

# “We’re Here. We Count.”

## Campaign Summary and Evaluation

Prepared by

**Big Water Consulting**

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*Campaign Poster. (Spanish: "We're Here. We Count. Complete the census. Census 2020")*



# **SECTION ONE**

## **Campaign Summary**

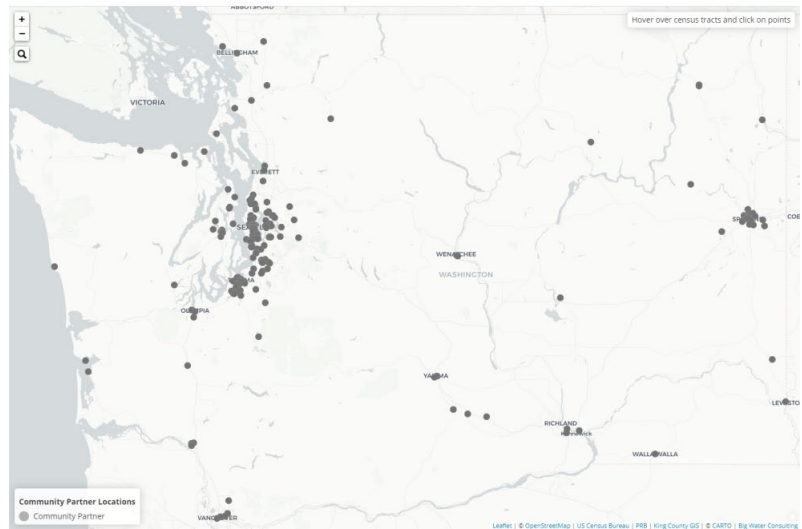


# Acknowledgement of Community-Based Partners

Community-based organization (CBO) partners were essential to the success of this campaign. While the Core Team of “We’re Here. We Count.” created materials, toolkits, trainings, and reported self-response rate data, the success of the campaign depended entirely upon CBOs and local governments. We are incredibly thankful for all the work they put into promoting the 2020 Census. Without their input on material development and their enthusiastic broadcasting of messaging and materials, this campaign would have not been a success.

Organizations partnering directly with the Core Team as a part of the original project advisory group included: APACE; Asian Counseling & Referral Service; Black Lives Matter Seattle King County; CAIR-WA; Casa Latina; Child Care Resources; Children’s Alliance; City of Seattle; City of Tukwila; Commission on Hispanic Affairs; Eastside Refugee and Immigrant Coalition; Entre Hermanos; Greater Tacoma Community Foundation; Hopelink; Innovia Foundation;

Leggette ETI; NCW Complete Count Committee; North Urban Human Services; Opportunity Council; Philanthropy Northwest; REACH; Refugee Women’s Alliance; Seattle Foundation; Seattle Indian Health Board; Snohomish County; Somos Seattle; Spokane Complete Count Committee; Statewide Poverty Action Network; Washington Census Alliance; Wenatchee Complete Count Committee; Whatcom County Complete Count Committee; and YWCA of Seattle, King County, and Snohomish County.



*Screenshot of Map Displaying Community Partner Locations*

In total, the campaign mapped out 298 unique partners within a statewide network working to promote the Census and included these on the campaign’s web map. These organizations either directly partnered and/or reached out to the “We’re Here. We Count.” coalition or were connected to existing partners of the campaign including those whose efforts were funded or partially funded by the Washington State Office of Financial Management, the Seattle Foundation’s Regional Census Fund, and Philanthropy Northwest. We are very thankful for the hard work of all of the participating CBOs and government-and non-government entities.

## Funding

The “We’re Here. We Count.” project was funded by a grant from the Washington State Office of Financial Management. This grant for community organizations, as well as others from Philanthropy Northwest’s Washington Census Equity Fund, the Seattle Foundation, and grants from cities and counties across Washington, supported essential work all around the State and helped historically undercounted communities have a better and more equitable chance of being counted.<sup>1</sup> Massive public

outreach and education campaigns such as this require generous funding and we would like to acknowledge the State of Washington Legislature and Office of Financial Management for providing a level of support that allowed this campaign and others to produce the materials and resources necessary to perform successful community outreach. We are also thankful for the Washington Census Alliance, a group made up of more than 70 organizations led by People of Color, for having the foresight to advocate for this level of funding from the Washington State Legislature.

Washington was not the only state that provided local organizations with substantial funding for 2020 Census outreach. Of the 26 states that provided funding for 2020 Census outreach efforts, Washington was estimated to have spent the 4<sup>th</sup> most per resident on Census outreach efforts, spending an estimated \$2.05 per resident. This amount trailed only California (\$4.73 per resident), New York (\$3.07 per resident), and Illinois (\$2.39 per resident). The next highest spending state per resident was Oregon at \$1.84 per resident.<sup>2</sup> Overall, the amount that states spent on outreach efforts represents a substantial increase in investment from the 2010 Census when many states were unable to allocate resources towards census outreach due to the Great Recession.



*Washington State's WA Counts 2020*

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<sup>1</sup> The initial WA OFM grant was for \$7.5 million of \$15 million available for 2020 Census spending, the Washington Census Equity fund awarded \$1.5 million in grant funding over two rounds, and the Seattle Foundation awarded \$1.29 million over two rounds with financial support from the cities of Seattle, Bellevue, Kirkland, Redmond, and King County.

