

SF ★ 2020 census COUNTS

2020 Census

**Board of Supervisors
Budget & Finance
Committee
Wednesday,
September 2, 2020**

OCEIA

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

Adrienne Pon
Executive Director- OCEIA



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Ensuring a complete and inclusive census count for our city

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SF Counts is about participation, motivation and being counted because you matter.

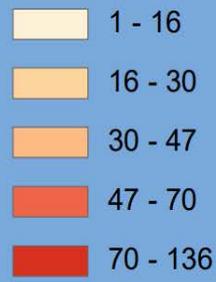
But what happens when there are overwhelming barriers to access and participation, in addition to a Covid-19 global pandemic and the virus of racism and inequality?

How do we overcome this and inspire hope and action?

- **National Self-Response Rate: 65%;
California: 67.3%; SF: 64.1%**
- **Non-Response Follow-up (NRFU) has started**
- **Continued politicization of the Census by Trump Administration: citizenship question, excluding undocumented immigrants from the apportionment base, changing the goal posts**
- **End date for Census changed to 9.30.2020**

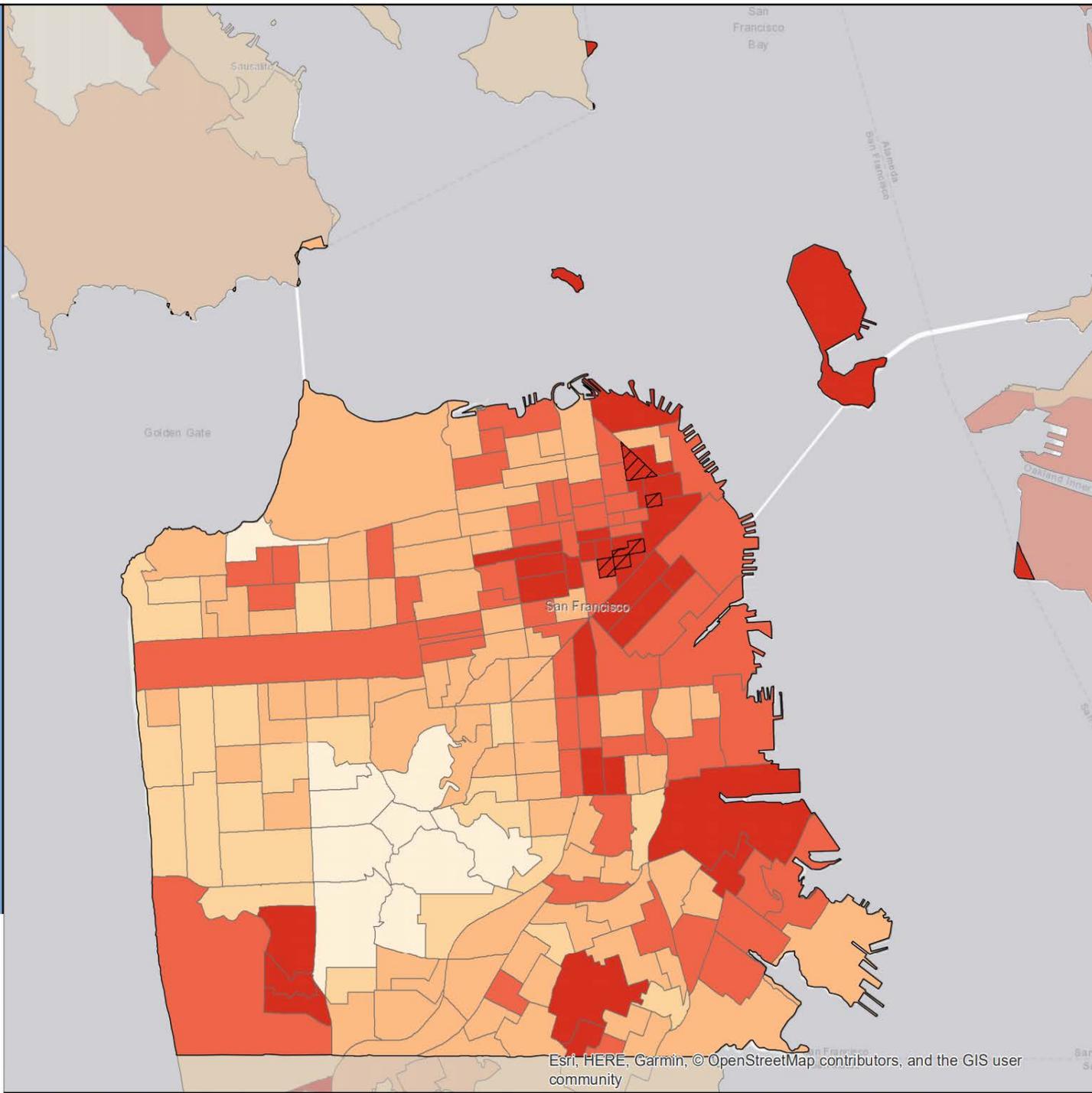
San Francisco County

California Hard-to-Count Index by Census Tract



Tracts with highest indexes

CA-HTC Index is 0



Who's Hard to Count In San Francisco?

Nearly everyone!

