



October 8, 2018

The 2020 Census

Presentation at 1st 2020 Complete Count
Committee Meeting

Lisa C McLean, Complete Count Committee
Coordinator

OFM

OFFICE OF FINANCIAL MANAGEMENT

2020 Census – Familiar and Less Familiar Facts!

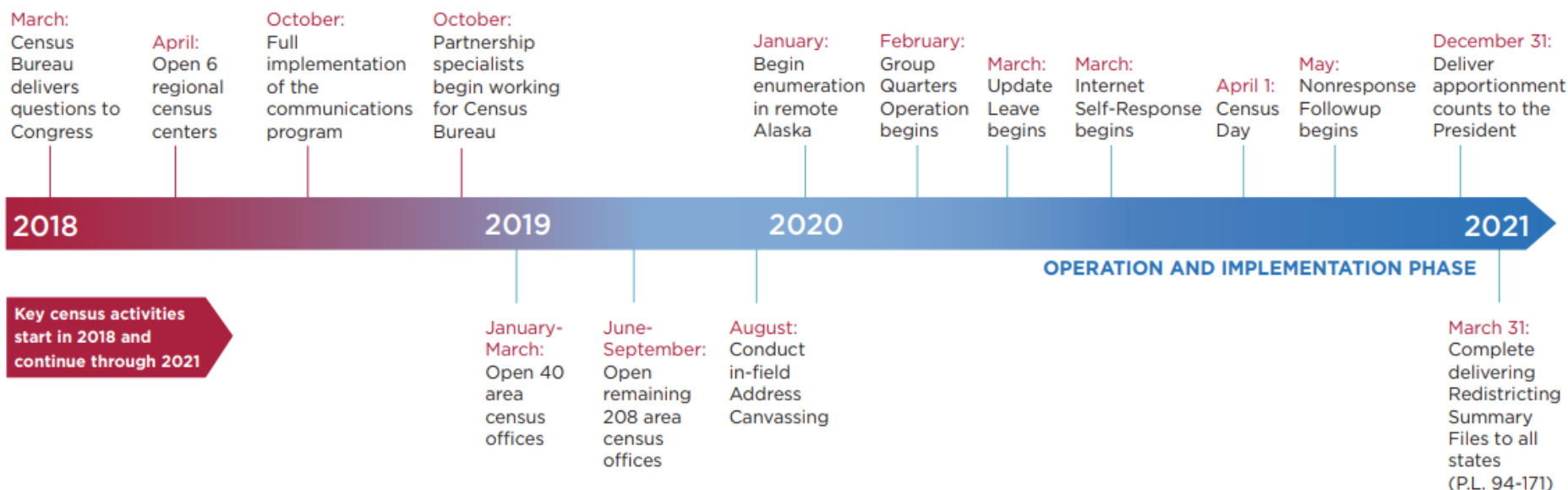
- What is it for?
 - Representation
 - Planning and Budgeting
 - Federal Funding
 - Allocation of State Resources
 - Businesses, Developers
 - Local government – public safety/emergency preparedness

2020 Census – Familiar and Less Familiar Facts!

- Challenges for 2020
 - Most widely known – citizenship question
 - Less well known
 - Federal Funding
 - Internet as the preferred medium of self-response
 - Recruitment
 - 2020 is an Election Year
- Timeline

Road to the 2020 Census

2020 Census Operational Timeline



2020 Census – Familiar and Less Familiar Facts!

- Methods of Response
 - Internet, Phone, Mail
- Five Mailings
- Less Physical Non-Response Visit/Admin. Records
- Important work on Addresses
- Other Languages
- Offices in WA State