<sup>2</sup> Associated Press, [26 States Are Spending \\$350 Million on 2020 Census Efforts](#)

## Campaign Background

An accurate decennial census count is essential because it greatly influences the amount of funding and federal political representation that states and communities receive for the following ten years. This requires high self-response rates and complete coverage of the entire population. Due to budgetary constraints, the 2020 Census did not receive funding to do some of the essential community outreach and assistance activities, such as Questionnaire Assistance Centers, that it was able to perform during the 2010 Census. In order to ensure accurate counts at the state-level, Washington was one of 26 states that allocated funds to support community-based census outreach and education programs.<sup>1</sup>

The “We’re Here. We Count.” campaign began with a Request for Proposals issued by the Washington State Office of Financial Management (OFM) in July, 2019 in which \$7.5 million dollars of state funding was made available to support the activities of entities that would coordinate and implement outreach and education activities that would promote higher levels of participation in the 2020 Census in Washington State.

United Way of King County, Pyramid Communications, and Big Water Consulting initially formed the “We’re Here. We Count” campaign when these three organizations came together as partners with the purpose of leveraging their community and volunteer connections; communication and marketing skills; and census and data analytics experience in order to work with Community-Based Organizations (CBOs) to engage with community members across King County and improve Census self-response rates and coverage. In November 2019, the Urban League of Metropolitan Seattle and King County joined the Core Team. In April 2020, Na’ah Illahee Fund and Washington Census Alliance joined the Core Team.

Much of the early stages of the project centered on providing training to United Way of King County tax preparation volunteers as well as employees and volunteers at other community-facing organizations in traditionally undercounted areas of King County that could encourage members of the community to complete the Census. Volunteers stationed at tax-preparation assistance sites run by United Way of King County were trained to inform visitors about the 2020 Census and, starting in mid-March, encourage those waiting for tax-preparation assistance to take the Census onsite using a secure computer. Tax preparation volunteers also answer Census-related questions, and distributed information and marketing materials, including brochures, flyers, and stickers, to remind clients to do the Census. Similar train-the-trainer sessions were provided to local CBOs with the intention of building their capacity to educate their community members through local training and census promotion materials.



Due to the outbreak of COVID-19, tax-preparation sites were shut down before the 2020 Census began, and CBOs were limited in their opportunity to conduct in-person outreach. This required a significant pivot from planned in-person activities to other no-contact approaches emphasizing social media, advertisements, text-message-based, and other virtual outreach through trusted messengers developed by the Core Team that expanded to include Na'ah Illahee Fund and the Washington Census Alliance. While local and state measures developed in response to COVID-19 limited most in-person activities, CBOs were able to use “We’re Here. We Count” materials adapted to digital methods of promotion.

### **We’re Here. We Count. Project Timeline**

<b>Date</b>	<b>Activity</b>
<b>May, 2019</b>	<ul style="list-style-type: none"> <li>The Washington State Legislature allocates \$15 Million dollars to Census outreach for the 2020 Census</li> </ul>
<b>July, 2019</b>	<ul style="list-style-type: none"> <li>The Washington State Office of Financial Management posts an RFP requesting services for 2020 Census promotion</li> <li>July 29: Proposal submitted by United Way of King County to Washington State Office of Financial Management to work with Big Water Consulting and Pyramid Communications to provide on-the-ground education, outreach, motivation and assistance efforts related to the 2020 Census in King County. (Proposal deadline later extended to August 5, 2020)</li> </ul>
<b>September, 2019</b>	<ul style="list-style-type: none"> <li>United Way of King County is selected as a contractor by the Office of Financial Management</li> <li>A Core Team is formed to design and coordinate the campaign, including United Way of King County, Pyramid Communications, Big Water Consulting, the Urban League of Metropolitan Seattle, and King County</li> </ul>
<b>October, 2019</b>	<ul style="list-style-type: none"> <li>United Way of King County is awarded a contract by the Office of Financial Management</li> </ul>
<b>November, 2019</b>	<ul style="list-style-type: none"> <li>November 21: The first Advisory Group meeting is held; meeting discussion informs the develop the campaign’s first Census Outreach Toolkit</li> </ul>
<b>December, 2019</b>	<ul style="list-style-type: none"> <li>December 18: The second Advisory Group meeting is held and provides additional ideas for content and encourages feedback from partners before the Toolkit is finalized in early January</li> <li>Core Team starts meeting weekly on Mondays, which lasts until June 30, 2020</li> <li>United Way Tax Preparation Assistance training for volunteer Census Navigators begin on December 14th and trainings continue through February 29th, 2020</li> </ul>



Date	Activity
January, 2020	<ul style="list-style-type: none"> <li>• The wecountkingcounty.org website is launched to host campaign resources for King County. The website content includes a census toolkit, first round of publicly distributed materials, knowledge database, and self-response rate map</li> <li>• CBOs begin to order posters, flyers, brochures, and stickers for free from the launched website</li> <li>• United Way Tax Preparation sites open to start helping people prepare their taxes. Intake volunteers at the sites begin Census promotion by handing out 2020 Census brochures, flyers, and stickers</li> <li>• On January 21, the CDC confirms the first case of coronavirus in the United States in Snohomish County</li> </ul>
February, 2020	<ul style="list-style-type: none"> <li>• Campaign materials are translated into the nine most commonly spoken languages in King County and made available on website</li> <li>• United Way expands its training offerings for Tax Preparation site volunteers</li> <li>• King County and Pyramid Communications together create bus advertisements for bus routes in anticipated low-responding areas</li> <li>• Additional campaign materials developed, including second wave of Q&amp;A posters, video clips, and materials for Seattle/King County Coalition on Homelessness</li> </ul>
March, 2020	<ul style="list-style-type: none"> <li>• March 3: "We're Here. We Count." holds an in-person training session for CBOs</li> <li>• March 12-20: First 2020 Census letter mailed to households with information about how to complete the Census online</li> <li>• COVID-19 Pandemic spreads in Washington and, on March 23, Governor Jay Inslee issues first statewide stay-at-home order; this restricts all in-person portions of campaign</li> <li>• Scope of "We're Here. We Count." project officially expands from King County to all of Washington State</li> <li>• Campaign's advertisements promoting the Census appear on Facebook, Instagram, digital banners, online videos, outdoor posters in high-traffic areas, buses, on cable ads, and radio ads</li> <li>• March 20: Census releases real-time self-response rate data to the Census, and response-rates on website are updated daily</li> </ul>
April, 2020	<ul style="list-style-type: none"> <li>• April 1: Census Day (planned in-person events and activities were not held due to COVID-19)</li> <li>• Statewide Advisory Group has first meeting with an initial group of eleven CBOs from across Washington represented</li> <li>• Rapid Response Emails detailing Census self-response rates, community</li> </ul>

