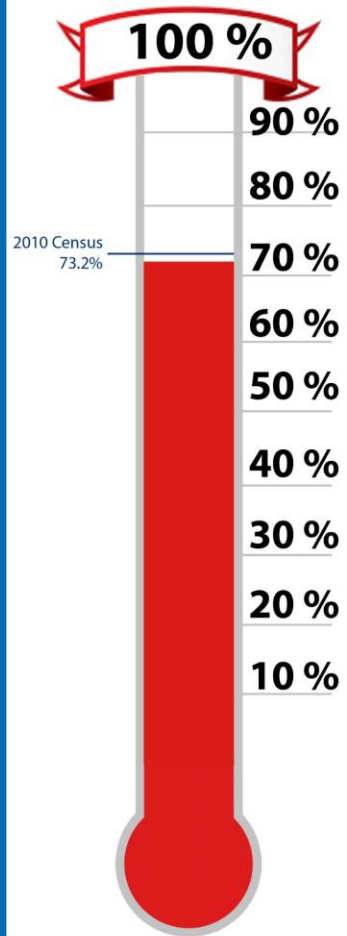
**COUNTY OF SAN MATEO**



# Census 2020 Updates

June 2020





*Way to go San Mateo County residents!*

**Our county has the highest  
2020 Census response rates in  
the entire state of California!**

**72.4%**

**We still have a long way to go though, so please,  
complete your Census 2020 questionnaire today!**



As of 6-14-2020

California Overall: 62.5%  
2010: 68.2%

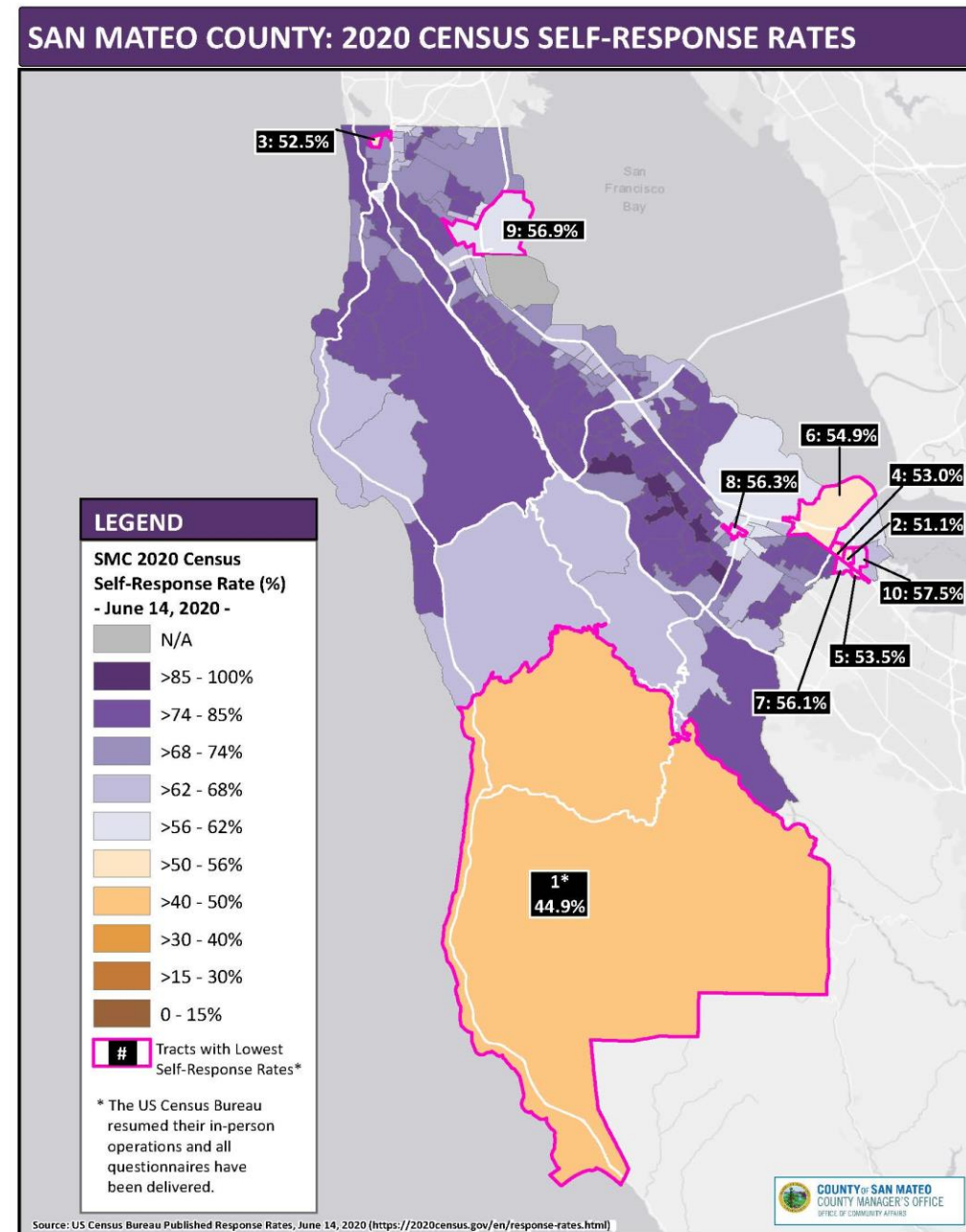
National Overall: 61.4%  
2010: 66.5%

SMC: 72.4%  
2010: 73.2%

# 10 lowest self-response rate tracts

(as of 6/14/20)

- 6 out of the 10 lowest tracts are in East Palo Alto
- The lowest self-response rate is in the Pescadero Tract
- From 6/11 to 6/16 there was an increase in response rates along the coast
  - El Granada 41.1% → 66.2%
  - Montara 40.6% → 62.9%
  - Pescadero 28.4% → 45.3%



East Palo Alto

# LET'S MAKE SOME NOISE

Census 2020 Caravan

Power not Fear

We Count

June 19 & 20 at 3:00pm

Meet up is at Office Depot Parking Lot  
1761 E Bayshore Rd, East Palo Alto, CA 94303  
End of Caravan route is 1425 Bay Rd, East Palo Alto, CA 94303

For more information please call  
Iliana Garcia (650) 308-5803

Nuestra Casa

CENSUS 2020 SAN MATEO COUNTY

## We need your support!

- Talk about the Census ... **with your community**
- Encourage people you know to **respond early**
- Utilize your social media to **build awareness**
- Contact our office if you want **t-shirts, lawn signs, and posters**  
smc\_census@smcgov.org
- Groups being hit hardest during COVID-19 are also considered hard-to-count groups in the census- encourage testing in your communities visit: [www.smcgov.org/covid-19-testing](http://www.smcgov.org/covid-19-testing)
- How do we better engage our immigrant communities and encourage census self-response (and COVID-19 testing)?

<https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>

Enumeration Phase	Original Date(s)	New Dates
<b>Self-Response</b> <a href="http://www.my2020census.gov">www.my2020census.gov</a> 844-330-2020	March 12 – July 31	March 12 – <b>October 31</b>
<b>Non Response Follow Up</b> Census takers out in the field	May 13 – July 31	August 11– October 31
<b>Service Based Enumeration</b> For people experiencing homelessness	March 30, March 31, & April 1	September 22-24

\*Subject to change