

1 [Accept and Expend Grant - Retroactive - California Complete Count Census 2020 Grant
2 Supplemental - \$259,232]

3 **Resolution retroactively authorizing the Office of Civic Engagement and Immigrant**
4 **Affairs to accept and expend a supplemental grant in the amount of \$259,232 from the**
5 **California Complete Count Census 2020 to support San Francisco’s Census 2020**
6 **outreach, education and motivation campaign, focusing on Hard to Count communities**
7 **and populations for the period of March 1, 2019, through December 31, 2020.**

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9 WHEREAS, The decennial census is mandated by the U.S. Constitution and requires
10 that every person living in the United States be counted every ten years; and

11 WHEREAS, Census data and information are used to allocate Congressional seats,
12 electoral votes, and federal funding to state and local governments; and

13 WHEREAS, The 2020 Census is expected to be one of the most challenging decennial
14 census efforts in the history of the country, with increased cybersecurity concerns from the
15 public, fear among immigrants, and the Census Bureau’s reliance on an all-digital count; and

16 WHEREAS, San Francisco has one of the highest Hard-to-Count populations in the
17 State and nation, with added challenges in addition to language and digital divide barriers;
18 and

19 WHEREAS, An estimated 100,000 residents were undercounted in the 2000 Census,
20 resulting in an estimated loss of over \$195 million in federal funding; and

21 WHEREAS, The State of California estimates that an undercount of Californians in the
22 2020 Census could cost the state billions of dollars in federal program funding, a loss of
23 approximately \$1,950 per person, per year for the next decade; and

24 WHEREAS, The Board of Supervisors adopted Resolution No. 36-19 (File No. 190057)
25 supporting the City and County of San Francisco’s participation in the United States Census,

1 making the City eligible to receive an initial grant amount of \$546,212 from the California
2 Complete Count Census 2020 Office that was appropriated through the FY2019-2020 budget;
3 and

4 WHEREAS, Due to the COVID-19 pandemic, in-person, community-based Census
5 outreach and assistance activities have been paused and this has placed additional hardships
6 for underserved and hard-to-count communities who face language and digital barriers to
7 participate in the census; and

8 WHEREAS, The State of California's California Complete Count has made \$259,232 in
9 supplemental funds available to San Francisco to support the following funding priorities:

- 10 1) Printing of census collateral materials in languages that support the hardest to count
- 11 demographics and local outreach strategies approved in San Francisco's Implementation Plan
- 12 2) Providing in-language support at Questionnaire Assistance Centers and other outreach
- 13 activities focused on motivating hardest to count communities to complete the census
- 14 questionnaire 3) Executing census outreach activities in hard-to-count Census tracks
- 15 identified by the State of California (Hard to Count "HTC" 57+) where there are currently no
- 16 activities planned 4) Bolstering existing efforts in hardest to count census tracks to amplify the
- 17 SFCOUNTS campaign's call to action of completing the census questionnaire online 5)
- 18 Establishing a contingency fund for rapid deployment of resources during the self-response
- 19 period, including but not limited to establishing Questionnaire Assistance Centers and
- 20 expanded hours, canvassing, phone banking, and other census outreach activities that may
- 21 be easily adjusted to focus on tracks that are below expected response rates; and

22 WHEREAS, The Office of Civic Engagement and Immigrant Affairs proposes to
23 maximize the use of the grant funds on program expenditures by not including indirect costs in
24 the grant budget; now, therefore, be it

25

1 RESOLVED, That the Board of Supervisors authorizes the Office of Civic Engagement
2 and Immigrant Affairs to apply for, accept and expend \$259,232 in supplemental funds for a
3 total of \$805,444 allocated by the State of California Complete Count Committee for the
4 purpose of conducting 2020 Census related public awareness, motivation, outreach and
5 education activities, including those of the San Francisco Complete Count Committee; and, be
6 it

7 FURTHER RESOLVED, That the Office of Civic Engagement & Immigrant Affairs will
8 ensure that multilingual, multicultural and inclusive outreach and education is conducted by
9 culturally and linguistically competent city and community partners to encourage the
10 participation of all San Francisco residents in the 2020 Census and to ensure an accurate, fair
11 and inclusive count of San Francisco's population by the Census Bureau.

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14 Recommended:

Approved: /s/ _____

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Mayor

16 /s/ _____

17 Department Head

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Approved: /s/ _____

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Controller

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