Avoiding an Undercount – Knowing Your Community

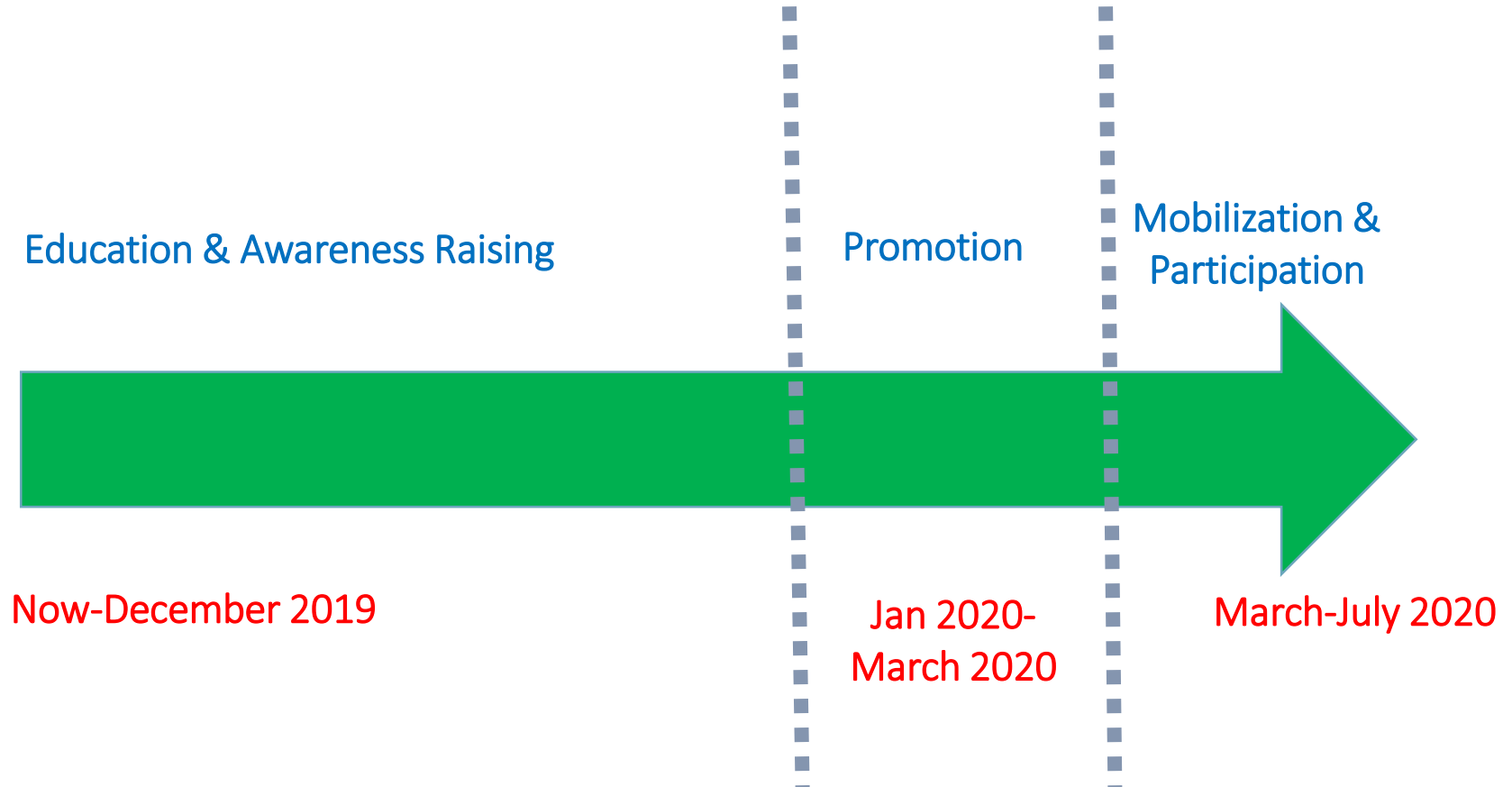
HARD TO COUNT COMMUNITIES

- High Level Definition
 - People of Color
 - Low Income
 - Children under 5
- Deeper look
 - Rental units/Mobile populations
 - Single mothers/complex living arrangements
 - Internet: Rural and Older (minus)/millennials (plus)
 - Homeless, Mobile Youth, & New or Hidden Construction
 - Linguistically Isolated & less well-educated
 - Other groups hostile/suspicious of government

How to ensure Everyone Counts!

- Educate
 - Raise awareness about the process & innovations & truths
 - Get every organization/entity thinking
 - Who are my constituents?
 - What do they need to know?
 - When do they need to know it?
 - Who can be trusted to deliver messages?
 - What would be the best medium/media for delivering messages?
- Promote
- Mobilize

How to ensure Everyone Counts!



