

On April 1, 2020, a 10 minute, 9 question, survey—the U.S. Census—will shape the trajectory of our country and our city, impacting every San Franciscan’s quality of life for the next 10 years. For better or for worse.

**Art+Action chooses better.
So can you.**

**ART +
ACTION**
2020 Census

Art+Action is building the first-ever San Francisco coalition for civic participation across art, creative, community, business, technology, philanthropy, and government sectors.



In Fall 2019, we'll unveil a city-wide arts-based 2020 Census campaign in partnership with trusted institutions and messengers, including Yerba Buena Center for the Arts (YBCA)—our Headquarters and a Lead Partner—and ignited by San Francisco's Office of Civic Engagement and Immigrant Affairs (OCEIA). We're focused on mobilizing all San Franciscans to participate safely in the census, so that our communities get their fair share of resources and representation.

Art+Action's Arts-Based 2020 Census Campaign

Designed for Accessibility + Inclusivity
Through Four Integrated Initiatives

Public Media Campaign

Our public media campaign is a creative call to action that speaks to—and motivates—all San Franciscans. Through a bold art-inspired approach, we'll connect the census to people on a human level as an urgent act that benefits each of us, our communities, and San Francisco as a whole. Our goal is to have a public presence in different neighborhoods across the city through billboards, banners, murals, and fingers crossed—a BART takeover. We'll be in general social media such as Facebook, Instagram, Twitter, and WeChat—and targeted cultural media.



Images (clockwise from left) courtesy of: 72U "Dear Neighbor" mural project addressing the need for the creation of Permanent Supportive Housing (PSH) in LA; SFAC Art on Market Street 2018 Poster Series Commission by Rodney Ewing 'Human Beings: Sanctuary City'; LRCR 'On the Go' Campaign; Twitter; Instacart BART Takeover; All images © Artist + Cultural / Corporate / Government Entity

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City-Wide Arts Takeover

A city-wide arts takeover will activate local and international artists across disciplines to remove the barriers to census participation in their communities by making the intangible tangible and speaking directly to the hearts and minds of San Franciscans. Art+Action will provide these artists as many resources, and as much access and exposure as possible, so their work can be highly-visible and community-specific.



Artists (clockwise from top left): JR's 'Kikito,' Marc Bamuthi Joseph's /peh-LO-tah/; Sergio De La Torre and Chris Treggiari, Sanctuary City Project's mobile tricycle silk screen cart; Angela Hennessy's "Black Rainbow," [courtesy of the artist and Southern Exposure; photo by Raheleh (Minoosh) Zomorodinia]; Precita Eyes' 'Baile in la Calle,' Joel Daniel Phillips' 'Lucky, Maurice and Tinesha,' Yarrow Slaps' work for 'Get This Power' [courtesy of Street Art News]; All images © Artist + Cultural / Corporate / Government Entity

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Bring the Census to the People

