An update about operations and the partnership program in light of the COVID-19 virus. (June 2, 2020)
Today’s Presenters

Lorraine Ralston

Lorraine is a senior partnership specialist who has worked with the U.S. Census Bureau since late 2018. Her role is to promote the census and encourage people to respond by working with local governments, nonprofit organizations and community leaders. Her area of responsibility includes 18 counties in the western, southwestern and central parts of the state. Before joining the bureau, Lorraine was self-employed as a media operations manager working on international sporting events.
Steve Steinhour

Steve is one of five Area Census Office Managers in Washington; he is responsible for Tacoma and Pierce County. He directs the recruiting, hiring, training, and field operations for Pierce County and the southern part of King County. Steve earned a master’s degree in strategic communications from Washington State University in 2019. This is his first decennial census.
Lisa McLean

Lisa works for the state Office of Management and Budget and serves as the coordinator of the statewide 2020 Census outreach effort. Working with nonprofit, philanthropic and appointed and elected officials, she spearheads the state’s efforts to educate and build awareness about the Census – and ultimately encourage confidence, trust and participation in the process. Lisa brings 25 years of experience managing non-partisan grassroots political organizing projects in the Americas, Africa, Middle East and Europe. She holds a BA in economics from Boston College and an MA in international affairs from John Hopkins University.
Census 101

- **WHO:** Everyone living in country
- **WHAT:** Be counted in the 2020 Census
- **WHY:** Required by U.S. Constitution
- **WHERE:** Counted where you live
- **WHEN:** Census Day is April 1; count continues for several months
Our goal is a complete and accurate count of everyone
PROGRESS SO FAR
Please note that operations may continue to be adjusted in light of public health developments.
Self-Response Phase

☑ Began March 12
☑ Invitations mailed to most residences
☑ Packets left at some residences (Update Leave)
Update Leave Areas in PSRC Region
Self-Response Period

March 12 to Oct. 31
## Response Rates (as of May 31)

<table>
<thead>
<tr>
<th>Region</th>
<th>Current Rate</th>
<th>Final 2010 Rate</th>
<th>Over/Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>60.5%</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>Washington State</td>
<td>65.8%</td>
<td>67.2%</td>
<td></td>
</tr>
<tr>
<td>King County</td>
<td>70%</td>
<td>70.3%</td>
<td></td>
</tr>
<tr>
<td>Kitsap County</td>
<td>69.3%</td>
<td>66.3%</td>
<td></td>
</tr>
<tr>
<td>Pierce County</td>
<td>66%</td>
<td>66.7%</td>
<td></td>
</tr>
<tr>
<td>Snohomish County</td>
<td>69.4%</td>
<td>69.7%</td>
<td></td>
</tr>
</tbody>
</table>
# Tribal Response Rates

<table>
<thead>
<tr>
<th>Reservation</th>
<th>County</th>
<th>Current Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muckleshoot Reservation</td>
<td>King</td>
<td>55%</td>
</tr>
<tr>
<td>Port Gamble S’Klallam Reservation</td>
<td>Kitsap</td>
<td>75.2%</td>
</tr>
<tr>
<td>Port Madison (Suquamish) Reservation</td>
<td>Kitsap</td>
<td>61.1%</td>
</tr>
<tr>
<td>Puyallup Reservation</td>
<td>Pierce</td>
<td>67.5%</td>
</tr>
<tr>
<td>Tulalip Reservation</td>
<td>Snohomish</td>
<td>57.4%</td>
</tr>
</tbody>
</table>
King County Census Tracts
Pierce County Census Tracts
OUTREACH
Strong and Successful Counties

- Active Complete Count Committees
- Five of seven tribes have Complete Count Committees
- Local support from elected officials at all levels of government
- Engaged community organizations
Outreach Initiatives

- Houses of Worship
- Webinar Series
- Weekly Email Updates
- Social Media Blitz
- Rural Outreach
King County

Have you completed your census?
Drive-thru Free Census Lunch for the first 300 families from Santa Fe Mexican Grill, Renton.

Enter to win a $500 Walmart Gift Card!
1. Email proof of census completion to info@censustravelpartner.org and refer to Census 2020.
2. Like and share Census 2020 on Facebook.

¿Ha completado su censo?
Almuerzo gratis de 12 a 2 p.m. para las primeras 300 familias de Santa Fe Mexican Grill en Renton.

Participe y Gane $500 Tarjeta de Regalo de Walmart
1. Firma el formulario de confirmación del censo de King Health Program para ganar un vale $500 de Walmart.
2. ¡Ganarás un almuerzo gratis de Santa Fe Mexican Grill en Renton!

¡Almuerzo GRATIS!
Santa Fe Mexican Grill
Drive-thru Free Census Lunch
Saturday, May 23, 12-2 pm
1170 Sunset Blvd NE, Renton
Kitsap County
Pierce County
Snohomish County

Have you completed your 2020 Census?
A Census 2020 Promotional Event:

**FREE**
CURBSIDE LUNCH GIVEAWAY!
SATURDAY MAY 2, 2020
1PM - 3PM
COURTESY OF THE PARTICIPATING RESTAURANTS AND THE SNOHOMISH CENSUS ALLIANCE! EVERY RESTAURANT WILL PROVIDE 100 OR MORE LUNCHES!

- Bantaba African Restaurant
  19427 146th Ave NE, Everett, WA 98204
- Lewis BBQ
  2302 Pacific Ave, Everett, WA 98201
- Grandma’s To Do Kitchen
  2010 N Marine View Dr, Everett, WA 98201
- Caravan Kebab
  7771 First Ave, Everett, WA 98203
- Cories
  2728, Evergreen Way, Everett, WA 98203
- Mi Tierra
  16488 36th St, Monroe, WA 98272
- Can Am Pizza
  17967 Boulevard Everett Hwy, Everett, WA 98204
- Ghost House
  23612 Boulevard Everett Hwy, Everett, WA 98204
- Tacos Guaymas
  14608 36th Ave, Marysville, WA 98270
- Los Esquites Family Mexican
  1626 205th St SW, Mountlake Terrace, WA 98043
- Toda Mexico
  4856 Muir Dr SW, Lynnwood, WA 98037
- Eight Kitchen
  54277 Hwy 99, Gold Bar, WA 98251
- Casa El Barrio
  230 E Castle Road PO 12, Everett, WA 98201
- Macatin Restaurant
  10602 246th St SW - Mountlake Terrace, WA 98043
Tribal

How does the 2020 Census affect us? Puyallup Tribe's Community Domestic Violence Advocacy Program

youtube
WHAT CAN YOU DO TO HELP?
✓ Self-respond!
✓ Encourage 20 others to answer the census
✓ Email customers and employees
✓ Promote on social media
Questions?