



California Complete Count Census 2020 Convenings 2 & Implementation Plan Workshop (IPW) PUBLIC SUMMARY

San Francisco, Region 3
July 25, 2019

Implementation Plan Workshop (IPW) Purpose

The State's 2020 Census outreach campaign, implemented by California Complete Count Census 2020, focuses on both the geographic areas and demographic populations who are "least likely to respond," commonly referred to as hard-to-count (HTC) areas and vulnerable populations. The ultimate goal is to ensure that least likely to respond in California are accurately counted in the 2020 Census, thereby achieving the highest response rate possible for California.

The overall purpose of the IPW was for the California Complete Count staff and contractors to provide a general update, including strategic planning efforts, to reach the HTC. The morning session provided an overview and update for the public and contractors. During the afternoon session, the Census Office facilitated collaboration among contractors so that they could continue development of an effective and efficient Implementation Plan to conduct outreach to the HTC populations. The Implementation Plan will provide a clear roadmap for contractors to conduct outreach to the HTC populations and serve as a tool to monitor progress and coordinate efforts.

California Complete Count thanks and acknowledges the San Francisco Recreation and Parks Department for providing the venue and the San Francisco Office of Civic Engagement and Immigrant Affairs (OCEIA) for providing lunch.

Summary of Morning Session

Welcome

The IPW session began with opening remarks from **Adrienne Pon**, Executive Director, San Francisco Office of Civic Engagement and Immigrant Affairs (OCEIA), and **Ditas Katague**, Director, California Complete Count (CCC). They stressed the importance of achieving a complete count and thanked participants for their commitment to this effort, noting that the collaborative effort in San Francisco during the 2010 census made it the only county in the state whose response rate increased.

Director Katague provided an overview of the CCC's efforts and approach and reviewed the distinct role of the U.S. Census Bureau (USCB) versus the CCC. She outlined the State's funding strategy, phased approach, and data-based Statewide Outreach and Rapid Deployment (SwORD) system.

Census 2020: What's Going On?

A panel provided an overview of the 2020 Census, including when and how it will take place, an update on the status of the citizenship question, and an update on language access for the 2020 Census.

Panelists included:

- **Robert Clinton**, 2020 Census Project Manager, OCEIA
- **Julia Marks**, Staff Attorney – Voting Rights and Census Program, Advancing Justice/Asian Law Caucus
- **Hong Mei Pang**, Director of Advocacy, Chinese for Affirmative Action

Mr. Clinton reviewed the purpose of the census, the nine questions currently included on the census, the census timeline, and the three modes of participation for the 2020 Census – online, by mail, or over the phone. Ms. Marks gave an update on the status of the citizenship question for the 2020 Census. The citizenship question will not be included on the census questionnaire; however, it has already made ensuring a complete count more challenging by raising concerns and fears. Ms. Marks also reviewed the federal statutes that protect the confidentiality of census responses and offered her organization as a resource for legal and policy questions about census safety and confidentiality. Ms. Pang provided an update on language access for the 2020 Census. Language assistance options are not consistent across the three response modes. The printed census forms will be available in English and Spanish only, while the digital and telephone modes will be provided in the country’s 12 top non-English languages. Tools such as language guides and glossaries will be provided in 58 languages as well as American Sign Language; telephone and web-based responses will not include language assistance for the other 46 languages. Ms. Pang highlighted a particular challenge, that many of the communities with limited English proficiency also do not have reliable internet access. Therefore, trusted messengers will be critical to reaching these communities. The three panelists emphasized that in counting every individual in the United States, the intent of the census is one of the most inclusive efforts in our democracy. The collaborative effort to ensure a complete count is an important opportunity to engage communities and help them feel powerful.

