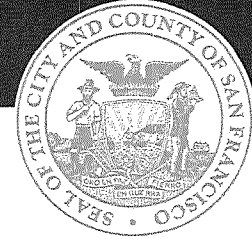
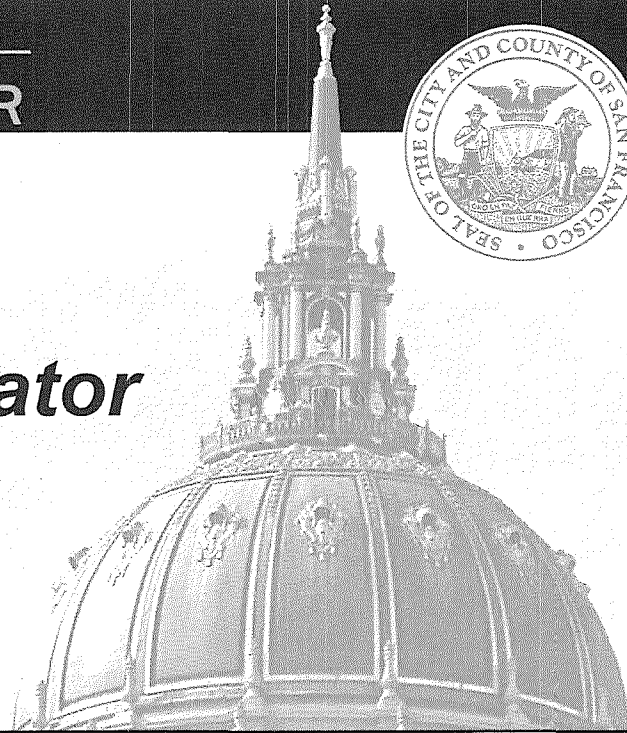


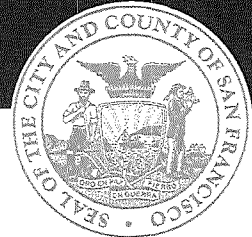
OFFICE OF THE
CITY ADMINISTRATOR



Naomi Kelly, *City Administrator*



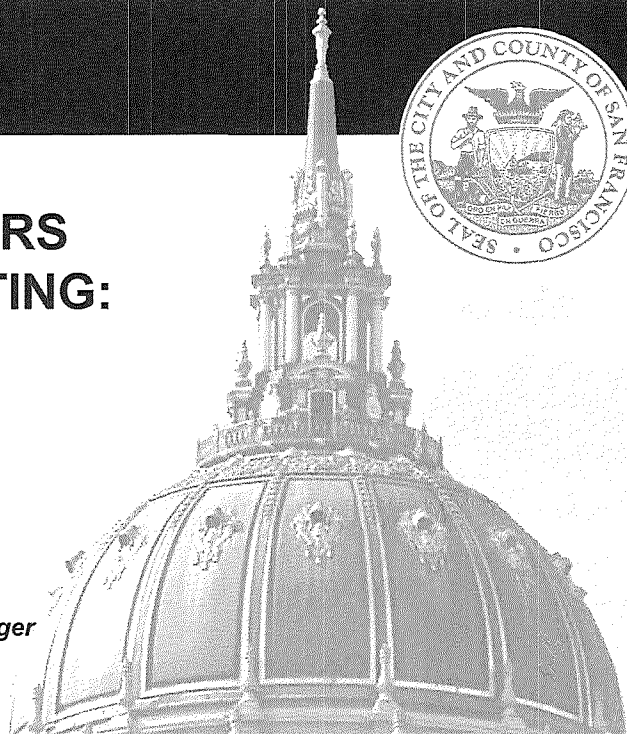
OCEIA SAN FRANCISCO OFFICE OF
CIVIC ENGAGEMENT
& IMMIGRANT AFFAIRS



BOARD OF SUPERVISORS GAO COMMITTEE MEETING: 2020 Census Hearing

Thursday, February 7, 2019

Adrienne Pon, *Executive Director*
Richard Whipple, *Deputy Director — Programs*
Robert Clinton, *Civic Engagement Project Manager*