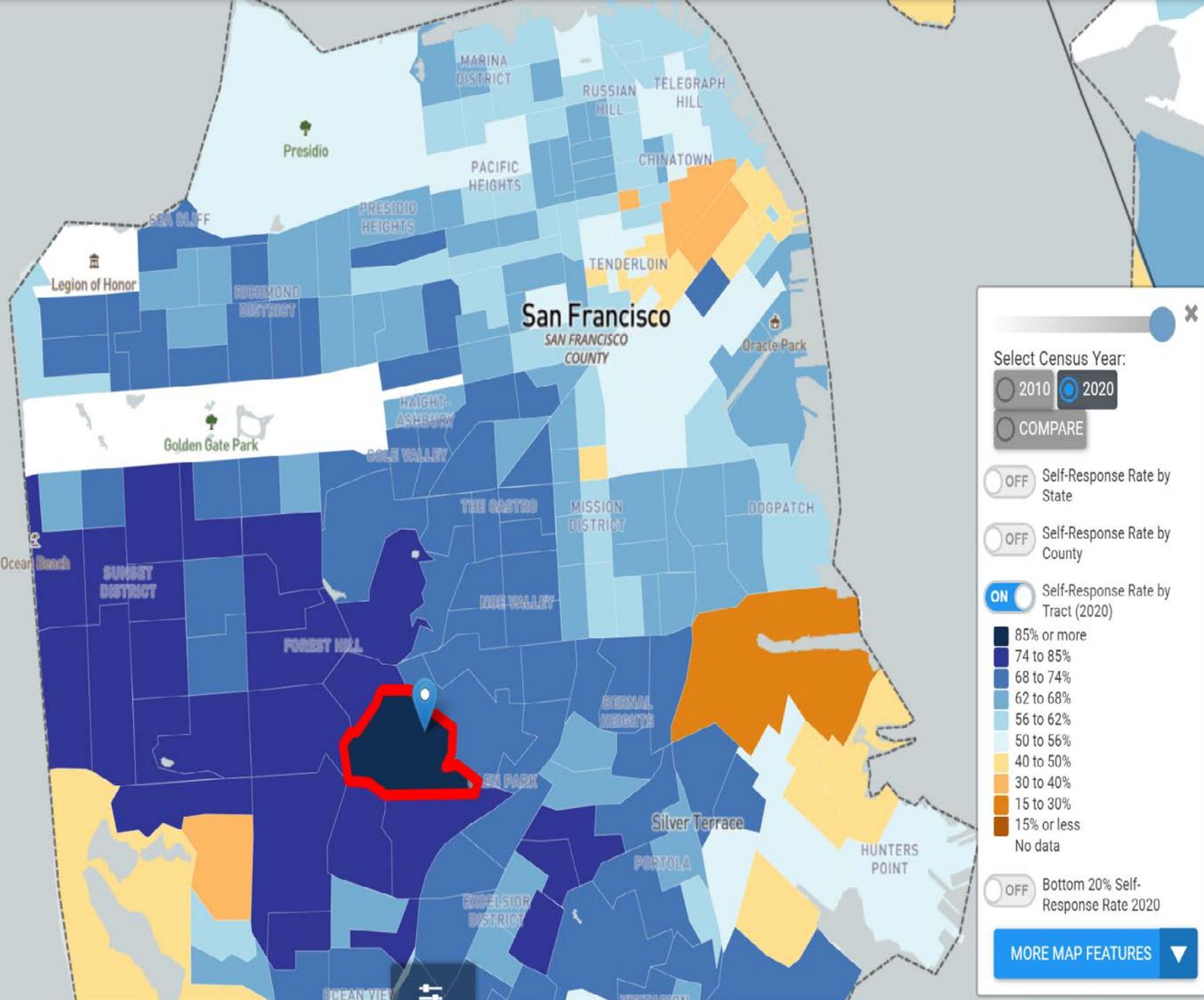


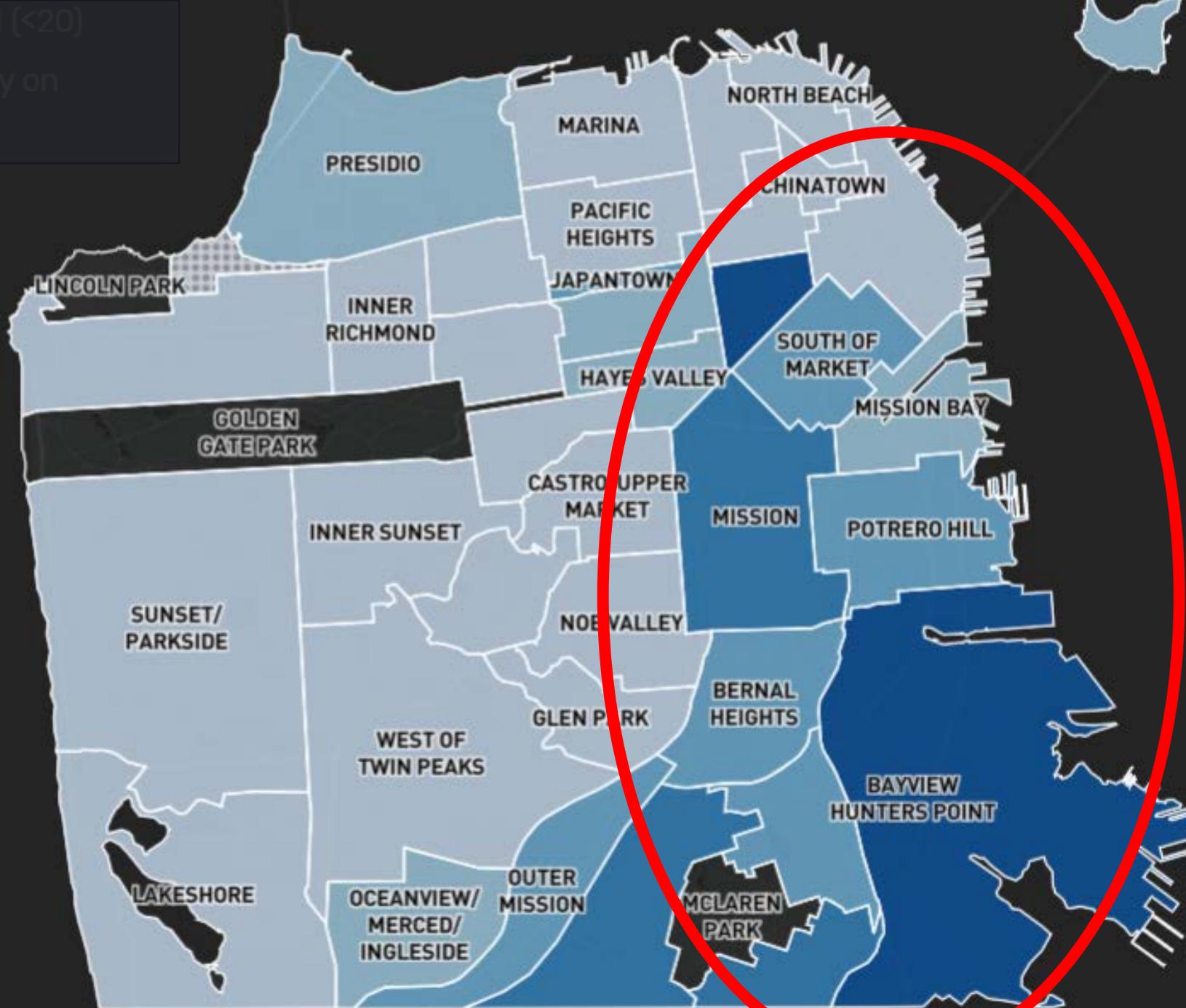
Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community

