

June 2, 2020

Washington State Complete Count Effort



Puget Sound Regional Council

OFM

Office of Financial Management

Strategic Assumptions



- Foundation was the address file
- “Full and accurate count” depends on:
 - Positive messages about resources and political representation
 - “Trusted messengers”
 - Combined geographic and demographic approach
 - Historically undercounted populations are identifiable and will require extra effort
- Self-response is most efficient, most accurate, lowest cost, least invasive data collection method



Legislative Provisos

- FY2018-2019 – \$450,000
 - LUCA
 - Staffing
 - 8 community contracts – toolkit/training materials
- FY2020-2021 – \$15,159,000
 - outreach and communications campaign, especially targeting historically undercounted communities



2020 Proviso

- Community Contracts ~ \$7,500,000
 - Included \$800,000 to tribes
 - Added amendments of \$2,280,000, including another \$350,000 for tribes
- Cities, Counties, and Libraries ~ \$2,000,000
- Media ~ \$400,000
- State-sponsored promotional materials ~ \$500,000
- Rapid Response/Contingency ~ \$2,320,000



Post-Pandemic 2020 Proviso

- Community Contracts ~ \$10,500,000
 - Including \$1,150,000 to tribes
- Cities, Counties, and Libraries ~ \$1,000,000
 - PSRC region's cities: Bellevue, Issaquah, Kent, Lakewood, Renton, Redmond, Seattle, Shoreline
 - PSRC regional libraries: Pierce Co. Rural Libraries and Sno-Isle Libraries
- Media ~ \$2,100,000
- State-sponsored promotional materials ~ \$500,000



Major Partners in the Puget Sound Region

- Washington Census Alliance (64 organizations)
 - Latino Community Foundation
 - Progress Fund
 - Na'ah Illahee Foundation
- United Way of King County
 - Pyramid & Big Water Consulting
 - Urban League of Metropolitan Seattle
- Greater Tacoma Community Foundation (40 + grants)
- Kitsap Community Foundation (12 grants)
- Communities of Color Coalition - C3 (10 + organizations)



Other Partners in the Puget Sound Region

- WANonprofits
- Black Lives Matter/Leggette ETI Inc.
- Refugee Women's Alliance (ReWA)
- Asian Counseling and Referral Service (ACRS)
- Council on American-Islamic Relations (CAIR)-WA
- 17 Filipino organizations
- Korean Community Service Center
- Chinese Info & Service Center
- Tasveer
- Center for Human Services and Turning Point
- Greater Seattle Business Association
- Washington Bus Education Fund



Activities

- Outdoor messaging
 - Transit, banners, billboards
- Social Media
 - Facebook live events
 - Boosting ads
 - Producing and posting videos on websites, YouTube, Facebook, Twitter, Instagram
- Radio and Television – minority and ethnic media
- Piggy backing onto COVID relief efforts (drive thru events, take-out orders, competition for gift cards)



Activities

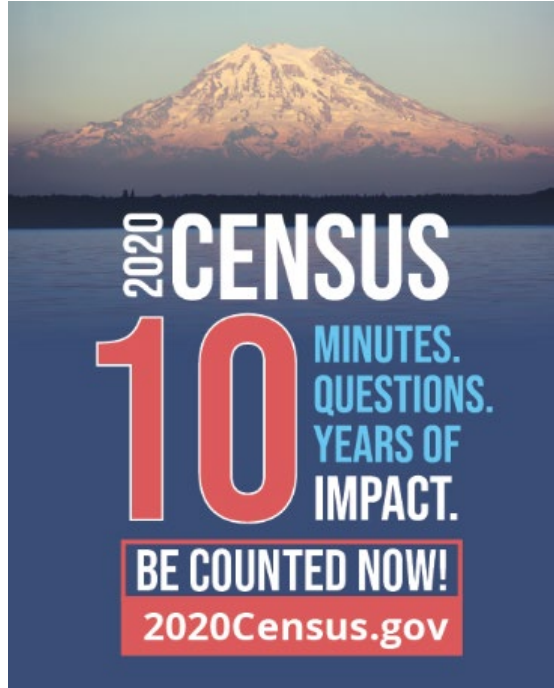
- Mailers
- Messaging toolkits
 - COVID-19
 - Essential Workers Day
 - Juneteenth
- Texting and phone-banking
- Challenges and competitions
- Generally, consider how we come together these days and see if we can profit from those convenings
- Ask a person who has completed the census to get 5 friends or family to do the same

