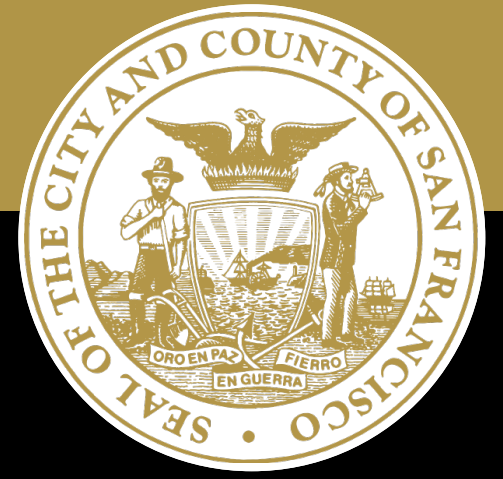


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Ideas + Action for a Better City

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#2020Census



SFCounts: 2020 Census Briefing

SPUR Lunchtime Series
Thursday, August 8, 2019

Adrienne Pon, *Executive Director*



What is the Census?

- **Every 10 years, a count of everyone in the US and its territories**
 - **A snapshot of America's people- all 328M+ of us**
- **A way to track growth and change**

Why is the Census Important?

- **Based on the population, determines fair representation, political power and distribution of federal resources**
- **Evidence-based data for planning**
- **Pillar of our democracy, mandated by the US Constitution**

