

**SAN MATEO COUNTY COMPLETE COUNT COMMITTEE**  
**STRATEGY WORK GROUPS**

**PURPOSE**

Strategy Work Groups will develop specific or focused localized strategies, messaging, and tools to maximize opportunities to promote Census 2020 and address challenges to a complete count.

Strategy Work Groups will be formed around different areas including (but not limited to):

- Community Outreach
- Communications & Media
- Recruitment Support for Census Jobs
- Language Access
- Technology + Digital Access
- Elections + Census
- Employer + Small Business Engagement
- Youth Engagement

**MEMBERSHIP**

In addition to Complete Count Committee members, Strategy Work Groups will include other individuals and organizations that have expertise in the chosen areas of focus.

Feedback and input from the County Census Steering Committee and Community Action Teams will be incorporated as well.

**TIMELINE**

March 2019	Form Strategy Work Groups
April 2019	Develop strategies, messaging, tools
May 2019	Present to Complete Count Committee
June 2019	Receive input from Steering Committee
July 2019	Receive input from Community Action Teams
August 2019	Finalize strategies, messaging, tools

**CONTACT**

The San Mateo County Office of Community Affairs will staff the Strategy Work Groups and serve as the liaison to County Census Steering Committee.

**The OCA Census Team can be reached at: [SMC\\_Census@smcgov.org](mailto:SMC_Census@smcgov.org)**



