



**CALIFORNIA COMPLETE COUNT**  
400 "R" Street, Suite 350  
Sacramento, CA 95811  
(916) 852-2020

**Ditas Katague**  
Director

Please contact Dr. Mignonne Pollard, Education Outreach Manager ([mignonne.pollard@census.ca.gov](mailto:mignonne.pollard@census.ca.gov)) if you have any questions.

Please send the completed final report by email [Mignonne.Pollard@census.ca.gov](mailto:Mignonne.Pollard@census.ca.gov) by **May 29, 2020**.

**1. Contracted Partner Information**

	Please provide information from FORM STD 213
Agreement number	CCC-18-60023
Contract start date	7/15/2019
Contract end date	6/30/2020
Contractor name	San Francisco County Office of Education
Contractor business address	555 Franklin Street, Rm 301-A, San Francisco CA 94102
Contact name	Christina Mei-Yue Wong
Contact title	Special Assistant to the Superintendent
Contact phone	(415) 241-6121
Contact email	wongc8@sfusd.edu
Total amount of allocation	\$37,399.36
County	San Francisco
Region	3
Date of report	May 27, 2020

**2. Demographic Overview**

2a) Please provide a demographic overview of the county's educational system and student population that was reached through this agreement

	Please provide approximate numbers of those reached through the Census outreach activities
Number of school districts reached	1
Number of students reached	61,192
Percent of students reached who are English language learners	17,062

2b) Please indicate the school districts and census tracts that were served as a result of Census outreach activities

DISTRICT	CENSUS TRACTS
San Francisco	All Census tracts within San Francisco County

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DISTRICT	CENSUS TRACTS

### 3. Activities

Please note if you have completed the following deliverables. If these were not completed, please state the reason and any adjustments that were made.

3a) Required Activities	Completed / Utilized yes / no	Comments
How was the CA Schools-based Communications Outreach Toolkit used?	YES	We used suggested language/messages from the Communications Outreach Toolkit to develop local flyers and post on social media.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	N/A	Please state adjustments made.  N/A
Have all activities been uploaded into SwORD?	NO	How many activities were entered into SwORD?  We have tried to upload activities into SwORD several times but was not able to; We did submit a help ticket and followed up but we never got a response. Attached is a copy of the Excel sheet that we tried to upload.
What activities replaced Census Week?	YES	Please state activities (digital, etc.) that occurred around this time. <ul style="list-style-type: none"> <li>• Census information for families and staff was posted on the district webpage and shared with school leaders</li> <li>• Census information was included in the district family newsletter</li> <li>• SFCOE Communications Office continued to post Census reminders on social media, i.e., Facebook, Twitter, Instagram</li> <li>• Staff shared census information and tote bags at device/chromebook distribution locations throughout San Francisco: <ul style="list-style-type: none"> <li>• A.P. Giannini MS - 3151 Ortega St</li> <li>• Lick MS - 1220 Noe St</li> <li>• Bret Harte ES - 1035 Gilman Ave</li> <li>• Lincoln HS - 2162 24th Ave</li> <li>• Brown MS - 2055 Silver Ave</li> <li>• Mission HS - 3750 18th St</li> <li>• Carver ES - 1360 Oakdale Ave</li> <li>• SFUSD Central Office - 555 Franklin St</li> </ul> </li> </ul>

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3a) Required Activities	Completed / Utilized yes / no	Comments
		<ul style="list-style-type: none"> <li>Chavez ES - 825 Shotwell St</li> <li>Roosevelt MS - 460 Arguello Blvd</li> <li>Denman MS - 241 Oneida Ave</li> <li>Washington HS - 600 32nd Ave</li> <li>Lau ES - 950 Clay St</li> </ul>
How was language access provided?	YES	<p>Materials were available in 9 languages including Arabic, Chinese (simplified), Chinese (traditional), English, Filipino, Korean, Russian, Spanish, Vietnamese.</p> <p>Bilingual staff were also available to assist families and remind them to complete the Census.</p>
Did you participate in monthly meetings?	YES	We participated in statewide meetings, regional meetings and county of education meetings.

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	NO	We shared the materials available on <a href="#">Census Bureau Statistics in School</a> with all PK-12 teachers and include the information on the district webpage.
Did you participate in the train-the-trainer workshop for the curriculum?	NO	If yes, please state how many participants
Were any "poster or public service announcement contests" at the schools?	YES	<p>Please describe.</p> <p>We helped promote a local poster contest for high school students, "<a href="#">Why My Family Counts in the 2020 Census.</a>"</p>
Was an evaluation conducted?	NO	If yes, please provide any evaluation reports when completed

## 4. Narrative Report

4a) Please provide an analysis on the strategies, activities, and timelines used throughout the outreach campaign.

[What worked, what didn't work; how did you pivot?]

We were able to synthesize critical and essential information regarding the 2020 Census onto one page and made it accessible in 9 languages. This made it easier to promote the Census to our staff and families. We also pulled together other information sheets

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provided by California Complete Count, SF Counts and the US Census Bureau that helped address specific questions or concerns.

While the shelter-in-place order forced us to pivot our original outreach strategy of physically presenting Census information to students at key school sites, we were able to continue to inform families about the Census through the delivery of essential services (i.e., meals and device distribution) or digital outreach (i.e., newsletters, webpage, social media).

The California Complete Count team also continued to provide us with support through response data and up to date information on a regular basis.

4b) Please state what adjustments were made to conduct outreach during the shelter-in-place orders.

We had planned to have a number of community meetings with families and students during the spring to promote the Census. Instead of in-person group meetings focused on the Census, during shelter-in-place, we piggybacked on essential services that the county/district continued to provide families such as meals, device and hygiene kit distributions throughout San Francisco.

We were able to package food and chrome books/hot spots into jute tote bags with the California Complete Count – Census 2020 logo. We also partnered with SF Counts to package hygiene kits along with Census postcards in SF Counts canvas bags. To target outreach in the Bay View neighborhood where there is a low response rate, SFUSD staff and SF Counts Census Ambassadors distributed over 500 Census lunch bags at a meals distribution school site in the heart of Bay View.

4c) What activities, if any, do you have planned for June?

To try to address the lowest response rate in the southeast sector of San Francisco, we will continue to distribute Census lunch bags and materials during meals distribution at sites located in the Bay View.

During the summer, our Communication Office will include a Census reminder in the print newsletter publication for all county staff. The reminder will connect the current pandemic with the impact/importance of an accurate count. They will also include a similar message in the welcome back to school family newsletter.

4d) What approach(s) worked well for outreach to students and their families that could inform subsequent Census outreach efforts in school districts? Why did it work well?

Combining essential services with Census outreach to families worked well. We were able to remind families to complete the Census and tie the importance of an accurate

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count to essential services such as school meals and access to technology for education.

4e) Did the activities reach other audiences? Do you have other insights to share about the approaches?

No, the activities reached only the intended audience, staff and families in the county.

4f) Please list 3 to 5 recommendations for operations and processes for future Census outreach. Please state what could be improved and what worked well.

- Ongoing communication and coordination of Census activities within each county between county office of education, county office CBO grantees, and Census Bureau partnership specialists – we started having these meetings on our own so that teams were not stepping over each other or entering schools without permission.
- Ongoing communication with regional grantees and all county offices of education starting one year prior to Census Day – these meetings started later in the process and it would have been helpful to start earlier.
- Flexibility and support to tailor outreach plans to the needs of families within the county – Education Outreach Manager was always responsive to outreach ideas.

### 5. Please provide additional comments below

N/A