



San Francisco Interfaith Council

*Celebrating our diverse faiths & spiritual traditions
Bringing people together to build understanding
Serving our community*

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SFIC Faith Toolkit 2020 Census

Introduction

Before diving into the heart of this toolkit, we want to acknowledge the level and extent of fear that many of our communities are feeling in the runup to next year's census. The leadership and ability to help all of our communities' members overcome this fear will largely fall on the shoulders of respected faith leaders. The value and dignity of every human being is at the heart of every faith tradition and ensuring every community member is counted will ensure equal representation and access.

Communities of faith are central to the count as they comprise *trusted* institutions and leaders that are able to identify and convey the importance of the count to marginalized and "hard to count" residents (e.g. undocumented immigrants and the homeless). Communities of faith have a unique moral voice and will be important messengers in ensuring an accurate count in the 2020 Census.

In this toolkit, you will find outreach recommendations, resources (linguistic & technological), talking points, recruitment tools, FAQs, Hard to Count information, local faith groups conducting outreach and a list public facilities and libraries where linguistic assistance, technical support and outreach for the 2020 Census will be conducted.

The 2020 Census will begin in March 2020. Census Day is April 1st, 2020. For those who don't respond, there will be non-response follow up and outreach through the summer of 2020. The toolkit that follows is aimed to help faith leaders in the Bay Area ensure that all community members are counted in the 2020 Census. The census will determine whether local schools, roads, and hospitals in the Bay Area receive our share of federal funding and whether California is accurately represented in the House of Representatives. Additionally, the census will allow businesses to assess where to start new businesses and which communities are need of the greatest services. Emphasizing that the 2020 Census will impact federal funding to local programs, such as schools and hospitals over the next decade will be critical in ensuring a maximum response rate.

It is important to note that the 2020 Census will have an online response option. Most households will receive an invitation letter in the mail inviting them to go online to complete the census. Each questionnaire will have an individual code that can be entered when responding online. The Census Bureau is constrained by funding and manpower limits and thus it will be crucial for faith leaders to help fill the gaps in informing their community members about the upcoming 2020 Census.

It is critical to remind your community members that there will *not* be a citizenship question on the 2020 Census. Additionally, Title 13 of the U.S. Code requires that the U.S.C.B. keep respondents' information confidential and guarantees that personal information cannot be used against respondents in court or by any government agency.

SFIC is appreciative of the collaboration with our cross-sector partners, the San Francisco Office of Civic Engagement and Immigrant Affairs, 2020 Census Community Partnerships and Engagement Program U.S. Census Bureau, Coro Northern California, LA Regional Center, the University of San Francisco, The San Francisco Foundation and its FAITHS Program, and the numerous individuals listed below in the production of this toolkit.

Table of Contents

- ➔ Outreach Recommendations-page 2
- ➔ General Resources-pages 3-4
- ➔ Linguistic Resources- pages 4-5
- ➔ Local Groups Providing Linguistic Assistance-pages 6-8
- ➔ Technological Resources-pages 8-9
- ➔ Local Groups Providing Technological Resource- pages 9-11
- ➔ Volunteer, Canvassing, Part-time Job Information-page 11
- ➔ Public Libraries- pages 11-12
- ➔ Hard To Count-page 12
- ➔ Locations Assisting Community Members-pages 12-13
- ➔ Talking Points-page 13
- ➔ Religious Texts For Faiths Leaders-pages 13-14
- ➔ FAQs-pages 14-15
- ➔ Additional Sources- pages 15-16

Outreach Recommendations

Listed below are steps faith leaders can take to ensure an accurate 2020 Census:

- ➔ Communicate to your members. Highlight the 2020 Census in *emails, bulletins, newsletters* and *mailings* to increase awareness about the importance of the 2020 Census.
- ➔ Hang *posters* and *advertisements* in visible areas, such as the cafeteria and on the exterior of publicly visible buildings. The 2020 Census Bureau has released a page with outreach materials that faith leaders can use in their facilities. The link is here: <https://www.2020census.gov/en/partners/outreach-materials.html>
- ➔ Link 2020Census.gov on your website. Include 2020 Census messages on *social media* and in-faith based media. The 2020 Census Bureau has released social media content templates for faith leaders to customize for their congregants. The link is here: <https://www2.census.gov/about/partners/general/social-media-content.pdf?>
- ➔ Use your respected voice as a community leader. Write an op-ed, blog, or letter to the editor on why participating in the 2020 Census is important to your faith's community members. For example, on pages 24-26 from the Advancing Justice group are important tips in constructing an op-ed regarding the 2020 Census. The link can be found here: <https://static1.squarespace.com/static/5b9012299772ae95969d6c92/t/5d41fd8f31c51200017ed6ae/1564605840550/Census+2020+GOTC+Toolkit+-+FINAL.pdf>
- ➔ Tape a testimonial and share it with your community. Increase the frequency of mentioning the upcoming 2020 Census in your speeches to your community members.
- ➔ Host Census Help Centers (CHC) & Question Assistance Kiosks in publicly-accessible locations. These centers and kiosks will provide linguistic and technological assistance to your community members when responding to the Census questionnaire.
- ➔ Hold public events-interfaith breakfasts, youth unity forums, rallies, and parades in order to promote 2020 Census participation.