Banners





Billboards





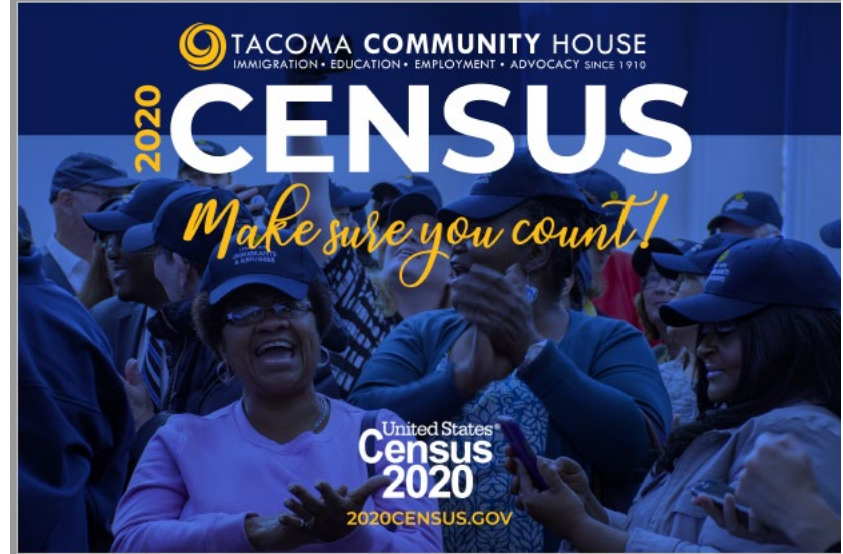
Transit



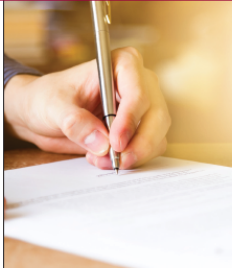
Postcards & Mailers



WA COUNTS
2020



Have you completed your census form yet?



While we're focused on dealing with the Covid-19 threat, it's easy to overlook the 2020 census.

But did you know that the census directly affects public health funding, including for pandemics?

It also determines how a lot of other public funding gets allocated. If an area like our county is undercounted, we will all feel the effects until the next census is taken in ten years, and not in a good way. **So your response is vital!**

Help your neighbors and community:

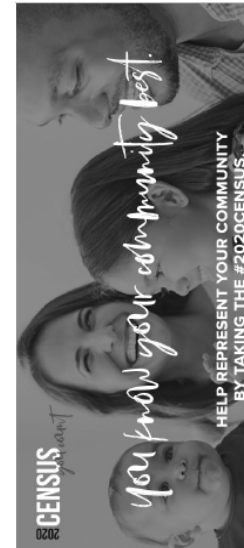
Complete your census form ONLINE or by PHONE today!

Let's Make
Clallam County
COUNT!



Shape
your future
START HERE >

United States
**Census
2020**



The 2020 Census is underway. Due to coronavirus, Census takers cannot go door-to-door as planned to follow up with households who didn't get mailings or haven't taken the Census yet. Please consider this your invitation, your virtual "knock on the door", and use one of three easy ways to participate today!

1. Answer online at www.2020census.gov if you did not get any other mailing, when it asks for a code, click "no code" and simply enter your address.
2. Call toll-free to 1-844-330-2020 (English) or 1-844-468-2020 (Spanish). Call centers open 4 am to 11 pm.
3. Return a paper form via the mail (only available if you received a paper invitation in the mail)

WWW.2020CENSUS.GOV
WWW.SUMNERWA.GOV

Drive Thru Events



Centro Latino & the Commission on Hispanic Affairs invites you to the

EASTER DRIVE THRU EVENT!

