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DEC - 4 2009

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# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Deanna J. Santana

**SUBJECT:** 2010 Census Status Update

**DATE:** December 3, 2009

Approved

Date

12/3/09

## INFORMATION

This memorandum is in response to a November 18, 2009 Rules and Open Government Committee request to provide information on the City's efforts to ensure an accurate count by working with community-based organizations, and describe the City's relationship with the Census.

As background information, the state recently appropriated \$8 million for outreach efforts in Hard-to-Count (HTC) counties. The City, working with the County of Santa Clara (County), attempted to secure grants for local community-based organizations (CBOs). Unfortunately, due to the County's successful Census count in 2000, the County was not identified as a HTC county; and, therefore not eligible to receive funds.

Staff has been working to identify other grant funding opportunities in addition to the grants the City and County will be providing to non-profit organizations to conduct outreach to HTC communities. The City, for example, has appropriated \$45,000 for outreach to HTC communities within San Jose. The County has pledged \$45,000 for county-wide outreach efforts. The Silicon Valley Community Foundation (Foundation) has agreed to partner with the City and County to administer these grant funds. In addition, the Foundation has set aside \$150,000 for a regional Census 2010 Small Grants Program (SGP) that will be by invitation only for up to 20 organizations in San Mateo and Santa Clara counties. Grants will range from \$3,000-\$10,000 for community-based campaigns that complement Census outreach activities, minimize duplication and address service gaps. City staff is working on a grant agreement with the Foundation.

In addition to the above, the City also included language in current CBO contracts requesting grantees to undertake good faith efforts to assist the City with Census outreach and education efforts. Such efforts may include distributing marketing materials developed by the United States Census, City or its partners to members of the community that the grantee provides services to, especially in hard to count census tracts as well as providing awareness of the Census through the grantee's normal service delivery with special events, workshops, and other community activities.

**HONORABLE MAYOR AND CITY COUNCIL**

**Subject: 2010 Census Status Update**

December 3, 2009

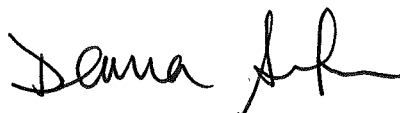
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City staff has also developed a cost effective outreach plan that leverages and maximizes internal and external resources. The attached Communications Strategy Plan provides more detail on the different outreach activities. Key efforts include direct mail to approximately 190,000 single-family dwellings via the Recycle Plus utility bill; street banners in HRC areas, information at City facilities (e.g., libraries, community/senior centers, etc.) as well as a communication strategy that involves elected officials and City staff. Staff is also currently working on developing a San Jose Census website, which will serve as a resource for CBOs, Councilmembers and the public. On December 2, City staff met with CBO representatives and provided them with a copy of the City's communication strategy plan as well as maps of the City's HTC and a list of CBOs, community/senior centers, libraries, and schools located in these areas.

The City, in collaboration with the County and Valley Transportation Agency (VTA), is also leveraging resources to conduct targeted activities. The County has pledged \$500,000 for county-wide outreach efforts and appointed two full time staff to the project; the VTA has donated \$86,000 in advertising space and \$10,000 for printing costs. The City's budget is \$125,000 (inclusive of the \$45,000). The City has also been working with the local Census office by assisting them with room reservations for training, meetings, as well as sharing information to help Census staff's targeted outreach efforts (e.g., HTC map, list of CBOs located in HTC areas, Office of Cultural Affairs even calendars, etc.).

The City will continue to work with its partners. Starting in January, San Jose residents will start to see more Census information via a City website, street banners, bill inserts and other activities. Staff will be scheduling a Council assistance meeting in January 2010 to share Census information.

For questions about the Census, please contact me at (408) 535-8280 or Vilcia Rodriguez at (408) 535-8253.



DEANNA J. SANTANA  
Deputy City Manager

Attachments

November 7, 2009

Michael Burns  
Mr. Michael Burns  
Deputy Regional Director  
U.S. Census Bureau  
Seattle Regional Census Center  
19820 N. Creek Parkway, Suite 100  
Bothell, WA 98011

**Re: CBO Request for Information**

Dear Mr. Burns:

We represent a group of CBOs (community-based organizations) that work with the HTC (Hard to Count) census tracts in Santa Clara County, California. We appreciate the work that the U.S. Census Bureau staff is conducting in Santa Clara County, however, as community-based organizations we are still concerned that our communities will be undercounted come April 1. We have been meeting with local U.S. Census Bureau staff for several months but have been unable to obtain adequate or timely information that we believe is critical to help us fill in the gaps to ensure an accurate Census count in our area.