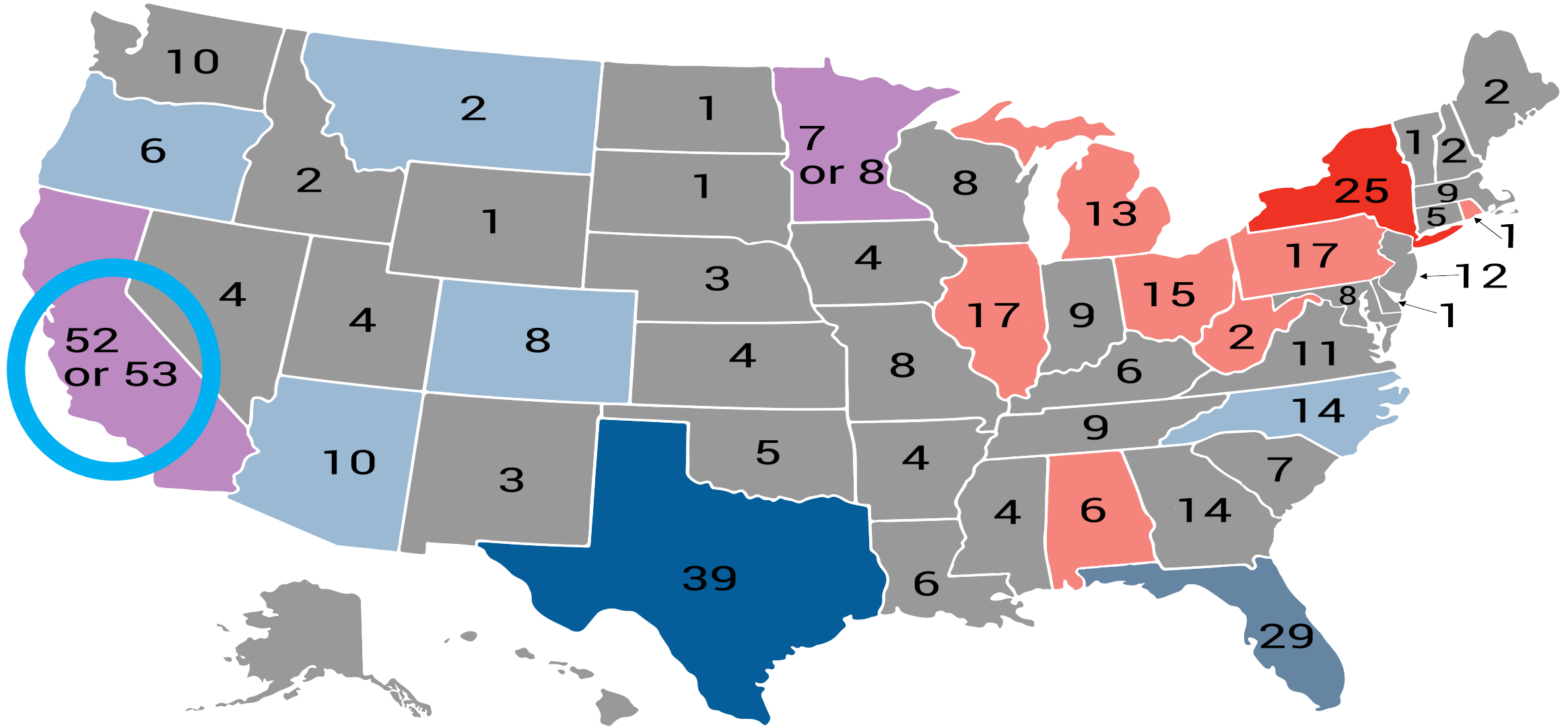
53

538

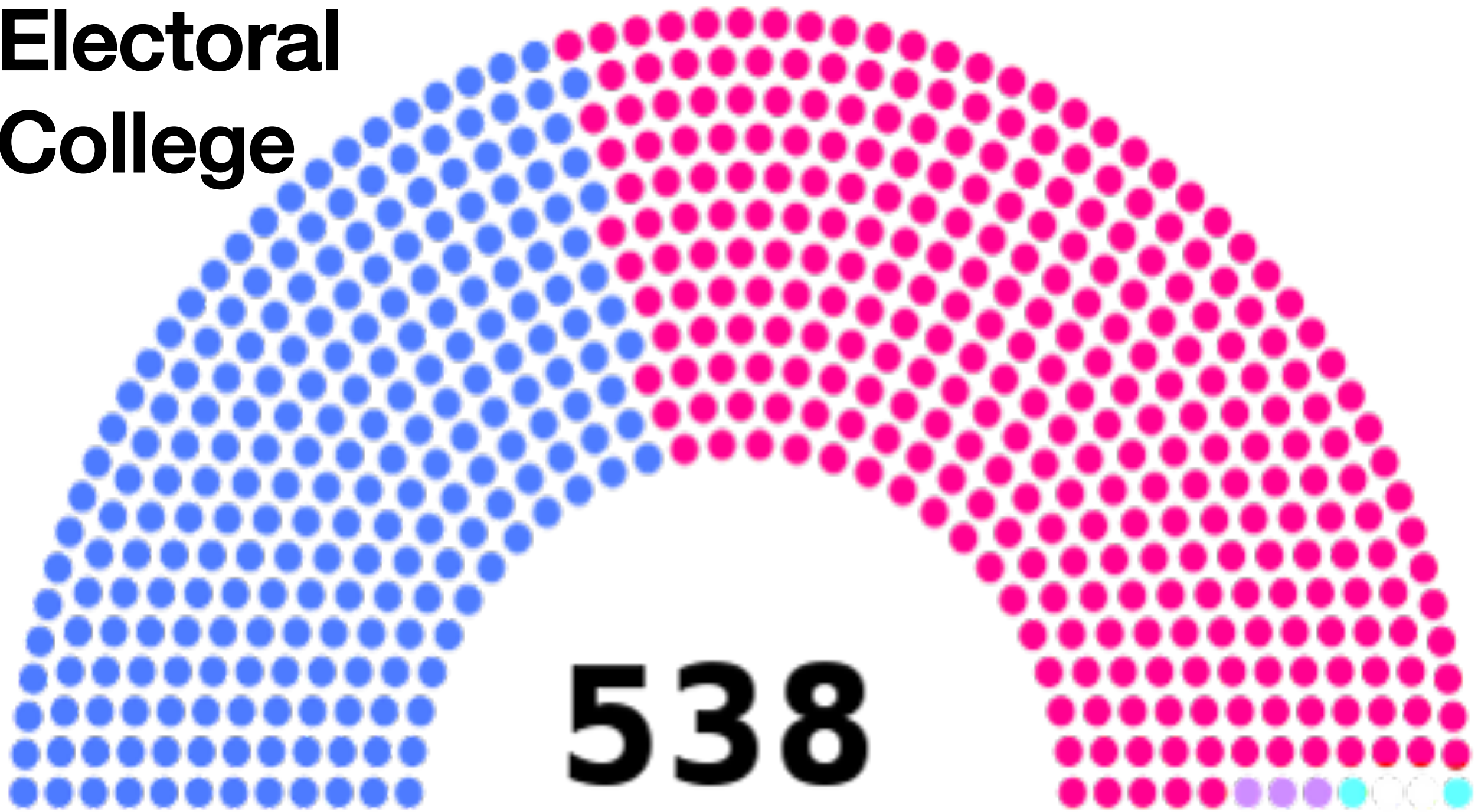
\$800 Billion

Census Projections for 2020 Congressional Reapportionment

Net Change in Total Congressional Seats



Electoral College



538

Fair Share: \$800B in Federal Resources



Roads, bridges,
housing, schools,
hospitals, libraries,
essential services



**Why is the
2020 Census messy?**

Challenges

- ✓ **Politicization**
- ✓ **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**
- ✓ **Census jobs... but only for citizens**
- ✓ **Call to action: Stand up to hate & intimidation**
- ✓ **Energize the next generation**
- ✓ **Test the field for future mass mobilization**

SF ★ 2020
census

COUNTS

SFCounts: A Citywide Plan of Action

Mission

Remove barriers and make sure every resident is informed, motivated and able to complete the 2020 Census survey and be counted.