200 bags with eggs, candy, snacks, and more!

Friday, April 10
1208 S 10th St, Tacoma, WA 98405
from 10 am- 12 pm or until supply lasts

50 gifts cards will be randomly added to the baggies





One Stop Shop for Resources

www.ofm.wa.gov/2020census

2020 Census: Everyone Counts

OFM serves as the liaison between the state and the U.S. Census Bureau, acts as an advocate on census-related issues for Washington and facilitates the bureau's mission of achieving a complete, accurate 2020 census count. In addition to being used to draw federal, state and local political boundaries, census data is used to distribute more than \$880 billion total in federal funds to states, counties and cities. Moreover, private and public agencies, organizations, businesses and others use census data to help decide where to build schools, roads, health care facilities, child care and senior care facilities.

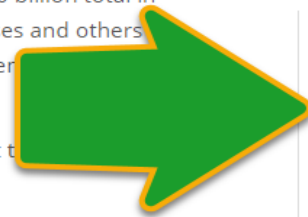
Communities across the state are mobilizing to ensure that everyone counts in 2020. Find out more about the census and what you can do to educate and promote participation where you live.

 [Census jobs](#)

 [Toolkits](#)

What's new

- List of 2020 Census partner organizations in Washington
- 2020 Census promotional materials available for order or download
- OFM makes available limited Census 2020 funds for cities, counties and libraries



What you need to know

- Why is the 2020 Census important?
- Timeline
- Q&A about the 2020 Census
- Hard-to-count population
- Get involved
- 2020 Census jobs



Complete Count Committees

- Washington State Complete Count Committee
- Other Complete Count Committees in Washington state
- Establish a Complete Count Committee in your community




Resources

- Promotional materials for order or download
- Toolkits
- U.S. Census Bureau
- OFM resources
- Other organizations
- Other states



How can OFM help?

 **Census 2020**

Every 10 years, the U.S. Census counts everyone living in the United States.

It's so important to be counted. It ensures Washington receives its fair share of federal dollars for vital community programs – public safety, health care, education and transportation – that affect you and your family.

So be counted. Your community is counting on you.

10 minutes
questions
years

It takes just 10 minutes to answer 10 questions and will shape investments in your community for 10 years.

April 1, 2020 is Census Day

www.ofm.wa.gov/2020census



How can OFM help?

OFM resources

Data and resources

- Training Video: [What you need to know about the 2020 Census!](#)
- [On-hold messages to encourage census participation](#)
- [Promotional materials for order or download](#) (includes posters, flyers, mailer inserts and more)
- Higher Education Resources
 - [Letter to college campuses](#)
 - [Higher Education Toolkit for Administrators](#)
- [Hard-to-count interactive county maps](#)
- [Washington Counts Logo \[JPG\]](#)
- Banners for Social Media [JPG]
 - [Version #1 - Hands. You Count, Be Counted!](#)
 - [Version #2 - 10 minutes, 10 questions, 10 years](#)
- Informational flyers on 2020 Census produced by the state
 - [Everyone Counts \[PDF\]](#) (English)
 - [Todos Cuentan \[PDF\]](#) (Español)
 - [What's At Stake \[PDF\]](#)
 - [What You Need to Know \[PDF\]](#)
 - [Factsheet on the Census and Confidentiality \[PDF\]](#)
 - [Spotting a Census Scam \[PDF\]](#)
 - [Language Assistance in the 2020 Census \[PDF\]](#)
 - [Guidance on Developing on Outreach Plan \[PDF\]](#)

FOR MORE INFORMATION

Lisa McLean

2020 Census Coordinator

Email: Lisa.McLean@ofm.wa.gov

Website:

www.ofm.wa.gov/2020census