In an effort to collect accurate data and avoid an undercount we have some urgent requests below and ask the U.S. Census Bureau for the following:

1. We would like to be assigned a U.S. Census staff member as a liaison who can communicate with us regularly, completely and timely on Census issues which will address the communication gaps that have occurred thus far. At the end of this letter is the list of questions we originally submitted to the Census on October 13 that have yet to be adequately answered by Census staff.
2. We need more information regarding specific breakdowns of the Hard-to-Count subpopulations within our county, state, and federally. This data will allow us to work with our local officials and community members to monitor pre-census activities and tailor outreach and promotion strategies.
3. Aside from language barriers, we are requesting that US Census funding be allocated to our community-based programs so that we can implement grassroots outreach strategies. We are also spearheading local efforts to secure local government and private funding to augment US Census funding. Successes from the 2000 Census can largely be accredited to financial support that allowed community based organizations to conduct outreach. Without your assistance, there will be a greater number of non-respondents in the 2010 Census, especially within the ethnic minority populations of our County. The small restricted grants that are being disbursed by the U.S. Census Bureau will not adequately address the grassroots outreach that people on the ground need to conduct in order to reach the Hard-To-Count populations. In addition, some community based organizations

that have applied for these grants were not funded because they were "late" even though the application met the deadline.

4. After the 2010 U.S. Census has been dispersed in April, we would like to obtain address information of non-respondents in order to increase the return rates. During the 2000 Census, the formation of the Geographic Review Programs allowed us to review address lists, maps, and jurisdictional boundaries under confidentiality agreements. This mapping capability allowed us to assist non-respondents by de-mystifying preconceived notions and accurately fill out Census questions.
5. The County of Santa Clara's U.S. Census webpage does not contain multi-lingual options. Our Hard-to-Count populations will face a great disadvantage navigating this online resource, considering many are more familiar with languages other than English. Currently, the seven languages most frequently spoken in the County of Santa Clara, other than English, are Spanish, Vietnamese, Tagalog, Mandarin, Cantonese, Korean, and Punjabi. Although you have some sample 2010 questionnaires in various languages, we still urge you to establish online information, regarding the 2010 Census in languages that reflect our County's subpopulations. Are their plans for online multilingual resources?
6. Lastly, to engage our citizens and non-citizens who come from increasingly diverse backgrounds, we would like more information regarding ethnic local ad buys from your Media Specialist. Prior to any meetings with the Media Specialist, written information about your media plans and working timeline will allow us to use our own resources more efficiently.

We firmly believe that if these requests are fulfilled, our Hard-to-Count communities will be more responsive. We look forward to establishing a closer partnership and hearing from you by Wednesday, November 18. Our point of contact is Jaime Alvarado who can be reached at (408) 937-2573 or via e-mail at: [jalvarado@somosmayfair.org](mailto:jalvarado@somosmayfair.org)

Sincerely,

Jackie Maruhashi, Asian Law Alliance  
Patricia Diaz, Service, Immigrant Rights & Education Network (SIREN)  
Mylinh Pham, Asian American Center  
Sonja Cvitanich, Eastern European Service Agency  
Jaime Alvarado, Somos Mayfair  
Quyên Vuong, ICAN  
Anne Im, Asian Americans for Community Involvement (AACI)  
Hoi Yung Poon, Poon Associates  
Gloria Nieto, Entre Nos  
Cindy Chavez, Working Partnerships USA

Cc:

Jim Meadows, US Census Bureau  
Vince Khanna, US Census Bureau  
Office of US Congresswoman Zoe Lofgren

Office of US Congressman Mike Honda  
Office of CA Senator Elaine Alquist  
Office of CA Assemblyman Joe Coto  
Office of CA Assemblyman Jim Beall  
Santa Clara County Board of Supervisors  
Santa Clara County Executive Jeff Smith  
Melissa Erickson, County of Santa Clara  
San Jose City Council  
Deanna Santana, City of San Jose  
Patricia Gardner, Silicon Valley Council of Nonprofits

### Questions previously submitted to Census on Oct. 13

The goal of the Census partnership program is to target Hard-to-Count populations which means 100% of their resources should be used to reach immigrants, minority groups, low-income, homeless, children, etc. So we are talking about at least 40% for Latino and 40% for API communities in Santa Clara County.

- 1) Would it be possible for either Melissa or someone from the Census to have a breakdown of the ethnic groups and languages spoken in the hard to count tracks at this meeting so that we know what type of staffing is needed to reach these folks?
- 2) With over 300 million ad budget available, we would like to find out what is the advertising plan for SF Bay Area. Which local ethnic media serving Santa Clara County will be getting ad buy and what is the ad schedule?
- 3) We would like to see the outreach staff reflecting the diversity of the hard-to-count populations in SCC. How many partnership specialists and partnership assistants work in SCC? Please provide their foreign language abilities.
- 4) Besides telling local CBOs to help with outreach, are local partnership specialists and their assistants doing any direct outreach such as conducting workshops and other grassroots outreach to educate local hard-to-count populations regarding Census?
- 5) Please provide a list of QAC sites in Santa Clara County. Is Census Bureau covering staffing cost for the QAC site? Please provide details.
- 6) Is there a media specialist covering Santa Clara county? If so, what is his/her plan to coordinate media interviews with local community leaders?
- 7) What are other outreach activities that will happen at the local level?
- 8) Question to Santa Clara County and City of San Jose: what is their plan for a complete count?