CHCs

What are Census Help Centers?

- Census Help Centers (CHCs) are spaces, donated by community partners, where staff from the Local Census Office or the partner organization are available to answer questions about completing the questionnaire, provide special language assistance and answer general questions.

What faith leaders can do to host Census Help Centers?

- Ensure adequate internet access, with either computers or iPads in order to allow for online response.
- Ensure staff is properly equipped with FAQs, available resources, and language translation guides from the Census Bureau.
- Gather informational & educational materials from the federal & state Census websites: <https://census.ca.gov/resources/> & <https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management.html>
- Coordinate with San Francisco Public Libraries about partnering and pooling resources to achieve maximum reach.
- Plan outreach in conjunction with other faith groups in nearby communities that are planning on doing outreach at large community events.
- This is a list of groups and locations where QACs were located during the 2010 Census:
https://sfgov.org/ccsfgsa/sites/default/files/Census%202010/SFQACS_faef.pdf

What are the requirements to work part time for the Census?

- 18 years or older
- Valid Social Security #
- U.S. Citizen
- Valid email address
- Must apply online: <https://2020census.gov/en/jobs>

**One application qualifies an individual for any of the following positions: Office Clerk, Office Operations Supervisors, Census Field Supervisors, Enumerators, Recruiting Assistants. The Pay is between \$20 and \$33 an hour, depending on locations.

How do congregants volunteer to assist in the 2020 Census?

Congregants can do the following to instantly get involved in the Census count:

- Text “CENSUS” to 97779 to get involved. (NALEO)
- Text “Work2future” to 408.418.9914 (quick info about part-time Census jobs)
- See UWBA number in mid-October for volunteer/Census information and text line

Resources

Listed below are General, Linguistic, and Technological resources for faith leaders to use in informing their community members about the 2020 Census:

General Resources

- ➔ Basic Census Info (English): http://hagasecontar.org/wp-content/uploads/2019/03/NEF_2020_Census_101_EN_2.pdf
- ➔ This link includes a calendar with specific dates on when congregants can expect the questionnaire to arrive in their mail:
<https://www.census.gov/library/visualizations/2019/comm/2020-everyone.html>
- ➔ Fact Sheet Regarding Census Confidentiality (English): <https://www.advancingjustice-alc.org/wp-content/uploads/2012/11/Census-2020-and-Confidentiality-Detailed-Factsheet.pdf>
- ➔ This link contains a step by step approach that faith leaders can follow when conducting Census outreach: <https://www.census.gov/partners/toolkit.pdf>
- ➔ This link outlines briefly specific steps that faith leaders can take to encourage congregants to respond:
<https://2020census.gov/content/dam/2020census/materials/partners/2019-08/partners-self-response.pdf>
- ➔ Census Outreach 101 and What Community-Based Organizations Can Do:
<https://static1.squarespace.com/static/5b9012299772ae95969d6c92/t/5d52b82ddccb9a0001a9725f/1565702189861/FACTSHEET+-+Census+Outreach+101+%28CBO+Focus%29+-+final.pdf>
- ➔ This link provides several downloadable outreach materials that faith leaders can use in their facilities and in their newsletters/bulletins:
<https://2020census.gov/en/partners/outreach-materials.html>
- ➔ The state of California has numerous resources to assist in Census outreach:
<https://census.ca.gov/resources/>
- ➔ The link below contains a PowerPoint presentation that has important advice for faith leaders regarding how to engage their members to participate in the 2020 Census:
<https://www.contracosta.ca.gov/DocumentCenter/View/60861/Census-Speaker-Bureau-Faith-Based-PowerPoint>
- ➔ Count All Kids: This link includes community engagement materials and a toolkit to help encourage adults to include their children when responding to the 2020 Census:
https://countallkids.org/resources_cat/community-engagement-materials-and-toolkit/
- ➔ The link below has important information regarding counting young children under the age of five: <https://www.census.gov/library/visualizations/2018/comm/counting-children->