SFCounts Goals

- 1. Motivate at least 73% to self-respond**
- 2. Increase HTC participation in every area of the City by 10-15% over 2010**
- 3. Create a citywide call to action and mobilize residents**

SFCounts Approach

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

SFCounts Strategies

- ✓ **Coordinated citywide campaign**
- ✓ **Relevant messages, trusted voices**
- ✓ **Boots on the ground- grassroots, community field team for HTC outreach**
- ✓ **Community grants & empowerment**
- ✓ **Accessible locations & language assistance**
- ✓ **Inclusive, creative images & words that reflect all the people**

SFCounts Partnerships

- ✓ **SF Complete Count Committee**
- ✓ **City & County Agencies & Leaders**
- ✓ **CBOs, businesses, organized labor, education, faith-based organizations, schools, disability groups, seniors, policymakers**
- ✓ **Grantmakers and local funders**
- ✓ **Corporate & tech sectors**
- ✓ **Regional partners: USCB, CCC , UWBA, BA cities**

We Need Your Help

- ✓ **Advise us on strategies and approaches**
- ✓ **Incorporate Census into your regular work**
- ✓ **Identify key community touchpoints**
- ✓ **Identify outreach gaps and opportunities**
- ✓ **Leverage your incredible networks- educate!**
- ✓ **Encourage and help residents complete their online Census questionnaires**

SFCounts Campaign: Creativity & Imagination

**using the power of art and images
that reflect **all of US****



we all belong.



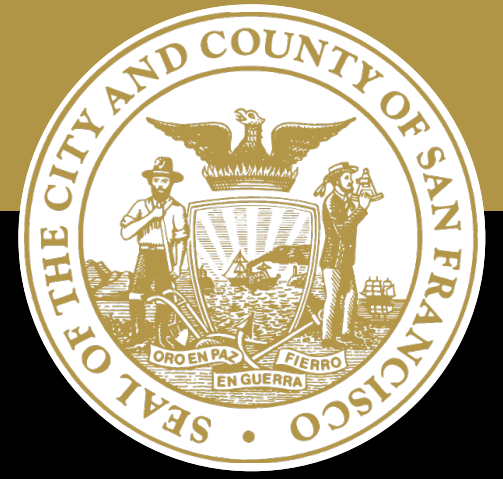
we accept



SF street art



Artist JR_65 foot tecote border wall @jr on Instagram



SFCOUNTS: 2020 Census Briefing

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Robert Clinton,
2020 Census Project Manager



**Who and Where
are the Hard-to Count
in San Francisco?**

Hard to Count in San Francisco

Demographic Characteristics:

Racial Minorities 48.5%	Immigrants and Non-Citizens 35%	Below 150% of Poverty Line 18%	LGBTQ+ community 15.4%	Latinx Community 15.3%	Seniors (65+) 14.9%
People with Disabilities 10.6%	Non-High School Graduates 12.1% (25+)	Young People (18-24) 7.5%	Young Children (0-5) 4.5%	People who are Unemployed 3.8% (16+)	Veterans 3.3%

Hard to Count in San Francisco

Household Characteristics:

**Multi-Unit
Structures**
68.7%

Renters
62.7%

Non-Family
53%

**No Broadband
Subscription**
15.1%

LEP
11.8%

Crowded
6.2%

**Receiving Public
Assistance**
.06%

Homelessness
.009%

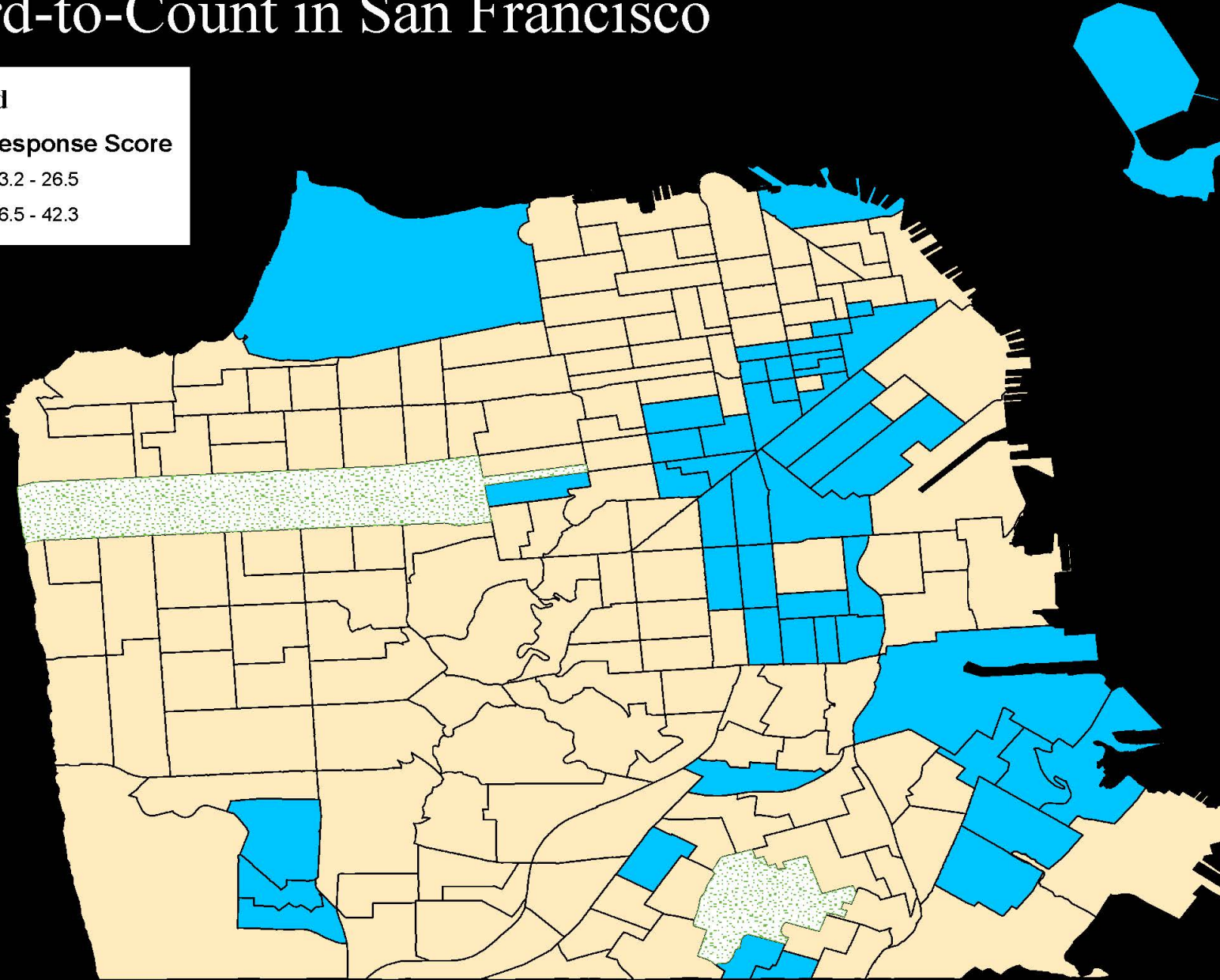
Hard-to-Count in San Francisco

Legend

Low Response Score

13.2 - 26.5

26.5 - 42.3



Hard-to-Count in San Francisco

Legend

Low Response Score

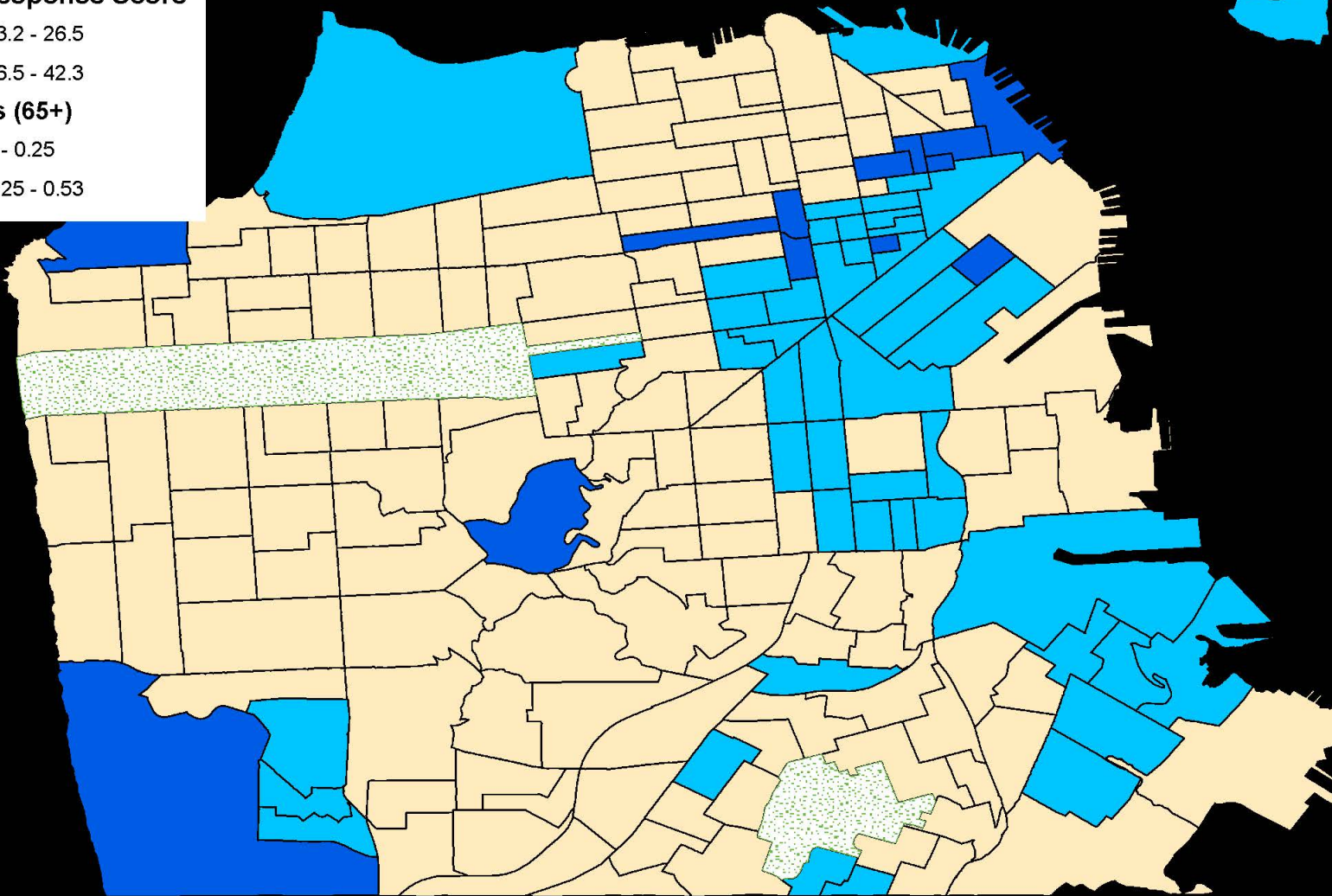