Timeline for 2020 Census Outreach

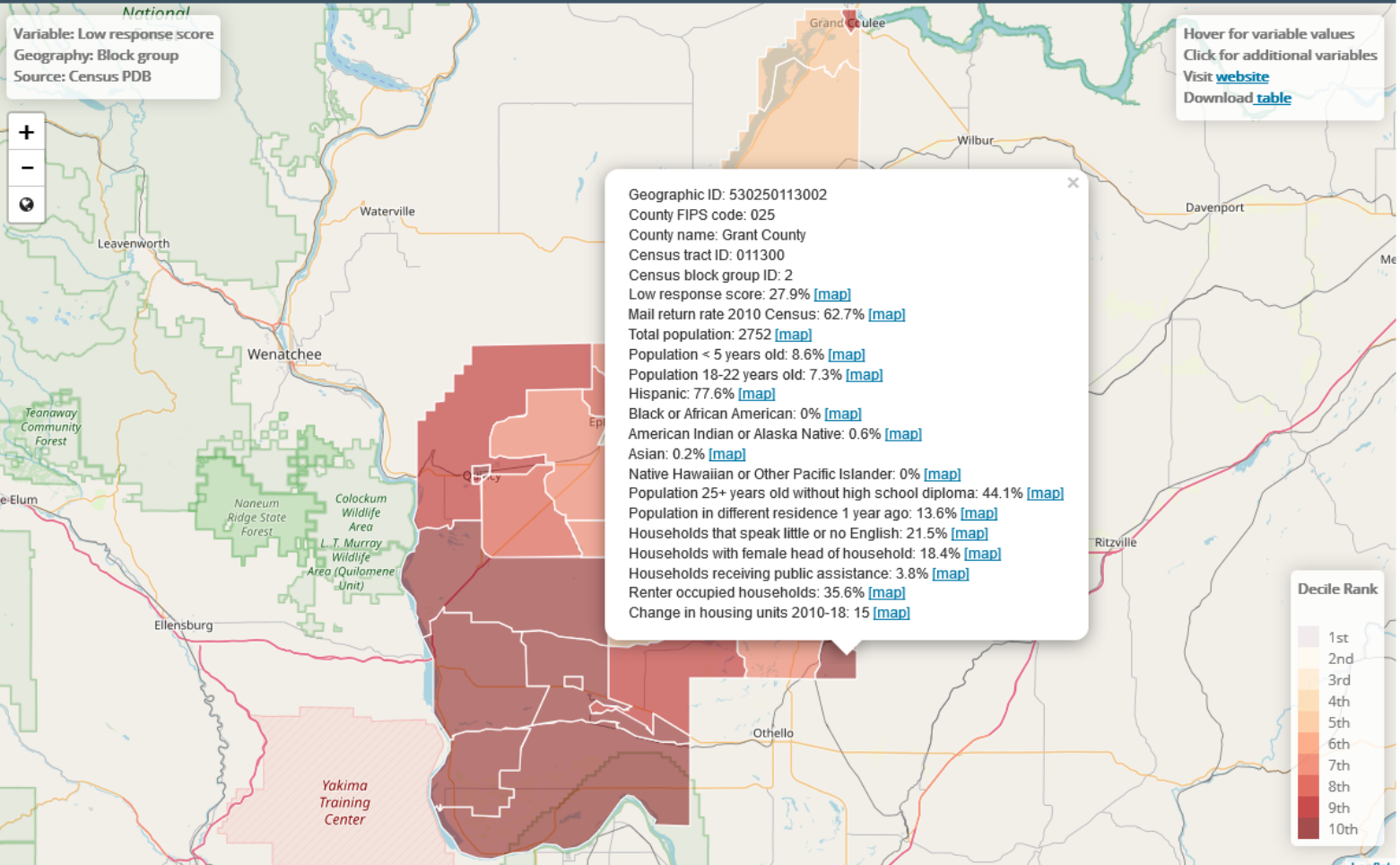
- Think in terms of a wave
 - Create awareness
 - Educate
 - Mobilize and organize resources
 - \$\$
 - Organizations
 - Research/Workplans
 - Recruitment
 - Hardware/venues
 - Unleash the promotion
- April 1 2020 Census Day
- Post census day (info on non-response)



Gathering Momentum

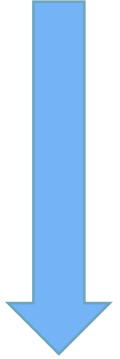
- Website -- www.ofm.wa.gov/2020census
- Coordinate with all other CCCs – offer support, encouragement, and guidance
- Find and meet with as many associations as we can
- Connect people and groups
- Ideal world – one logo and message for the entire state
- Launch this CCC

2020 Census Hard to Count Areas: Grant County



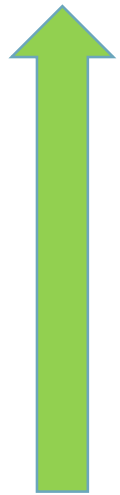
COMPLETE COUNT COMMITTEE (The Concept)