## COMMUNICATION STRATEGY FOR 2010 CENSUS

This is a *preliminary* list of activities based on budget and staff resources. This list is reflective of ongoing City discussions with the County and VTA, and County discussions with schools.

The social, political and economic climate has changed dramatically in the last 10 years. Below is a general list of challenges cities across the nation are facing with 2010 Census. San Jose is no different. In fact, while other CA counties are receiving state and federal grants for Census outreach efforts, the City and County's success with the 2000 Census is precluding them from qualifying for funding for outreach activities for hard-to-count (HTC) areas.

### Challenges

- Economy
- Post 911
- Confidentiality
- Language barriers
- Lack of familiarity or knowledge of the census process (i.e., new immigrants)
- Hard-to-count populations (ethnic groups, homeless, colleges/universities, immigrants, etc.)
- Other factors to keep in mind: INS raids, the Patriot Act, Department of Homeland Security, increased political pressure on undocumented workers, government intrusion into areas that were previously considered private such as library records, failure of organizations/companies to maintain the security of data bases (publicized security bridges), perceptions that census data was used to put Japanese-Americans in internment camps in WW II.

### Objectives

Through partnership opportunities with local government agencies, businesses, non-profit organizations, neighborhood groups, the City will use low- to no cost outreach methods to:

1. Maintain/increase participation in the census by all residents, including historically undercounted segments of the population.
2. Bring local knowledge to the census process – knowledge that the Census Bureau may not possess.

Audiences & Activities

Category	Segment	Activities	Key Messages
Residents	All	<ul style="list-style-type: none"> <li>▪ Census booth at community events (done through the Census Bureau)</li> <li>▪ Recycle Plus Garbage Bill Inserts (multiple languages) (approximately 190K residents)</li> <li>▪ City Website including FAQs, HTC map, template newsletter articles, art files, etc.</li> <li>▪ Street Banners (Downtown and HTC areas)</li> <li>▪ PRNS Summer Guide (34K distribution)</li> <li>▪ PSA on Channel 26 (broadcast "lead-ins" with census promotion messages prior to televised Council and committee meetings)</li> <li>▪ National and Regional advertising (done through the Census Bureau)</li> <li>▪ Information at City facilities, including libraries, community/senior centers, City Hall, Airport, churches, CBOs, etc.</li> <li>▪ Disseminate information via Council Offices</li> <li>▪ Disseminate information via Commissions and Boards</li> <li>▪ Pre-recorded message on City's Customer Service Line (5-3500)</li> </ul>	<ul style="list-style-type: none"> <li>▪ In March 2010, every household in San Jose will start to receive a 2010 Census questionnaire.</li> <li>▪ Regardless of your legal resident status, if you call California your home, we want you counted.</li> <li>▪ We need you or someone in your household to fill out the questionnaire and mail it back by <b>April 1, 2010</b>.</li> <li>▪ The information you provide will determine how over \$435 billion in federal funds are distributed each year to cities like San Jose for community programs and services, such as education, housing, public health, senior services, transportation, neighborhood improvements and more.</li> <li>▪ <b>That's over \$4.35 TRILLION over 10 years.</b></li> <li>▪ California could lose approximately \$3,000 every year for every person that is not counted.</li> <li>▪ If that doesn't sound like a lot, keep in mind that for every 1000 people not counted, we stand to lose up to \$30 million.</li> <li>▪ The 2010 Census form consists of 10 basic questions that may take the average family 10 minutes complete.</li> <li>▪ Language assistance in over 50 languages.               <ul style="list-style-type: none"> <li>○ Questionnaire Assistance Centers and Be Counted Sites throughout the City/County</li> <li>○ Telephone line for assistance in over 50 languages</li> <li>○ Forms available in English, Spanish, Vietnamese, Korean, Chinese and Russian</li> </ul> </li> </ul>
	Hard to Court Areas	<p>In addition to the above activities:</p> <ul style="list-style-type: none"> <li>▪ Partner with non-profit organizations, faith-based and neighborhood groups to disseminate information</li> <li>▪ Use non-profit platform and W/A resources</li> <li>▪ Use existing City meetings (e.g., Foreclosure Workshops, SNI meetings, etc.) to disseminate information</li> <li>▪ Email Blasts</li> <li>▪ Neighborhood newsletters, websites, etc.</li> <li>▪ SNI Staff serve as ambassadors</li> <li>▪ Disseminate information via the Mexican Consulate Office</li> </ul>	
	Homeless Community	<ul style="list-style-type: none"> <li>▪ Partner with non-profit organizations, faith-based groups, etc. to disseminate information</li> <li>▪ Use existing City infrastructure to disseminate information</li> </ul>	