OCEIA SAN FRANCISCO OFFICE OF
CIVIC ENGAGEMENT
& IMMIGRANT AFFAIRS



Vision

A safe, engaged, inclusive San Francisco where everyone can contribute & thrive

Mission

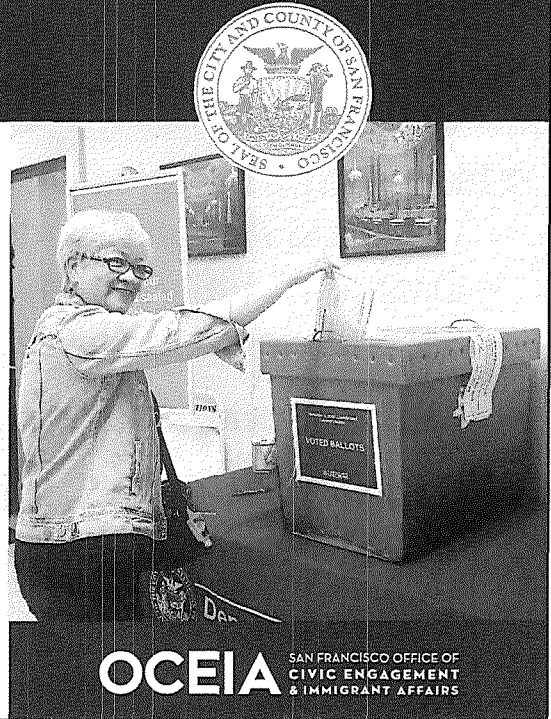
Promote inclusive policies that improve the lives of San Francisco residents. Foster immigrant assistance programs that result in civic, economic & linguistic integration

Role

- ❖ Policy
- ❖ Direct Services
- ❖ Compliance
- ❖ Grantmaking

Civic Engagement

- ❖ **Community Outreach & Engagement**
- ❖ **Decennial Census Coordination**
- ❖ **City Programs and Services:**
 - 311
 - City ID Card
 - Health & Safety
 - Homeless Services

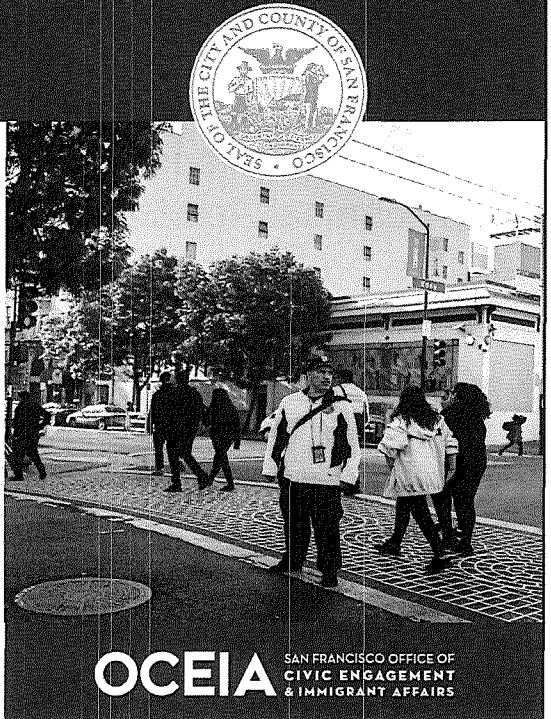


OCEIA SAN FRANCISCO OFFICE OF
CIVIC ENGAGEMENT
& IMMIGRANT AFFAIRS

Community Safety

Community Ambassadors Program:

- Bayview
- Chinatown
- Mid-Market / Tenderloin
- Mission
- Visitacion Valley / Portola



OCEIA SAN FRANCISCO OFFICE OF
CIVIC ENGAGEMENT
& IMMIGRANT AFFAIRS

Immigrant Assistance



❖ Immigrant Integration Initiatives:

- Deferred Action Grants
- DreamSF Fellowship
- SF Pathways to Citizenship Initiative

❖ Immigration Policy Analysis

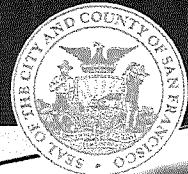
❖ Immigrant Rights Commission

❖ SF Day Laborers Program



OCEIA SAN FRANCISCO OFFICE OF
CIVIC ENGAGEMENT
& IMMIGRANT AFFAIRS

Language Access & Services



- ❖ LAO Compliance & Monitoring
- ❖ Technical Assistance & Training
- ❖ Interpretation / Translation Services
- ❖ 24/7 Emergency Language Assistance
- ❖ Language Access Community Grants
- ❖ Citywide Language Services Contracts