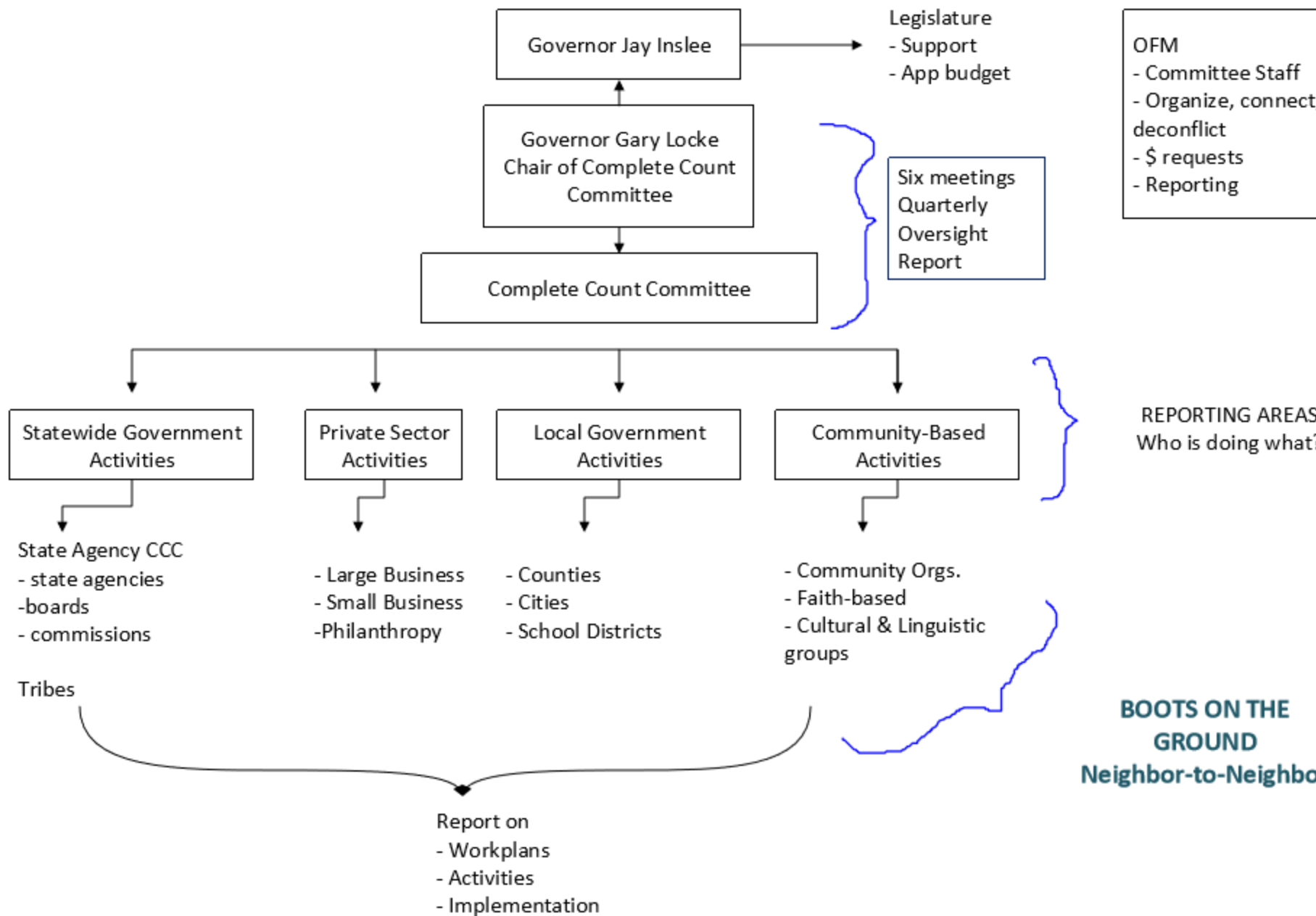
- **Mission/Vision:** Ensure everyone is counted accurately
 - **Leadership:** High-level, highly visible, and spanning the spectrum
 - **Function:** Provide oversight of outreach – methods, message, and coverage
-



Grassroots movement of trusted messengers

- Instilling trust and confidence in the process
- Making it meaningful: Don't count yourself out... get counted!
- Assisting the process – explanations, FAQ, internet, language
- Providing 'intelligence': how the community is feeling/what it needs





What Can You Do?

- Stay informed - www.ofm.wa/2020census
- Promote recruitment - <https://2020census.gov/jobs>
- Contact your city or county officials and ask them **when** they plan to launch their Complete Count Committees and **what** you can do to help
- Organize and spread awareness in your own professional and personal communities



FOR MORE INFORMATION:

Lisa McLean
360-902-0584
Lisa.McLean@ofm.wa.gov

Erica Gardner
360-902-0535
Erica.gardner@ofm.wa.gov

Susan Meldazy
360-902-0627
Susan.Meldazy@ofm.wa.gov

OFM

OFFICE OF FINANCIAL MANAGEMENT