



SAN FRANCISCO HUMAN SERVICES AGENCY  
**Department of Disability  
and Aging Services**

# 2025-26 Dignity Fund Community Needs Assessment

Presentation to the Dignity Fund Oversight and Advisory Committee

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September 15, 2025



# Agenda

- DFCNA Updates
  - DF SPWG Listening Session
  - Community Outreach and Engagement
  - Population Survey
  - Community Forums
  - Focus Groups
- Project Timeline
- Discussion





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# DFCNA Updates

# DF SPWG Listening Session

- **Hybrid session in June 2025** hosted at Metta Fund and on Zoom
- **Coordinated by DAS + DF Service Provider Work Group** leadership
- **Facilitated by SFHSA Planning + DAS Office of Community Partnerships**
  - Overview presentation of Dignity Fund and 2026 DFCNA
  - Large group discussion of community outreach and engagement
  - Breakout group discussions of community needs
- **Attended by 65 service providers** in person and online



# Community Outreach and Engagement

DAS has carried out varied outreach activities to encourage participation in needs assessment activities, including:

Outreach Activity	Reach (data through 9/4/25)
<b>Launching a DFCNA website</b> to centralize information about ways to participate, links to the survey and forum registration form, and flyer	<ul style="list-style-type: none"><li>• Over <b>7,300 page visitors</b></li><li>• Nearly <b>6,700 survey link clicks</b> (across 10 languages)</li></ul>
<b>Circulating DFCNA flyers, newsletter blurbs, social media, and talking points</b> among DAS staff and community partners, MYR, BOS, and other City agencies, and other key stakeholders	<ul style="list-style-type: none"><li>• <b>Flyers posted in multiple sites</b>, like senior centers and meal sites</li><li>• <b>Forums and survey promoted</b> across multiple CBO, BOS, and neighborhood newsletters</li></ul>
<b>Conducting a social media campaign</b> via popular platforms such as Facebook and Instagram, as well as informal social networks like WeChat	<ul style="list-style-type: none"><li>• Approximately <b>43,300 accounts reached</b></li><li>• Nearly <b>2,300 web link clicks</b></li></ul>



# Community Outreach and Engagement

Outreach Activity	Reach (data through 9/4/25)
<b>Texting and emailing older and disabled adult clients</b> in Medi-Cal, CalFresh, and/or IHSS programs, plus IHSS Independent Providers, to encourage them to participate in the DFCNA	<ul style="list-style-type: none"><li>• Over <b>26,200 clients</b> texted</li><li>• Nearly <b>49,700 clients</b> emailed</li><li>• Nearly <b>1,300 text link clicks</b></li><li>• Nearly <b>1,200 email link clicks</b></li></ul>
<b>Hosting paper surveys at high-traffic DAS sites</b> and other key locations (e.g., Community Service Centers, meal sites, libraries, etc.)	<ul style="list-style-type: none"><li>• Paper surveys hosted at more than <b>10 sites</b></li></ul>
<b>Posting desktop shortcuts</b> to the DFCNA website on SF Connected technology lab computers citywide	<ul style="list-style-type: none"><li>• Shortcuts posted to <b>196 computers across 42 technology labs</b> citywide</li></ul>
<b>Including DFCNA flyers with Home-Delivered Groceries and Home-Delivered Meals deliveries</b> to promote the survey and forums	<ul style="list-style-type: none"><li>• Flyers included in <b>deliveries to 9,160 clients</b></li></ul>



# Population Survey

Available in **10 languages** across **accessible online and paper formats**

- **Convenience sample:** Maximizes opportunity for community input, leveraging widespread outreach via DAS and community partner networks
  - **Target returns:** 2,250 unduplicated survey responses
  - **Actual returns (to date):** 1,800 responses
- **Randomized sample:** Obtains a representative sample, using a randomized “address-based sampling” survey mailing to 25,000 households
  - **Target returns:** 250 unduplicated survey responses
  - **Actual returns (to date):** 200 responses
- + **Provider survey returns (to date):** 60 responses

Survey (including provider survey!) closes on **Tuesday, September 30**



# Community Forums

Total of **12 town hall-style events** with **facilitated small group discussions** on topics like community needs and priorities for ensuring quality of life as people age in place. **Language interpretation provided in multiple languages** across forums (plus closed captions for virtual forum).

- **Completed to date:**
  - **11 in-person forums** – one in each of the city's 11 supervisorial districts
    - **Target:** 385 attendees (~35 average per forum)
    - **Actual:** 380 attendees – may include duplicates
- **Upcoming:**
  - **1 virtual forum** – citywide

Virtual forum on **Thursday, September 18 from 5-6 pm**  
Sign up to attend at [sfhsa.org/DFCNA](https://sfhsa.org/DFCNA)





# Focus Groups

DAS and Clarity will facilitate **14 focus groups** to supplement community forums and dive more deeply into specific issues with select subpopulations, including the following:

- **Adults and transitional age youth with disabilities**
  - General, no disability specified
  - Blind or low vision
  - D/deaf or hard of hearing
  - Unable to leave home w/o support
- **BIPOC older and disabled adults**
  - Samoan, Fijian, Tongan, etc.
  - Native Americans
- **Monolingual older and disabled adults**
  - Japanese
  - Korean
- **LGBTQ+ older and disabled adults**
  - Sexual minorities (LGBQ+)
  - Trans and gender nonconforming
- **Other populations**
  - Veterans
  - Family caregivers of older and disabled adults
  - Older and disabled adults experiencing homelessness
  - People aging with HIV





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# Project Timeline

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Activity	2025												2026					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Procure consultant																		
Develop project plan, including community research methodology																		
Share project plan with OAC, DAS Commission, and stakeholders (by Sept 1, 2025)																		
Conduct needs assessment research activities <ul style="list-style-type: none"> <li>Develop survey instrument and forums/focus group protocols (Jul-Aug 2025)</li> <li>Gather survey, forum, and focus group data (Aug-Sept 2025)</li> <li>Prepare equity analysis (Aug-Sept 2025)</li> <li>Analyze all data and develop findings (Oct-Dec 2025)</li> </ul>																		
Draft report																		
Share draft report (by March 1, 2026)																		
Share final report (by April 1, 2026)																		
Hold joint public hearing of the OAC and DAS Commission																		
DAS Commission approval vote (by May 1, 2026)																		
BOS approval vote (by June 1, 2026)																		

# Key Dates for DF OAC

DAS and Clarity will present at the following OAC meetings throughout the 2026 DFCNA process:

- **DAS + Clarity presentations**
  - **July 2025:** Project plan (completed)
  - **December 2025:** Preliminary research findings
- **DAS presentations**
  - **March 2026:** Draft report
  - **April 2026:** Final report (joint hearing with DAS Commission)



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# Discussion



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# Thank You

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