



State of California – Government Operations Agency  
 California Complete Count-Census 2020  
 400 R Street, Suite 359  
 Sacramento, CA 95811  
 www.census.ca.gov  
 (916) 852-2020

**GAVIN NEWSOM, Governor**  
**DITAS KATAGUE, Director**



## FINAL REPORT CCC-18-20030

### General Information

Date of report	November 3, 2020 (revised November 20, 2020)
Organization / Entity	City and County of San Francisco, Office of Civic Engagement & Immigrant Affairs
Responsible Person / Title	Adrienne Pon, Executive Director
Contact Person / Title	Adrienne Pon, Executive Director Melissa Chan, Office Manager
Address	1155 Market Street, 1F, San Francisco, CA 94103
Email / Phone	<a href="mailto:adrienne.pon@sfgov.org">adrienne.pon@sfgov.org</a> (415) 509.0253

### Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau’s operational adjustments?**

*(From Strategic Plan as submitted)*  
 Goal: Remove barriers and make sure every San Francisco resident is informed, engaged and motivated to participate and be counted in the 2020 Census. OCEIA has identified three focus areas for ensuring San Francisco is counted in the 2020 Census:

- Increasing accessibility
- Fostering trust
- Motivating SF Residents

San Francisco's SF Counts strategies for the 2020 Census relied heavily on the successful, grassroots community-driven mobilization efforts utilized in the 2010 Census. These strategies were developed to reach and motivate one of the largest and hardest-to-count populations in the nation. Self-response for the 2020 Census began on March 12, 2020, just four days before the COVID-19 global pandemic hit the Bay Area and San Francisco Mayor London Breed implemented one of the country's strictest shelter-in-place orders (SIP). The City and its community partners

had to quickly pivot and implement non-contact, safe distancing, and virtual outreach for the majority of the census effort.

The shelter-in-place order has remained in effect in some capacity since March 17. Fortunately, the City's swift and decisive response minimized community spread and saved lives. Unfortunately, COVID-19 had a significant effect on San Francisco's census operations and outreach.

While the goal and focus areas remained the same throughout the 2020 Census, the City and County of San Francisco, the Complete Count Committee and census grantee partners had to make significant adjustments to operations and outreach to comply with mandatory public health orders. Generally, San Francisco had planned the best use of the City's dense population and its civic spaces, such as San Francisco Public Library neighborhood branches, large community events, and Sunday Streets gatherings, for census engagement and assistance. However, COVID-19 prompted a comprehensive rethinking of all outreach strategies.

**2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).**

**Contracted partner's operations**  
**What worked well operationally?**

Coordination between the City and contracted community partners

Throughout the census effort, the City met regularly with grantees, providing guidance, tools, resources, peer experts, and space to discuss approaches that were working or that needed to be revised.

Best practice sharing between counties and with UWBA

Weekly calls with Region 3 Counties and the region's ACBO, the United Way of the Bay Area, were valuable. In particular, UWBA shared valuable data analysis each week that helped to understand progress and problem areas, and it was helpful to hear what strategies and tactics had been successful (or not) in neighboring counties.

Real-time data to target response

The up-to-date information provided daily by tract by the U.S. Census Bureau allowed the City and County of San Francisco to both target and tailor census outreach efforts as well as communicate effectively with internal stakeholders, such as lawmakers, about response progress across the City and County.

OCEIA Community Ambassador Program and Language Access Unit

OCEIA operates the Community Ambassador Program, a safety and engagement job training program. Multilingual teams of Ambassadors work every weekday to engage and inform residents, workers and visitors while acting as a safety presence in major transit and busy public corridors. Work continuity for program participants

has been a priority throughout the pandemic, and Ambassadors were able to turn to census engagement as a valuable way to engage the community. Ambassadors phone banked from home during the shelter in place order and, in the final weeks of the census, also did vital mobile questionnaire assistance in their regular work neighborhoods and for unhoused San Francisco residents. While the Community Ambassador Program was always a planned component of the SF COUNTS effort, the work and impact of the Ambassadors exceeded expectations. OCEIA's Language Access Unit (LAU), an in-house team of language specialists were able to quickly translate materials in multiple languages and help customize language nuances for different language populations.

#### Support from the State of California CCC and Census Team Leadership

Even with COVID-19 challenges, the local Area Manager and Director were always accessible, approachable and supportive.

### **What hindered the operations?**

#### Constant shifting in USCB timelines and operations

Planning SF COUNTS community outreach was very challenging because of frequent changes to the U.S. Census Bureau's timelines and operations, as well as late notice about these changes. Staff also spent considerable time addressing multiple, duplicative Census Bureau requests for training and operations space, further diminishing the City's ability to execute its own plan.

#### Need to operate virtually/remotely without warning/preparation

Like many units of local government, OCEIA was accustomed to working together in person and using technology that is not immediately accessible outside of workplace-based computer terminals. It was challenging to build and provision for a remote operation without having planned for such operations in advance

### **Contracted partner's outreach**

#### **What outreach tactics worked well?**

#### Customized social media and messaging

The SF COUNTS social media campaign was implemented in multiple phases, moving from census awareness building to motivational calls to action and participation. The social media strategy was built around a recognizable visual brand that was culturally competent, multilingual, and easily customizable for community and city partners to utilize.

SF COUNTS social media visual assets were optimized for Facebook, Twitter and Instagram posts. Visuals were dynamic and people-focused, including images of diverse faces, families, and represented hard-to-count communities. All messaging was available in four languages (English, Spanish, Chinese, Tagalog), with printed assets in 10 additional languages.

Each phase of the social media strategy shared these assets in an easy-to-navigate Social Media Toolkit Google Document and Dropbox. In addition to social media collateral, these toolkits included other related resources such as email newsletter blurbs, shareable videos, downloadable census coloring book pages, video PSAs from City and community leaders, and much more.

During the Self-Response period of the census, the SF COUNTS social media campaign one or more engaging census posts a day on OCEIA's multiple platforms (Facebook, Twitter and Instagram.) Additionally, the campaign participated in local, state and national census campaigns and days of action, such as Black Census Week, CA Census Weeks of Action, and many more.

OCEIA / SF COUNTS social accounts:  
Facebook [facebook.com/sfgov.oceia](https://www.facebook.com/sfgov.oceia),  
Twitter: @OCEIA\_SF  
Instagram: @sf\_immigrants  
YouTube: [www.youtube.com/channel/UCzSSy5R96IVV7tfml2r3STA](https://www.youtube.com/channel/UCzSSy5R96IVV7tfml2r3STA)

#### Art+Action "Come to your Census" campaign

OCEIA engaged local arts-based partner Art+Action to create a unique, vibrant campaign for the census. This work featured and lifted the work of 70 local artists in the only arts-based census campaign nationwide, using local and indigenous artists to create images that reflected the people and cultures of San Francisco. The art and messaging were featured throughout the city on billboards, bus shelters, light pole flags, a mobile billboard truck, and on walls and other public spaces.

#### Materials pickup available, including Personal Protective Equipment (PPE)

Throughout the education phase, self-response and NRFU, SF COUNTS continued to make multilingual census materials available for pickup by community partners. Materials distributed included posters, postcards, t-shirts, and giveaways as well as PPE, such as census-branded face masks (5,000 procured in partnership with Alameda County and 20,000 created by Art+Action) and State of California-provided hand sanitizer and gloves.

