

SF COUNTS: It's about ALL OF US

**6th Annual
Senior Health Policy Summit
Tuesday, December 2, 2019**

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**Why is the
2020 Census important?**

- **Political voice**
- **Representation**
- **Federal resources**
- **Pillar of our democracy**

Important Numbers

53

538

\$800 Billion

**Why is the
2020 Census messy?**

Challenges & Barriers

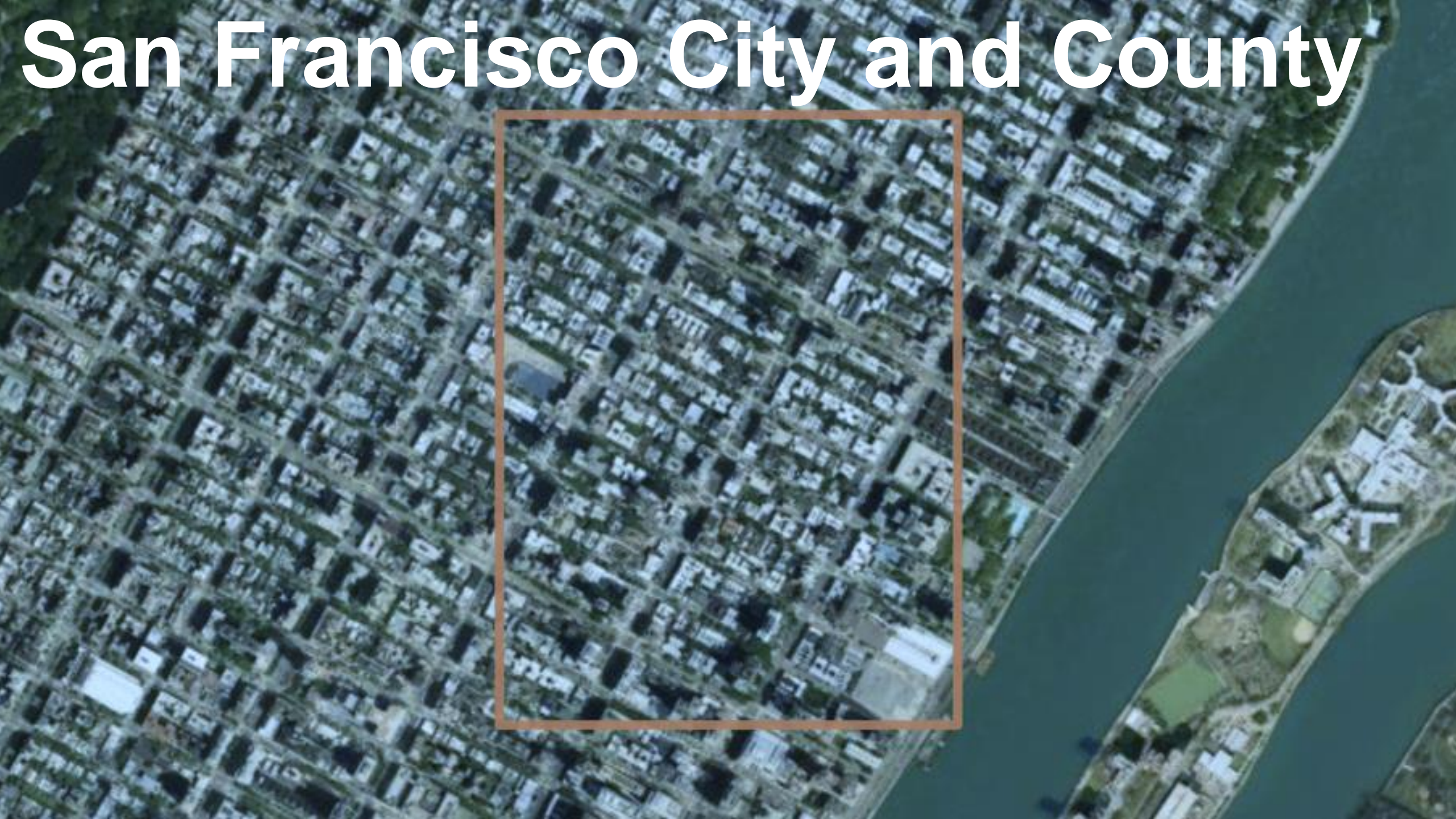
- **Politicization**
- **Declining Trust In Government**
- **Privacy & Cybersecurity Risks**
- **Underfunding & Undertesting**
- **Historic Undercount**
- **Fear: anti-immigrant policies & harm done with citizenship question**
- **Digital & Language Barriers**



"Let me tell you, the one that matters is me. I'm the only one that matters."