OCEIA SAN FRANCISCO OFFICE OF
CIVIC ENGAGEMENT
& IMMIGRANT AFFAIRS

Community Grants



Resources, Capacity Building, Technical Assistance

- SF Pathways to Citizenship Initiative
- DreamSF Fellowship | Deferred Action Grants
- Language Access Community Grants
- SF Day Laborers Program



OCEIA SAN FRANCISCO OFFICE OF CIVIC ENGAGEMENT & IMMIGRANT AFFAIRS

SNAPSHOT OF SAN FRANCISCO

884,363

CURRENT TOTAL POPULATION

36%

ARE IMMIGRANTS

SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME (OVER AGE 5)

13%

ARE DIGITALLY DIVIDED

15%

ARE SENIORS 65 AND OLDER

12%

ARE BELOW THE FEDERAL POVERTY LEVEL

SAN FRANCISCO'S TOP CENSUS-FUNDED SOCIAL SERVICES



Health and Food

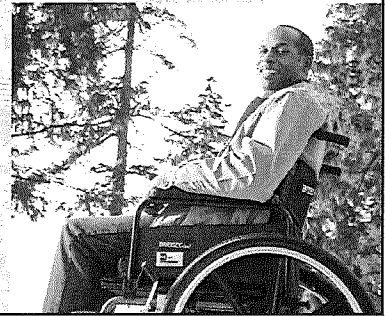
Children and Education



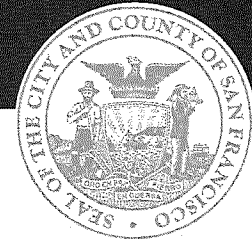
Transportation and Infrastructure



Housing

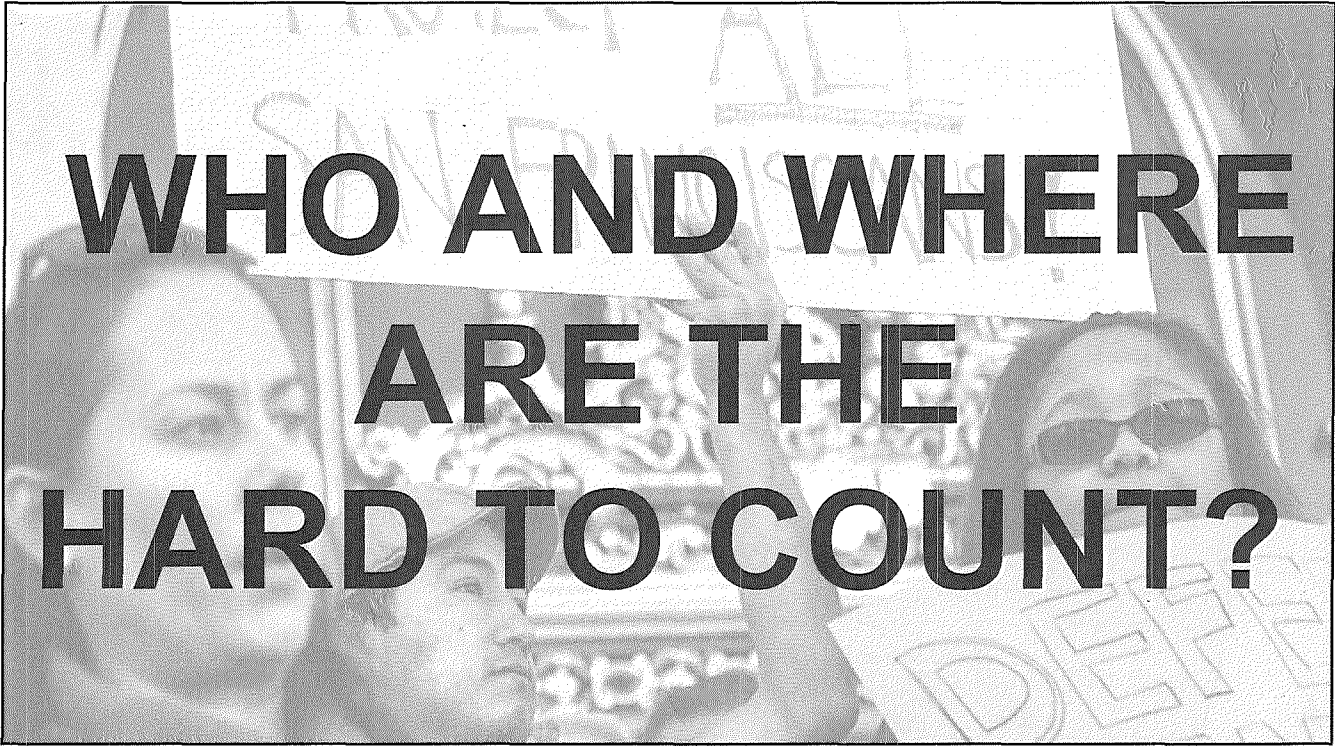


OCEIA SAN FRANCISCO OFFICE OF CIVIC ENGAGEMENT & IMMIGRANT AFFAIRS

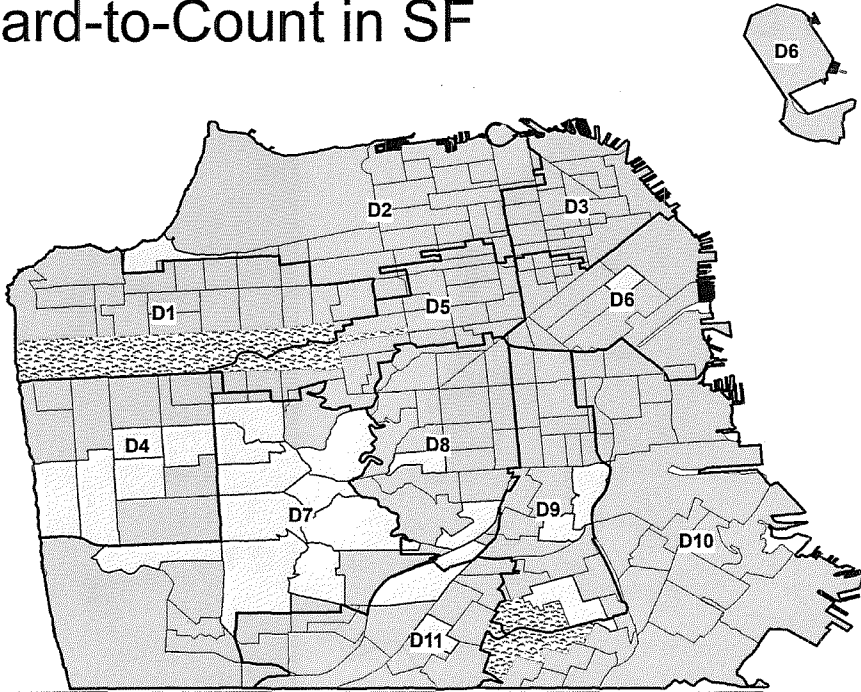


2020 CENSUS CHALLENGES

- ❖ Historic undercount | high number of HTC
- ❖ All digital census | digital divide and language barriers
- ❖ Privacy fears, declining trust in government
- ❖ Volatile, unpredictable federal policies
- ❖ Threats to sanctuary cities
- ❖ Anti-immigrant actions & policies creating fear
- ❖ Underfunding of US Census Bureau

