

UPDATE ON CENSUS OUTREACH AND FUNDING

I. 2020 Census Outreach

A. Impact of COVID-19 Emergency on 2020 Census Outreach and Participation

- ✓ Census is already here and online
- ✓ Cancellation of majority of street fairs, outreach events and large public gatherings poses a major barrier to promoting the Census
- ✓ Public awareness focused on health emergency- even less attention on the Census
- ✓ Limited, ineffective efforts by US Census Bureau

B. What OCEIA is Doing: Developing alternative approaches and are starting to implement

- ✓ Pivot to digital promotion of census
- ✓ Digital ads
- ✓ Increased social media usage.
- ✓ Increased ethnic and local community-based media promotion (i.e., Sunset Beacon, SF Bayview, radio, 1010 AM, KMEL, etc.)
- ✓ Webinars
- ✓ Texting Campaign
- ✓ Call for support from City departments able to help promote electronically or otherwise
- ✓ Alternative, community-based video outreach project in production- using social media influencers to boost Census participation

II. State Funding and Grants

A. Two state grants for Hard to Count outreach and education:

Original Grant Amount: \$546,212 awarded, have received \$442,431.72 to date.

Supplemental Grant Amount: \$259,232 pending since 1.27.2020, has not been signed or executed

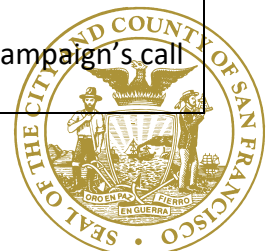
State Required Purpose and Use of Supplemental Grant

A. Printing of census collateral materials in languages that support the hardest to count demographics and local outreach strategies approved in your Implementation Plan.

B. Providing in-language support at Questionnaire Assistance Centers and other outreach activities focused on motivating hardest to count communities to complete the census questionnaire. This focus should take into consideration Language and Communication Access Plan requirements (LACAP).

C. Executing Census outreach activities in tracks (HTC 57+) where there are currently no activities planned. Refer to Implementation Plan and SwORD database for identification of these tracks.

D. Bolstering existing efforts in hardest to count census tracks to amplify the campaign's call to action of completing the census questionnaire online.



E. Establishing a contingency fund for rapid deployment of resources during the self-response period, including but not limited to establishing Questionnaire Assistance Centers and expanded hours, canvassing, phone banking, and other census outreach activities that may be easily adjusted to focus on tracks that are below expected response rates.

B. Proposed allocation of supplemental grant

AMOUNT	ORGANIZATION*	PROPOSED WORK/PROJECT
\$50,000	SF Rising	Citywide training of canvassers and outreach workers (both SF Rising and APRI) and technical support with canvassing tools and systems (use of PDI and SwORD now in question and under legal review). Necessary to know where to deploy outreach workers to assist city residents.
\$20,000	CAA	(WeChat)- add tech solution due to inability of UWBA, State and US Census Bureau to provide Chinese language assistance using Traditional Chinese Characters (only simplified Chinese is being used but the majority of SF residents use traditional Chinese.
\$3,000	YMCA	Expand census outreach activities to other YMCAs across the City
\$186,232	Keep in 038 and carryforward	Cover FY20-21 Final Grant Payments (amount shorted in budget info provided by former Budget Analyst); Advertising and electronic outreach; SFCCC Census Day events; tablets for onsite assistance; printing of multilingual materials; language translation services
\$259,232	TOTAL	

III. Issues/Challenges

- ✓ Need resource from the State to conduct local advertising for Census and cover final grant payments.
- ✓ City Attorneys for DT are reviewing contracts for any conflict with local laws, specifically “*Privacy First Policy*” and “*Commitment to Monitor and Defend the Confidentiality of the 2020 Census Data Collection Efforts.*”
- ✓ Need a boost from Mayor, City Administrator and other leaders to remind residents to do the Census.

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