#### In-person canvassing and MQA

Throughout the census and especially during the final month, as San Francisco's COVID situation improved, SF COUNTS and its partners conducted in-person canvassing and mobile questionnaire assistance. This included visits to public housing sites, safe sleeping sites for unhoused residents, and physically-distant COVID-safe outdoor events to promote and enable census response.

#### Phone banking

Throughout the self-response period, SF COUNTS facilitated phone banking for Census Grantees and other volunteer groups. Supported by United Way of the Bay Area, SF COUNTS used PDI to generate call lists in targeted low-responding neighborhoods. In the final weeks of the self-response period, SF COUNTS also used CallHub to phone bank more efficiently.

COVID-safe visibility efforts, including caravans and bus tours

During the census self-response period, SF COUNTS Census Grantees conducted a car caravan that visited the Mission and Excelsior Districts of San Francisco. In addition, the San Francisco Complete Count Committee conducted two bus tour/caravan events: during the first event, OCEIA grantees across six hardest-to-count, low self-response neighborhoods hosted caravan stops ahead of a press conference at Portsmouth Square; during the second event, members of the SFCCC drove through all 11 supervisorial districts ending with a vigorous a City Hall rally,

**What hindered the outreach?**

Clearly the inability to conduct in-person assistance, community events and large group gatherings was the major outreach obstacle. Additionally, for diverse, urban areas like San Francisco, Los Angeles and New York City, outreach was challenging due to the exodus of many renters, students and families who either could no longer afford living in a high-cost City or had the ability to shelter in place outside of the City. Vacancy rates in San Francisco were estimated to be 20% during the campaign period.

**3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.**

The onset of the COVID-19 pandemic was the primary challenge to outreach work. The pandemic threw the U.S. Census Bureau timeline into disarray. It prompted public health measures that made person-to-person outreach challenging or impossible for much of the census self-response period. And it made planned awareness efforts, such as outdoor advertising, far less effective as residents sheltered-in-place.

Ultimately, the early ending of the extended timeline reduced San Francisco's ability to conduct outreach during the pandemic. Staffing and resources that originally covered up to July 2020 were scarce in the last three months (August through October). In addition, several grantees were not able to continue census outreach past the end of July, the original end date of the census, due to reduced capacity, COVID-19 impacts, and shifting organizational priorities.

**4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.**

For the City and County of San Francisco, the 2010 Self-Response rate was 68.6% (overall Mail Participation Rate 72%; in 2020, the Self-Response rate as of October 15 was 66.9%, a difference of 1.7%. We believe that the City's final self-response rate will increase after the U.S. Census Bureau removes a significant number of vacant

housing units from the total enumeration universe and adds non-ID/no address responses to the final count. The slightly lower self-response rate is attributable to several factors:

- a. Significant disruption to planned operations and outreach due to COVID-19
- b. Changes to the city's population because of the COVID-19 pandemic and its economic impacts and high out-migration of renters, students and families.
- c. Dramatically reduced NRFU operations by the US Census Bureau, including no visits to any tract with a self-response rate greater than 49% and only one mandated household visit prior to marking a property vacant (versus the planned and previously used up to six visits)
- d. Public protests and deepened distrust in government due to a pattern of unjust and racially-motivated police brutality, including the killings of George Floyd and Breonna Taylor.
- e. The chilling effect of anti-immigrant rhetoric by Trump Administration officials including an Executive Order from the President to exclude undocumented immigrants from the apportionment count
- f. Confusion among residents about how to respond to the census circumstances, for example, for college students with a San Francisco address who had returned home during shelter in place.

**5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.**

OCEIA made grants totaling \$2 million to 32 community-based organizations ("Census Grantees") that reached into hard-to-count populations to promote census awareness and engagement. Of these, 11 grants were funded by the State of California: SF Rising, A. Philip Randolph Institute (APRI), Chinatown YMCA, Good Samaritan Family Resource Center, Japantown Task Force, Northeast Medical Services, Self-Help for the Elderly, SF Labor Council, South of Market Community Action Network, Southeast Asian Community Center and Wu Yee Children's Services.

Census Grantees pursued a range of strategies to support a complete and inclusive census count. For example:

- Education
- Self-response
- NRFU
- Tabling
- Outreach events
- Phone banking
- Digital census assistance

Each of the non-profit grantees had a special focus on one or more of the hard to count communities in San Francisco. Not only were these organizations trusted by residents belonging to their respective communities, they were also able to provide census education and assistance in a culturally and linguistically competent manner. Employees of these agencies reflected the communities served and were able to relate to and identify with the challenges of hard to count communities face and were the best suited to ensuring participation and motivating people in low responding areas.

Close coordination between the City through the Office of Civic Engagement & Immigrant Affairs, the SF Complete Count Committee and community partners was at the heart of this effort. SFCCC leadership through Co-Chairs Anni Chung and Andrea Shorter was superior. The City met regularly with grantees and committee members to provide guidance, tools, resources, peer experts, and space to discuss approaches that were working or that needed to be revised.

**6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.**

San Francisco awarded 32 community grants in total using the City and State of California's investments. Key grantee partners funded by the State of California include a number of broad coalitions and individual organizations:

A. Philip Randolph Institute, Alive & Free, Chinese for Affirmative Action (Hard-to-Count), Chinese Progressive Association (SF Rising), Community Youth Center (API Council), Filipino American Development Foundation (SOMCAN), Good Samaritan Family Resource Center, Independent Arts & Media (Code Tenderloin), Japanese Community Youth Council (Japantown Task Force), Mission Neighborhood Center (SF Latino Parity & Equity Coalition), North East Medical Services, Self-Help for the Elderly, SF CLOUT, Southeast Asian Community Center, Wu Yee Children's Services, YMCA of San Francisco.

Their contributions are listed below:

- Provided census education for monolingual and limited English proficient residents as well as those with native language literacy challenges.
- Provided census education and access to digital technology for those who are unable to use a computer or do not have access to one.
- Provided culturally competent outreach to San Francisco's hard to count populations.
- Conducted Census outreach in safe sleeping sites for unhoused people.
- Conducted Census outreach at grocery and diaper distribution sites.
- Conducted census outreach in churches and shelters.
- Tabled at high traffic public areas and at outdoor fairs.
- Tabled at community centers, schools and other community focused events

- Distributed flyers and posters in low responding areas.
- Organized census phone banking to client base and low responding areas.
- Engaged in social media outreach to low responding areas and websites frequented by hard to count users.
- Gave interviews to, put ads in and created articles for ethnic media news sources including television, radio and newspapers.

The outreach described here represents only a portion of the census work done by the City and County of San Francisco. As mentioned previously, 32 community-based organizations, including five large citywide coalitions with a network of over 200 organizations, were funded to provide census education and outreach to hard-to-count communities. OCEIA also engaged in census partnerships with other city departments, media, religious organizations, and other key stakeholders throughout the county.

**7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?**

Language Access

Subject to the City and County of San Francisco's Language Access Ordinance, all materials created by the City for the 2020 Census were made available in English, Spanish, Cantonese/Mandarin and Filipino. Many of our materials were also available in Russian, Arabic, Persian, Hindi, Japanese, Khmer, Korean, Samoan, Thai and Vietnamese. This included printed materials, social media assets, digital media communications and messaging, as well as live translation support at census events. The City's Language Access Unit, housed within OCEIA, also translated census materials and information for the Region 3 ACBO, the United Way of the Bay Area.