2020.html?utm_campaign=20190730msprts1ccpupnl&utm_medium=email&utm_source=govdelivery

- ➔ NALEO Educational Fund: NALEO is the nation's leading non-profit, non-partisan organization that facilitates full Latino participation in the American political process. The link to their work & helpful resources on the 2020 Census is here: <http://www.naleo.org/census2020>
- ➔ Latino Community Foundation: This link contains several helpful resources for faith leaders in reaching the Latino community: <https://latinocf.org/2020-census/>
- ➔ The link below contains important information for faith leaders to use regarding the impact of the 2020 Census on Latinos: <http://civilrightsdocs.info/pdf/census/2020/Fact-Sheet-Latino-HTC.pdf>
- ➔ Black Census & Redistricting Hub: Online toolkit for reaching African Americans: Point of Contact: Kevin Cosney (kcosney@calicalls.org)
- ➔ The link below contains important steps (see page 4) that faith leaders can take in ensuring that people experiencing homelessness are counted in the 2020 Census: <http://civilrightsdocs.info/pdf/census/2020/People-Experiencing-Homelessness-HTC.pdf>
- ➔ The following link contains information about 2020 Census events, outreach ideas, factsheets, and support resources that faith leaders can use to encourage their community members to respond to the 2020 Census: <https://www.ocgrantmakers.org/resources/2020-census/>
- ➔ This link allows faith leaders to customize factsheets with their organization's logo, contact information, and future events: <https://forms.gle/bcQ1oBjrJ1zo6Sfy7>
- ➔ This link provides an educational poster that faith leaders can use and post in their facilities: https://2020census.gov/content/dam/2020census/materials/partners/2019-07/Poster_About_Education_Option2.pdf

Linguistic Resources

- ➔ U.S. Census Bureau Website (Spanish version): <https://2020census.gov/es>
- ➔ U.S. Census Bureau Confidentiality fact sheet (Spanish version): <https://www.census.gov/library/fact-sheets/2019/dec/2020-confidencialidad-sp.html>
- ➔ Why the Census Matters National Factsheet (Chinese version): https://www.advancingjustice-aaajc.org/sites/default/files/National%20Factsheet%20Chinese_updated.pdf

- ➔ 2020 Census Glossary (Japanese version): <https://www2.census.gov/programs-surveys/decennial/2020/resources/language-materials/glossaries/Japanese-Glossary.pdf?#>
- ➔ Latino Community Foundation (Spanish version) Enumerator flyer: https://latinocf.org/wp-content/uploads/2019/09/LCF-Enumerators-Ad_Spanish.pdf
- ➔ Why the Census Matters California Factsheet (English version): https://www.advancingjustice-aajc.org/sites/default/files/California%20Factsheet_0.pdf
- ➔ Count Us In 2020: This link includes: translations in 15 Asian Languages for the Word “Census”, Upcoming language translations and factsheets regarding Census confidentiality: <https://www.countusin2020.org/resources>
- ➔ Language Resources and How To Get Assistance: <https://static1.squarespace.com/static/5b9012299772ae95969d6c92/t/5d4871ca368ed600011ff91d/1565028810698/FACTSHEET+-+Language+Resources+and+How+to+Get+Assistance.pdf>
- ➔ This link includes information over Census messaging via the Funders Committee for Civic Participation: FCI Briefing Series Census 2020 Message Testing Results: <https://funderscommittee.org/resource/recording-slides-fci-briefing-series-census-2020-messaging-testing-results/>
- ➔ This link contains the slide deck summarizing the results of which communities are confused or concerned about various aspects of the 2020 Census: https://drive.google.com/file/d/1a9mlHXM6uLHDpaW5-AVaJg_vmKSmbCPF/view
 - Important point: Survey found that public services are important to nearly all respondents, thus the importance of emphasizing how the Census impacts hospitals & healthcare, fire & police departments.
 - See slide #50: Conditions that need to be met to compel people to respond:
 - Information about the Census and its impact, tangible evidence of community impact, and a connection to a better future.
- ➔ Arab America Institute: Yalla Count Me campaign to Get Out the Count of Arab Americans for the 2020 Census. The campaign’s link is here: <https://yallacountmein.org/>
- ➔ The link below includes the social media toolkit that community members may use to help encourage their friends and family members to respond to the 2020 Census: https://d3n8a8pro7vhmx.cloudfront.net/aai/pages/14506/attachments/original/1554128230/Yalla_Count_Me_In_April_1_Day_of_Action_Social_Media_Toolkit_.pdf?1554128230
- ➔ UWBA: Bay Area Counts 2020 Campaign toolkit (posters, flyers, postcards, ads, in multiple languages): www.uwba.org/census
 - Be Counted, because when you respond everyone benefits.
 - 211 phone/text hotline (150+ languages)