D. Trump, U.S. President No. 45, November 3, 2017

**Why the 2020 Census
matters to ALL OF US in
San Francisco**



San Francisco City and County

Our Fair Share of \$800B in Federal Resources



**Transportation,
roads, bridges,
housing, nutrition,
schools, hospitals,
libraries, essential
services and more**





Who matters in SF?

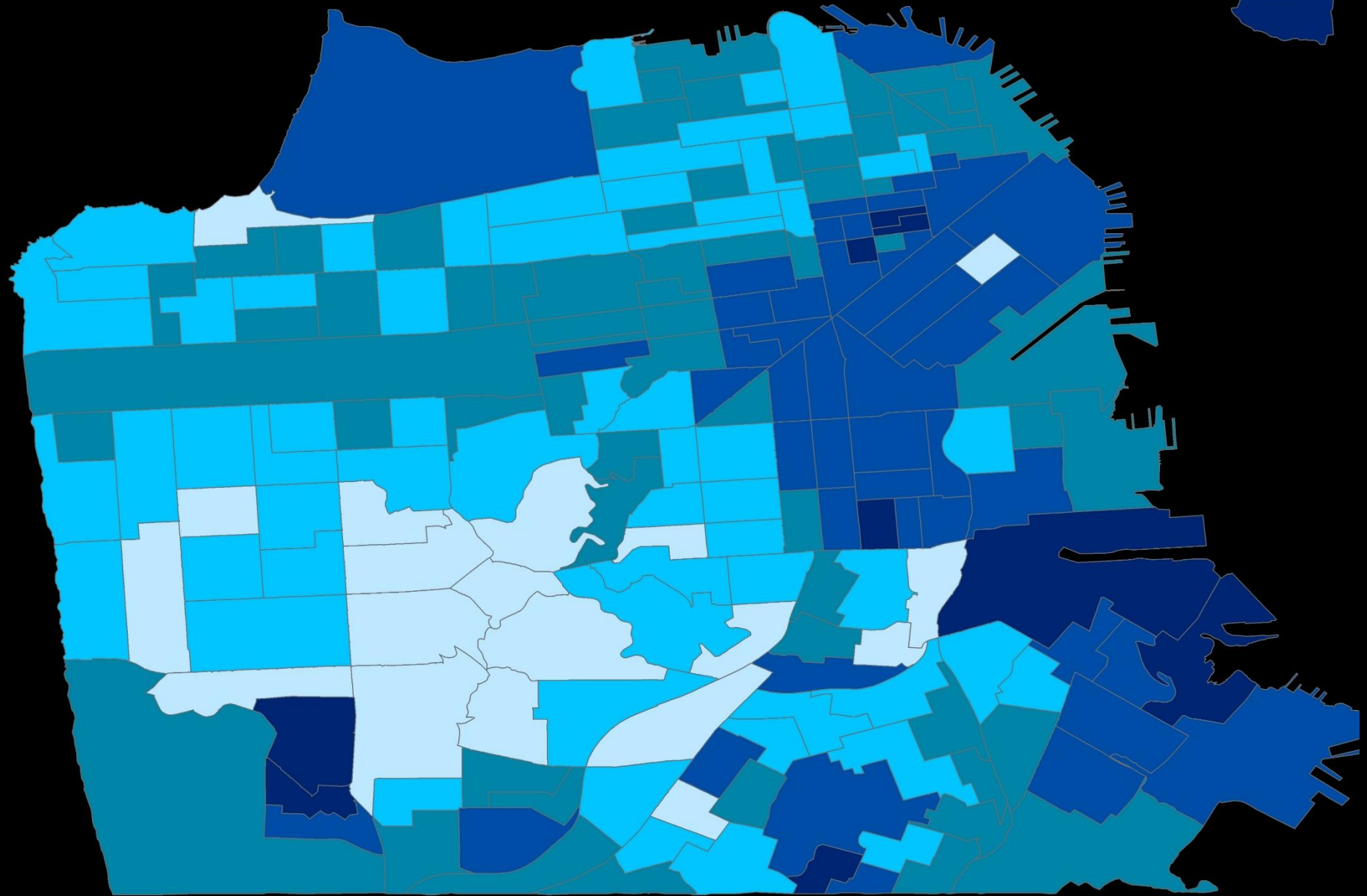
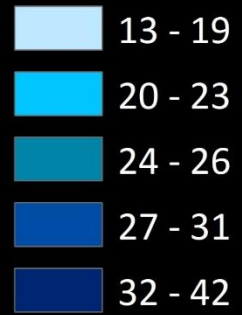
At least 883,305 of us