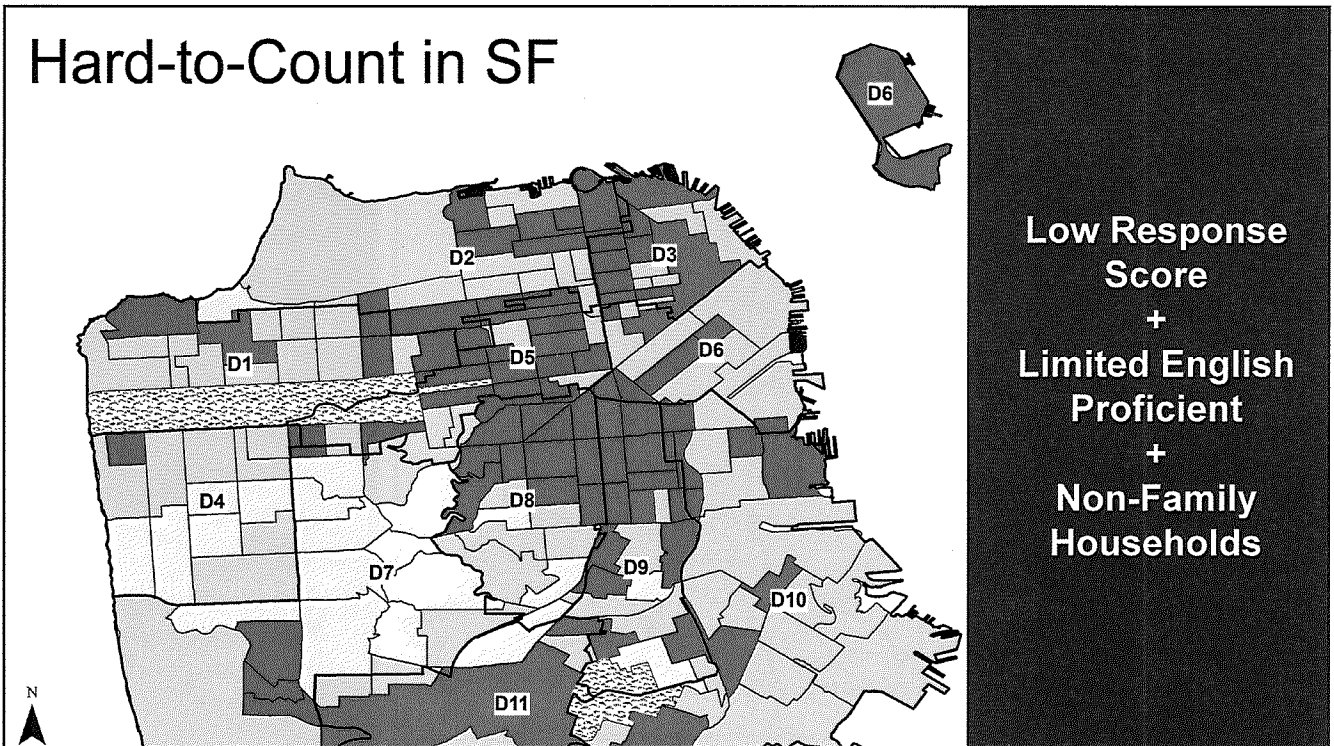
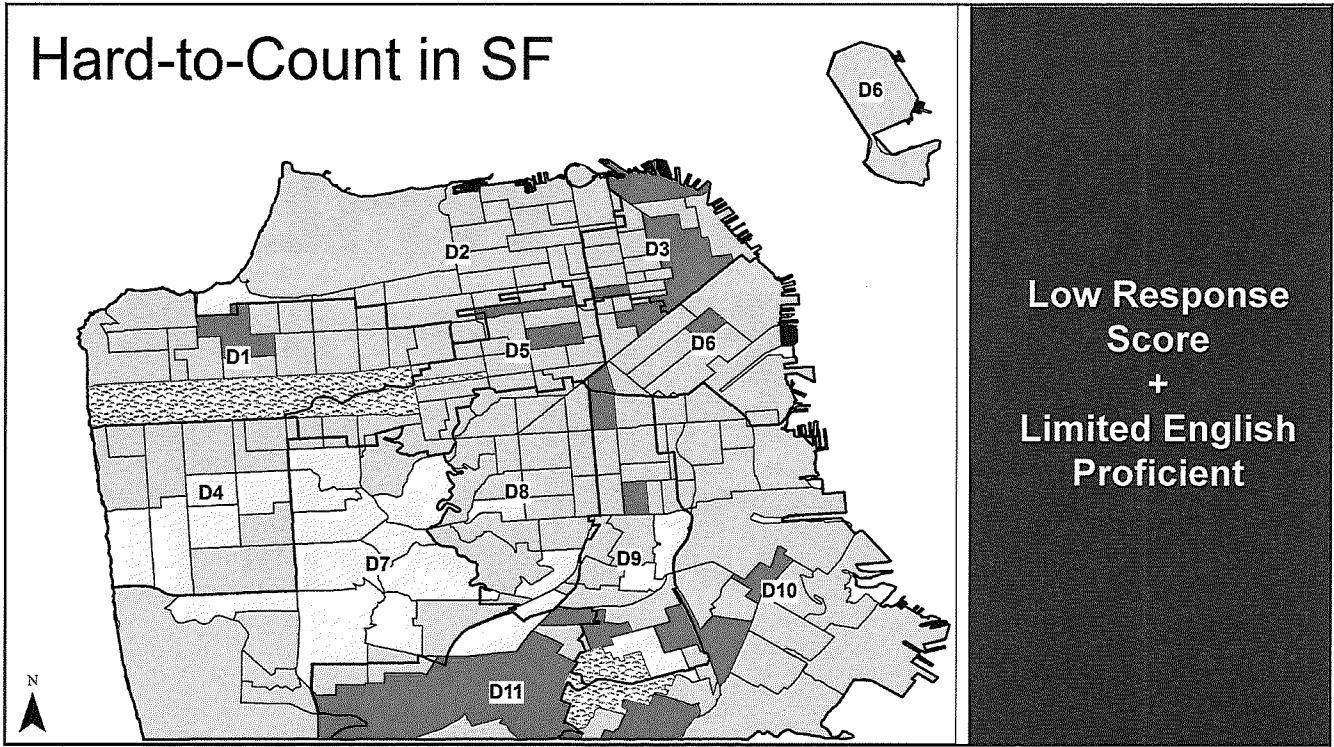