- Regional text messaging campaign in multiple languages: Bay Area Counts 2020
 - o Text COUNT to 415-340-7170* to initiate campaign in English, Spanish, Vietnamese, Chinese, Tagalog, and Korean.
- *Message and data rates may apply. Reply EXIT at any time to stop receiving messages. People who sign up for this text message campaign will receive reminders and helpful information about the census between now and July 2020. You will ONLY receive messages about the census. UWBA manages the data on a secure platform; your contact information will not be shared with anyone and will be deleted at the end of the census.
- Resource Materials: bit.ly/BayAreaCounts2020_Resources

Local Groups Providing Linguistic Assistance

Arab Resource and Organizing Center: <http://araborganizing.org/who-we-are/contact/>

- Primary Population Served: Low to moderate-income Arab Immigrant families
- What they are doing: Developing text message and/or automated phone calling system that reaches all clients and members in database.
- Conducting outreach at Arab/Muslim cultural events: Palestine Cultural Day (Sept 19), Arab Cultural Festival (Oct 19), Ramadan (April 20)

Association Mayab: <http://www.asociacionmayab.org/contactus.html>

- Primary Population Served: Maya-speaking immigrants
- What they are doing: Recruiting & training two Maya-speaking outreach workers who will educate attendees of census events & help community members complete the census.
 - o Will develop census informational materials that are linguistically, contextually, and culturally appropriate for the Maya community (1 written, 1 audio).
- Conducting outreach at: Vaqueria Yucateca that attracts 600 community members in Oct 19.

Bayanihan Equity Center: <https://www.sfbec.org/contact>

- Primary Population served: Filipino community (low income, digitally illiterate, immigrants residing in SROs)
- What they are doing: Designing and Printing in-language brochures and other printed marketing.
 - o Developing 3-4 in-language informative video clips for the HTC communities served.
- Will assist community members in responding to questionnaires at the Bayanihan Community Center and Gene Friend Recreation Center.

Catholic Charities: <https://www.catholiccharitiessf.org/census/census.html> & <https://www.catholiccharitiessf.org/who-we-are/contact.html>

- Primary Populations served: Families experiencing homelessness
- What they are doing: Training 250 staff members and creating succinct multi-lingual collateral with census information.
- Will provide one-on-one census information at Access Points programs in the Bayview and Mission.

- Technical support and language assistance to all 7,000 clients to complete the census.

Chinatown YMCA: <https://www.ymcasf.org/about/contact-us>

- Primary Populations served: Low-income, immigrant populations
- What they are doing: Training internal “complete count” Immigrant Support Team comprised of staff members from multiple community programs.
- Census education and staffed self-response kiosks at community events and seven YMCA branches across San Francisco.

Chinese for Affirmative Action: <https://caasf.org/contact-us/>

- Primary Populations served: LEP Chinese immigrant communities, broader API community
- What they are doing: Creating culturally in-language presentation curriculum and outreach materials, providing resource referrals, and integrate census online for completion into existing workplan.
- Conducting outreach by hosting post-workshop clinics to support attendees in completing Census forms.

Good Samaritan Family Resource Center: <https://goodsamfrc.org/about-us/contact-us/>

- Primary Population Served: Low-income African Americans and Spanish-speakers
- What they are doing: Developing a cross-organizational staff team to design and implement a Census campaign across service channels; training bilingual promotoras.
- Engaging 20 participant leaders, to design and present content to peers using art, social media, speaking roles.

Justice & Diversity Center of the Bar Association of San Francisco:

<https://www.sfbar.org/jdc/jdc-legal-services-programs/>

- Primary Population Served: People experiencing homelessness
- What they are doing: Developing Census outreach materials in every SF threshold language, training homeless advocacy project staff to motivate Census participation and counter distrust among people who are homeless and/or immigrants.
- Conducting outreach at: Weekly Intake Clinic (Tuesday afternoons), methadone clinics, weekly legal clinics, Project Homeless Connect events.

