

## **Santa Clara County Census Project Activities to Date**

Nov. 2008 – Mar 2009

- Determined budget needs and prepared budget recommendation
- Wrote proposed Partnership Network transmittal and submitted to BOS
- Worked with Local Census Office (LCO) to create press release announcing job opportunities
- Worked with Public Affairs on radio interviews related to job opportunities (Vietnamese and Chinese radio)
- Worked with LCO to publish a feature article on the Census and Census jobs with the San Jose Mercury News
- Worked with ISD to create HTC maps and graphs
- Secured VTA partnership support for \$86,000 in advertising space
- Placed census article in OHR newsletter
- Placed census article in winter 2009 Comline
- Hold monthly meetings with LCO and Partnership
- Hold regular meetings with City of San Jose
- Issue press release and FAQ about Address Canvassing
- Facilitate Participant Statistical Areas Program with Planning Office for submittal to Census Bureau
  - Notify City Managers and ask for Planning liaison
  - Facilitate meetings between County Planning and City liaisons
  - Draft Board transmittal asking for approval of the plan
  - Coordinate submission to Census Bureau with Planning Office
- Outreach
  - SCC Council of Churches
  - Sunnyvale Homeowners Associations
  - AACI
  - Emancipated Foster Youth
  - CalWorks
  - Santa Clara University Sociology Program
  - Sunnyvale Cultural Diversity Committee
  - SCC Association of Realtors
- Assist Census Bureau with securing space for testing and training sites
- Presentation at City Manager's meeting asking cities to assign a Census liaison – 12 cities assigned a liaison
- Follow-up presentation to Asst City Managers asking for city support
- Develop Census 2010 County website
- Send Address Canvassing info to cities and law enforcement
- Census presence at events
  - Holiday Parade
  - San Jose State of the City
  - OHR Citizenship Day

- Cesar Chavez Day

#### April 2009

- Briefing for San Jose City Council Chief Aides
- Hold monthly meeting with LCO and Partnership
- Hold monthly meeting with City of San Jose
- Liaison between Census Bureau and City-appointed liaisons (ongoing)
- Began to contact CBO's which received grant funding in 2000 Census to enlist participation
- Develop SCC tagline and design promotional materials and giveaways
- Work with Information Services Department to develop SCC Census website
- Contact school districts to alert them to Census in Schools materials and promote use of Census lesson plans for 09/10 school year
- Identify HTC school districts
- Contact Universities and coordinate outreach with Partnership (SCC contacted Stanford, Census Bureau will contact San Jose State and Santa Clara University)
- Met with AACI to identify Asian hard-to-count areas and outreach strategies
- Met with Center for Employment Training to engage their agency in Census outreach
- Met with African American Community Services Agency to engage their agency in Census outreach
- Develop plan with Office of Public Affairs for Census
  - Strategize media buys
  - Involve BOS in publicity
- Events:
  - Take our Sons and Daughters to Work Day

#### May 2009

- Hold monthly meeting with LCO and Partnership
- Joint presentation with Census Bureau to Mountain View City Council
- Spoke at Refugee Forum about Census outreach
- Met with Vietnamese Complete Count Committee on outreach strategies
- Met with Generation Engage to discuss strategies on outreach to young adult mobile population and to engage volunteers to help with census outreach
- Joint presentation to Sunnyvale/Cupertino PTA's to encourage local school participation in Census in Schools Program
- Spoke at the CalWorks Advisory Group on census outreach and received a subsequent invitation to become a member of the advisory group
- Held the first Census City Liaisons meeting to talk about city participation in the Census outreach plan and how to leverage available resources from the cities and the Census Bureau. The group agreed to meet again after summer recess
- Provided materials to the Assistant Superintendent of Education through the SCC Office of Education, to provide to all Assistant Superintendents at the June meeting, to encourage school participation in the Census in Schools program.
- Set up a dedicated Census 2010 hotline

- Hold monthly meeting with City of San Jose
- Develop application for Census Bureau funding (up to \$2,999)
- Work on Master Calendar of events for Census presence
- Develop a design for banners to be purchased with Census Bureau funding grant
- Events:
  - Cinco de Mayo
  - Unity in Diversity Day

June 2009

- Track State CCC (ongoing)
- Worked with the Federal Census Bureau on the State Regional Convening in San Jose, set for July 15 – plans are to invite 200+ community, faith, neighborhood and non profit groups
- Worked with the Local Census Office in San Jose to plan an Open House event in the fall of 2009
- At the request of Mountain View City Council, made a joint presentation to Mountain View Human Relations Commission
- Requested by City of Campbell to make a Census presentation at the July meeting
- Requested by City of Saratoga to make a Census presentation at September meeting
- Hold monthly meeting with LCO and Partnership and discuss hard-to-count outreach strategies and upcoming group quarters and homeless shelter identification
- Hold monthly meeting with City of San Jose
- Events
  - Music in the Park
  - San Jose Community Resource Fair
- Work on design for school poster contest
- Work on determining essay theme for school scholarship contest