Photo: Lea Suzuki, The Chronicle

Hard to Count in San Francisco

Low Response Score



Hard to Count in San Francisco

Demographic & Household Characteristics

TAY



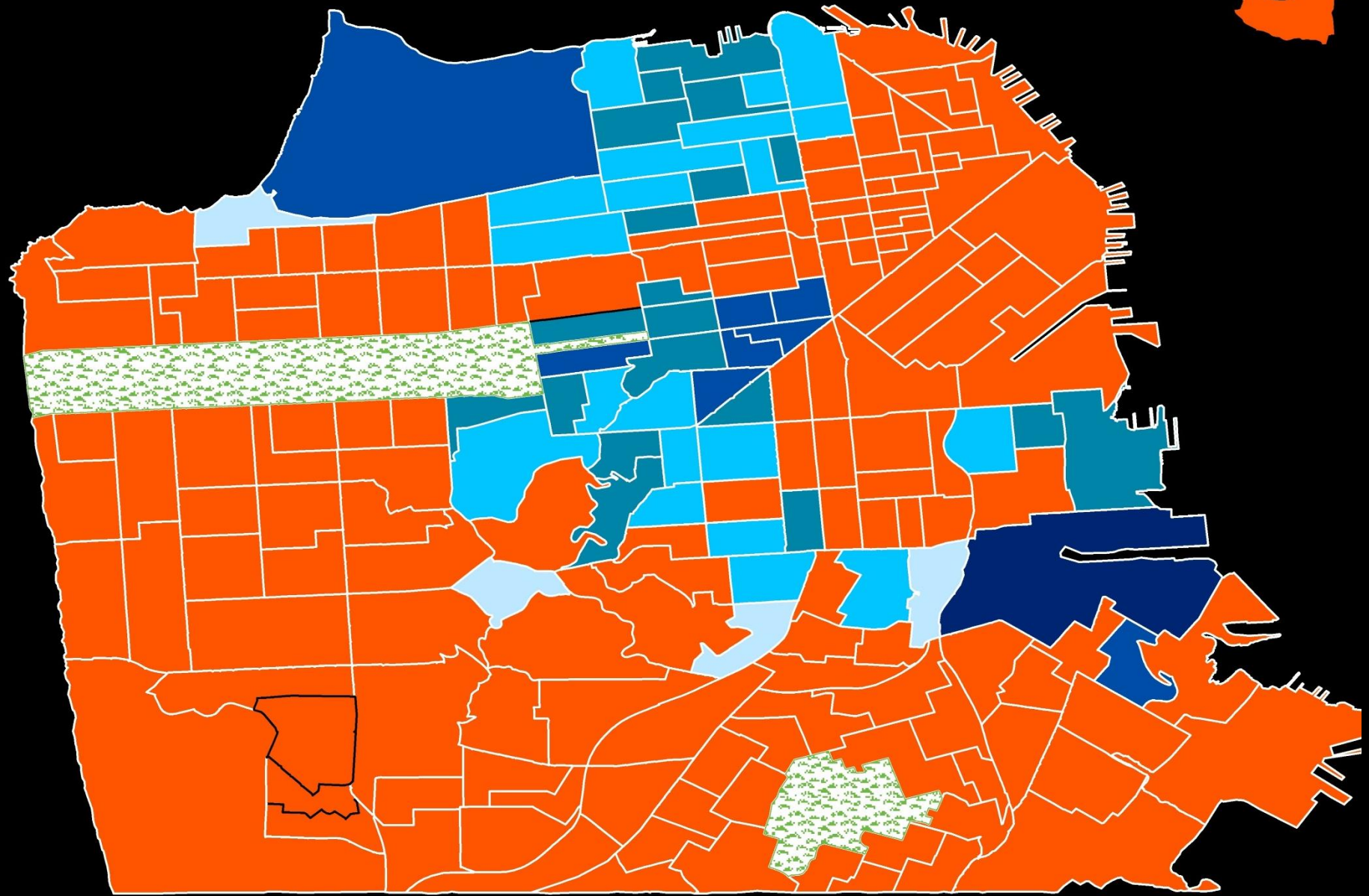
No Internet



Immigrants



Seniors



**If everyone in San Francisco
is hard-to-count,
how are we going to
get the job done?**

SF ★ 2020
census
COUNTS

SF COUNTS Mission

- **Remove barriers and make sure every San Franciscan is informed, motivated and able to complete the 2020 Census online questionnaire.**

SF COUNTS Goals

- Motivate at least 73% to self-respond
- Increase HTC participation in every area by 10-15% over 2010
- Implement a citywide call to action to motivate and mobilize all residents

SF COUNTS Approach

- **Increase Access | Remove barriers**
- **Foster Trust**
- **Motivate SF Residents**
- **Humanize the census**
- **Bring the census to our communities**

SF COUNTS Strategies

- Coordinated citywide effort
- Relevant messages, trusted voices
- Boots on the ground: grassroots, community-led HTC outreach