Mission Economic Development Agency: <https://medasf.org/contact/>

- Primary Population Served: Low-income Latino & immigrant citizens & non-citizens
- What they are doing: Creating bilingual, culturally-relevant marketing materials, deploying the promotoras model: events, door-to-door canvassing, and referral to digital learning centers to submit census information.
- Conducting outreach at: MEDA’s Digital Opportunity Center at Plaza Center, Family workshops, Fiesta Comunitaria Abriendo Puertas (Sept 19), MPN Book Giveaway (Dec 19), MPN Education Forum.

Mission Graduates: <https://www.missiongraduates.org/about/contact/>

- Primary Population Served: Latinx immigrant parents

- What they are doing: Training 9 promotoras who will deliver parent workshops, training mission graduates parent partner program staff about 2020 Census Outreach and best practices.
- Conducting outreach at: 14 public schools, primarily via 25 parent workshops in addition to one-on-one conversations & electronic communications.

North East Services: <https://www.nems.org/contact.html>

- Primary Population Served: Low-income, uninsured/underinsured communities
- What they are doing: Creating video and printed educational materials with assistance from an in-house graphic designer that are translated into Chinese, Vietnamese, and other languages that will be shown in waiting room areas.
- Conducting outreach by: Hosting 3-5 community educational workshops staffed by Government & Community Affairs Teams that provide in-person education and increased knowledge of the 2020 Census.
- Distributing 2020 Census materials and educational handouts at an estimated 10-15 street fairs, community workshops, and health fairs throughout the Bay Area.

Curry Senior Center: <https://curryseniorcenter.org/contact/>

- Primary Population Served: Seniors experiencing homelessness
- What they are doing: Aiming to host at least one Question Assistance Center in the lead up to the Census.
- Conducting outreach by: incorporating Census materials into existing programs and ensuring QACs are well staffed and informative for individuals responding to the Census.

Samoan Community Development Center: <http://samoancommunitysf.org/contact/>

- Primary Population Served: Pacific Islanders
- What they are doing: Training with consultants/outreach workers and generating materials for census education to the Pacific Islander community
- Conducting outreach by: Education workshops for Pacific Island community (Feb 20-Nov 20)

South of Market Community Action Network: <https://www.somcan.org/contact>

- Primary Population Served: Immigrant families in San Francisco with focus on Filipino community
- What they are doing: Creating a paid advertisement that will be printed in Filipino newspapers and online. Working with People Power Media to create Filipino language videos with English subtitles that explains what the Census is and why it is important to respond.
- Conducting outreach by: identifying and implementing 3-4 community events such as resource fairs, festivals at the park, tabling at Pistahan and Undiscovered, and at Bessie Carmichael Elementary School.

Technological Resources

- ➔ Census Counts: This link includes a technology FAQs section regarding Census confidentiality, privacy, and access: <https://censuscounts.org/resources/census-2020-technology-faqs/>
- ➔ The link below includes information about the Digital Organization Training Series that teaches foundational digital organizing skills to strengthen Census outreach to hard-to-count communities: <https://censuscounts.org/digital-organizing-tools/>
- ➔ Census Outreach: This link includes information regarding a 24/7 Q&A virtual assistant that can help hard to count communities who have questions or need assistance in filling out the Census: <https://www.censusoutreach.org/help-desk>
- ➔ This link includes information on how congregants can pledge to be counted and receive automated reminders about completing the 2020 Census via text message: <https://www.censusoutreach.org/community-motivator>

Local Groups Providing Technological Assistance

APA Family Support Services: <https://www.first5sf.org/resource-center/apa-family-support-services/> & <http://www.apafss.org/find-us.html>

- Primary Population Served: Low-income Asian and Pacific Islander Immigrants
- What they are doing: Staff training (home visitors and family advocates) on how to talk about the census to clients and teach clients how to use a computer or smartphone to complete the census.
 - o Developing culturally and linguistically appropriate images for brochures and/or posters targeted to HTC communities.

Chinatown Community Development Center: <https://www.chinatowncdc.org/contactus>

- Primary Population Served: Seniors, immigrants, those living in non-conventional housing arrangements.
- What they are doing: conducting ‘Train the trainer’ grassroots leadership workshops to increase reach & impact.
- CCDC will create a Cyber Café at the Who Hei Yuen Community Facility that will serve as a digital access hub for low income residents that will provide technical assistance and free WIFI for community members to respond to the Census.