Grantees

Cumulatively, our grantees have language capacities in all languages mentioned in the previous paragraph. Each grantee organization focused on providing services in the language appropriate for the community they worked with. Grantees often partnered together during outreach to ensure that education could be conducted in the area's most common languages.

Many of our grantee organizations specialize in outreach to low income, unhoused and senior residents, who statistically have higher rates of disability than the general population. Additionally, all outreach events were held in locations that were wheelchair accessible and every effort was made to ensure indoor sites were accessible per the ADA's recommendations.

Accessibility

The City's SF COUNTS teams partnered closely with the Mayor's Office on Disability, disability rights networks, and the Department of Aging and Adult Services (DAAS). Multiple presentations were made to the advisory and other network groups of



nonprofits that serve the disability community in San Francisco. In addition, the City provided a grant to Senior Disability Action and other organizations to coordinate outreach.

While in-person outreach was largely impossible because of public health restrictions during the self-response period, the City's Census Week of Action did include census assistance events. These were all accessible and participants included many individuals with physical disabilities.

**8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.**

Impact stories:

1) In August, in partnership with a neighboring housing development, OCEIA's staff participated in a backpack giveaway. Community members were encouraged to participate in the 2020 Census after they received their backpack. A mother of three came to the event because she recently lost everything in a fire. One of her daughters aspires to be a writer and had been writing play scripts for at least five years. All of this was lost in the fire. The mother was inspired by her daughter to participate in the 2020 Census because she felt that the federal dollars to support her daughter's Chinese Immersion school, would help her daughter achieve her goal of becoming a playwright.

2) One of our City outreach workers related a conversation she had with a resident in a food pantry line. When asked if she had completed her census survey, the woman looked gravely at the worker, saying that the census had nothing to do with her. Eventually, the resident started sharing intimate stories about her life and her journey to the United States, shared hardships as immigrants. The worker and resident spent more time talking about how it matters to complete the census and eventually, the resident completed her census.

3) A patient brought an older version of a census flyer (before the end dates changed) to the clinic asking if the City helped patients complete the Census. The patient was confused about the deadline, after hearing on TV that the deadline was the end of October, but heard elsewhere that the deadline was September. Staff gave the patient the correct information and they filled out the census at home.

4) A family (husband and wife) stated that they were in the process of sponsoring another family's immigration and did not want to complete the census for fear of interfering with that process. A City census worker explained that filling out the census form would not jeopardize the process and completed their census online using the worker's tablet.

5) At events in Civic Center Plaza and the Bayview, several seniors in their late 70s and 80s told a census volunteer that this was the first time they had completed a census survey.

6) During the bus caravan stop in the Mission, a senior man in a wheelchair proudly told the Executive Director that he had completed his census form and thanked the Complete Count Committee members who had stopped to ask him how he was doing. He said he had cancer and was very vulnerable but was happy to do his part to support hospitals, social services and his community.







**GET COUNTED, SAN FRANCISCO!**  
**2020 CENSUS WEEK OF ACTION**

**Citywide Census Caravan & Rally!**

**Tuesday, September 29th**

**9:00 am-** Census Caravan begins its route to every San Francisco District  
**1:15 pm-** SF Counts Week of Action Rally at Civic Center Plaza begins!

**GET HELP DOING THE CENSUS!**  
RECIBE AYUDA PARA HACER EL CENSO  
獲取幫助完成人口普查問卷  
KUMUHA NG TULONG SA PAGSAGOT NG SENSUS

SF COUNTS is a campaign of the City & County of San Francisco Office of Civic Engagement & Intergroup Affairs. More: [sf.gov/census](https://sf.gov/census)



9) Please add any suggestions for the 2030 Census efforts, including timelines.

- a. In the development of outreach strategies and materials, try to understand and engage in a culturally competent way with hard-to-count populations. This includes developing materials and images that accurately reflect the targeted communities (not stock images), hiring outreach workers with experience working with hard-to-count groups, and engaging communications firms with experience successfully matching tactics with target local audiences.

- b. Train community-based organizations on the census process six months in advance of the availability of questionnaires on what to expect when US Census Workers start their operations.
- c. Identify area organizers that encompass more than community-based organizations- close coordination between the US Census Bureau, State and local municipalities is key to avoid duplication, redundancies, and waste of resources.
- d. Engage community partners and develop a statewide plan and communication strategy early on. Do not duplicate ads and images created by the US Census Bureau- develop a "We are California" campaign.
- e. Make every effort to ensure that, if a pandemic or public emergency occurs, public health measures and protocols are already established to keep residents, workers and volunteers safe. This includes educating US Census Bureau workers about respecting and complying with local health orders.

## Attachments

---

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

- a) SwORD uploads of completed activities-yes
- b) Updated list of subcontractors- yes
- c) Evaluations or analytical reports, if any- yes
- d) Sample products\*- yes

Social Media toolkit:

<https://bit.ly/sfcountstoolkit2> ,

Videos: <https://pl-pl.facebook.com/sfgov.oceia/videos/sf-counts-for-the-2020-census/2180739778896627/>

**YouTube:** <https://youtu.be/0Wz2c DuLRk>

<https://www.youtube.com/watch?v=LjQWjBTU9zc>

\* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

## Submission

---

City and County of San Francisco

Please submit your final report and attachments no later than November 16, 2020 to: [outreach@census.ca.gov](mailto:outreach@census.ca.gov) with a copy to the RPM/contract manager. Please include your organization name in the subject line.

Grantee	Total Grant	State Funds	City Funds
A. Philip Randolph Institute	\$510,000	\$160,000	\$350,000
Alive & Free*	\$1,333,469	\$516,263	\$817,206
Chinese for Affirmative Action (Hard-to-Count)	\$45,000	\$25,000	\$20,000
Chinese Progressive Association (SF Rising)	\$350,000	\$200,000	\$150,000
Community Youth Center (API Council)	\$150,000	\$25,000	\$125,000
Filipino American Development Foundation (SOMCAN)	\$35,000	\$15,000	\$20,000
Good Samaritan Family Resource Center	\$35,000	\$15,000	\$20,000
Independent Arts & Media (Code Tenderloin)	\$60,000	\$20,000	\$40,000
Japanese Community Youth Council (Japantown Task Force)	\$35,000	\$15,000	\$20,000
Mission Neighborhood Center (SF Latino Parity & Equity Coalition)	\$150,000	\$25,000	\$125,000
North East Medical Services	\$35,000	\$15,000	\$20,000
Self-Help for the Elderly	\$35,000	\$15,000	\$20,000
SFCLOUT	\$160,000	\$35,000	\$125,000
Southeast Asian Community Center	\$35,000	\$15,000	\$20,000
Wu Yee Children's Services	\$35,000	\$15,000	\$20,000
YMCA of San Francisco	\$67,000	\$18,000	\$49,000

\*Fiscal Sponsor for SF Counts and San Francisco Complete Count Committee

# SF COUNTS 2020 census

Total Outreach by State/City Funded Grantees	Totals
Total census survey completion:	16,436
Census completion through in-person assistance:	3,045
Census completion through digital assistance:	3,535
Census completion through phone assistance:	9,856
Total virtual and in-person events:	170
Total outreach (by type):	
Phone banking:	320,137
Social media:	331,009
Food, meal, diaper distribution outreach:	24,879
Virtual and in-person events:	3,954
Door hangers, flyers, handouts, etc.:	41,256
Other	53,062
Total Individuals touched:	774,297