13.2 - 26.5

26.5 - 42.3

Seniors (65+)

0 - 0.25

0.25 - 0.53



Hard-to-Count in San Francisco

Legend

Low Response Score

13.2 - 26.5

26.5 - 42.3

Seniors (65+)

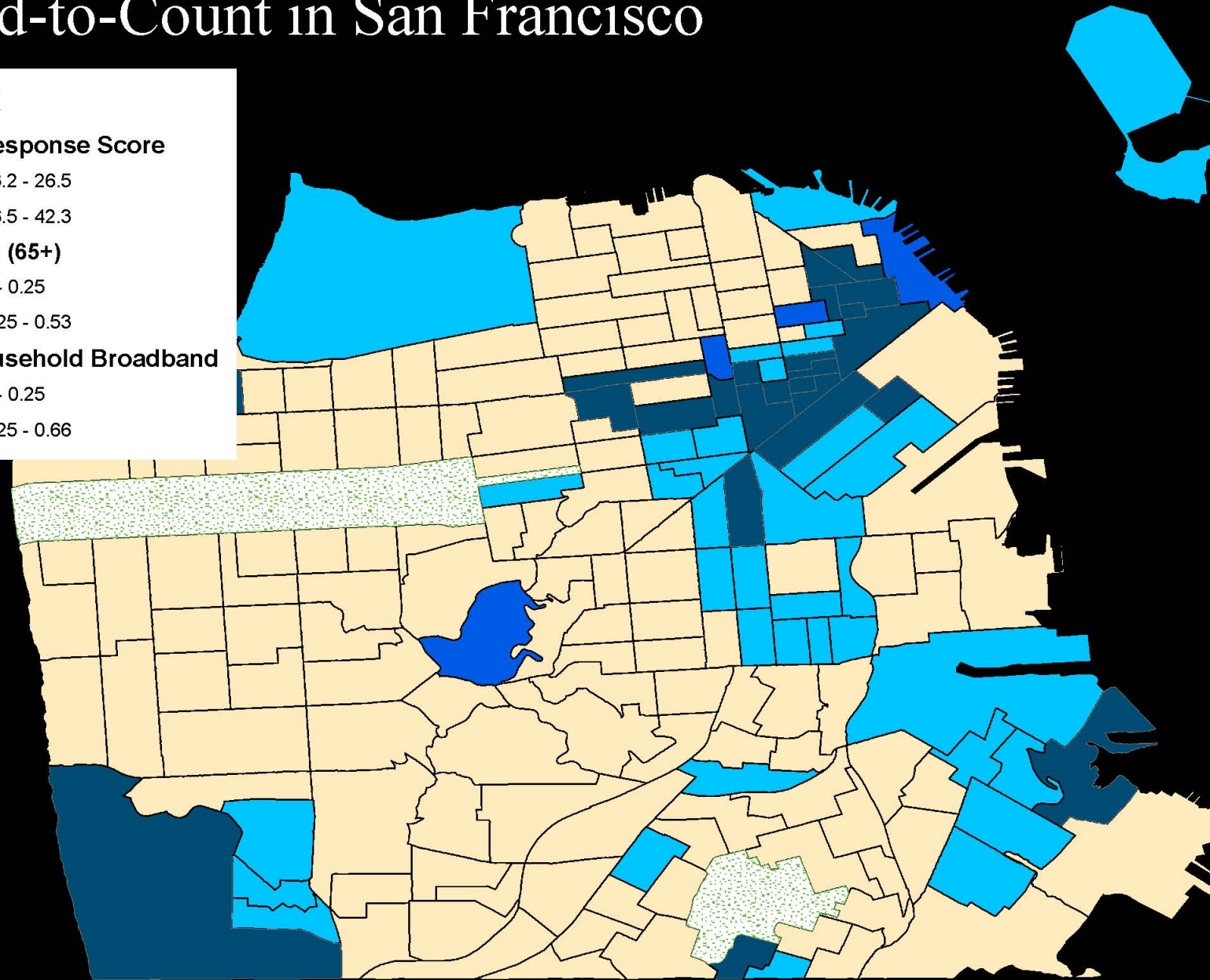
0 - 0.25

0.25 - 0.53

No Household Broadband

0 - 0.25

0.25 - 0.66



Hard-to-Count in San Francisco

Legend

Low Response Score

13.2 - 26.5

26.5 - 42.3

Seniors (65+)

