

**OCEIA** SAN FRANCISCO OFFICE OF  
CIVIC ENGAGEMENT  
& IMMIGRANT AFFAIRS



# Board of Supervisors GAO Committee Meeting: 2020 Census Hearing

Thursday, February 20, 2020

Adrienne Pon, *Executive Director*



## Census 101

- ✓ A count of everyone in the US and its territories
- ✓ Happens once every 10 years

## Why the Census Matters

### Power, voice and funding

Every person counted impacts funding, political representation, and allocation of public services and infrastructure for the next 10 years.

## Challenges

- ✓ The Census has been politicized
- ✓ Historic Undercount
- ✓ Fear: anti-immigrant rhetoric & harm done with citizenship question
- ✓ Accessibility, Digital & Language Barriers
- ✓ Underfunding & Undertesting
- ✓ Privacy & Cybersecurity Risks
- ✓ Declining Trust In Government

## Opportunities

- ✓ Civic engagement: everyone matters
- ✓ Call to action: stand up to hate & intimidation
- ✓ Energize the next generation
- ✓ Test the field for future mass mobilization
- ✓ Census jobs

**SF** ★ 2020  
census  
**COUNTS**

## **Everyone matters in the 2020 Census**

Here's what San Francisco is doing to ensure an accurate, complete and inclusive count of all City residents.

## **What is SF Counts?**

A coordinated grassroots effort with a broad network of community, arts, civic, labor, education, government and faith-based organizations to ensure that every person in San Francisco is included and accurately counted in the 2020 Census.

## SF Counts Goals

- ✓ **Increase Access | Remove barriers**
- ✓ **Foster Trust**
- ✓ **Motivate SF Residents**

## SF Counts Strategies

- ✓ Tailored outreach and education in every district, leveraging existing touchpoints
- ✓ Relevant messages, trusted voices
- ✓ Boots on the ground- grassroots, community-based outreach to hard-to-count
- ✓ Community grants & empowerment
- ✓ Accessible locations & language assistance
- ✓ Inclusive, arts-based creative images & words that reflect all the people

## 2020 Census Timeline

<b>PHASE I</b>	<b>Local Update of Census Address (LUCA) Operation</b>	<b>Dec 2017- June 2018</b>
<b>PHASE II</b>	<b>Research, Planning, Staffing, Set-Up, Training, SFCCC, Grants</b>	<b>July 2019- June 2019</b>
<b>PHASE III</b>	<b>Community Outreach &amp; Education, Census Live March, Census Day April 1</b>	<b>July 2019- June 2020</b>
<b>PHASE IV</b>	<b>USCB Non-response Follow-up Submission of Census results</b>	<b>May-July 2020 Dec. 31, 2020</b>
<b>PHASE V</b>	<b>Post-Census data analysis and training for CBOs</b>	<b>Jan-June 2021</b>



**SF Counts Citywide Launch**  
San Francisco City Hall, 1-17-20

# Addressing Census Challenges

Robert Clinton, *2020 Census Project Manager*

## Strategic Partnerships with Trusted Messengers

Hard to Reach Community	Trusted Partners and Messengers
Children 0-5	Office of Early Care and Education
People Experiencing Homelessness	Department of Homelessness and Supportive Housing
The LGBTQ+ Community	Office of Transgender Initiatives
Immigrants	OCEIA + Human Services Agency
Older Adults and People with Disabilities	Department of Disability and Aging Services





## Successful Partnerships

- ✓ **OECE:** Presentations to City-supported childcare providers
- ✓ **HSH:** Bespoke outreach materials for people who are unhoused
- ✓ **OTI:** Census event series, PSA, and census-themed fellowship
- ✓ **HSA:** In-language mailer to all clients
- ✓ **DAS:** Census summit, presentations, and trainings

## Community Partnerships

- ✓ San Francisco Complete Count Committee
- ✓ Art+Action coalition, Yerba Buena Center for the Arts
- ✓ 200+ Community-based organizations and affiliates
- ✓ Faith-based organizations, schools and universities
- ✓ Tech Sector: Code for SF
- ✓ City leaders and departments

# Census Communications Toolkit

Jamie Richardson, *Senior Communications Specialist*

## SF Counts Communications Strategy

### Strategic Partnerships- Art+Action

Grassroots, arts-driven campaign, hyperlocal campaign

- ✓ Multilingual billboards, bus shelters, etc.
- ✓ Market Street kiosks,
- ✓ Event activations,
- ✓ Local artist partnerships and more





**Market Street Kiosk series**  
Art+Action and SF Counts



**MLK Day 2020 Census Activation**  
Art+Action and SF Counts

# SF Counts Communications Strategy

## Social Media toolkits

Multi-phase and multilingual, inclusive images

**The Census impacts our children's future**

Census data helps get the health care, transportation, schools, affordable housing, and higher education that our children need to lead healthy and successful lives.



**SF COUNTS** ★ 2020 census



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**El censo hace que se escuche tu voz**

La participación en el censo es una manera importante para asegurar que tú, tu familia y la voz de tu comunidad la escuchen nuestros gobernantes.



**SF COUNTS** ★ 2020 census

**Перепись Населения даёт возможность быть услышанным**

Участие в переписи является важным способом убедиться, что Вы, Ваша семья и голос Вашей общины будет услышан нашими лидерами.