Date	Activity
May, 2020	<p>census updates, and including new materials are sent bi-weekly from April until June 30</p> <ul style="list-style-type: none"> <li>At the request of local Census staff, governments, and CBOs, Core Team creates a popular International Workers Day toolkit for Census outreach</li> <li>May 7: Coalition of 25 organizations across Washington write letter to Census Bureau asking it to ensure that census responses in Update/Leave areas aren't discarded and that the Census Bureau cease asking those living in those areas to hold off on responding until Census IDs are delivered</li> <li>Campaign blog on website is updated to include self-response rate information to make it easier to share</li> <li>Na'ah Illahee Fund and Pyramid Communications develop web-based Canoe Race graphic showing census self-response rates among Washington tribes using a canoe visualization</li> </ul>
June, 2020	<ul style="list-style-type: none"> <li>Pride Month Outreach Toolkit is released</li> <li>June 30, 2020: Census self-response rates in Washington surpass 2010 self-response rates</li> <li>June 30: The end of the fiscal year and grant cycle brings to an end many of the regular meetings, emails, and deliverables for the "We're Here. We Count." Campaign.</li> </ul>
July to September, 2020	<ul style="list-style-type: none"> <li>Pre-planned deliverables are released, including toolkits based on the following themes: the Fourth of July, Labor Day, Back to School, Non-Response Follow-up, Indigenous People's Day, Elections and Voting, and a 'There's Still Time' Toolkit</li> <li>Survey of CBOs concerning the "We're Here. We Count." campaign and this report was developed</li> <li>Census Bureau shortens Non-Response Follow-Up operation by one month, with new end-date of September 30, 2020</li> <li>"We're Here. We Count." campaign prepares a letter to Congressional leaders, which is signed by more than 100 Washington community leaders</li> <li>United Way leads regular calls with statewide partners and focuses on ensuring the accuracy of counts of those experiencing homelessness</li> <li>September 16: Day of Action led by Black Lives Matter Seattle-King County and "We're Here. We Count."</li> </ul>

## Census 2020 in Washington Timeline

Below is an overview of the 2020 Census timeline that was modified due to the pandemic.<sup>3</sup>

Date	Activity
March 10	Start of field supervisor training
March 27	Start of enumerator training
March 12 - October 31	Self-Response Operation <ul style="list-style-type: none"> <li>• Mailing 1: March 12-20</li> <li>• Mailing 2: Reminder letter, March 16-24</li> <li>• Mailing 3: Reminder postcard, March 26 - April 3</li> <li>• Mailing 4: Reminder letter plus paper questionnaire, April 8-30</li> <li>• Mailing 5: "It's not too late" postcard, April 27-May 9</li> <li>• Mailing 6: Reminder (does not include a paper form), July 22-28</li> <li>• Mailing 7: Final mailing, including a paper questionnaire, August 22-September 15</li> <li>• Census bureau begins emailing and calling households in low-responding areas to remind people to respond</li> </ul>
March 15 - March 18	Update/Leave operation started, but was suspended after three days due to the COVID-19 pandemic
May 11	All Washington Area Census Offices reopen and Update/Leave field operations restart
July 1 - September 3	Group Quarters Operation. This operation counts those living in college dorms, military barracks, prisons, and skilled nursing homes
July 20 - September 30	Non-Response Follow-Up (NRFU). NRFU began on July 20 in Tacoma; in Everett, Olympia, and Seattle on July 30; and in the rest of Washington and the U.S. on August 11
September 3 - 28	Enumeration at Transitory Locations (with advance contact having been made from Feb 24 - March 21)
September 30	Last day for households to self-respond (online, mail, or phone)
December 31	Census Bureau to deliver apportionment count to the President of the United States
July 31, 2021	Census Bureau to deliver population counts to states for legislative redistricting

<sup>3</sup> Sources: <https://www.censusoutreach.org/census-timeline>; <https://www.census.gov/newsroom/press-releases/2020/nonresponding-households-followup-july15.html>

# Process and Decision-Making Structure

## Core Team

The “We’re Here. We Count.” Core Team conducted weekly calls to discuss strategy, and plan upcoming events and deliverables. These meetings allowed for individual members of the team to coordinate and break out tasks for the coming week or weeks. The Core Team was largely King-County-based due to the original structure of the project but expanded to include the Washington State Census Alliance, which was statewide in scope, when the project scope expanded to include the rest of the state. Future efforts should consider further geographically diversifying the Core Team to help guarantee statewide input during these key initial meetings. Members of the Core Team produced campaign materials, engaged with stakeholder groups, and provided feedback and direction in the creation of materials.