0 - 0.25

0.25 - 0.53

No Household Broadband

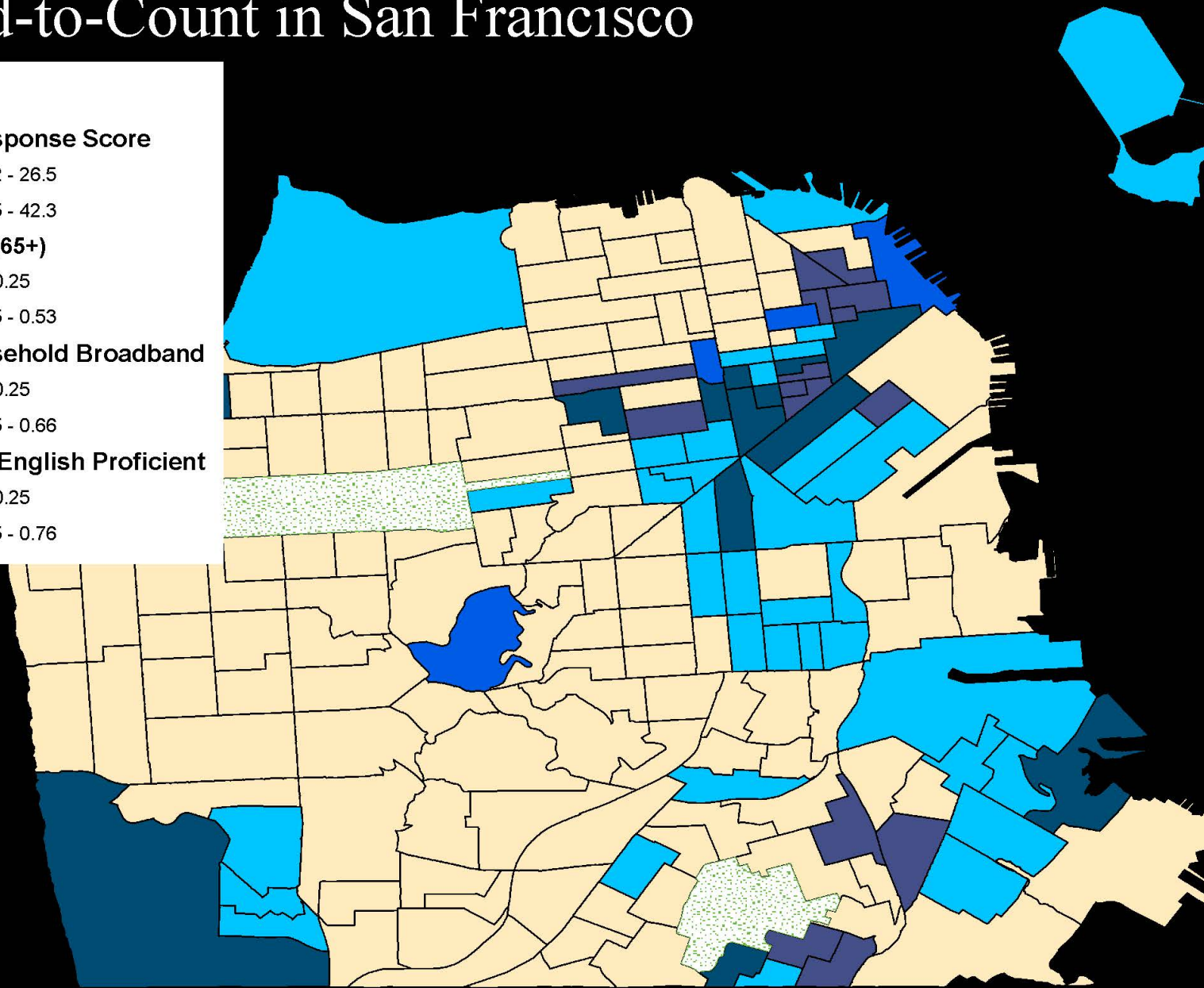
0 - 0.25

0.25 - 0.66

Limited English Proficient

0 - 0.25

0.25 - 0.76



Hard-to-Count in San Francisco

Legend

Low Response Score

13.2 - 26.5

26.5 - 42.3

Seniors (65+)