- Community grants & empowerment
- Accessible locations, digital access & language assistance
- Inclusive, arts-based creative campaign

SF COUNTS Partnerships

- SF Complete Count Committee
- City & County Agencies & Leaders
- Arts+Action Coalition
- Community-based Organizations (CBOs), business, labor, education, faith-based organizations, schools, disability groups, ethnic media
- Grantmakers and local funders
- Corporate & tech sectors
- Regional partners: USCB, CCC , UWBA, BA

**Communications:
bringing the census to the
people**

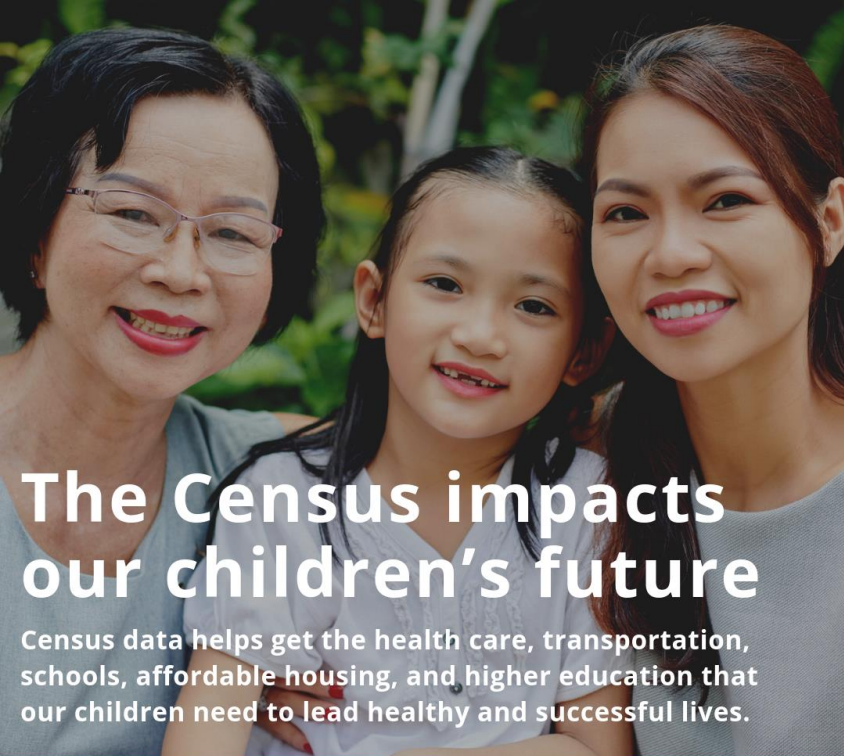
The Census impacts our children's future

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



25

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census



The Census impacts our children's future

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The Census has real results for all of us

Filling out the Census makes sure federal dollars go to local hospitals, social services, affordable housing, transportation and so much more.

