The 2020 Census

Presentation at 1st 2020 Complete Count Committee Meeting

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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

- **March:** Census Bureau delivers questions to Congress
- **April:** Open 6 regional census centers
- **October:** Full implementation of the communications program
- **October:** Partnership specialists begin working for Census Bureau
- **January:** Begin enumeration in remote Alaska
- **February:** Group Quarters Operation begins
- **March:** Leave begins
- **March:** Internet Self-Response begins
- **April 1:** Census Day
- **May:** Nonresponse Followup begins
- **December 31:** Deliver apportionment counts to the President

**Key census activities start in 2018 and continue through 2021**

- **January-March:** Open 40 area census offices
- **June-September:** Open remaining 208 area census offices
- **August:** Conduct in-field Address canvassing
- **March 31:** Complete delivering Redistricting Summary Files to all states (P.L. 94-171)
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!

Education & Awareness Raising
Now-December 2019

Promotion
Jan 2020-March 2020

Mobilization & Participation
March-July 2020
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](http://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
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
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