0 - 0.25

0.25 - 0.53

No Household Broadband

0 - 0.25

0.25 - 0.66

Limited English Proficient

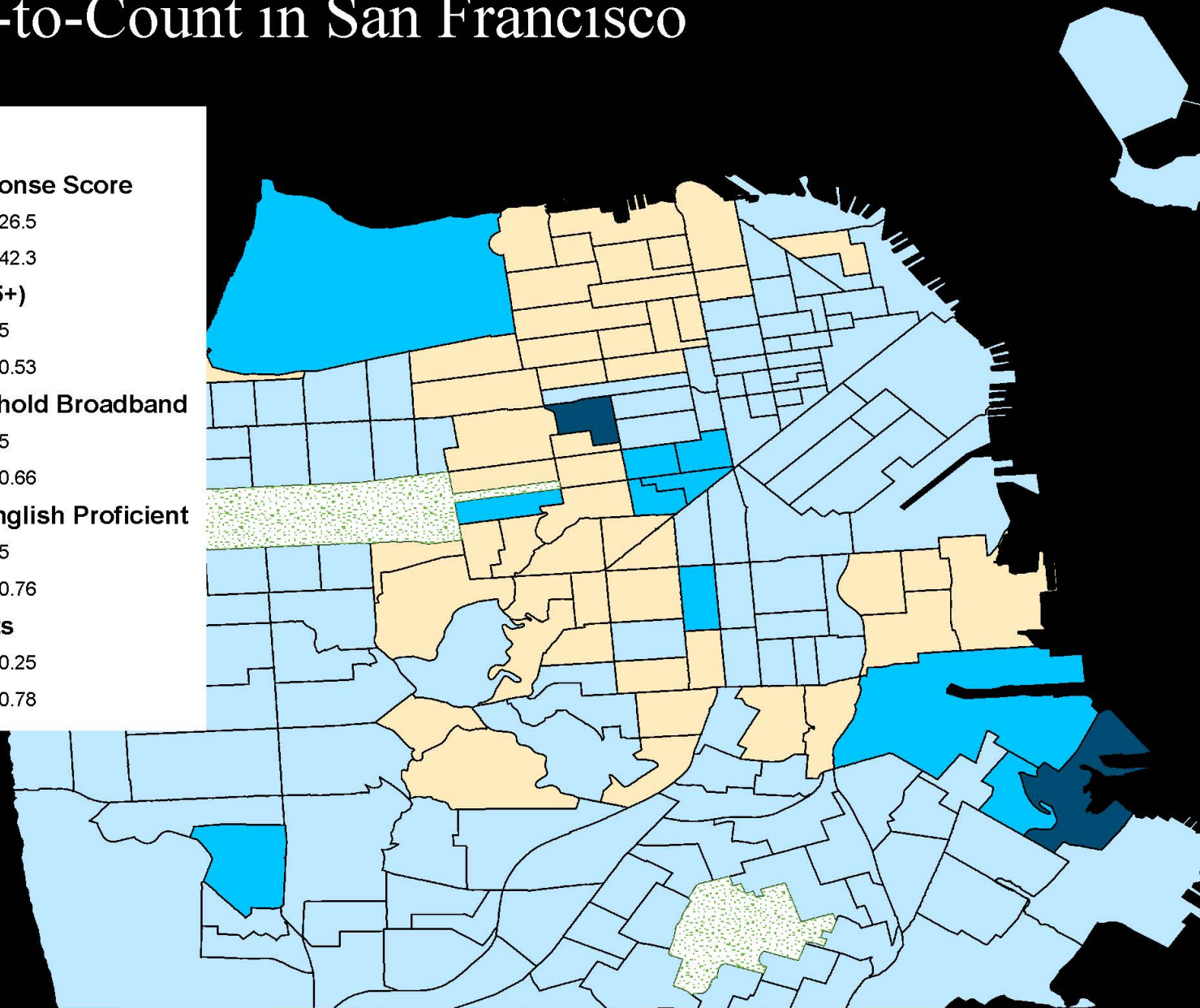
0 - 0.25

0.25 - 0.76

Immigrants

0.08 - 0.25

0.25 - 0.78



Hard-to-Count in San Francisco

Legend

Low Response Score

13.2 - 26.5

26.5 - 42.3

Seniors (65+)

