

SAN MATEO COUNTY STEERING COMMITTEE

BACKGROUND

The Census Bureau is constitutionally mandated to count every person residing in the United States every ten years. The decennial census is the cornerstone of our democracy, ensuring equitable political representation and fair allocation of resources at all levels of government. Ensuring an accurate count of all county residents in the Census 2020 is essential.

Unfortunately, there are several new challenges facing the upcoming census, including widening distrust in the federal government and concerns regarding data privacy. It is expected that self-response to the Census 2020 will be significantly lower than in previous years, yet the Bureau will have less funding per household than in 2010 for outreach and follow up.

The County has already taken steps to prepare for Census 2020, setting a strong foundation for a complete count. This includes ensuring that all county residences are included in U.S. Census Bureau Master Address File, building partnerships for census outreach coordination, and advocating for state and federal decisions that can help ensure a complete count. In January 2019, the County will form a Complete Count Committee with diverse stakeholders to promote collaboration and coordination for Census 2020 outreach.

PURPOSE AND ROLE

The County Census Steering Committee is convened by the County Managers Office to provide guidance, coordination, and support for census efforts across the county.

The committee will meet every other month to:

- Review Complete Count Committee plans and progress
- Provide guidance for communication strategy and messaging
- Identify opportunities to support outreach through county/district/city programs and channels

MEMBERSHIP

Chair: Iliana Rodriguez, Deputy County Manager

Committee members include:

- Representatives of elected officials in each county district
- Leadership from County departments/offices that serve hard to reach populations
- City managers from jurisdictions that have high concentrations of hard to count populations

CONTACT

The Office of Community Affairs will staff the committee and serve as the liaison to the San Mateo County Complete Count Committee.

The OCA Census Team can be reached at: SMC_Census@smcgov.org



STEERING COMMITTEE MEMBERS

Member	Title	Affiliation
Iliana Rodriguez	Deputy County Manager	County Manager's Office
Michelle Durand	Chief Communications Officer	County Manager's Office
Randy Torrijos	Legislative Aide	Board of Supervisors, District 1
Juda Tolmasoff	Chief Legislative Aide	Board of Supervisors, District 2
Chris Hunter	Chief of Staff	Board of Supervisors, District 3
Irving Torres	Senior Legislative Aide	Board of Supervisors, District 4
Tony Bayudan	Chief of Staff	Board of Supervisors, District 5
Alex Khojikian	Deputy City Manager	Redwood City
Sean Charpentier	Assistant City Manager	City of East Palo Alto
Mike Futrell	City Manager	City of South San Francisco
Shawna Maltbie	Interim City Manager	Daly City
Louis Rogers	Chief	SMC Health
Nicole Pollack	Director	SMC Human Services Agency
Ken Cole	Director	SMC Housing Department
Kim Cagno	Director	SMC Child Support Services
Anne-Marie Despain	Director	SMC Library Services
Nancy Magee	Superintendent	SMC Office of Education
Kitty Lopez	Executive Director	First 5 San Mateo

Office of Community Affairs Census Team

Emma Gonzalez, Census Manager
 Aparna Ramakrishnan, Census Coordinator
 Megan Gosch, Census Coordinator

Email: SMC_Census@smcgov.org

