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For Immediate Release:

San Francisco Complete Count Committee in partnership with OCEIA Organize Census Caravan to Reach Low Response Rate Neighborhoods

With a new deadline of September 30, 2020, community organizations push to get at-risk populations counted in time

San Francisco—San Francisco’s Complete Count Committee in partnership with San Francisco’s Office of Civic Engagement and Immigrant Affairs (OCEIA), and community partners have organized a citywide Census Caravan effort to encourage community members to participate in Census 2020.

“We hope to continue to make the census an important conversation in our community. This year has posed many challenges with outreaching to so many San Franciscans especially our undocumented residents, monolingual, multi-family households, seniors, and homeless populations. It’s critical that we continue our outreach efforts through our September 30th deadline to ensure we are all counted.” -Anni Chung, Co-chair, San Francisco Complete Count Committee

There are two census caravans circulating San Francisco stopping at various neighborhoods with lower census self-response rates. At each location, community organizations engaged in census work are discussing their outreach efforts and challenges in reaching community members, especially with shelter in place orders and limited public activity creating some barriers to outreach.

“Because of COVID-19, our community partners had to completely pivot their outreach and assistance efforts. Despite the barriers, partners have done an incredible job of leveraging existing programs like food banks, meal distribution and other direct service offerings to also include census outreach. There are only 33 days left to do the census and over 150,000 households that have yet to complete the census survey. We need every San Francisco resident to do the census now to ensure the City’s fair share of funding and representation for our families and communities.” -Adrienne Pon, Executive Director, OCEIA.

“Working with our members on this critical topic has definitely posed challenges, but we’ve made steady progress with so many hard to count populations. So many APIs live in poverty right here in San Francisco and go largely unseen. Every stop of this caravan represents a community that so many APIs call home. The invaluable funding and resources the census provides is at risk of being lost if not all of us are counted.” -Cally Wong, API Council

The caravan is part of a nationwide day of action coordinated by community organizations across the country to encourage their respective residents to fill out their census. As of 8/27/2020, the national self-response rate is 64.6%, the state’s, 66.8%, and San Francisco’s 63.8%. The census can be filled out at www.my2020census.gov in multiple languages including Chinese, Spanish, Tagalog, and Vietnamese, or over the phone at 844-330-2020.

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