## King County Advisory Group

The initial Advisory Group for the “We’re Here. We Count.” campaign was made up of 22 community-based organizations working in and around King County. These CBOs were contacted at the beginning of the campaign so that the “We’re Here. We Count.” team could make sure that materials produced for the campaign were reflective of their communities’ ideas and concerns. Two half-day advisory group sessions as well a survey of AG members and continued discussions throughout the project helped guarantee that materials produced would appropriately speak to the target population in King County and effectively use the materials produced.

## Statewide Advisory Group

As the scope of the project expanded from a focus on King County to all of Washington State, the “We’re Here. We Count.” team created a Statewide Advisory Group that held weekly meetings from April to June. The group formed with the purpose of bringing in advisors from communities across the state to ensure that statewide 2020 Census communications were coordinated and aligned, that messages and materials enhanced the campaign’s ability to reach and inspire historically undercounted communities across the State of Washington to participate in the 2020 Census. The group met virtually on a weekly basis to discuss the real-time opportunities and challenges of the 2020 Census, align around a coordinated response and support strategy for communities, and advise on the tools that should be prioritized for development on a weekly basis.



Organizations within the Statewide Advisory group were compensated \$1,500 for the fifteen-week effort, and members of the organizations agreed to:

- Support statewide alignment and coordination around 2020 Census messaging and communications.
- Elevate and advise on emerging trends, challenges, opportunities, and communications needs.
- Advise on the strategic approach to messaging around emergent challenges and opportunities—from data security concerns to COVID-19.
- Support the dissemination of messaging, tools, and resources that are created.

## **A Data-Informed Approach**

“We’re Here. We Count.” used available data from the Census Bureau, including predicted low-self-response tract data, daily self-response rate data, and other demographic and socioeconomic data, to help increase targeted outreach in areas with the lowest self-response rates.

The 2019 Census Planning Database included a “Low Response Score” variable that used American Community Survey estimates to predict 2010 Census mail return rates at the census tract level nationwide. This data was used early on to map out predicted low-responding areas and target early campaign efforts in areas including South King County. These data were used to help inform discussions surrounding historically undercounted populations and help inform the creative direction of the campaign. “The Low Response Score (LRS): A Metric to Locate, Predict, and Manage Hard-to-Survey Populations” (2017) by Erdman & Bates listed the top 25 variables that appeared to most influence mail response rate to the 2010 Census. Using this paper, “We’re Here. We Count.” discussed the importance of targeting renter, single mother, Hispanic/Latinx, non-high-school-graduate, low-income, Black, non-white and highly mobile households, and households with children under five years old, that were less likely to respond, which would contribute to reduced coverage of these populations. These discussions informed material design and outreach choices.

On April 27, 2020, a month after self-response rate data were made available, Big Water Consulting performed a regression analysis to update some of the categories discussed in the Erdman & Bates 2017 paper using 2020 Census data. This analysis identified seventeen ACS variables that appeared to significantly influence self-response rate, of which twelve appeared to have a negative impact on self-response rate and five appeared to have a positive impact on self-response rate. These factors are listed in the table below. It is important to note that correlation at the tract-level is not necessarily causation and that there are many other factors, including religion and LGBTQ status, that are not ACS variables but may influence self-response rate at the state-level; also, some factors may not have a significant influence on a statewide model but do have

significant influence locally. The factors we found to effectively model self-response rate<sup>4</sup> are described in the following table and were shared with the core team to continue to help plan who we wanted to target. These factors may serve as a good starting point for targeting future demographic outreach efforts but should not be considered all-encompassing.

### Factors in Self-Response Rate Model and Apparent Influence on Self-Response Rate as of April 27, 2020

ACS or Census Factor	Apparent Influence on Self-Response Rate
Vacant Units	Negative influence <sup>5</sup>
Persons Per Acre of Land/Population Density	Positive influence <sup>6</sup>
Proportion of Update Leave Homes	Negative influence <sup>7</sup>
Hold a Bachelor's Degree or Higher (Among Adults Ages 25+)	Positive influence
Households Lacking Internet	Negative influence
Latino/Hispanic	Negative influence
Renters	Negative influence
Single Detached Housing Units	Positive influence
American Indian or Alaska Native	Negative influence
Housing Units Lacking Complete Plumbing Facilities	Negative influence
Moved in 2015 or Later	Negative influence
Sex Ratio (Males to Females)	Negative influence
Female Householder with Children and No Husband Present	Negative influence
Non-family Households	Negative influence
Average Persons Per Household	Positive influence
Native Born US Citizens	Positive influence
Black or African American	Negative influence