Regional Coordination: The Landscape of Census Activities in San Francisco

A panel comprised of key partners in the San Francisco census effort provided updates on census activities and coordination in the region. Panelists included:

- **Sonny Lê**, Partnership Specialist, USCB
- **David Tucker**, Region 3 Program Manager, CCC
- **Stephanie Kim**, Senior Director Census 2020, United Way of the Bay Area
- **Amy Fitzgerald**, Senior Program Officer, East Bay Community Foundation

Mr. Lê described federal census efforts and provided information regarding the USCB’s 2020 Census timeline, Bay Area operations, and employment opportunities. Mr. Lê provided clarification about new USCB guidelines that restrict how non-USCB personnel conduct canvassing, emphasizing that they are intended to ensure that residents have clarity about who is a census worker that they can trust with their data. Mr. Tucker reviewed the CCC funding structure around the state and its implementation in the Bay Area. He emphasized that despite the unprecedented level of State funding for census efforts, important gaps remain that will need to be filled through creative, collaborative efforts. Ms. Kim described the role of United Way of the Bay Area (UWBA) as the region’s Administrative Community-Based Organization (ACBO), including supporting regional coordination, connecting regional efforts with the CCC and USCB, providing funding to local CBOs, and providing resources related to language access, technology, data, and reporting. Ms. Kim gave an update on UWBA’s subcontracting process, noting that it will make funding decisions by the end of August. Ms. Fitzgerald gave an overview of the Bay Area

Census Funders Collaborative, a group of philanthropic organizations that are working together to aggregate funding so that CBOs can more easily access the resources they need to ensure a complete count in the region. The collaborative has been reviewing the first round of applications for the \$2.6 million they have raised so far. They plan to conduct a second round of funding in early 2020 by invitation only to address gaps from the first round.

Gaps and needs identified by the presenters and participants include:

- Based on the first round of proposals they received, the Bay Area Funders Collaborative identified the following geographical and HTC gaps for the Bay Area, which includes both Region 3 and parts of Region 2 (Sonoma and Napa counties):
 - Napa County
 - Solano County
 - Sonoma County
 - Marin County
 - Southern Santa Clara County
 - Muslims
 - African ethnic groups
 - Formerly incarcerated youth
 - Children 0-5
- Trusted messenger organizations and community members should be provided with photographs of the official USCB enumerator identification badges so that they can distinguish legitimate Census staff.
- Effective approaches are needed to build trust with undocumented and previously incarcerated individuals.

SFCounts Overview: A Citywide Plan of Action

A panel of key staff and partners provided an overview of the City's plan of action for the 2020 Census. Panelists included:

- **Adrienne Pon**, OCEIA
- **Robert Clinton**, OCEIA
- **Amy Kisch**, Artistic Director of Social Impact, Art+Action

Ms. Pon outlined key challenges to a complete count in San Francisco, including issues related to privacy, mistrust in government, politicization, and digital and language barriers, and highlighted a call to action for civic engagement and collaborative mobilization. Ms. Pon presented the goals of San Francisco's census effort, SFCounts. She outlined key SFCounts strategies, including coordinating a citywide grassroots campaign to increase access, foster trust, and motivate the city's residents to participate in the census.

Mr. Clinton gave an overview of key HTC groups in San Francisco, based on data that incorporates USCB HTC maps of low response rates from the 2010 census with other characteristics that are likely to influence response rates to the online census. Based on 2010 response rates and characteristics like transition-age youth, lack of internet, immigrants, and seniors, the majority of the city is likely to be hard to count in 2020.

Ms. Kisch presented on an arts component of the SFCOUNTS marketing and communications plan, which will use art to educate, mobilize, and remove barriers to participation in the census. The plan is centered around partnerships between government, arts organizations, other CBOs, tech businesses, and others to support trusted messengers and create touch points. It includes both physical and digital headquarters which will serve as hubs for SFCOUNTS partners to hold events and access resources. The physical headquarters will be located at the Yerba Buena Center for the Arts.

Activating Our Outreach: Breakout Groups by HTC Communities

Attendees were divided into breakout groups by the HTC communities that are most relevant to their work. The groups discussed the following questions related to barriers, motivation, existing outreach, and gaps for their HTC community:

- What are the barriers to participation in your hard-to-count community?
- What do you think will motivate your hard-to-count community to participate?
- What are your outreach plans for the 2020 Census?
- What outreach should be done in your community that is not currently planned?
- What tools, resources, and support does your community need to be successful?

Next Steps

Ms. Pon thanked attendees for their active participation in the meeting and encouraged their continued partnership in census outreach in San Francisco.