Grantee	State Funds	Total Number of Individuals Touched	Language Competencies	Specific roles and responsibilities where, i.e. number of individuals or households touched, language and or HTC demographic represented etc.
A. Philip Randolph Institute	\$160,000	March 2020 - October 2020: 129693	Mandarin, Cantonese, Spanish	Door-to-door canvassing in San Francisco's hard-to-reach communities, particularly those in District 10, public housing sites, and those who are un- or under-employed
Alive & Free	\$516,263		English	Fiscal sponsor for SF Art+Action multilingual arts-based campaign and fiscal sponsor for SFCCC
Chinese for Affirmative Action (Hard-to-Count)	\$25,000	July 2020 - October 2020: 5926	Cantonese, Mandarin	Outreach to limited English proficient and monolingual Chinese immigrants to increase community participation. Provide culturally relevant in-language education and engagement on the census through workshops, presentations, information sessions, one-on-one direct services, census clinics and materials distribution.
Chinese Progressive Association (SF Rising)	\$200,000	March 2020 - June 2020: 23,928	Spanish, Mandarin, Cantonese, Amharic, Arabic, Tagalog, Tigrinya	Grassroots community canvassing (door-to-door outreach, phone banking, and delivering of door hangers) in hard-to-reach communities in San Francisco, including Bayview/Hunters Point, Chinatown, Excelsior, Mission, South of Market, Tenderloin, Visitacion Valley, and Western Addition.
Community Youth Center (API Council)	\$25,000	July 2020 - October 2020: 552	Cantonese, Mandarin, Tagalog	Organize and facilitate a citywide outreach strategy in coalition to maximize the participation of hard-to-count API community members.
Filipino American Development Foundation (SOMCAN)	\$15,000	July 2020 - October 2020: 45,451	Tagalog	Coordinate and organize outreach and education efforts for the Filipino community. Facilitate partnerships with Filipino community-based organizations, college organizations, neighborhood associations, arts organizations and grassroots organizations to coordinate efforts to increase Filipino participation.
Good Samaritan Family Resource Center	\$15,000	July 2020 - October 2020: 25,456	Spanish	Provide census outreach and education to parents of school aged children, youth and immigrant families. Conduct outreach and education at immigrant service locations primarily in the Bayview and Mission neighborhoods.

# SF COUNTS 2020 census

Independent Arts & Media (Code Tenderloin)	\$20,000	July 2020 - October 2020: 40,684	English	Outreach and education to targeted populations in the Tenderloin and surrounding neighborhoods. Targeted populations include the unhoused/homeless, group housed, single resident occupancy, public and affordable housing residents.
Japanese Community Youth Council (Japantown Task Force)	\$15,000	July 2020 - October 2020: 2,409	Japanese, Korean	Outreach, educate, and close the digital divide in target population especially monolingual seniors and families with a strong distrust of our government. Efforts targeted on Japantown and target population composed of seniors, youth, adolescents, children, middle aged, monolingual families, low-income families and new rental residents living in the area.
Mission Neighborhood Center (SF Latino Parity & Equity Coalition)	\$25,000	July 2020 - October 2020: 20,327	Spanish	Use the diversity, capacity and quality of 20+ Latinx-led and Latinx serving member agencies in Health & Wellness, Housing, Arts & Culture, Education and Workforce to reach the Hard to Count (HTC) Latinx Community in 5 key neighborhoods, Mission, Excelsior, Bayview, Tenderloin and Visitacion Valley.
North East Medical Services	\$15,000	July 2020 - October 2020: 14,370	Cantonese, Mandarin, Vietnamese, Korean,	Target the least likely to respond and hard-to-count communities within NEMS' patient population, and provide outreach and education on the census.
Self-Help for the Elderly	\$15,000	July 2020 - October 2020: 7,982	Cantonese, Mandarin, Tagalog	Conduct an on-the-ground, community-based campaign to reach and educate the most vulnerable hard-to-count senior populations who are ethnic minorities, immigrants/refugees, low income, monolingual, limited English Proficient, limited/no digital literacy, limited/no internet access, public benefits recipients, renters, SRO residents, unemployed, or veterans.
SFCLOUT - SF Labor Council	\$35,000	July 2020 - October 2020: 6,523	Spanish, Tagalog, Cantonese, Mandarin, Vietnamese	Encourage union families to participate in the census through education and outreach by trusted organizers and labor centered messaging. Bridge the digital divide by offering workshops and in house access to the online census form.
Southeast Asian Community Center	\$15,000	July 2020 - October 2020: 9,692	Cantonese, Mandarin, Vietnamese	Increase participation through education and increased motivation amongst our community members. Targeted population are Southeast Asians living in the Tenderloin Little Saigon neighborhood who are Limited English Proficient (LEP). Almost all live-in multi-unit housing, low-income housing, overcrowded and/or non-familial housing, and almost all residents are renters.

# SF COUNTS ★2020 census

Wu Yee Children's Services	\$15,000	July 2020 - October 2020: 17,364	Cantonese, Mandarin, Spanish	Provide census education to low-income and immigrant populations city-wide, particularly in the hardest to reach neighborhoods of Chinatown, Western Addition, Tenderloin, Bayview Hunters Point, OMI-Excelsior, and Visitacion Valley/Sunnydale.
YMCA of San Francisco	\$18,000	July 2020 - October 2020: 344	Cantonese, Mandarin, Spanish	Outreach and provide education to the YMCA's members and participants in community programs.
<b>TOTAL STATE FUNDS:</b>	<b>\$1,129,263</b>			

# SF COUNTS <sup>★</sup>2020 census

## CAMPAIGN ASSETS



# SOCIAL MEDIA EDUCATION PHASE

Released September 2019



**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.

**SF COUNTS** ★ 2020 census

**The Census is about representation**

Filling out the Census is a way to make sure your family and community is counted, heard, and visible: in Congress, elections, and local services and programs.



**SF COUNTS** ★ 2020 census

**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.



**SF COUNTS** ★ 2020 census



**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.

**SF COUNTS** ★ 2020 census

Full suite of social media graphics optimized for Facebook, Instagram and Twitter. Graphics and toolkit were available in English, Chinese, Spanish, Filipino and Russian. Featuring diverse, relatable graphics, with motivational messaging for HTC communities.

**The Census gets your voice heard**

Participating in the Census is an important way to make sure that you, your family and your community's voice is heard by our leaders.



**SF COUNTS** ★ 2020 census

**SF COUNTS** ★ 2020 census

# SOCIAL MEDIA ACTION PHASE

**Tus respuestas importan. Tu estado de inmigración no.**



**無論你在何處居住或如何生活，你都可以參與人口普查。**



**Wala ba kayong address? Kabilang pa rin kayo.**



**Released March 2020**

**On the phone.  
In the mail.  
Online.  
On you!**



Full suite of social media graphics optimized for Facebook, Instagram and Twitter. Graphics and toolkit were available in English, Chinese, Spanish, Filipino and Russian. Featuring diverse, relatable graphics, with motivational messaging for HTC communities.

**SF COUNTS** ★ 2020 census

# SOCIAL MEDIA ACTION PHASE

## COVID-19 specific messaging

The 2020 Census  
still needs  
you.