SF Self - Response Rates

Low Response Areas:

- Treasure Island
- Lakeshore
- Tenderloin
- FiDi/South Beach
- Bayview Hunters Point
- SOMA
- Presidio
- Chinatown
- Nob Hill
- North Beach
- Japantown





COVID-19 Cases per 10,000 residents

Darker blue areas have
higher number of cases:

- Tenderloin
- SOMA
- Mission
- Potrero Hill
- Bayview Hunters Point
- Bernal Heights
- Outer Mission

Source: San Francisco Department of Public Health

Census Barriers and COVID-19 Impacts

- Historically Hard-to-Count Populations
- Digital, Language and Physical barriers
- Fear, Intimidation and Threats
- Apathy, Distrust of Government
- Privacy and Cybersecurity Concerns
- COVID-19 SIP & Health Orders
- Inadequate, Stalled Census Bureau Operations
- Limited CBO In-person Assistance
- Displacement

PIVOTING

Virtual Outreach

Food/PPE Distribution,
Test Sites



Text Messaging

Phone Banking

SF COUNTS

Digital and Alternative Outreach

The 2020 Census
still needs
you.



El Censo del 2020
todavía te
necesita.



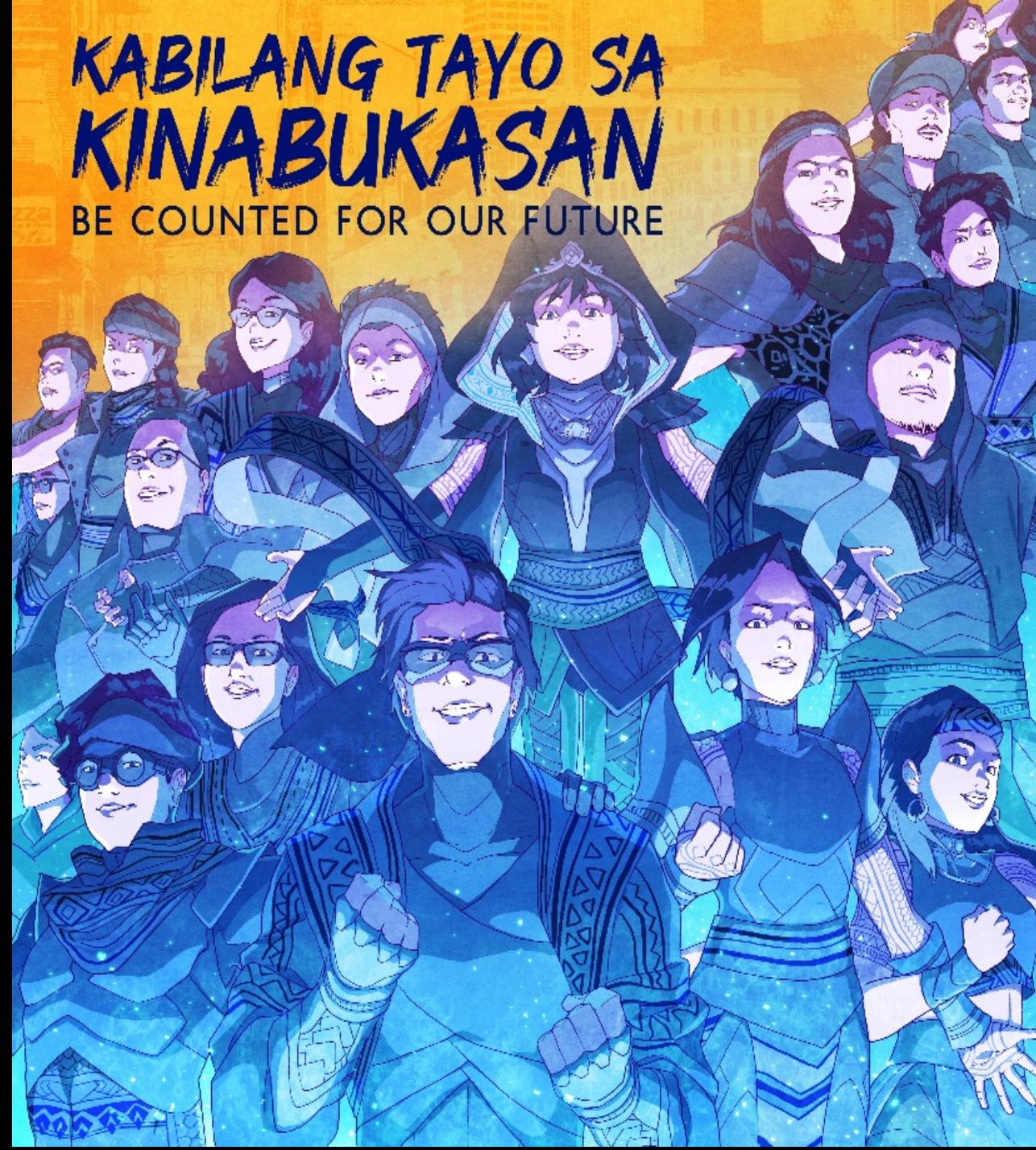
Kailangan tayo ng
2020 Sensus.