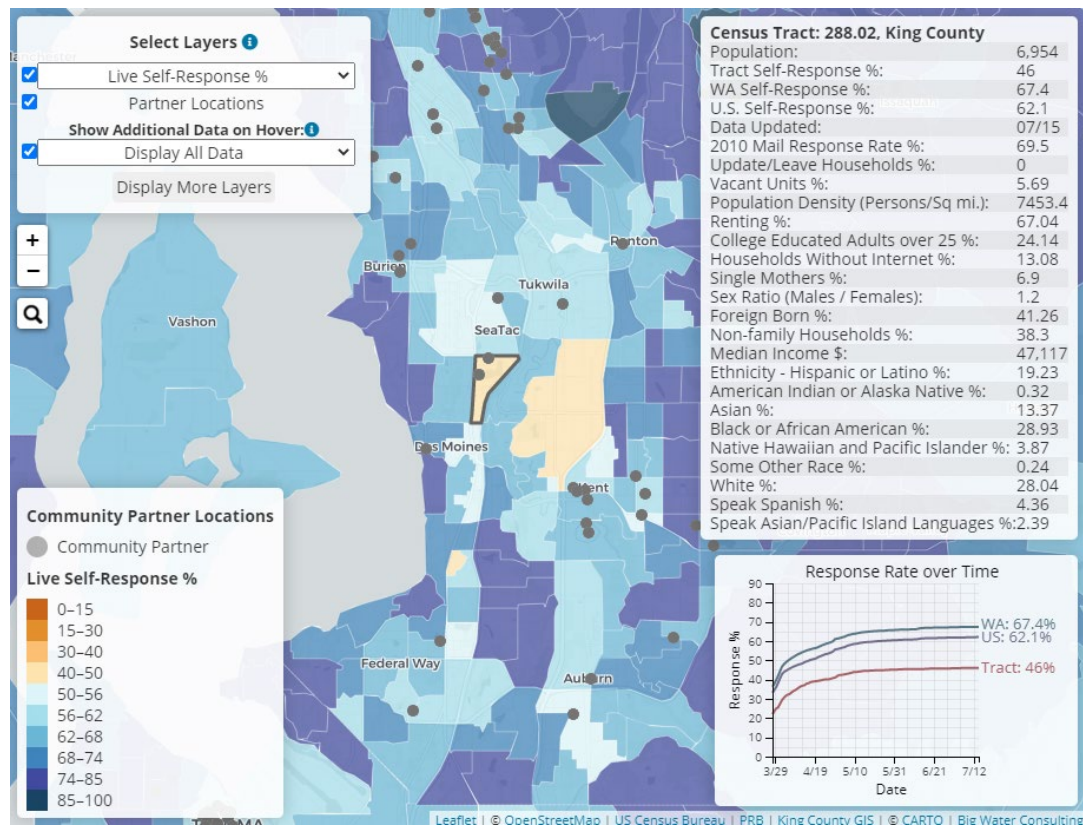
<sup>4</sup> With an R-squared of .8101, F-statistic: 439.5 on 17 and 1731 DF, p-value: < 2.2e-16

<sup>5</sup> Higher percentages of vacant units appear to lead to a lower self-response rate.

<sup>6</sup> Higher population density appears to lead to a higher self-response rate; and rural areas appear to have lower response rates.

<sup>7</sup> Households enumerated in the Update Leave operation are those that generally do not have a street address where they can receive mail and are visited directly by Census staff. These homes initially had low self-response rates because they did not receive invitation packets containing their Census IDs and paper forms until months after the planned distribution and they were asked to not complete the form until they had received their invitation packets.

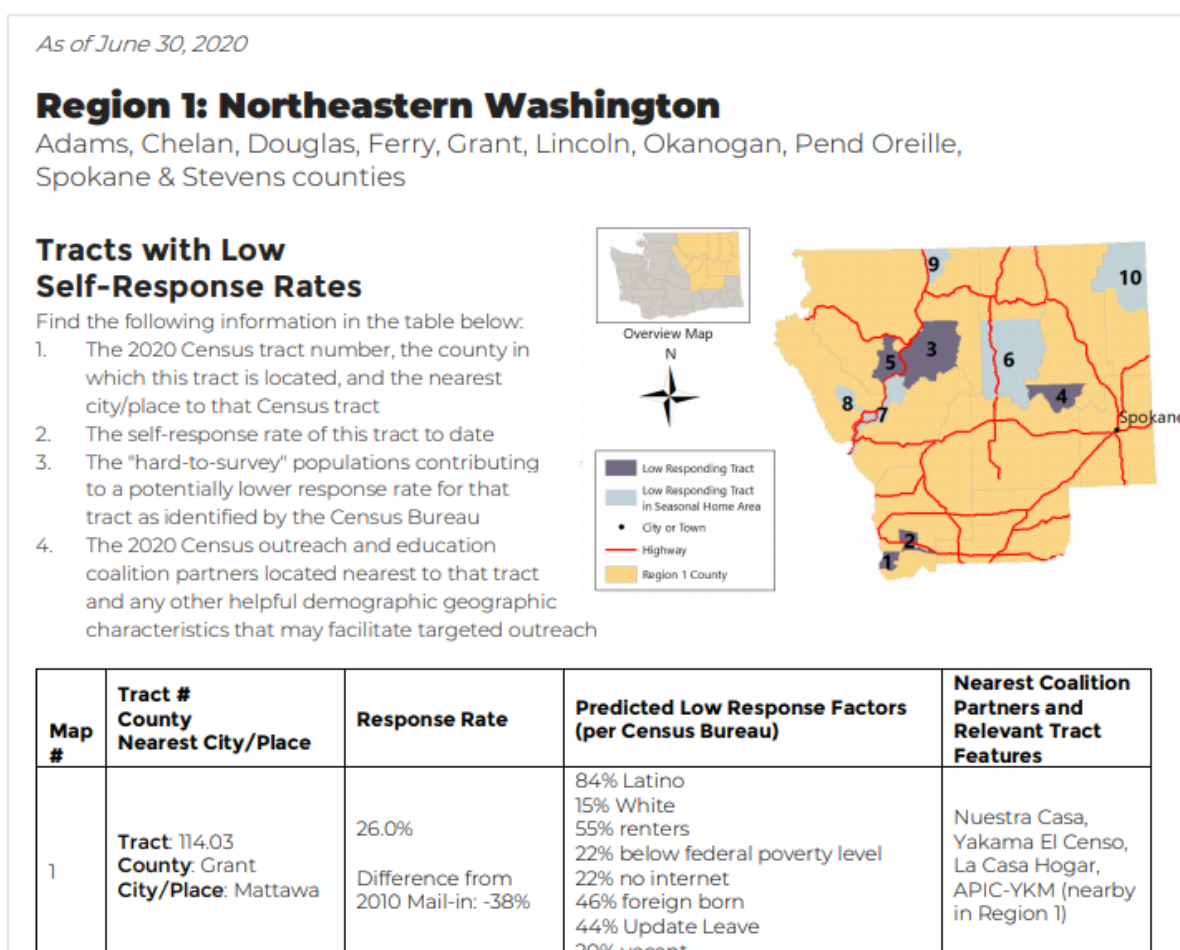
Overall, the 2020 Census offered a unique opportunity to track daily self-response rates at high spatial resolutions, including at the census tract-level. This allowed the “We’re Here. We Count.” core team to target specific areas and characteristics of individuals and develop tools and methods to address low response including a self-response rate map, targeted social media and advertisement campaigns, and rapid response emails and blogs.