2020年人口普  
查」仍需要您。



El Censo del 2020  
todavía te  
necesita.



Kailangan tayo ng  
2020 Sensus.



SF COUNTS ★ 2020 census

# SOCIAL MEDIA ACTION PHASE

June-September 2020



Your **Census** answers matter.  
Your **immigration** status does not.

SF COUNTS ★2020 census



Hablando Census 2020 con Eduardo Garcia (Latino Community Foundation) y Rodrigo Molina (OCEIA)

SF COUNTS ★2020 census

Facebook YouTube Instagram Twitter



Ask Me Anything:  
**2020 Census**  
with Robert Clinton

What do you want to know about the 2020 Census?

April 1, 2020 at 1PM PST  
Tune in via Instagram LIVE on @ybca's profile

DM @ybca to submit questions you have about the Census.

SF COUNTS ★2020 census

OCEIA ART & ACTION



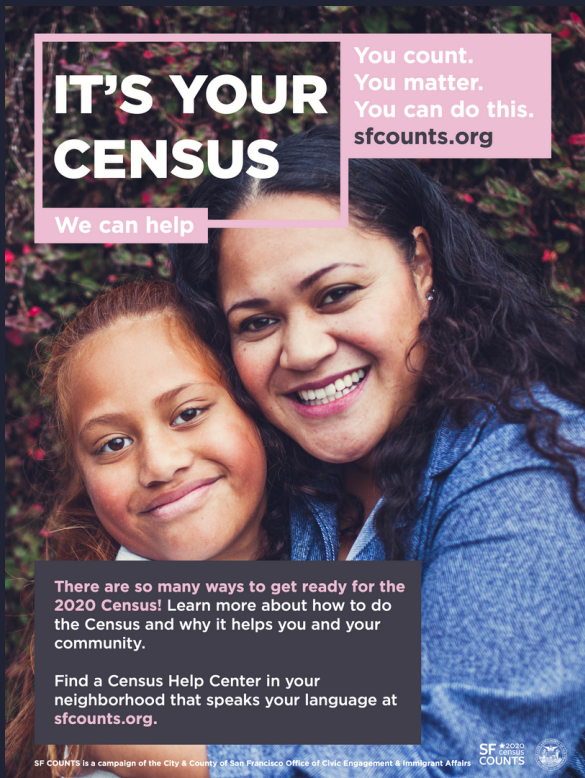
Count yourself in for a better future.  
**Do the 2020 Census.**

SF COUNTS ★2020 census

SF COUNTS ★2020 census



# SF COUNTS PRINTED ASSETS



SF COUNTS posters and postcards were printed and available to City and community partners in English, Spanish, Chinese, and Filipino, with several different targeted messages for HTC audiences. All materials were available in 10 additional languages in ready-to-print digital form.

# OTHER ASSETS ACTION PHASE

**A Special Census Message from San Francisco Mayor London N. Breed**  
Voiceovers in Spanish, Chinese and Filipino



A Special Census Message  
from  
San Francisco Mayor London N. Breed



**OCEIA**  
SAN FRANCISCO OFFICE OF  
CIVIC ENGAGEMENT  
& IMMIGRANT AFFAIRS

**SF** ★2020  
census  
COUNTS



**The Voiceless Documentary**

+

**My Black Census PSA**

Video assets focused on the  
Black, African American, and all  
POC communities in SF

## **LGBT Folks and the Census PSA**

Produced in partnership with the **SF Office of Transgender Initiatives**, this PSA addressed questions and concerns LGBTQ+ communities had about the census .

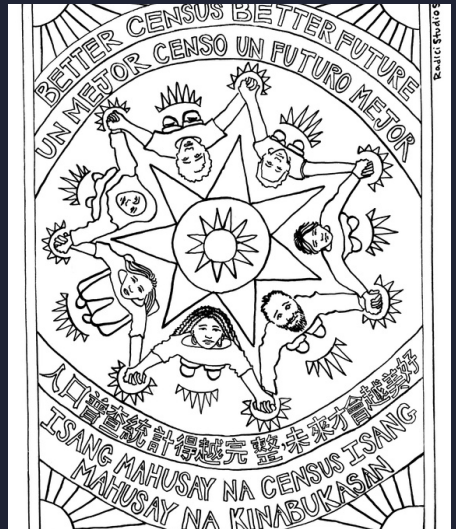
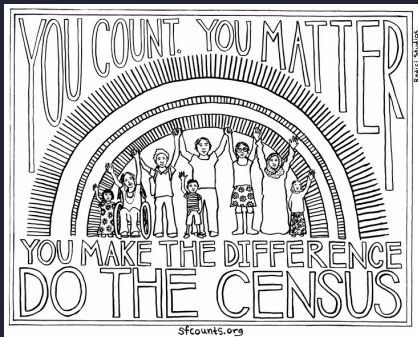
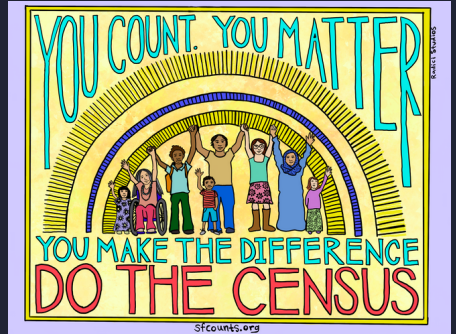
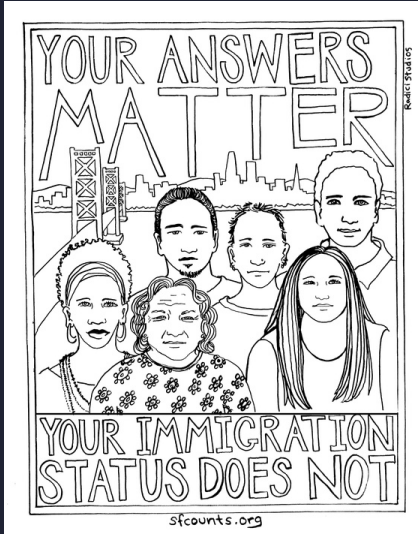
**LGBTQ Folks  
& The Census**



**SF COUNTS** ★2020  
census

# OTHER ASSETS ACTION PHASE

San Francisco coloring book pages with multilingual, custom messages by local artist Radici Studios




# OTHER ASSETS ACTION PHASE

## sfcounts.org campaign website

The screenshot displays the SF COUNTS 2020 census website. At the top, there are navigation links for "Español", "中文", and "Filipino", and "About SF Counts", "Census FAQ", and "Community Resources". The main heading reads "GET CENSUS HELP Find a San Francisco Census Help Center in your neighborhood." Below this is a search bar and a filter section. The filter section includes a "LANGUAGE FILTER" and a "SPECIAL FOCUS FILTER" with checkboxes for "LGBTQ+", "Homelessness", and "Accessibility". Two results are shown: "A. Philip Randolph Institute" and "Acción Latina". To the right of the filters is a map of San Francisco with various neighborhoods labeled and blue location pins indicating help centers. The map labels include: CLIFF, UTER HMOND, CHMO DISTRICT, INNER SUNSET, COLE VALLEY, THE STRO, HAIG, ASHBURY, HAYES VALE, WEST ADDITION, LOWER PACIFIC HEIGHTS, PACIFIC HEIGHTS, PRESIDIO HEIGHTS, MARINA DISTRICT, COW HOLLOW, MARINA BLVD, NORTH BEACH, FINANCIAL DISTRICT, SOMA, CHINA BASIN, SOUTH BEACH, and DOGPATCH.