2020年人口普
查」仍需要您。



Arts Based Outreach Art+ Action



SF COUNTS ★ 2020 census





COME TO YOUR CENSUS. BAYVIEW.

9 questions. 10 minutes. \$20,000.
It's time to get your fair share.

www.ComeToYourCensus.us

Artwork: Emory Douglas 'Father's Love'

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ART
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2020 Census

SF 2020
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COME TO YOUR CENSUS

FOR FREEDOMS,

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

It kicks off March 12 and it's a big deal.

This 9-question confidential survey takes 10 minutes to do. When you complete your Census—online, by phone, or by mail—each person in your household (including you) brings \$20,000 into your community over the next ten years.

Plus, an undercount in the 2020 Census will likely cost California one of its seats in the House of Representatives (which would go to another state!) for the next decade. When you complete the Census, you protect your voice, voting power, and equal representation in government.

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, For Freedoms.

ComeToYourCensus.us
@artandaction.us
#ComeToYourCensus



YERBA BUENA
CENTER FOR
THE ARTS

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ART +
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2020 Census

Artwork:
Joel Daniel Phillips
'Charlie Lee #3'



齊參與 人口普查。

你可能經已聽聞很多關於2020年人口普查的資訊。

這確實重要! 你應在三月份參與人口普查的原因如下:

人口普查是一項含9個問題僅需花10分鐘便能完成的調查問卷。

進行人口普查時, 每位被統計在內的住戶成員 (包括你自己), 相當於能為你所在的社區在未來10年內爭取到2萬美元的資金。

人人均有權安全地參與。是的, 每個人 — 甚至包括非公民人士。嬰兒也應統計在內。

有關公民身分的問題將不會出現在2020年的人口普查之中, 你或許已有所聽聞。



如有疑問, 請瀏覽網頁:
www.ComeToYourCensus.us
#ComeToYourCensus



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藝術作品出自:
Hung Liu
'Sisterhood'

HAGAMOS EL CENSO.

Es posible que hayas escuchado mucho sobre el Censo del 2020.

¡Es bastante importante! Esta es la razón por la cual deberías hacer el censo en marzo.

El censo es una encuesta de 9 preguntas que dura 10 minutos para completarla.

Cuando haces el censo, cada persona de tu hogar (incluyéndote a ti) brinda \$20,000 para tu comunidad por los próximos diez años.

Todos tenemos el derecho de participar con seguridad. Sí, todos. Hasta aquellos que no sean ciudadanos. Y los bebés se cuentan también.

Y a pesar lo que hayas escuchado, el Censo del 2020 no tendrá ninguna pregunta sobre la ciudadanía.

Juntos podemos conseguir lo que merecemos.



Preguntas:
www.ComeToYourCensus.us
[#ComeToYourCensus](https://twitter.com/ComeToYourCensus)



Ilustración:
Miguel Arzabe
'Here'

SF Counts needs your help.

Every person counted in the 2020 census brings \$20,000 in federal funding to SF over the next decade, but 150,000 households still haven't participated.

That's resources for schools, hospitals, jobs, housing, essential services and programs,

In addition to fair political voice and representation.

Go to my2020census.gov to do the census now.
Or call 844-330-2020.

Help your family, friends, neighbors and communities complete the census and get their fair share of resources.

Our kids, families and first responders are counting on you!

**Doing the 2020Census
is a form of activism + resistance.
It means you matter.**

#2020CENSUS