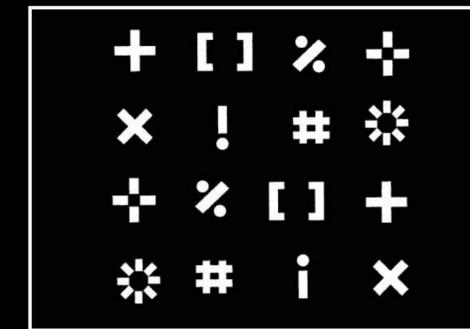
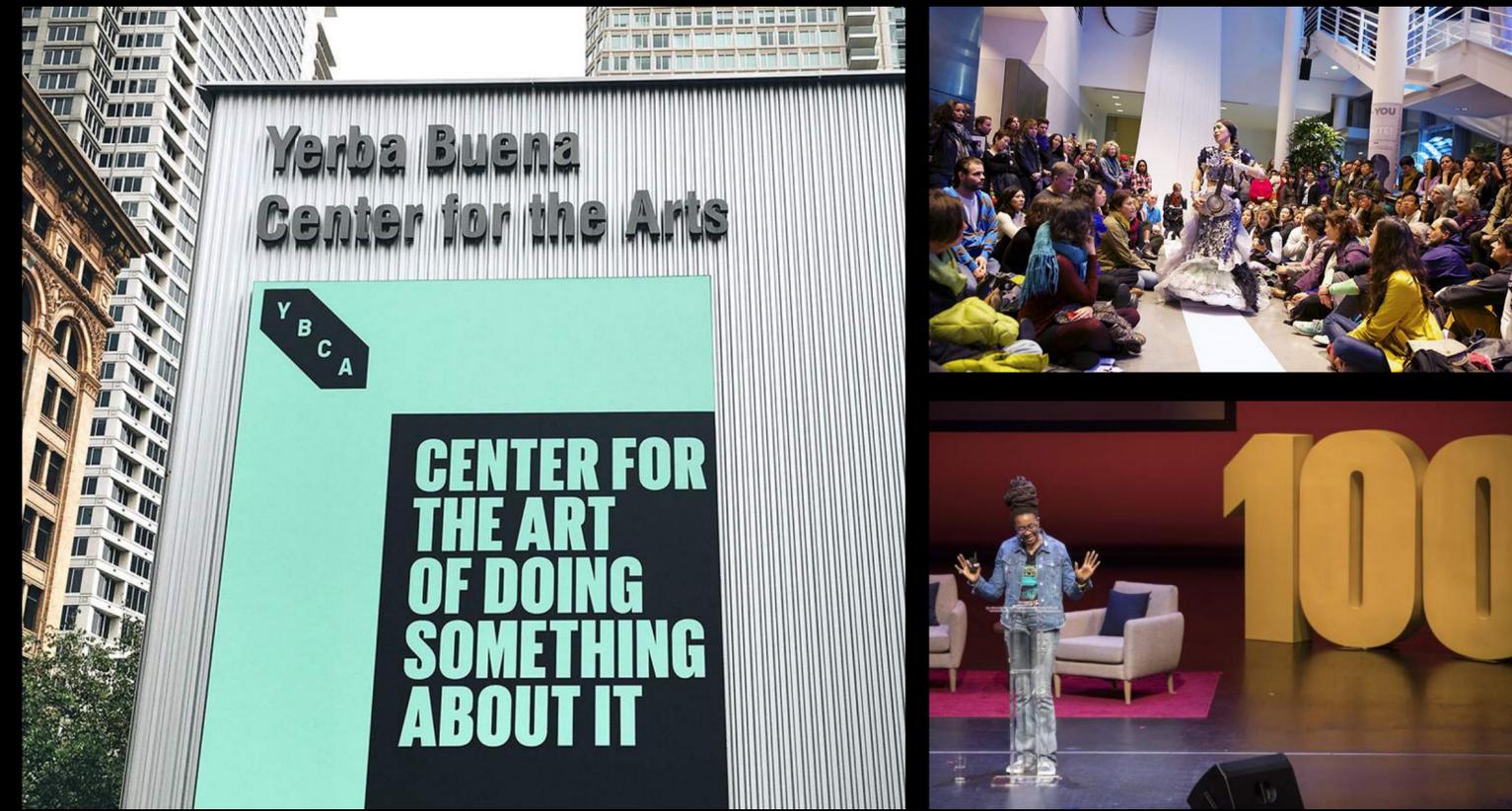
Our bring the census to the people initiative will be our most future-forward tactic in ensuring that *everyone* has online access to participate. 2020 will be the first year in census history when everyone will be asked to complete the form online. Through partnerships with the tech community—and in conjunction with multiple city organizations—we will establish mobile census hubs to provide laptops, tablets, and wifi access, staffed with trained volunteers, so that throughout San Francisco we engage populations who are hardest to reach, and hard to count.



Images (clockwise from the top left): OFF THE GRID at Fort Mason Center for the Arts (courtesy StarkInsider + Monica Turner); A Lava Mae mobile shower unit at a Pop-Up Care Village; OFF THE GRID at Fort Mason Center for the Arts (courtesy Alyssa Jaffner; John Craig Freeman + Sound Made Public 'coming home,' 2018, a geolocated augmented reality and audio experience produced by Lava Mae in partnership with ZERO1; San Francisco Public Library Bookmobile 41st annual Pride Parade on Market Street; Connect with Tech Week citywide initiative spearheaded by San Francisco Public Library, supported by Microsoft and Friends of San Francisco Public Library; PROXY SF Fall Film Fest 2018; All images © Artist + Cultural / Corporate / Government Entity

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Open-to-All Physical + Digital Headquarters



At our Headquarters at Yerba Buena Center for the Arts (YBCA) and online at artandaction.us, we will invite San Francisco's communities to learn, be inspired, contribute, act, convene, add their voice, promote, engage, volunteer, download a toolkit and yes, actually complete the census. We'll offer opportunities to participate in public programming, town halls, exhibitions, performances, and open calls for art.



Images (clockwise from the left, top to bottom): Yerba Buena Center for the Arts (YBCA); YBCA's The Art of Health multi-year partnership with Blue Shield of California, programming featuring Dohee Lee, a South Korean artist who combines dance, music, percussion, and vocals inspired by her inquiries into art and wellness; YBCA, 100 Summit, Photographs courtesy: YBCA; Art+Action logo and website design by Robert Saywitz; United States Census Bureau's "Road to the 2020 Census" and "Census 1010: What You Need to Know;" All images © Artist + Cultural / Corporate / Government Entity

Yerba Buena Center for the Arts (YBCA)—the creative home for civic engagement in San Francisco—is a Lead Partner and our Headquarters.

