



**SF COUNTS** ★2020  
census

For Immediate Release  
April 1, 2020

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**Mayor London Breed and the API Council urge the Asian and Pacific Islander Communities to Complete Census 2020 despite Coronavirus delays**

SAN FRANCISCO, CA - The Asian and Pacific Islander Council (API Council), a 55-member coalition of non-profit organizations in San Francisco is working with Mayor London Breed on National Census Day to urge Asian and Pacific Islanders across San Francisco to complete the 2020 Census despite delays in field operations.

“It has never been easier to respond on your own to fill out the census,” states Mayor London Breed. “We are encouraging everyone to respond online as soon as you receive your invitation with the provided instructions to go online. Instructions include the web address for the online questionnaire in English as well as where to respond online in 12 additional languages – ensuring over 99% of U.S. households can respond online in their preferred language. There is so much at stake if we fail to participate in Census 2020, and it is especially important as we face these unprecedented times that we answer the call and be counted.”

Data from the Census is used when deciding how the federal government will allocate around \$850 billion in federal funding to the states each year. With an estimated 16 million people not counted or misreported in the 2010 Census, this translates into millions of dollars not being spent on local funding for Medicaid, Medicare, Children’s Health Insurance Program, schools and much more. In 2000, the undercount in San Francisco was estimated to be around 100,000, which resulted in a \$300 million loss in funding over the decade.

From Anni Chung, Co-chair for the San Francisco Complete Count Committee, “In fighting the COVID-19 pandemic, most of the outreach and face to face assistance for seniors and other hard-to-count populations have been suspended until further notice. These communities are most at risk of being undercounted, and thus not being provided with the resources they need. But we can still be effective by calling and providing assistance over the phone. Please join API Council in reaching a complete count for 2020 Census! We urge you to call your networks and encourage them to complete the Census now!”

To minimize person to person contact, API Council and the Mayor’s Office are advising households to complete the Census online by visiting <http://my2020census.gov> or by calling 844-330-2020. Language support is available with English, Mandarin, Cantonese, Vietnamese,

Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese. Additional language guides are available at [census.gov](https://www.census.gov).

Adrienne Pon, Executive Director of the Office of Civic Engagement and Immigrant Affairs: “The COVID-19 emergency has changed our approach to census outreach but we still have a job to do for the people of San Francisco,” said Adrienne Pon, Executive Director of the Office of Civic Engagement & Immigrant Affairs and SF Counts. “We rely on census results to fund emergency and health services and ensure our City’s fair share of political representation and funding for social services and disaster relief. Everyone’s participation in the census will help their families, neighbors, communities, and City stay healthy and safe.”

“Now, more than ever, we face extreme challenges because our community’s future is at stake if we are undercounted.” API Council Director Cally Wong continues, “In fact, 1 in 5 Asian Americans and 1 in 3 Pacific Islanders live in an area that is difficult to count. The census comes around only once every decade and it dictates so much from representation, access to resources, funds, and services. We are urging everyone to take a moment to stand up and be counted.”

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### **About the Asian Pacific Islander Council**

The Asian Pacific Islander Council (API Council) is a 55-member coalition of nonprofits in San Francisco that ensure that underserved Asian & Pacific Islanders’ needs are visibly engaged, addressed, and represented in policies, research and data collection, and equitable funding allocations to advance overall healthy communities to enhance and shape San Francisco’s continued vibrant evolution. Collectively, these organizations serve approximately 250,000 APIs annually.

### **About SF Counts**

SF Counts is the City’s coordinated grassroots effort to ensure that every person in San Francisco is included and accurately counted in the 2020 Census with the help of broad network of community, arts, civic, labor, education, government, and faith-based organizations.

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