Accessible and mobile-friendly website created for San Francisco residents to easily find our SF COUNTS community partners to get help with the 2020 Census. Features included: multilingual Census FAQ, interactive "Census Help Center" map, community resources and more.

# ART+ACTION ARTS-BASED CAMPAIGN



**COME  
TO YOUR  
CENSUS,  
S.F.**

9 questions.  
10 minutes.  
\$20,000.  
Claim your fair share  
at [my2020Census.gov](http://my2020Census.gov).



**COME TO  
YOUR  
CENSUS,  
BAYVIEW.**

9 questions, 10 minutes, \$20,000.  
It's time to get your fair share.  
[www.CountsSF.gov](http://www.CountsSF.gov)



**COME TO  
YOUR  
CENSUS,  
S.F.**

9 questions.  
10 minutes.  
\$20,000. Claim  
your fair share at  
[my2020Census.gov](http://my2020Census.gov).



# ART+ACTION ARTS-BASED CAMPAIGN



# SF COUNTS

<b>Census outreach phone banking</b>	
Conducted manually by City and County of SF staff between August 1 and October 15, 2020	
Total numbers distributed	36,532
<b>Census conversion phone banking</b>	
Conducted using CallHub, in partnership with UWBA, between September 24 - October 15, 2020	
Total calls	10,679
Voicemails left	3,120
Connections (pickups)	993
No answer/bad number	6,566
<i>Of the connections...</i>	
Already completed the census	578
Had not completed the census/not sure	234
<i>Of those who had not completed the census/were not sure...</i>	
Direct patch-through to census phone line	37
Additional commitments to complete the census online	65



# SF ★ 2020 census COUNTS

**SF COUNTS MESSAGING TOOLKIT  
FOR CENSUS GRANTEE PARTNERS**

**AUTUMN 2019: EDUCATION PHASE**

*Revised: with multilingual messages*



# SF COUNTS

## ABOUT SF COUNTS

The City and County of San Francisco (the City) is fully committed to ensuring that every San Francisco resident is counted in the 2020 Census. The City's SF COUNTS collaborative campaign is based on the belief that a successful count in San Francisco is only possible if the approach is community-driven, grassroots, culturally-competent, and reflective of San Francisco's diverse populations. SF COUNTS is a campaign of the [SF Office of Civic Engagement & Immigrant Affairs](#).

## ABOUT THIS TOOLKIT

SF COUNTS is committed to removing barriers to ensure every San Francisco resident is informed, engaged and motivated to participate and be counted in the 2020 Census. As an OCEIA grantee partner, we believe you are a trusted messenger who knows the communities you serve best. Use this toolkit to help guide your best practices on messaging the importance of participating in the 2020 Census to your constituents.

On the road to the 2020 Census, we are in the **education phase (August-December 2019)** of messages to community.

In this toolkit, you will find:

1. A list of national, state and local **resources** for sharing information about the 2020 Census with your community. Take advantage of the information that already exists! Please utilize these fact sheets and resources for your organization's own educational outreach. We recommend creating a communications plan with relevant staff in your organization.
2. Recommended **social media accounts** to follow! These accounts are sharing content on the 2020 Census already. Share their content, borrow messaging or learn best practices for digital engagement!
3. **SF COUNTS campaign** [sample messaging and social media graphics](#) to post and share from your organization's social accounts, newsletters, emails and more!

## RESOURCES

### National

#### Census Bureau

- [Fact Sheets](#)
- [Infographics & Visualizations](#)
- [Census Bureau Photos](#)
- [2020 Census at a Glance](#)

#### Count Us In 2020

- [Census 101](#) (Community member focused):
- [AANHPI focused resources](#), (helpful for all communities)
- [Partner resources](#) (Extensive list of resources)

#### Hagase Contar

- [Latinx focused resources](#), (helpful for all communities)
- How the Census Works [video](#)

#### Census Counts

- Counting Everyone in the Digital Age [webinar series](#)
- Digital Organizing [tools and trainings](#)

#### Count the Nation

- Various collected [resources and fact sheets](#)

#### Rock the Vote: We Count

- [Video and pledge](#)

### State/Regional

#### California Complete Count

- Shareable [social media graphics](#)
- [Resource Toolkit](#)

#### United Way Bay Area

# SF COUNTS

## SOCIAL MEDIA ACCOUNTS

### National

U.S. Census Bureau | [Facebook](#) | [Twitter](#) | [Instagram](#)

2020 Census Counts | [Twitter](#)

Count the Nation | [Facebook](#) | [Twitter](#) | [Instagram](#)

Rock the Vote | [Facebook](#) | [Twitter](#) | [Instagram](#)

NALEO Educational Fund | [Facebook](#) | [Twitter](#) | [Instagram](#)

### State

CA Complete Count | [Facebook](#) | [Twitter](#) | [Instagram](#)

California Census | [Facebook](#) | [Twitter](#) | [Instagram](#)

United Ways of California | [Facebook](#) | [Twitter](#)

PICO California | [Facebook](#) | [Twitter](#) | [Instagram](#)

### Local

United Way Bay Area | [Facebook](#) | [Twitter](#) | [Instagram](#)

SF Office of Civic Engagement & Immigrant Affairs: [Facebook](#) | [Twitter](#) | [Instagram](#)

Art + Action | [Facebook](#) | [Instagram](#)

# SF COUNTS

## SF COUNTS SAMPLE MESSAGING

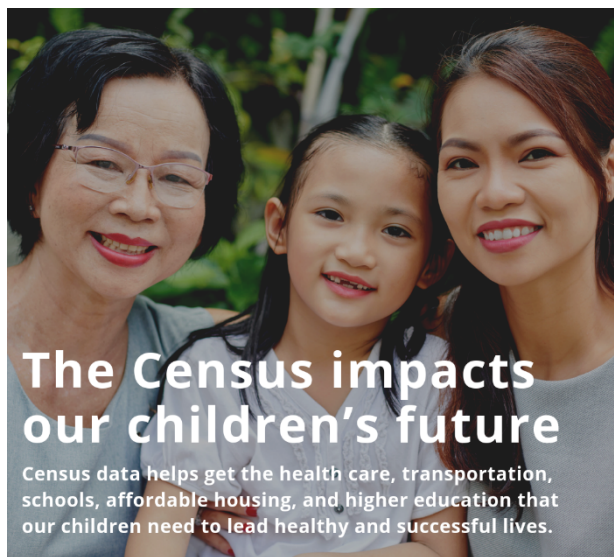
### The Census impacts our children's future

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



### 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.



SF COUNTS 

### The Census gets us resources for 10 years

Census data helps fund programs for students like Title 1, Special Education grants, Pell Grants, Head Start, and other critical educational programs.



SF COUNTS 

[Access and download ALL SF COUNTS graphics here](#)

# SF COUNTS

## SF COUNTS SAMPLE MESSAGING

Below are **SF COUNTS** campaign sample messaging to post and share from your organization's account. OCEIA will be posting these over the course of September-December 2019, and your organization can also share from our accounts.