0 - 0.25

0.25 - 0.53

No Household Broadband

0 - 0.25

0.25 - 0.66

Limited English Proficient

0 - 0.25

0.25 - 0.76

Immigrants

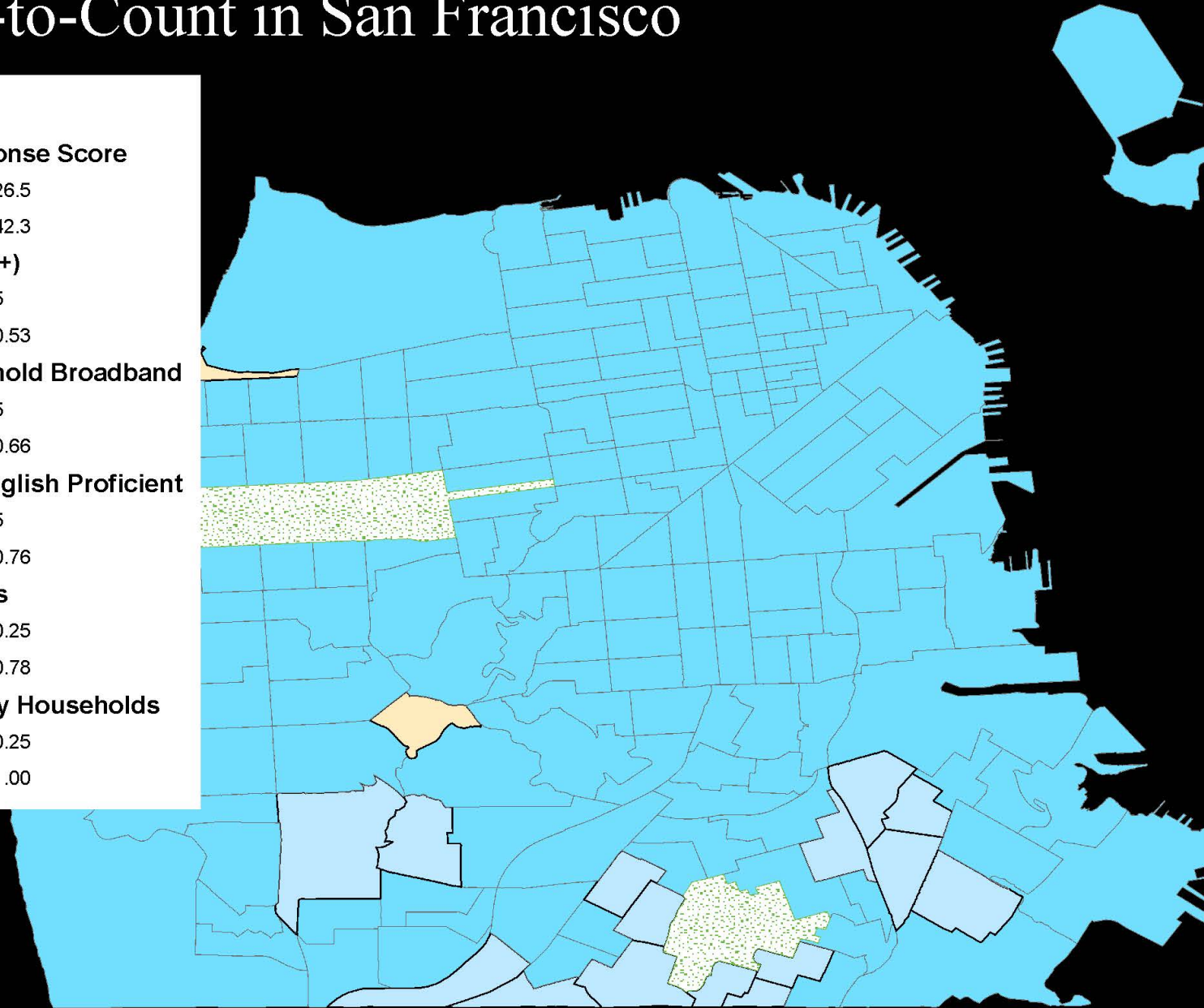
0.08 - 0.25

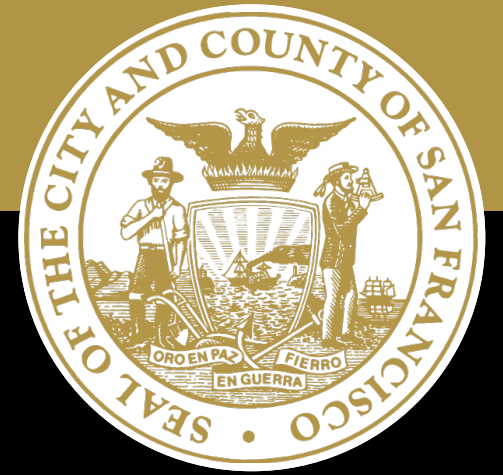
0.25 - 0.78

Non-Family Households

0.14 - 0.25

0.25 - 1.00





Connect With Us!



@sf_immigrants

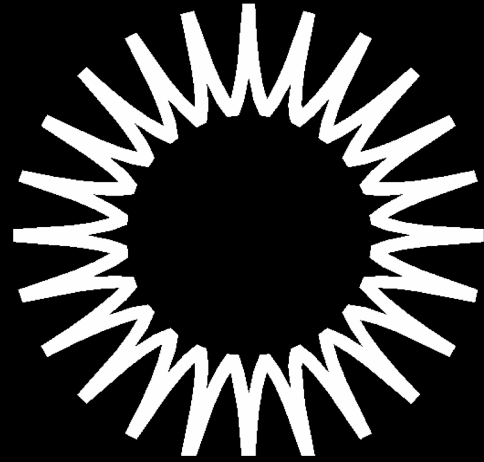


/sfgov.oceia



@oceia_sf





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