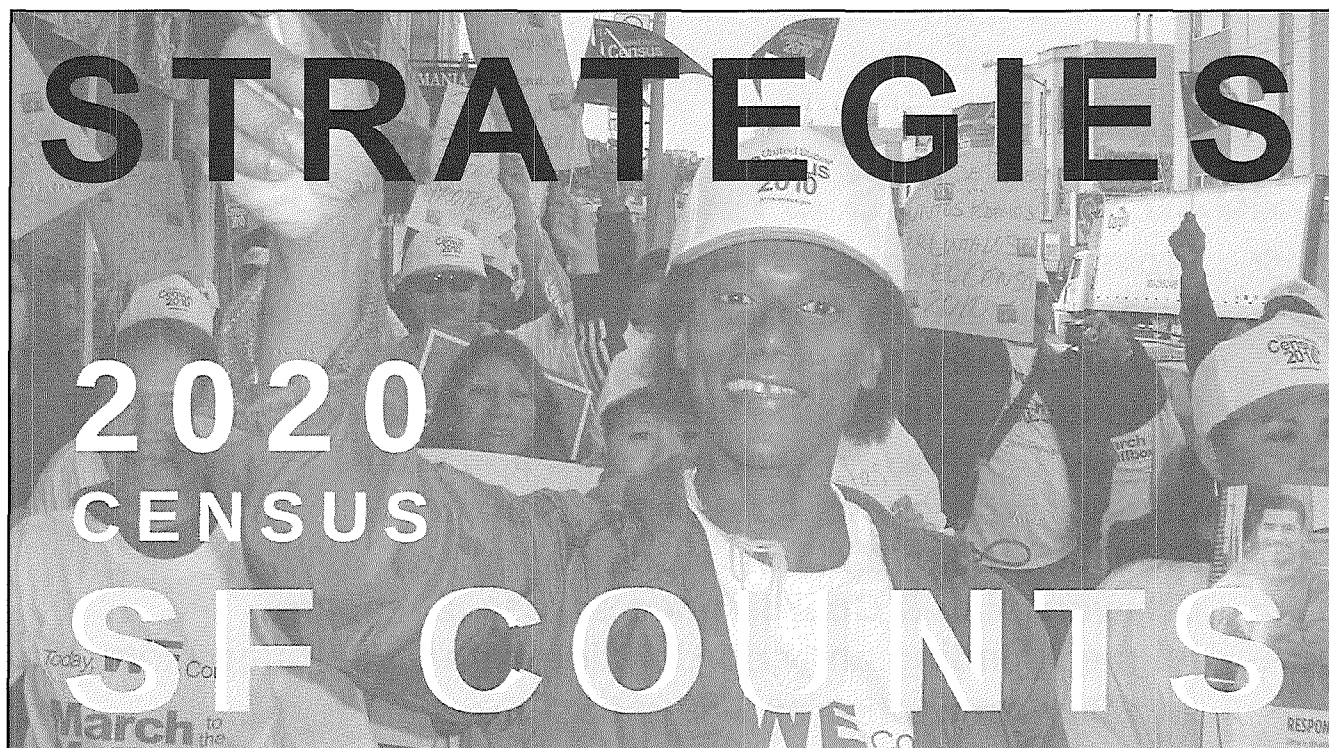
