May 15, 2019

2020 Census: Ensuring a Fair and Accurate Census

PSRC Census Workshop

OFM
Office of Financial Management
Committee of volunteers appointed by Governor to increase awareness and motivate residents to respond to the census
GRASSTOPS MOBILIZATION

Goal is:

- Maximize self-response (mid-March to end of April)
- Foster cooperation (New Construction, Group Quarters, SBE, NRFU)
- Top-down education
- Bottom-up feedback
- Bottom-up mobilization
SUBCOMMITTEES ESTABLISHED

- Education
  - K-12
  - Higher Ed
- Philanthropic and Private Sector
- Community-Based Organizations – WA Census Alliance plus
- Informed Decision-Making
- Government – state, tribal, and local
State Agency CCC

- Established in early November
- Internal education
- Cataloguing state resources
- Preparing work plans
- Developing toolkit -- official messaging & talking points
- Ready to connect with other Complete Count Committees
What others are doing?

- WA Census Equity Fund – Philanthropy NW
- WA Census Alliance
- Professional/Ethnic/Linguistic CCCs
- Counties and cities
  - Pierce (toolkit)
  - King – East/South
  - Seattle
  - Snohomish
  - Yakima
  - Spokane
  - Wenatchee
  - Tri-Cities
  - Whatcom
  - Thurston
What can you do?

- Stay informed - www.ofm.wa.gov/2020census
- Promote recruitment - https://2020census.gov/jobs
- Organize and spread awareness in your own professional and personal communities
- Bring your community together to launch their Complete Count Committees
Do a scan of your community?

The 2020 Census

- A mobile population
- Constrained fiscal environment
- Informal, complex living arrangements
- Rapidly changing use of technology
- Increasingly diverse population
- Information explosion
- Declining response rates
- Distrust in government
In your scan, consider...

Participation hindered by language barriers, low literacy, lack of internet access.

Housing units not in the frame and/or people wanting to remain hidden.

Suspicious of government, low levels of civic engagement.

Highly mobile, people experiencing homelessness, physical access barriers such as gated communities.
How can OFM help?

- Keep you informed - [www.ofm.wa.gov/2020census](http://www.ofm.wa.gov/2020census)

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

- U.S. Census Bureau
- OFM resources
- Other Washington organizations
- Other U.S. organizations
- Other states
How can OFM help?
How can OFM help?

- Legislative Proviso of $15,159,000
  - Focus on support for trusted messengers – training, tabling, QACs, in-language outreach and education
- Tribes
- Media
- State agency printing/toolkit
- OSPI
- Contingency
- Staff – keeping it small
CONCLUSION: ORGANIZE & UNLEASH A WAVE

• 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 (non-response)
FOR MORE INFORMATION

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