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The Census gets your voice heard

Census data is used to determine not only federal funding for programs and services, but also your equal representation in government.

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Multicultural Messages



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。

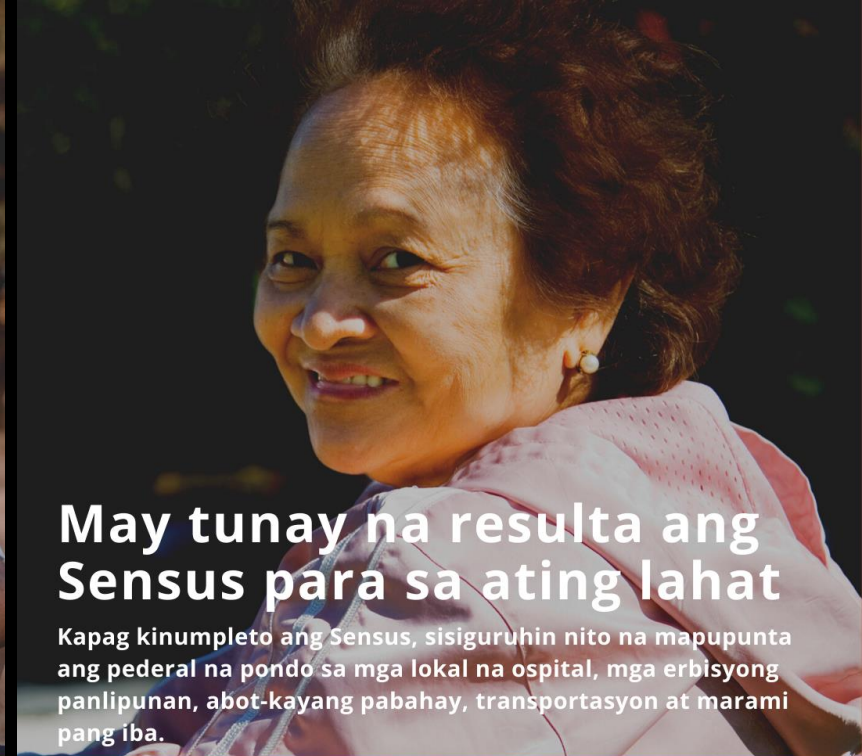
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census



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.

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May tunay na resulta ang Sensus para sa ating lahat

Kapag kinumpleto ang Sensus, sisiguruhin nito na mapupunta ang pederal na pondo sa mga lokal na ospital, mga erblisyong panlipunan, abot-kayang pabahay, transportasyon at marami pang iba.

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in languages that our people speak



Community Events & Outreach Activations



READY FOR THE
2020 CENSUS?
*
#SFCOUNTS
@SF-IMMIGRANTS

SF COUNTS
2020 CENSUS
COUNTS



Coming in early 2020...



civic participation for all

Creativity & Imagination

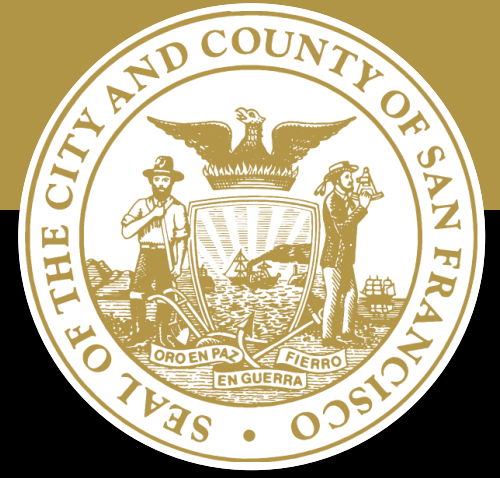
the power of art and images
that reflect **all of US**



Artist JR_65 foot tecote border wall @jr on Instagram

OCEIA

SAN FRANCISCO OFFICE OF
CIVIC ENGAGEMENT
& IMMIGRANT AFFAIRS



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