

**COUNTY OF SANTA CLARA  
CITY OF SAN JOSE**

**CENSUS 2010**

**September 30, 2009**

**Item #3C**



# Partnership Network

- Key Partners:
  - County of Santa Clara
  - City of San Jose
  - Valley Transportation Authority
  - Federal Census Bureau

## Other Partners/Networks

- Other local cities
- CBOs
- School Districts, Colleges and Universities
- Faith-based organizations
- Businesses/Chamber of Commerce

# Census Overview

## What is the Census?

- Population count conducted every 10 years as mandated by the Constitution, since 1790.

## Why is it important?

- Determines allocation of billions of dollars in federal funding to local governments.
- Determines congressional representation.
- Used to plan roads, schools, programs/long-term strategies and planning indicators.

## Success Rates in Census 2000

- Mail-in response rate for San Jose was at 74% and Santa Clara County was at 75%.

# Census Overview

## What is at stake:

- \$437 billion per year in federal funding to local governments - \$1,145 per person, per year.
- For the **City of San Jose**, with an estimated population of 1 million people = \$1,145,000,000 per year.
- For the **County of Santa Clara**, with an estimated population of 2 million people = \$2,290,000,000 per year.
- A seat in the House of Representatives – for the first time in its history, California is at risk of losing a seat in Congress.

# Challenges

- **Economic**
  - Current economic climate – foreclosures at an all-time high.
- **Language**
  - 51% or more of the population speaks a language other than English at home.
- **Perception**
  - Large immigrant population.
  - Fears surrounding sharing information with the government.
- **Lack of funding**
  - No state or federal funding for local outreach.
- **Homeless and Transient Populations**
  - Over 7,000 homeless in Santa Clara County.

# Activities to Date

- **Presentations and Partnership Outreach**
  - Joint presentation to City Manager's Association.
  - Met with staff from Strong Neighborhoods Initiative to develop outreach strategies.
  - Planning Department worked with Census data maps to determine hard to count areas and overlaid with CBO project areas.
- **Community Outreach Strategy**
  - **Breakfast Briefings:** Educate, engage and mobilize CBOs, FBOs, businesses and education organizations.
  - **Contractual Provision** – Incorporated good faith clause in Nonprofit agreements.
  - **Mayor Reed incorporating Census message into "Faith Fridays"**
  - **Census in Schools:** Federal program will be supplemented at a local level with contests and take-home items for children. Cooperation from Superintendents was solicited in May 2009.
  - **National Night Out:** Census materials and giveaways distributed to local events.
  - **Backpack Program:** Census materials distributed for backpack giveaways through Sacred Heart and County Social Services.
  - **Other Activities:** Community Events, Media Outreach, Mailers.

# Activities to date – cont'd

- **Working with the Census Office**
  - Assisting Census Bureau in identifying Be Counted sites and Questionnaire Assistance Centers.
  - Developing Census Ambassador Program to mobilize volunteers.
  - Provided multiple training and testing sites to the Census Bureau.
  - Worked with public information channels and local law enforcement on Address Canvassing.
- **Media Outreach Strategy**
  - Working with City Schools Collaborative to ensure support of Census in Schools Program
  - Incorporating Census articles into newsletters, mailings, and on the web.
  - Dedicated website: [www.sccgov.org/census2010](http://www.sccgov.org/census2010)

# Timeline

**April-June 2009**: Address Canvassing

**April 1, 2010**: Census Day

**May-July 2010**: Non Response Follow Up

**December 31, 2010**: Census Data  
Delivered to President

**March 31, 2011**: Census Bureau Delivery  
of Redistricting Data

# Next Steps

- **Outreach Efforts:** Grassroots education and outreach will continue through July 2010.
- **CBO Meetings:** Continue to hold regular Briefings to mobilize community organizations for outreach and to plan neighborhood Census events.
- **Marketing Outreach:**
  - Utility bill inserts and banner display.
  - Seeking corporate sponsorships to supplement school and homeless outreach.
- **Media Outreach:**
  - Ethnic and local media advertising.
  - Utilize all available communication channels in San Jose and Santa Clara County to facilitate Census outreach.
- **Redistricting:**
  - Using relationships developed during Census outreach to ensure maximum collaboration for redistricting.

# Additional Outcomes

- The Partnership Network is allowing us to better understand our residents and neighborhoods, as well as their needs.
- This information allows for strategic planning at various levels.
- City and County are building a working relationship that will be valuable beyond the Census.