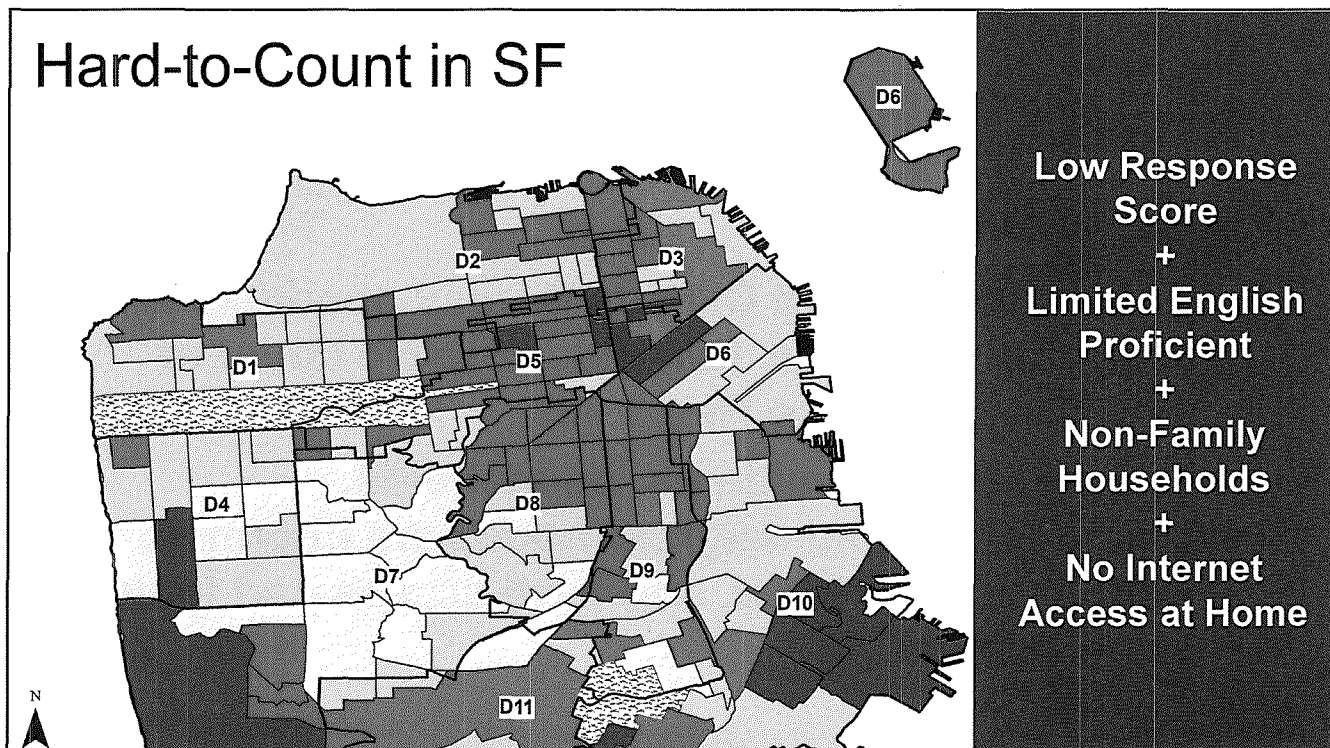
Hard-to-Count in SF