*Interactive Response Rate Map hosted on the “We’re Here. We Count.” website*

**Census Self-Response Rate Map and Data.** The “We’re Here. We Count.” campaign website hosted a Washington-specific census self-response rate map that community-based organizations could use to see daily self-response rates at the tract level alongside a table displaying demographic data and a graph that showed changes in self-response rate over time. Using this map, those involved in the campaign could target efforts in their area towards households with lower self-response rates by census tract, ZIP Code, or Census Designated Place. The map also showed the locations of nearby community partners (298 statewide) which could be contacted to help coordinate efforts to increase self-response rates in areas and build synergy locally. In addition to self-response rate data, the map contained 24 additional sociodemographic layers using ACS data from the Census Bureau’s 2019 Planning Database, including race, income, language, education, and others that helped display information about the characteristics of the inhabitants of each census tract in Washington.

**Targeted Awareness and Advertisement Campaigns.** Access to census response-rate data meant that the Core Team was able to target advertisement campaigns in areas with lower self-response rates. This was accomplished initially using social media advertisements that were targeted by ZIP code. Later, Core Team members also used low self-response rate data to effectively target postcards sent to homes and conduct a text-message campaign that targeted households in the lowest 30% responding Census tracts.



*Rapid Response Email Content Example from June 30, 2020*

**Rapid Response Data Emails and Blog.** The Core Team provided tables and maps of the lowest-responding areas in the state, broken out into the following sections: five statewide regions, King County, and tribal areas. Data that were provided in these emails included the current self-response rate, the difference from the 2010 Census self-response rate, and sociodemographic data about each low responding tract from the American Community Survey (ACS). These emails were most helpful to the organizations that work regionally and may have needed help determining which specific areas to target and helped the campaign itself target advertising and outreach efforts.



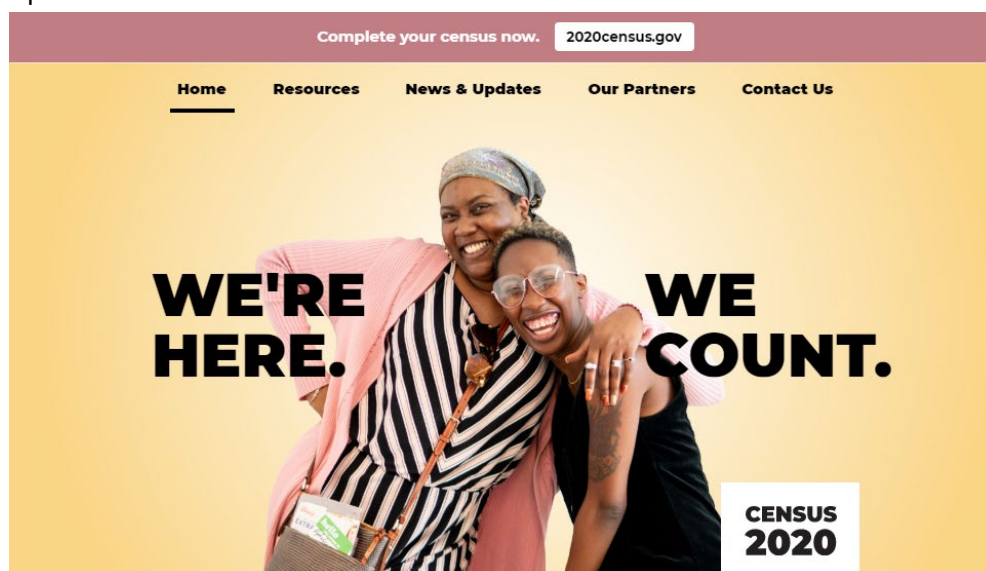
# Summary of Campaign Work and Deliverables

The “We’re Here. We Count.” Core Team developed and distributed numerous materials to help CBOs reach their audiences. Summaries of campaign work and deliverables including the campaign website, creative materials, material translations, paid advertisements, trainings, emails/blogs, and advocacy efforts are included below.

## Website

The “We’re Here. We Count.” website was launched in January 2020 using the domain [wecountkingcounty.org](http://wecountkingcounty.org). The website was initially developed for the purpose of supporting CBO partners throughout King County and was later expanded to support partners and efforts statewide along with the expansion of the campaign’s scope of work. In mid-March of 2020, a separate, mirrored website was launched at [wecountwashington.org](http://wecountwashington.org). While the site was intended to serve as a resource for CBOs and government entities, it also directed visitors to complete the census at [2020census.gov](http://2020census.gov) in case community members visited the site and wanted to find out how to complete the census form.

