



EXECUTIVE DIRECTIVE 09-02
2010 CENSUS COMPLETE AND INCLUSIVE COUNT

MAY 27, 2009

On April 1, 2010, one of the most important and comprehensive events will occur, affecting every community, municipality, city, county, state and tribal area in the nation.

The 2010 Decennial Census is a **snapshot** that defines who we are as a nation, a state and a city. It is a constitutionally mandated count of **every man, woman and child** living in the United States (all 50 states, D.C., Puerto Rico and Island areas) and has been conducted every ten years since 1790.

The Census is a multi-billion dollar operation that requires years of planning and more than a half million temporary workers. The first phase of the 2010 Census has begun as census workers across the nation conduct address canvassing. Census questionnaires will be mailed or delivered to every household beginning February 2010; Census Day is April 1, 2010 and the count continues through October 2010. The Census Bureau must complete the 2010 census and submit state population totals to President Obama by **December 31, 2010**.

Nothing is more important to San Francisco than an accurate, complete and inclusive count of every resident. An accurate count affects over \$255 million in federal funding and resources for City programs and services each year.

Each person who is counted impacts:

OUR VOICE- Congressional seats and representation in state and local government;

OUR COMMUNITY SERVICES- Programs and services such as schools, roads, public transportation, emergency food and shelter, senior programs and empowerment zones; and,

OUR FAIR SHARE OF FUNDING- Federal funding formulas and annual distribution of over \$300 billion to local, state and tribal governments each year (or \$3 trillion dollars over the next decade).

Counting everyone in the United States is always a challenge, considering privacy concerns and distrust of government. The 2000 Census was considered the most successful census in history, yet despite extraordinary outreach efforts and resources, millions of U.S. residents were left out of the count. The undercounted were primarily vulnerable, historically marginalized, hard-to-reach populations, specifically, people of color, low-income communities, immigrants, and children.

According to a 2007 Social Compact Economic Drilldown Study, San Francisco's undercount was more than 100,000, resulting in an estimated loss of nearly \$300 million in potential federal and state funding over the past decade. As the first California city to successfully challenge the U.S. Census Bureau population estimates, San Francisco's estimate was increased to 808,976 for 2008. On May 1, 2009, the California State Department of Finance released its latest growth projections. San Francisco, the state's fourth largest city, grew by 1.2 percent for a projected population of 845,559.

However, achieving a complete and accurate count for the 2010 Census will be particularly challenging in the current economic environment, with severe limits on funding and resources at the federal, state and local levels. Additionally, since the U.S. Census Bureau will not be recognizing same-sex married couples and families in its surveys, an entire demographic of San Franciscans will be denied the right to respond truthfully to the Census questionnaire. Not including



same-sex couples and families in statistical surveys and census data is discriminatory and deprives an important population of hard-fought legal recognition and access to services that meet their social, physical and economic needs.

It is absolutely critical that each and every resident of every community in San Francisco be visible and counted during the 2010 Census. This will require the entire city family, including city officials, department heads, and employees, to be actively engaged in helping residents understand the importance of the Census count and assuring them that the collection of information during the census will not subject them to any negative harm, regardless of their status.

Therefore, by virtue of the power and authority vested in me by Section 3.100 of the San Francisco Charter to provide administration and oversight of all departments and governmental units in the executive branch of the City and County of San Francisco, I do hereby issue this Executive Directive to become effective immediately:

1. **Establishment of Complete Count Committee-** A Complete Count Committee is key to successfully reaching all segments of the community, in particular historically hard-to-count populations. In the 2000 Census, a variety of state, county, municipal, tribal and community-based organizations formed 11,800 Complete Count Committees to help inform local residents of the importance of responding to the census, increasing the response rate for the first time in 30 years and reducing the historic undercount. San Francisco's relationship with community-based organizations and networks is critical to our success, therefore I am establishing the **San Francisco 2010 Census Complete Count Committee** ("Committee") whose volunteer members will work with the city and community to develop targeted outreach plans and strategies to supplement the paid advertising and partnership efforts of the U.S. Census Bureau. Committee members reflecting the city's diversity will be announced by early May.
2. **Complete Count Planning and Implementation-** The **Office of Civic Engagement and Immigrant Affairs (OCEIA)**, under the City Administrator, is charged with overseeing all of San Francisco's complete count efforts during the 2010 Census, including staffing the Complete Count Committee, developing and implementing the city's strategic outreach plan, and coordinating with the U.S. Census Bureau and State of California to train city employees and community organizations. OCEIA will work with the Committee to identify and execute effective outreach strategies; solicit financial and in-kind support for outreach and awareness activities; and facilitate collaboration and cooperation with the community, philanthropy and business, across city departments and across sectors to ensure a fair, accurate, inclusive and complete count of all San Francisco residents. OCEIA will work closely with U.S. Census Bureau and California State representatives to ensure that accurate and timely information is exchanged throughout the course of the census count.
3. **Departmental Representation and Involvement-** Every Department Head will designate a senior-level staff representative to serve as a primary point of contact to OCEIA for the 2010 Census. All contact information will be communicated to OCEIA within 15 days of this Directive. Departments will partner closely with OCEIA and will actively participate in any and all Census-related committees and activities established by the city, including the following:
 - Identifying resources, including staff, that can be redirected to support the city's census outreach efforts and ensuring that these resources are readily available to OCEIA for work related to Census preparation and outreach;
 - Whenever allowable, workplans for community-based organizations holding agreements or contracts with city agencies and departments may be modified to include appropriate Census-related outreach and education activities;
 - Requiring all department employees to attend a 2010 Census overview or view a self-directed video to be provided by OCEIA no later than December 31, 2009;
 - Incorporating education on the 2010 Census into regular community outreach, and engaging in proactive community outreach on this subject whenever and wherever appropriate; and,



- Disseminating 2010 Census information in a timely and complete manner.
4. **Ensuring Confidentiality**- All Departments and Agencies will work with OCEIA to ensure that all city personnel are trained on and understand the confidentiality of information for the Census. Federal law, Title 13 of the U.S. Code, provides strong confidentiality protections for all individual information collected by the Census Bureau. Under Title 13, the Census Bureau collects data solely to produce statistics. Every person with access to such data is sworn by law to protect confidentiality- it is against the law to publish or disclose any data that identifies an individual or company, meaning no names, addresses, social security numbers, telephone numbers or other identifying information. No data provided or gathered by city employees in connection with 2010 Census efforts, including address verification of standard and non-standard dwelling units, may be used for enforcement actions of any kind.
 5. **Ensuring Inclusion of all Residents**- Over 18,000 same-sex couples have married in California and San Francisco issued 3,773 marriage licenses to same-sex couples in 2008. There are over 12,463 children living with same-sex parents in San Francisco and who are among the City's most vulnerable populations. Lesbian, Gay, Bisexual and Transgendered individuals, like immigrants, people of color, and all other San Francisco residents, have significantly contributed in countless ways to the success of the City. Therefore, I have initiated steps via a resolution approved by the Board of Supervisors and a letter urging the Secretary of Commerce and the U.S. Census Bureau to include same-sex married couples and families in the 2010 Census and in all federal surveys. City departments will work with the Mayor's Office and OCEIA to provide data and supporting information as requested for this effort.

For questions concerning this Executive Directive and its implementation, please contact Adrienne Pon, Executive Director, Office of Civic Engagement and Immigrant Affairs (adrienne.pon@sfgov.org, 415.554.7028).

Gavin Newsom
Mayor

A large, stylized handwritten signature in black ink, appearing to read "Gavin Newsom".