Please note, the square graphic (800 x 800 px) is best used for Facebook and Instagram posts, while the rectangular graphic (1024 x 512 px) is ideal for Twitter. [Access and download ALL SF COUNTS graphics here.](#)

These sample messages mirror the same content reflected in the graphics. Organizations are encouraged to modify and customize messages that would better speak to their constituents and communities.

## Sample Messages for Twitter, Facebook and Instagram

Did you know Census data helps get the health care, transportation, schools, affordable housing, and higher education that our children need to lead healthy and successful lives? **#SFCounts #2020Census**

The Census has real results for all of us. When you participate in the Census, you do your part to make sure federal dollars \$\$\$ go to local hospitals, social services, affordable housing, transportation and so much more. **#SFCounts #2020Census**

Do you want your voice heard? Participating in the Census is an important way to make sure that you, your family and **[San Francisco or insert specific neighborhood/community here]**'s voice is heard by our leaders. **#SFCounts #2020Census**

Did you know Census data is used to determine not only federal funding for programs and services here in San Francisco, but also your equal representation in government? Get your voice heard, and spread the word about the **#2020Census** today! **#SFCounts**

The Census gets San Francisco resources for the next 10 years! This includes funds \$\$\$ for programs that help students like: Title 1, Special Education grants, Pell Grants, Head Start, and other critical educational programs. **#SFCounts #2020Census**

Filling out the Census is a way to make sure your family and community is counted, heard, and visible: in Congress, elections, and local services and programs. Let your community know that the **#2020Census** is coming! **#SFCounts**

Did you know that filling out your Census form helps San Francisco get funds \$\$\$ for local transportation, health care, schools, affordable housing, and higher education that have REAL benefits for our community. **#SFCounts #2020Census**

# SF COUNTS

## SF COUNTS MULTILINGUAL MESSAGING

### Maapektuhan ng Census ang kinabukasan ng ating mga kabataan

Nakakatulong ang census data sa pagtalaga ng pangangalaga ng kalusugan, transportasyon, mga paaralan, abot-kayang pabahay, at mataas na edukasyon (higher education) na kinakailangan ng ating mga kabataan par mamuhay sila na malusog at matagumpay.



### 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。

SF COUNTS 



### 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.

SF COUNTS 

[Access and download ALL SF COUNTS graphics here](#)

# SF COUNTS

## SF COUNTS MULTILINGUAL MESSAGING

Below are **SF COUNTS campaign sample messaging** in Chinese (Traditional), Spanish, Filipino and Russian, preceded by the English equivalent for ease of reference. Hashtags have **not** been translated.

These multilingual sample messages may not be literal, but are translated for meaning. If you have the capacity to modify and customize messages that would better speak to their constituents and communities, please feel free to do so.

## Sample Messages for Twitter, Facebook and Instagram

### Color key:

English | **Chinese** | **Spanish** | **Filipino** | **Russian**

1.

Did you know Census data helps get the health care, transportation, schools, affordable housing, and higher education that our children need to lead healthy and successful lives? **#SFCounts #2020Census**

您是否了解人口普查數據能幫助獲取健康護理、交通、學校、可負擔房屋以及高等教育等方面的撥款，讓我們的兒童過上健康而成功的人生？**#SFCounts #2020Census**

¿Sabías que los datos censales ayudan a nuestros niños a recibir el cuidado de salud, transporte, escuelas, vivienda asequible y educación superior que necesitan para vivir una vida exitosa y saludable? **#SFCounts #2020Census**

Alam nyo ba na ang Sensus data ay nakakatulong sa pagkuha ng pangangalaga sa kalusugan, transportasyon, mga paaralan, abot-kayang pabahay, at mataas na paaralan na kailangan ng ating mga kabataan upang mamuhay ng malusog at matagumpay? **#SFCounts #2020Census**

Знаете ли вы, что данные переписи помогают получить медицинскую помощь, транспорт, школы, доступное жилье и высшее образование, которое необходимо нашим детям для здоровой и успешной жизни? **#SFCounts #2020Census**

# SF COUNTS

## 2.

The Census has real results for all of us. When you participate in the Census, you do your part to make sure federal dollars \$\$\$ go to local hospitals, social services, affordable housing, transportation and so much more. **#SFCOUNTS #2020Census**

人口普查擁有我們所有人的真實普查結果。您參與人口普查，做好自己的部分，有助於確保聯邦的資金撥往本地醫院、社會服務、可負擔房屋、交通以及更多方面。 **#SFCOUNTS #2020Census**

El censo nos ofrece resultados concretos a todos. Cuando participas en el censo, haces tu parte para asegurar que los fondos federales \$\$\$ vayan a los hospitales, servicios sociales, viviendas asequibles, transporte y mucho más en tu localidad. **#SFCOUNTS #2020Census**

May totoong epekto ang Sensus para sa ating lahat. Ang pagsali ninyo sa Sensus ay nakakatulong sa paninigurado na mapunta ang pederal na pera sa lokal na ospital, serbisyong panlipunan, abot-kayang pabahay, transportasyon, at iba pa. **#SFCOUNTS #2020Census**

Перепись имеет реальные результаты для всех нас. Когда Вы участвуете в переписи, Вы вносите свою долю, чтобы убедиться, что федеральные доллары \$\$\$ идут в местные больницы, социальные услуги, доступное жилье, транспорт и многое другое. **#SFCOUNTS #2020Census**

## 3.

Do you want your voice heard? Participating in the Census is an important way to make sure that you, your family and [San Francisco or insert specific neighborhood/community here]'s voice is heard by our leaders. **#SFCOUNTS #2020Census**

您是否希望您的聲音能被聽到？參與人口普查是一個重要的途徑，可確保我們的領導者能聽到您、您的家人以及三藩市的聲音。 **#SFCOUNTS #2020Census**

¿Quieres que te escuchen? La participación en el censo es una manera importante para asegurar que tú, tu familia y la voz de San Francisco la escuchen nuestros gobernantes. **#SFCOUNTS #2020Census**

Nais ba ninyong mapakinggan? Ang pagsali ninyo sa Sensus ay mahalagang paraan para siguraduhin na tayo, ang pamilya natin, at ang boses ng San Francisco ay napakikinggan ng ating mga pinuno. **#SFCOUNTS #2020Census**

Вы хотите, чтобы Ваш голос был услышан? Участие в переписи является важным способом убедиться, чтобы Ваш голос, голос Вашей семьи и голос [Сан-Франциско или or insert specific neighborhood/community her] был услышан нашими лидерами. **#SFCOUNTS #2020Census**



# SF COUNTS

## 4.

Did you know Census data is used to determine not only federal funding for programs and services here in San Francisco, but also your equal representation in government? Get your voice heard, and spread the word about the **#2020Census** today! **#SFCOUNTS**

您是否了解人口普查數據，不僅用於確定提供給三藩市計劃和服務的聯邦撥款，也用於確定您在政府所具有的平等代表權？讓您的聲音被聽見，現在起請廣傳人口普查！**#SFCOUNTS #2020Census**

¿Sabías que los datos del censo se usan para determinar no solo el financiamiento federal de programas y servicios aquí en San Francisco, sino tu representación igualitaria en el gobierno? ¡Haz que se escuche tu voz y difunde el mensaje del censo! **#SFCOUNTS #2020Census**