The website evolved as the campaign progressed. While there was an initial menu link for events that provided a calendar of scheduled events, this resource was removed when in-person events ceased due to the pandemic, and a new “News & Updates” tab was added that included blog posts containing census news and self-response rate updates that were also distributed via the newsletter. The website also included the public-facing self-response rate map that helped users track self-response rates by census tract statewide as well as examine other spatial sociodemographic data.



*“We’re Here. We Count.” website homepage.*

## Materials

Campaign creative materials included toolkits and messaging, posters, flyers, brochures, postcards, social media graphics and messaging, stickers, web banners, yard signs, grocery bags, audio/video recordings, and Zoom videoconference backgrounds. Some materials, such as posters and flyers, allowed for customization so that CBOs could easily upload and insert their logo and add their own messages. In total, over one thousand unique creatives were produced for this campaign and were available on the campaign website for download or to order for free. CBOs were consulted in the design and development of materials to ensure the materials produced met the need of the community members that the CBOs served. Campaign creatives were initially branded with a tagline “Complete the census.” After Black Lives Matter protests highlighted the importance of historical power inequities that are also reflected in the collection and use of Census data, poster taglines were changed to “Our census. Our power.”


In total, materials produced in nine languages were printed and delivered to more than 46 organizations around the state, including at least<sup>8</sup>:

- 27,705 Flyers
- 24,000 Stickers
- 13,676 Brochures
- 4,500 Postcards
- 4,800 Posters
- 100 Yard Signs

In addition to the vast array of creative materials developed for a general public audience, Pyramid Communications developed a comprehensive toolkit for stakeholders. The .pdf booklet gave readers background about the Census and gave recommendations for Census communications and outreach, including example social media posts, text messages, emails, hashtags, and other communications that CBOs were encouraged to disseminate. Additional toolkits and messaging were developed based on specific themes (including back-to-school, COVID-19, college students, the environment, and elections and voting) and holidays (including International Workers’ Day, Indigenous Peoples’ Day, Pride Month, Fourth of July, Labor Day, and Census Day). Other toolkits responded to Census-specific issues including those with messaging concerning the Pulse Household Survey, the lack of a citizenship question on the 2020 Census form, and the 2020 Census Non-Response Follow-Up operation. These toolkits were made available in up to ten languages and contained topically relevant ideas for social media posts, hashtags, text messages, newsletters, emails, and dozens of relevant image files for social graphics and web banners.

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<sup>8</sup> Some organizations, such as the Faith Action Network, ordered materials on behalf of multiple partner organizations, including Food Lifeline, Tukwila Foodbank and Teen Feed. Additionally, due to the abrupt shift from working in-office to working-from-home, earlier orders for materials were processed and completed but some records may have been lost.



**CENSUS 2020**  
2020census.gov

## WILL A CENSUS WORKER COME TO MY DOOR?

Starting in August 2020, U.S. Census Bureau workers, also called “enumerators”, will follow up with people who have not yet completed the census or who may have missed a question or two. Here’s what to expect and how to avoid someone coming to your door.

**What is the census?**  
The census is how we count people living in the country—every resident, regardless of immigration status.

**Is there a citizenship question?**  
No—the census has NO question about citizenship or immigration status.

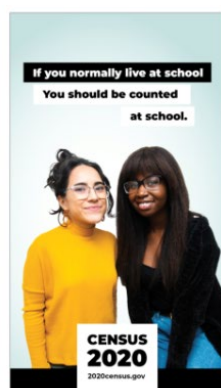
**Why is it important for the government to count people?**  
It’s how the government knows where money is needed for things like hospitals, schools, affordable housing, and transportation. It also determines how many representatives Washington state will have in Congress.

**Who should be counted?**  
Every person living in your household as of April 1, 2020 should be counted on the census form. This includes children and senior citizens, relatives and non-relatives, regardless of immigration status. If someone in your household spends time in more than one home, they should be counted where they live and sleep most of the time.

**What if I have moved since April 1st?**  
The census asks that you complete information based on where you spent most of your time as of April 1st. If you have moved or relocated since April 1st due to COVID-19 or other circumstances, complete your census with your previous living details to the best of your recollection.

**How can I avoid an in-person visit from a census worker?**  
The easiest way to complete the census is online at 2020census.gov. You can also complete it by phone or with a paper form that you received in the mail. Make sure the information is complete, and provide a phone number so the Census Bureau can call you if there are additional questions.

**When will census workers begin in-person visits?**  
Due to COVID-19, in-person census follow-up has been delayed around the country. The schedule is subject to change, but the intention is to begin outreach in early August 2020 into October 2020. Census workers may visit up to six times total if no one answers during their initial visit, and the census response remains incomplete.



## College Student Social Media Materials

Social Media

With many students returning home or to somewhere other than their college residence, the U.S. Census Bureau has provided guidance for students and parents on how to complete the census accurately. Use these social media messages and graphics to inform your community, and update them to make them more relevant given your specific needs.

### Download

Select a Language

English

DOWNLOAD



An assortment of “We’re Here. We Count.” campaign materials. From top left, clockwise: an FAQ flyer, a campaign sticker, a grocery bag that was distributed with food at food banks, a postcard informing households that it isn’t too late to respond, and a download link for social media materials produced to target college students.