Code Tenderloin: <https://www.codetenderloin.org/contact-2>

- Primary Population Served: Bridging the Digital Divide
- What they are doing: Conducting outreach in local homeless shelters and agencies with flyers and brochures for their clients for participation in basic computer classes.
- Conducting outreach by: Operating pop-up booths with refreshments, materials, resources, and case management in order to collect information.

Japantown Task Force: <https://www.japantowntaskforce.org/contact-us>

- Primary Population Served: The Japanese community

- What they are doing: Providing outreach in Japanese, Chinese, & Spanish, teaching seniors how to use laptops and smart phones, providing one-on-one census support for community members at JTF office.
- Conducting outreach by: Holding workshops and informational sessions aimed at providing both linguistic and technological assistance.
- Will be producing a Census flyer in Japanese for distribution to community members.

Renaissance Parents of Success: <http://renaissanceparentsofsuccess.com/contact-us>

- Primary Population Served: African Americans, Pacific Islanders, and the Latinx community
- What they are doing: Developing flyers for public housing developments, food banks, street corners, and churches.
- Facilitating workshops for youth ages 13-17 on the purpose of the Census and how to complete the questionnaire so they can assist others with its completion.
- Conducting outreach by: hosting community events in housing developments at Unity Homes, Alice griffin, Osceola, West Point/Middle Point.
- Large community event in the Alex Pitcher Community Room at 1800 Oakdale Avenue.

Self-Help for the Elderly, www.selfhelpelderly.org, 415.667.7600

- Primary Population Served: Seniors
- What they are doing: Developing workshop materials & information for internal and external presentations, integrating census outreach & education into existing Self Help services & programs.
- Conducting outreach by: holding Census tents at community fairs, having trained staff provide presentations and Census outreach, utilizing WeChat group app platform, leveraging outreach opportunities at public events such as community plazas, festivals, Autumn Moon Festival, Longevity Walkathon, Job Fairs, and Sunday Streets.

Southeast Asian Community Center: <http://www.seaccusa.org/contact-us>

- Primary Population Served: Immigrant and LEP Southeast Asians
- What they are doing: Creating advertisements for local newspapers, ethnic tv stations, partnering with Churches, Temples, Pagodas etc. to present about the Census at their facilities and distribute the educational materials.
- Providing technical support in Vietnamese, Cantonese, & Mandarin to help community members complete the census. Providing in-person assistance at agency for people without internet access.
- Conducting outreach at: Vietnamese Tet (Lunar New Year) (Jan 20) & 8 educational workshops (Sept 19-April 20).

Tenderloin Neighborhood Development Corporation: <https://www.tndc.org/contact/>

- Primary Population Served: Chinese & Filipino people living in the Tenderloin & SOMA
- What they are doing: Hiring 5 community members for temporary Census Action Team positions who will do Census outreach and conduct focus groups with Tenderloin & SOMA HTC populations
- Connecting community members who may have difficulty completing the online census questionnaire with computer access and assistance
- Conducting outreach at: Tenderloin Solidarity, Black Unity project, Tenderloin People's Congress, Tenderloin Chinese Rights Association, Tenderloin Filipino Community Association, SOMA Neighborhood Residents Council.

Wu Yee Children's Services: <https://www.wuyee.org/contact>

- Primary Population Served: Low-income & immigrant populations
- What they are doing: Training 300 child care providers across San Francisco on the importance of the Census and incentivizing them to share this information with the 1800 families they serve. Providing one-on-one support or group sessions to help families complete the Census at the Joy Lok Family Resource Center.
- Conducting outreach by: providing Census-branded flyers and giveaways at outreach tables and staffing Census education tables at flagship events such as Sunday Streets, BMAGIC events, Lunar New Year's Community Fair, Ruth Jackson Family Day, International Children's Day, Joy Lok Family Holiday.

Volunteer, Canvassing, and Census Job Information

- ➔ The link below is the website for congregants & community members to apply to work for the Census:
<https://recruitment.2020census.gov/ats/careersite/census.aspx?site=1&c=census>
- ➔ Census Outreach: the link below includes qualifications and characteristics for Census Takers/Enumerators: <https://www.censusoutreach.org/census-enumerators>
- ➔ Census Outreach: this link details information regarding Census Address Canvassers: <https://www.censusoutreach.org/census-address-canvassers>
- ➔ Congregants can do the following to instantly get involved in the Census count:
 - Text "CENSUS" to 97779 to get involved. (NALEO)
 - Text "Work2future" to 408.418.9914 (quick info about part-time Census jobs)
 - Call 1-855-JOB-2020 and press 3 to reach your area census office

Libraries

- ➔ The Office of Citizen Engagement and Immigrants Affairs will be publicizing locations where people can complete the census, which they call census "kiosks" and "assistance centers."
- ➔ All 28 locations around the city will fall in the category of Census kiosks.