**SF COUNTS** ★ 2020 census

**人口普查關係到代表權**

填寫人口普查表這一方式，可確保您的家庭和社區能被統計在內，聽得到和看得見：國會、選舉以及本地服務和計劃。



**SF COUNTS** ★ 2020 census

**Maapektuhan ng Sensus ang kinabukasan ng ating mga kabataan**

Nakakatulong ang Sensus data sa pagtalaga ng pangangalaga sa kalusugan, transportasyon, mga paaralan, abot-kayang pabahay, at mataas na edukasyon (higher education) na kinakailangan ng ating mga kabataan para mamuhay sila na malusog at matagumpay.

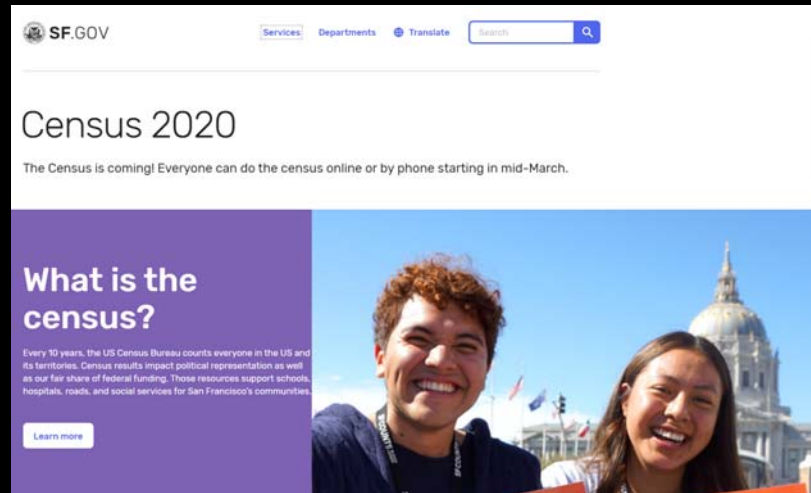


**SF COUNTS** ★ 2020 census

# SFCounts Communications Strategy

## City website– SF.gov/census

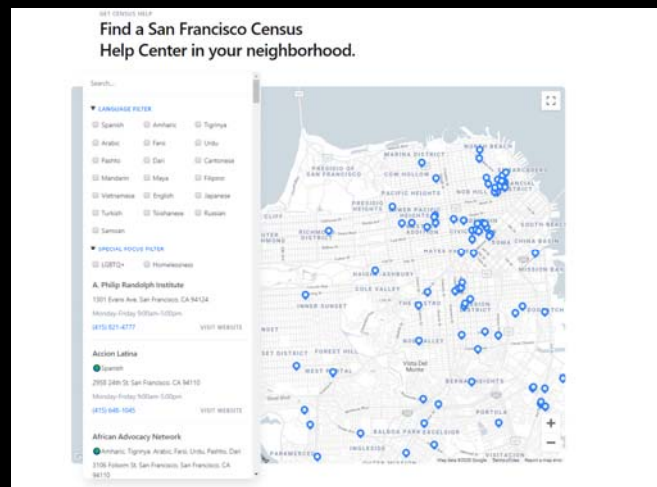
- Events
- News
- Resources



# SFCounts Communications Strategy

## Campaign website- sfcounst.org

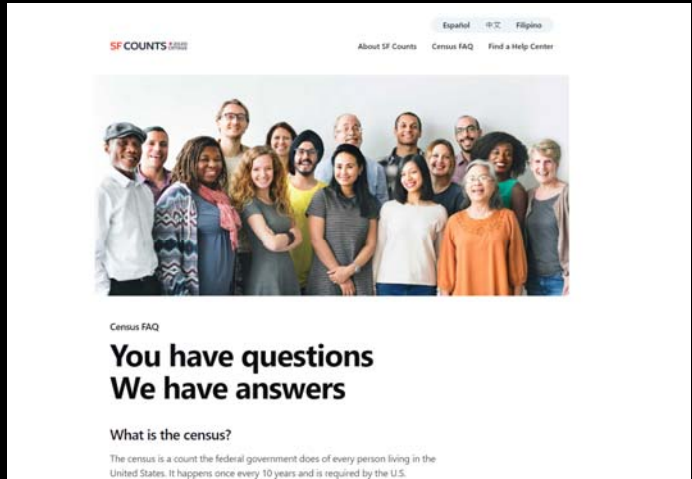
- Census Help Center map tool
  - Searchable
  - Filter by language
  - Filter by special need



# SFCounts Communications Strategy

Campaign website- [sfccounts.org](http://sfccounts.org)

- Census Resources
- FAQs
  - Available in Spanish, Chinese and Filipino



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## Connect With Us!

 @sf\_immigrants

 /sfgov.oceia

 @oceia\_sf



# COME TO YOUR CENSUS, S.F.

## SAN FRANCISCO,

You may have heard a lot about this 2020 Census thing.

It kicks off in March and it's a big deal.

The Census is a 9-question confidential survey that takes 10 minutes to complete. When you fill out the Census, each person in your household (including you) brings \$20,000 into your community over the next ten years. Everyone has the right to safely participate. Yes, everyone—citizen or not—even babies count. And despite what you may have heard, there is no citizenship question on the 2020 Census.

It's time to get your fair share.  
It's time to come to your Census, San Francisco.

For more information, visit  
[ComeToYourCensusSF.com](http://ComeToYourCensusSF.com)  
#ComeToYourCensusSF



SF 2020  
CENSUS  
COUNTS

ART  
ACTION  
2020 Census

Artwork:  
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