As part of its commitment to using art as a catalyst for social progress, YBCA is a lead partner and Art+Action’s public headquarters. YBCA will invite the communities of San Francisco to visit its grand lobby to connect with Art+Action to learn more about what’s at stake in the 2020 Census, and be inspired by the creative voices advocating for their communities. Sitting in the heart of San Francisco, YBCA will serve as a hub for 2020 Census efforts including:

- + Grand Lobby public space to be activated by artistic inspiration and anchored by information and resources for completing the census
- + Hosting a census-focused exhibition highlighting creative voices working on census issues
- + Dedicating a cohort of YBCA Fellows—a group of artists, creatives, and socially-inclined individuals to engage in a yearlong process of inquiry, dialogue, and project generation—while working with local organizations or community groups, to explore timely issues facing our society, such as the census and upcoming federal elections, and how we uplift and mobilize our public participation
- + Hosting two convenings focused around the census
- + Incorporation of Art+Action’s 2020 Census campaign into YBCA’s ongoing programming and communications



DREAM by Ana Teresa Fernández—commissioned by YBCA and co-sponsored by SF Public Works, Photograph courtesy: Tommy Lau

**It's crucial
that we all take
action around
the 2020 Census.**

The census is about money and power.

Data gathered in the U.S. Census is used by government and business to allocate funding and political representation **for the next 10 years.**



San Francisco has a lot to gain... and a lot to lose.

- + In 2020, **each person counted represents \$20,000** that will—or won't—go into our community programs over the next ten years, putting potentially **\$17,687,260,000** into our city—or not.
- + In 2020, for the first time ever, California is in real danger of **losing a seat in the House of Representatives.**



Image courtesy of enso creative impact agency, USC Annenberg Innovation Lab, Red Bull, California Endowment, and #CreativesForTheCount

In 2020, there are significant threats and obstacles to an accurate census count.

Cultural

Outdated definition of **household** +
Unprecedented **displacement** +
A climate of **fear** + **Lack of trust**
from destabilizing politics + **Apathy**
lack of awareness + education +
Escalating **Anti-immigrant**
rhetoric and the citizenship question
+ **ICE** + El Paso acts of violence

Census-specific

Purposely **underfunded** + Built
in **language barriers** + Ambitious
digital first + **cyber security**
questions + **Hiring 150,000 fewer**
enumerators + **Decreasing** regional
census offices

San Francisco

Polarization between the have
and have-nots + historic levels of
hard to count + High **density** +
Out migration + economic refugees +
shocking **lack of digital access** +
equity + **literacy** + **Millennial**
population not connected to city +
Number of languages + **Homeless**
population at unprecedented levels +
a **bubble**

These obstacles fly directly in the face of San Francisco as our Sanctuary.



San Francisco has, and should continue to strive to be, a place of justice, creativity, compassion, innovation, and inclusion—for all voices, identities, and communities. In our current political climate of fear, Art+Action will work to amplify the voices of San Francisco’s hard-to-count, who are disproportionately affected by these barriers, including:

- + Young Children (0-5)
- + Racial Minorities
- + The Latinx Community
- + The LGBTQ+ Community
- + People with Disabilities
- + Immigrants and Non-Citizens
- + Non-High School Graduates
- + People who are Unemployed
- + Young people (18-24)
- + Limited English Proficiency (LEP) Communities
- + Veterans
- + Seniors 65+
- + Non-family Households
- + Renters
- + Crowded Households
- + Vacant Households
- + Households Receiving Public Assistance
- + People Experiencing Homelessness
- + Households in Multi-Unit Structures
- + Households without a Broadband Subscription

The work starts now. Join the Art+Action Coalition.

1

Contribute Resources to Strengthen the Campaign

- + Money (to fund the public outreach campaign, artist commissions, tool kits for community organizations, etc.)
- + Media (billboards, kiosks, bus and building wraps, ads, PSAs)
- + Technology (ipads, laptops, free broadband subscriptions)
- + Space (for events, exhibitions, performances, film screenings, murals)
- + Goods (food trucks for mobile census hubs, food and beverages for events, swag for our community programs)
- + Services (printing of posters, tote bags and t-shirts; language support online or in-person for translation of campaign and census materials)

2

Create + Collaborate

- + Host an event (fundraiser, dinner, panel conversation, town hall, exhibition, performance, film-screening, march)
- + Commission an initiative dedicated to census issues (an educational program; language and disability access; digital literacy; artist, performance, or film residency, or open call)
- + Join an Art+Action advisory committee (public programs, artist, curatorial, digital equity, partnerships, philanthropy, legal, etc.)
- + Volunteer

3

Amplify the Cause

- + Feature Art+Action's 2020 Census initiative in elements of your planned communications and programming (e.g. newsletters, announcements at events + performances, block parties, and meetings, etc.)
- + Repost Art+Action content or post your own census-related content on social media
- + Display Art+Action census campaign signage in your space or home
- + Invite your communities to join the coalition
- + Come up with a great idea to mobilize our communities that hasn't even occurred to us

Let's build the movement.

Reach out to learn more about being part of the
Art+Action Coalition as a Member or Partner:

hello@artandaction.us

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2020 Census