- ➔ All 28 locations will have multiple computers available for the public to use to take the Census and staff to assist people to the website.
- ➔ Staff will direct users to the Census portal where users can submit their responses.
- ➔ The Libraries are planning an all-day “Be Counted” event on Census Day, April 1st, 2020, and some drop-in sessions in computer labs.
- ➔ The San Francisco Public Libraries have 28 locations, open 7 days a week, with high speed broadband and publicly available computers.
<https://sfpl.org/index.php?pg=2000034301>
- ➔ The link below highlights the important and unique role that public libraries will play in reaching hard to count communities and ensuring an accurate count in the 2020 Census:
<http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/ALACensusBrief.pdf>
- ➔ Faith leaders can partner with public libraries to: deliver information about the Census and host community outreach activities and provide internet access and enable respondents to complete the Census online.

USF

- ➔ Primary contact: Angeline Vuong amvuong@usfca.edu
- ➔ USF is planning on hosting at least one QAC in the main library on campus.
- ➔ The USF Votes student organization will be the primary lead in coordinating census outreach and education to students across campus.

HTCs

- ➔ What are Hard To Count Communities?
 - Examples of some HTCs: Children under the age of 5, youth between 18-24, people experiencing homelessness, non-English speaking households, people with no high school diploma, renters and people living in multifamily units, undocumented immigrants, and people living in poverty.
- ➔ Important facts to remember regarding individuals experiencing homelessness:
 - Homeless individuals *won't* be able to respond online to the 2020 Census.
 - Individual census takers will be at shelters, soup kitchens, & transitory locations.

Tools to identify Hard to Count areas:

- ➔ Response Outreach Area Mapper (ROAM): This tool allows community leaders to identify Hard to Count communities in order to allocate resources and volunteers to these specific communities: <https://www.census.gov/roam> & https://www2.census.gov/geo/pdfs/maps-data/maps/roam/ROAM_Flyer.pdf
- ➔ HTC 2020: The link below provides a county by county breakdown of HTC areas that faith leaders can use to identify which communities most need resources and outreach: <https://www.censushardtocountmaps2020.us/>

Locations Assisting Community Members

- ➔ Bayanihan Community Center & Gene Friend Recreation Center
- ➔ Catholic Charities: Access Points programs in the Bayview & Mission
- ➔ Chinatown Community Development Center: Cyber Café at the Who Hei Yuen Community facility
- ➔ Chinatown YMCA: census education & staffed self-response kiosks at community events such as the Chinese New Year Run, Healthy Kids, Day, Easter Breakfast
- ➔ Japantown Task Force: Holding workshops at Kimochi Nutrition every other month, conducting Census outreach at the Soy & Tofu Festival, Japan Day Festival, Origami Palooza, JCYC Aloha Run, Sumo Champions Exhibition. Holding informational sessions at St. Francis Housing, Buchanan YMCA, Kokoro housing, the Sequoias, Kones Senior Housing, Golden Gate Housing, Coventry & Carlisle Housing
- ➔ Justice & Diversity Center of the Bar Association of San Francisco: Weekly legal clinics at South of Market Shelter, Weekly Intake Clinic
- ➔ Mission Economic Development Agency: Plaza Adelante
- ➔ North East Medical Services: North Beach, Tenderloin, Chinatown
- ➔ Renaissance Parents of Success: Alex Pitcher Community Room at 1800 Oakdale Ave

Talking Points

- 1) All people deserve to be counted. Every person is created with equal dignity and deserves to be fully counted by their government regardless of citizenship status.
- 2) We have a moral responsibility to participate in the Census.
- 3) The Census counts everyone living in the United States.
- 4) The Census determines how many representatives each state gets in Congress and is used to redraw district boundaries.
- 5) The Census determines the distribution of approximately \$800 billion in federal funds and grants.
- 6) It's against federal law for the Census Bureau to publicly release any responses that could identify one's identity or household.
- 7) By law, your response cannot be used against you and may only be used to produce aggregated statistics.
- 8) Title 13 of the U.S. Code requires respondent's information to be kept confidential, and guarantees personal information will not be used against respondents in court or by a government agency.¹
- 9) National Census Day, the reference day used for the census, will be on April 1st, 2020.
- 10) In the 2020 Census, individuals may respond online instead of by mail.²
- 11) The physical questionnaire will only come in English or Spanish, but you can respond online or by phone in Spanish, Arabic, Chinese, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Tagalog and Vietnamese. The Census Bureau is