Alam ba ninyo na ginagamit ang Sensus data, hindi lamang sa pagpondo sa mga programa at serbisyo dito sa San Francisco, pero pati rin sa patas na representasyon natin sa gobyerno? Iparinig ang inyong boses, at ipaalam ang Sensus ngayon mismo! **#SFCOUNTS #2020Census**

Знаете ли Вы, что данные переписи используются для определения не только федерального финансирования программ и услуг в Сан-Франциско, но и вашего равного представительства в правительстве? Сделайте так чтобы Ваш голос был услышан, и распространите информацию об **#2020Census** сегодня! **#SFCOUNTS**

## 5.

The Census gets San Francisco resources for the next 10 years! This includes funds \$\$\$ for programs that help students like: Title 1, Special Education grants, Pell Grants, Head Start, and other critical educational programs. **#SFCOUNTS #2020Census**

人口普查數據可幫助學生資助的計劃，別教育補助金、Pell 助學金、「啟蒙計劃」，以及其它重要的教育計劃。**#SFCOUNTS #2020Census**

¡El censo trae recursos a San Francisco por los próximos 10 años! Esto incluye fondos \$\$\$ para programas que ayudan a los estudiantes como las becas del Título 1, becas federales Pell, Head Start y otros programas educativos importantes. **#SFCOUNTS #2020Census**

Nabibigyan ng Sensus ang San Francisco ng pondo para sa susunod na 10 taon! Kasali dito ang pondo para sa mga programa na tumutulong sa mga estudyante, katulad ng: Title 1, Special Education grants, Pell Grants, head Start, at iba pang kritikal na mga programang pang-edukasyon.

Перепись получает ресурсы Сан-Франциско на ближайшие 10 лет! Это включает в себя средства \$\$\$ за программы, которые помогают студентам, как: Раздел 1, Специальное образование гранты, Пелл гранты, Head Start, и другие критические образовательные программы. **#SFCOUNTS #2020Census**

# SF COUNTS

6.

Filling out the Census is a way to make sure your family and community is counted, heard, and visible: in Congress, elections, and local services and programs. Let your community know that the **#2020Census** is coming! **#SFCOUNTS**

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。讓您的社區了解到 年人口普查即將來臨！

Completar el censo asegura que tu familia y comunidad sean contadas, escuchadas y visibles en el congreso, las elecciones y los servicios y programas locales. ¡Avísale a tu comunidad que el censo 2020 se aproxima! **#SFCOUNTS #2020Census**

Ang pagkumpleto sa Sensus ay isang paraan sa pagsigurado na ang ating pamilya at komunidad ay nabibilang, naririnig, at nakikita: sa Kongreso, eleksyon, at mga lokal na serbisyo at programa. Ipaalam sa inyong komunidad na parating na ang 2020 Sensus! **#SFCOUNTS**

Заполнение переписи поможет убедиться, что Ваша семья и сообщество будут посчитаны и услышаны: в Конгрессе, выборах и местных услугах и программах. Пусть ваше сообщество знает, что **#2020Census** идет! **#SFCOUNTS**

7.

Did you know that filling out your Census form helps San Francisco get funds \$\$\$ for local transportation, health care, schools, affordable housing, and higher education that have REAL benefits for our community. **#SFCOUNTS #2020Census**

您是否了解填寫人口普查表，可幫助三藩市取得實際惠及我們社區的本地交通、健康護理、學校、可負擔房屋，以及高等教育等方面的撥款。 **#SFCOUNTS #2020Census**

¿Sabías que cuando completas tu formulario del censo ayudas a San Francisco a recibir fondos \$\$\$ para transporte, cuidado de salud, escuelas, vivienda asequible y educación superior locales? los cuales tienen VERDADEROS beneficios para nuestra comunidad. **#SFCOUNTS #2020Census**

Alam ba ninyo na ang pagkumpleto ng inyong Sensus form ay nakakatulong sa San Francisco na makakuha ng pondo para sa transportasyon, pangangalaga sa kalusugan, abot-kayang pabahay, at mataas na edukasyon na mayroong TUNAY na benepisyo para sa ating komunidad. **#SFCOUNTS #2020Census**

Знаете ли вы, что заполнение формы переписи помогает Сан-Франциско получить средства \$\$\$ на местный транспорт, здравоохранение, школы, доступное жилье, и высшее образование и выгоды для нашего сообщества. **#SFCOUNTS #2020Census**

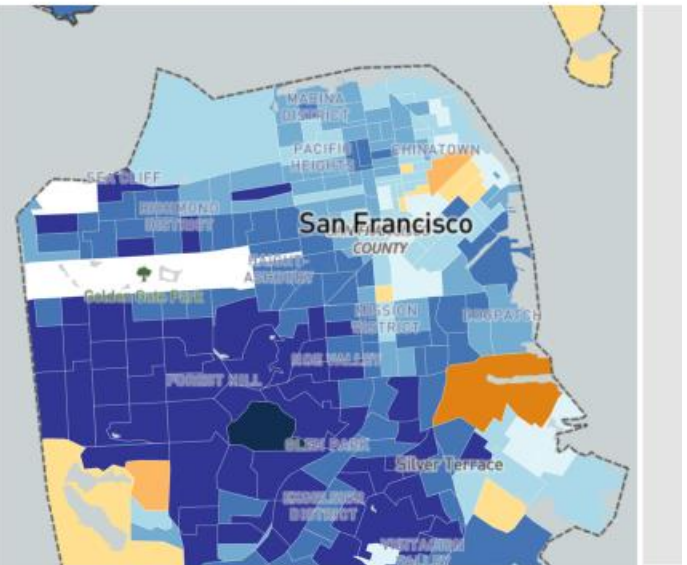
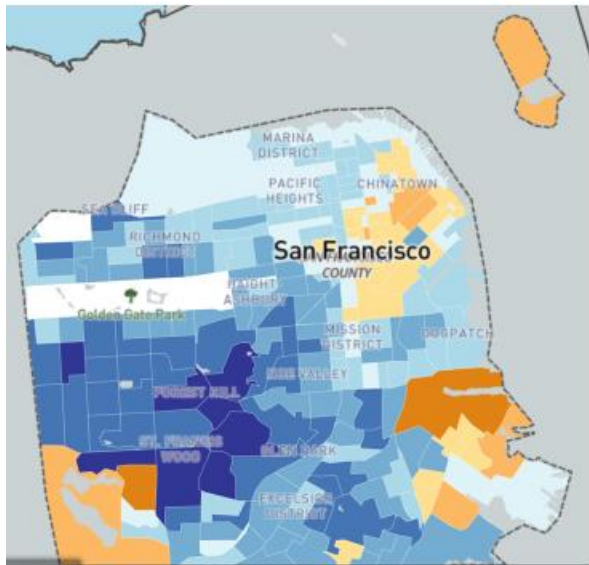
# SF "Final" SRR

District	SRR
1	69.44
2	64.67
3	59.09
4	76.95
5	67.4
6	56.75
7	73.59
8	72.61
9	67.56
10	63.4
11	73.42

Neighborhood	SRR	District
Treasure Island	45.5	3
Golden Gate Park	46.2	1
Lakeshore	52.13	7
Financial District/South Beach	54.4	6
Tenderloin	54.49	6
Presidio	57	2
Bayview Hunters Point	57.18	10
South of Market	57.46	6
Nob Hill	58.67	3
Chinatown	59.23	3

June 16, 2020

October 15, 2020



Note: Darker blue areas show higher self-response areas, orange are lowest.