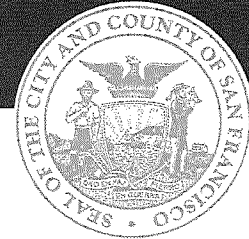


Top 5 Bureau-Identified Variables Correlated with Low Census Participation

1. Persons per household
2. Renter-occupied units
3. Median house value
4. Ages 18-24
5. Female headed households with no husband present

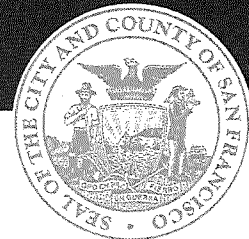






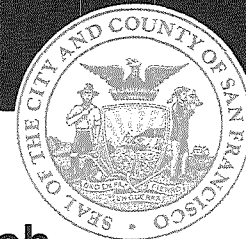
OUR JOB

- ❖ Ensure that the US Census Bureau conducts an accurate, complete, fair and inclusive count of ALL San Francisco Residents
- ❖ Ensure that all residents, households, communities and neighborhoods are informed, confident, motivated, and have access and tools to participate



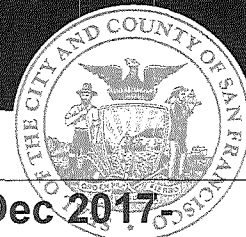
2020 CENSUS STRATEGIES

- ❖ Proven multilingual and tailored outreach models for targeted HTC areas and general population
- ❖ SF Complete Count Committee and Mini-CCCs
- ❖ Groundcrew: Jobs and internships for residents
- ❖ Technology, training for city staff and CBOs
- ❖ City-staffed Census Assistance Center
- ❖ Public Housing and community hubs
- ❖ Citywide plan & Coordination across all sectors
- ❖ Aligned funding and coordination with local foundations and Bay Area cities and counties



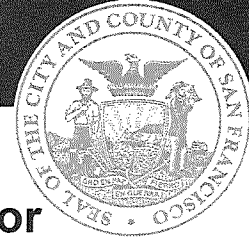
CITYWIDE GOALS

- ❖ Effective public education and outreach
- ❖ Citywide mobilization and call to action
- ❖ Elimination of barriers to motivation, access and full and inclusive participation
- ❖ Efficiency and efficacy
- ❖ Increased overall participation rates (above 73% national goal)



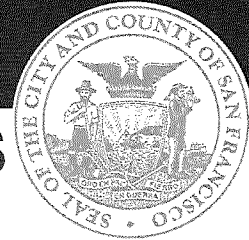
SF 2020 CENSUS TIMELINE

PHASE I	Local Update of Census Address (LUCA) Operation	Dec 2017- June 2018
PHASE II	Research, Planning, Staffing, Set-Up, Training, SFCCC, Grants	July 2019- June 2019
PHASE III	Community Outreach and Education Implementation	July 2019- June 2020
PHASE IV	USCB Non-response Follow-up Submission of Census results	April -Dec 2020
PHASE V	Post-Census data analysis and training for CBOs	Jan-June 2021



2020 CENSUS BUDGET & RESOURCES

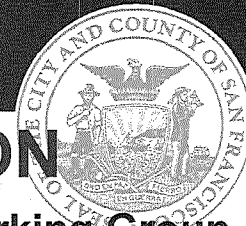
- ❖ City general funds: \$2M over two years for staffing, operations, grants and all expenses
- ❖ State of California Grant: \$546,212
- ❖ OCEIA existing staff
- ❖ 1 Dedicated FTE + 3-5 Fellows
- ❖ City and community partnerships
- ❖ City Census Assistance Center



COMMUNITY PARTNERSHIPS

- ❖ San Francisco Complete Count Committee
- ❖ Demographic and Geographic Mini Complete Count Committees
- ❖ Community Grants Program
 - ✓ Summer 2018 LUCA Canvassing Grants
 - ✓ Spring 2019 RFP \$850,000 Annual Funding
 - ✓ Grants to educate, engage and inform SF's hardest to count communities and neighborhoods in culturally and linguistically competent ways
 - ✓ Awarded to individual CBOs and citywide collaboratives

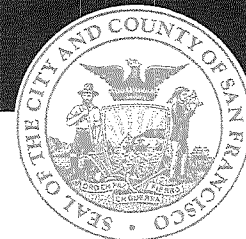
OCEIA SAN FRANCISCO OFFICE OF
CIVIC ENGAGEMENT
& IMMIGRANT AFFAIRS



DEPARTMENT COORDINATION

- ❖ 2018 Mayoral Directive & Census Liaison Working Group
 - ✓ Planning and Coordination: SF Planning, Digital Equity & Key Departments
 - ✓ Outreach & Engagement
 - ✓ Tailored Messaging and Strategies
 - ✓ DSHS, OTI, SFUSD, DCYF
 - ✓ Technical Support
- ❖ HTC Neighborhood & Targeted Outreach Teams

OCEIA SAN FRANCISCO OFFICE OF
CIVIC ENGAGEMENT
& IMMIGRANT AFFAIRS



Connect With Us!

www.sfgov.org/oceia



@sf_immigrants



/sfgov.oceia



@oceia_sf

