

Activity	Discussion Draft - 2020 Census Work Plan			
	2018			
	January-March	April-June	July-September	October -December
High Level Committee / Meetings	1. Form Governor's 2020 census advisory committee. 2. Governor to issue Proclamation and Executive order directing state agencies to participate and appoint person to 2020 Complete Count Committee	Assess July 1 readiness and modify plan	1. Present budget needs to Governor's advisory committee (for Census offices , enumeration events, promotion events at fairs, festivals etc.) 2. Present pathways to achieving goals (mainly strategy to look for funding through private sectors).	1. Budget work follow up. 2. Pathway to goals follow up.
Outreach - State	1. Establish a Complete Count Committee. 2. Review past Census messaging/activities. Solicit ideas about where we can do more. 3. Draft a state level census outreach plan.	1. Research and determine fund-raising goals. 2. identify fund raising targets--private and non-profit organizations, and activities-- i.e. open census offices, hold promotion events at fairs, festivals etc., hold enumeration events. 3. Come up with range of options depending on priorities and budget. 4. Press Census Bureau for security protocols for enumeration events. Do we/they provide computers? What is involved?	Discuss how to utilize connections to acquire private industry partners. We have two groups of industry partners; one group that we would like to target for funding needs, the other group that we want to target for promotion/enumeration efforts.	Work to get as many partners on board as possible. Help partners to work out promotion plans. May need a letter from the gov. Find a high profile representative to reach the private sectors;
Outreach - Local		Reach out to OFM's April 1 estimate contacts.	1. Reach out to local government partners and encourage the establishment of Complete Count Committees. 2. Assess capacity for local outreach. 3. Identify Hard to Count Areas. 4. Communicate resources and support from the state.	
Outreach - Private				
Tech/Data	1. Local Update of Census Addresses (LUCA) 2. Boundary Annexation Survey (BAS) 3. Put Hard to Count (HTC) materials together. 4. look at HTC and high growth areas and identify areas where need enumeration events 5. UGA Update - Contact County Governments. Collect current boundaries and compile data		1. OFM: Establish 2020 Planning Website 2. Boundary Annexation Survey (BAS) 3. UGA Update - Clean current data and submit.	1. Stat: Establish 2020 Facebook, and Twitter feed. 2. Send Final Group Quarter List 3. Boundary Annexation Survey (BAS)
Census Bureau	OFM: Boundary and Annexation survey- send updates		Get Census Bureau's assistance for meetings with industry, local government, partners	Need Census promotion materials. UGA Update - Census processes the State's submission.

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High Level Committee / Meetings	Develop Complete Count Committee Goals	Prepare for Media promotions	Prepare for Media promotions	Finalize Media Promotions: Gov. conference with the Census Bureau. TVW interview; State employee complete count rally, etc.
Outreach - State	1. State agencies establish agency level Complete Count Committees. 2.prepare for promotion materials, messages, etc.	Agencies identify means to promote census: utilizing local offices, develop webpage, distribute census promotion materials.		Open local offices (subject to funding)
Outreach - Local	Form local Complete Count Committees.	1. Identify Hard to Count Populations, 2. Plan Media promotions 3. Identify local event opportunities	1. Prepare for Media promotions 2. Prepare fro local events	1. Finalize promotions 2. Finalize event plans
Outreach - Private	follow up with committed companies and organizations.	1. Plan Media promotions 2. Identify local event opportunities	1. Prepare for Media promotions 2. Prepare for events	1. Finalize promotions 2. Finalize event plans
Tech/Data	1. Boundary and Annexation survey- send updates. 2. Update 2020 Website/Facebook/Twitter activities. 3. UGA Update - submit final boundaries.		1. LUCA Review feedback and appeal Sept-Nov 2. Count Review Program GQ/HU List development. 3. UGA Update - Review verification files and send 2019 updates.	
Census Bureau	1. Open Field Office in Seattle Jan 2 2019 2. Targeted on ground address canvassing. 3. UGA Update - Census processes the State's submission.		1. set up Census outreach in Governor's regional offices. 2. Begin hiring temporary Census workers for office and field enumeration 3. New Construction program registration. 4. New Construction program- review and submit new addresses Nov-March. 5. Send WA/OR UGA verification file.	

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High Level Committee / Meetings	Gov. press release on census day.			
Outreach - State	1. Census day for the week. 2. Census in the Schools (OSPI) before April 1			
Outreach - Local	1. Media promotions 2. local events			
Outreach - Private	1. Media promotions 2. local events			
Tech/Data	Update 2020 Website/Facebook/Twitter activities.	1. Send GQ list March-July, review in Aug		
Census Bureau	Census Day is April 1st. 1. Advertising begins early 2020. 2. Census self response forms (March)	1. Census Day- April 1. 2. Non-response follow-up early April 3. Census Non-Response Follow-up 4. Field Canvasing	1. Census non-response follow-up (ends late July).	1. Data tabulation. 2. Apportionment counts due to the President by Dec 31st 2020.

Last updated January 17, 2018