¹ Asian Americans Advancing Justice (AAJC): Factsheet on the Census, Confidentiality and Japanese American Incarceration; <http://civilrightsdocs.info/pdf/census/Census-Confidentiality-Factsheet-AAJC-LeadershipConference.pdf>

² Pew Research Center. For 2020, Census Bureau plans to trade paper responses for digital ones. Retrieved from <http://www.pewresearch.org/fact-tank/2016/02/24/for-2020-census-bureau-plansto-trade-paper-responses-for-digital-ones/>

also providing video and printed guides in 59 non-English languages, as well as a video in American Sign Language.³

Religious Texts

Islamic Scriptures

“They ask thee what they should spend. Say, ‘Let whatever of your wealth you spend be for parents, kinsfolk, orphans, the indigent, and the traveler. Whatever good you do, truly God knows it.’” (Qur’an 2:215)

“You will never attain piety till you spend from that which you love. And whatever you spend, truly God knows it.” (Qur’an 3:92)

Hebrew Scriptures

“On the first day of the second month, in the second year following the exodus from the land of Egypt, the LORD spoke to Moses in the wilderness of Sinai, in the Tent of Meeting, saying: Take a census of the whole Israelite community by the clans of its ancestral houses, listing the names, every male, head by head.” (Numbers 1:1-2)

“The LORD spoke to Moses, saying, ‘Among these shall the land be apportioned as shares, according to the listed names’” (Numbers 26:52-53)

Christian Scriptures

“In those days Caesar Augustus issued a decree that a census should be taken of all the inhabited earth.” (Luke 2:1)

“Even the very hairs of your head are all numbered.” (Matthew 10:30)

FAQs

What is the Census?

The Census is a constitutionally mandated, once a decade, count of every resident in the United States.

What type of questions will be asked on the Census?

The questionnaire will include questions about an individual’s age, race, sex, size of household, ownership, date of birth.⁴

Why is the Census important?

The information collected from the Census determines over \$675 billion in federal funding that is distributed at the state and local levels. The Census also determines the drawing of political maps for both Congressional and state legislative districts.

³ <https://www.npr.org/2019/03/31/707899218/what-you-need-to-know-about-the-2020-census>

⁴ <https://www.prb.org/why-are-they-asking-that-what-everyone-needs-to-know-about-2020-census-questions/>

How does one respond to the Census?

In 2020, you will be able to respond to the census online. Most households will receive an invitation letter in the mail inviting them to go online to complete the Census. Each questionnaire will have an individual code that can be entered when responding online.

How long does the questionnaire take?

10-15 minutes.

Will my response be kept confidential?

Yes. The Census Bureau is only tabulating the data collected from your response anonymously and on a broad scale. Additionally, there are multiple legal protections to protect your privacy and the confidentiality of your responses.

What happens if I don't respond to the Census?

Hard-to-count communities, including immigrants, children under the age of five, people experiencing homelessness, and communities of color risk depriving already vulnerable communities of accurate representation and community resources by sitting out the 2020 Census.

Does the Census count non-citizens?

Yes. The Constitution requires that every person residing in the United States be counted, irrespective of their immigration status.

Is there a citizenship question on the 2020 Census?

No. There will not be a question asking the immigration status of any respondent on the 2020 Census.

How do I identify Census Bureau enumerators?

The field representative will present an ID badge that includes: their name, photograph, a Dept. of Commerce watermark and an expiration date. The field representative will be carrying an official bag with the Census Bureau logo or a laptop for conducting the survey.

What if I choose not to respond to the Census?

Census Bureau enumerators will follow up to those residents that didn't respond over the course of the summer 2020.

How can I volunteer to help with the Census?

- Text "CENSUS" to 97779 to get involved. (NALEO)
- Text "Work2future" to 408.418.9914 (quick info about part-time Census jobs)
- Call 1-855-JOB-2020 and press 3 to reach your area census office.
- To receive assistance in filling out the Census, community members may call: NALEO Educational Fund's census information hotline at 877-352- 3676 to get information about filling out the census.

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Additional Sources

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<http://www.naleo.org/census2020>

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