<p><b>Media</b></p>	<p>Radio &amp; TV news, dailies, community newspapers, ethnic media</p>	<ul style="list-style-type: none"> <li>▪ Create a calendar of key events:             <ul style="list-style-type: none"> <li>○ Fall 2008: Recruitment begins for local census jobs</li> <li>○ Spring 2009: Census employees go door-to-door to update address list nationwide (media photo op)</li> <li>○ Fall 2009: Recruitment begins for census takers</li> <li>○ February-March 2010: Census questionnaires are mailed/delivered to households</li> <li>○ April 1, 2010: Census Day</li> <li>○ April-July 2010: Census takers visit households that did not return a questionnaire by mail</li> <li>○ December 2010: By law, the Census Bureau delivers population counts to the President for apportionment</li> <li>○ March 2011: By law, the Census Bureau completes delivery of redistricting data to states</li> </ul> </li> <li>▪ Hold press conferences and issue press releases around key dates/milestones</li> <li>▪ Identify spokespeople (bilingual subject matter experts) and make them available to the media for interviews</li> <li>▪ Media briefings</li> </ul>	<ul style="list-style-type: none"> <li>▪ See resident key messages.</li> <li>▪ As a member of the media, you have a unique opportunity to reach people in your community. You are a vital source of information and can educate the public about the census and how to participate.</li> </ul>
<p><b>Schools (K-12), SJSU</b></p>		<ul style="list-style-type: none"> <li>▪ Classroom Kits (developed by Scholastic Inc. and to be provided by the Census Bureau)</li> <li>▪ County disseminate information via students (67K) to parents</li> <li>▪ Street Banners at MLK and SJSU</li> <li>▪ County Student Leadership Program in HTC areas</li> <li>▪ City/School Collaborative</li> </ul>	<ul style="list-style-type: none"> <li>▪ See resident key messages.</li> <li>▪ Census data affect school budgets, specifically distribution of Title 1 and special education funding and college tuition grant and loan programs.</li> <li>▪ Census data is used to determine where to build new schools, provide public transportation and build new roads.</li> <li>▪ As 2010 Census partners, educators can engage many residents who are otherwise difficult to reach because of geography or language barriers or college students who have historically been hard to count.</li> </ul>
<p><b>Businesses</b></p>	<p>Chambers of Commerce, Silicon Valley Leadership Group, Downtown Business Association, etc.</p>	<ul style="list-style-type: none"> <li>▪ FAQs</li> <li>▪ Flyers/Posters (multiple languages) (display census information in employee and public areas)</li> <li>▪ Link to City Website</li> <li>▪ Email Blasts</li> <li>▪ Newsletter items</li> </ul>	<ul style="list-style-type: none"> <li>▪ Businesses can fulfill a valuable civic duty by partnering with City to ignite participation in census activities.</li> <li>▪ As a trusted business leader in your community, you can help educate your customers and employees about the importance of completing and returning census questionnaires to ensure on one is left unaccounted.</li> <li>▪ Census information helps businesses make informed operational and marketing decisions.</li> </ul>
<p><b>VTA</b></p>	<p>*The VTA has pledged \$86K in advertising space and an additional \$10K to cover printing costs.</p>	<ul style="list-style-type: none"> <li>▪ Bus posters (bus interior)</li> <li>▪ Flyers/Posters (multiple languages) (display census information in employee and public areas)</li> <li>▪ Newsletter items</li> <li>▪ Link to City Website</li> <li>▪ Email blasts</li> <li>▪ Brown Bag Meetings for employees</li> <li>▪ Paycheck stuffers</li> </ul>	

<p><b>City Employees</b></p>	<p>All</p>	<ul style="list-style-type: none"> <li>▪ Flyers/Posters in break rooms</li> <li>▪ CityLine</li> <li>▪ Emails</li> <li>▪ Brown Bag Meetings</li> <li>▪ Intranet</li> <li>▪ Census information booth at employee events</li> </ul>	<ul style="list-style-type: none"> <li>▪ See resident key messages.</li> </ul>
<p><b>Elected Officials</b></p>	<p>Customer Service Center, City Receptionists</p>	<ul style="list-style-type: none"> <li>▪ Briefing meetings on handling incoming calls</li> <li>▪ FAQs</li> <li>▪ Toolkits that will include FAQ, Fact Sheets, Talking Points</li> <li>▪ Link to City Website</li> <li>▪ Newsletter items</li> <li>▪ Email blasts to constituents</li> <li>▪ Periodic memo to keep Council informed on efforts/activities</li> </ul>	