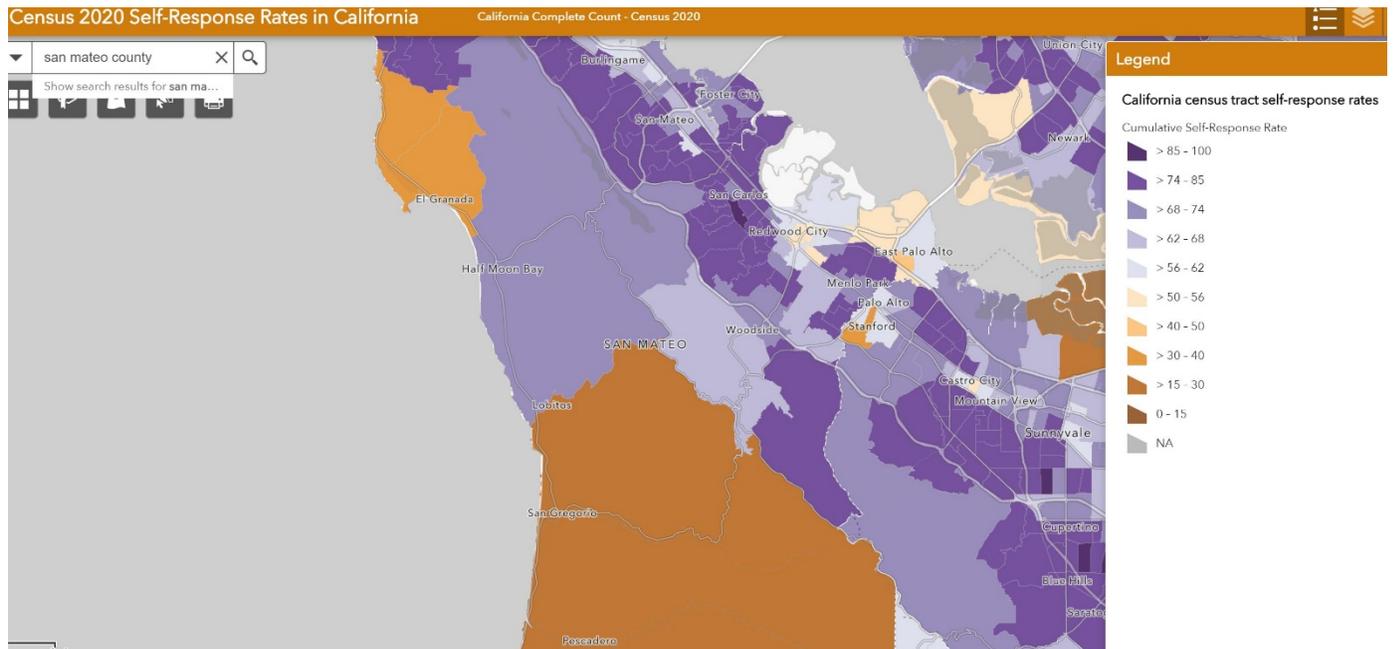


## Low Census Response Along the Coast



The County of San Mateo has the highest census self-response rate of any county in the state of California. Across the county, 69.3 percent of households have already submitted their census forms. But in coastal communities such as Pescadero, La Honda, El Granada, Moss Beach, and Montara, census self-response rates are falling behind the rest of San Mateo County with a current rate of 26.1 percent (data as of May 11, 2020 from <https://2020census.gov/en/response-rates.html>).

The disparity in census response rates is harmful to coastal communities. The government uses census data for decision making about allocating resources, and an accurate count is necessary to ensure that each community receives its fair share. We need everyone on the coast to respond to the 2020 census so money and services can be allocated equitably. This means money to health clinics, schools, affordable housing, and more.

The county has partnered with organizations that have been working on census outreach along the coast. Given the serious public safety concerns raised by COVID-19, many census partners had to change their plans. US Census Bureau workers drop off census materials to some communities that don't generally receive mail at home. COVID-19 delayed delivery to some communities, but the US Census Bureau will resume drop-off of census materials soon. That said, we need YOUR HELP in motivating residents along the coast to respond to the 2020 census!

- Encourage friends and neighbors to respond: We can't change anything if we're not counted!

- Promote census participation on social media; for ideas, follow us on Twitter and Instagram @smc\_commaffairs
- Pick up a lawn sign from our office (no-contact deliveries by appointment available) and show your support
- Remember to take the census and count everyone in your household
- If you don't typically receive mail at your residence, keep an eye out for when the USCB drops off a paper questionnaire in the upcoming months

Your work, family, health, and community are essential and depend on your voice, so please stand up and be counted. The 2020 Census Questionnaire can be completed online at [my2020census.gov](https://my2020census.gov) in 13 different languages, and by calling (844) 330-2020 for English and (844) 468-2020 in Spanish. For any census-related questions, contact us at [smc\\_census@smcgov.org](mailto:smc_census@smcgov.org) or visit [smccensus.org](https://smccensus.org)