## Material Translations

In order to ensure accessibility, most campaign materials were translated, initially starting with the nine most common languages in King County, and later expanding to accommodate requests for other commonly-used languages in Washington. Materials were offered in different languages depending on the resource and the expressed needs of community partners. Many materials (including toolkits, posters, brochures, etc.) were created in Amharic, Arabic, Chinese, English, Korean, Russian, Somali, Spanish, Ukrainian, and Vietnamese. Additional materials, including specific postcards and media kits targeting rural communities, were produced in Garifuna, Hindi, Kikuyu, Kiswahili, and Tagalog. In total, resources were produced in fifteen different languages to help community partners reach as many Washingtonians as possible.



"For Our Farms and Farm Workers" poster in six of the ten offered languages for which it was offered (English, Ukrainian, Spanish, Amharic, Korean, and Vietnamese).



## Paid Advertisements

Due to a lack of in-person events, the campaign focused a significant portion of statewide campaign resources towards paid advertisements, including using social media and digital advertisements; outdoor advertisements billboards, posters, and transit ads; radio ads; and television ads.

The initial digital advertisement campaign ran until the end of May 2020. Social media advertisements on Facebook and Instagram were produced in English, Arabic, Chinese, Korean, Spanish, Russian, Ukrainian and Vietnamese. These ads had 9,494,044 impressions, meaning it showed up on nearly ten million feeds, and had a reach of 1,889,280, meaning that an estimated 1.9

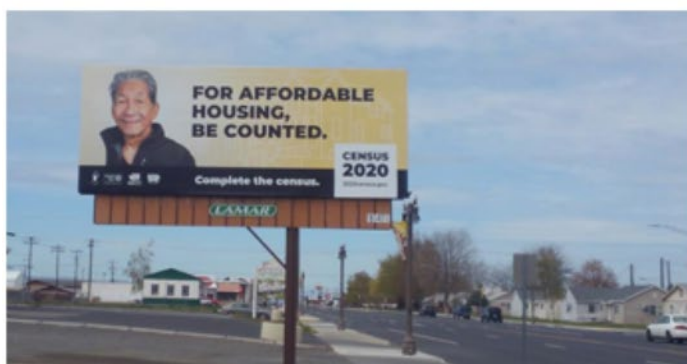


*"Our Census. Our Power." Still frame from 30 second video*

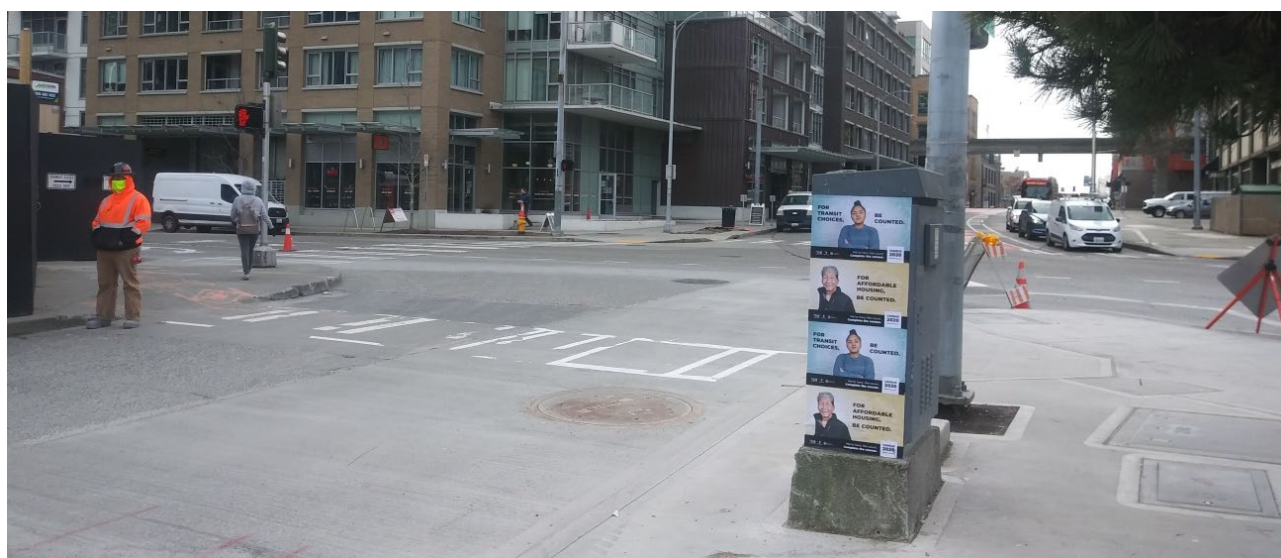
million people saw the ads. Additionally, 39,426 people clicked through to [my2020census.gov](https://my2020census.gov) to complete their Census, 5,593 viewed the videos posted, and 2,138 engaged with the content (including with "likes" or comments). Digital banner advertisements displayed across the web and purchased from NW Media Partners were produced in the same eight languages and led to 5,166,661 impressions and 3,455 clicks. Digital video advertisements purchased from DynAdmic included a 30-second video ad, were produced in English and Spanish, and resulted in 3,104,842 impressions, 2,513,316 completed views and 4,653 clicks. Digital TV/OTT ads are advertisements that are shown on smart TVs or streaming devices. These ads, which were also purchased from DynAdmic, were 30 second English advertisements and resulted in 612,609 impressions with 587,798 total views.

Outdoor advertisements utilized in this campaign included billboards, bus advertisements, and outdoor posters. Billboard space was rented in Adams, Chelan, and Franklin counties. Bus advertisements were utilized in King and Whatcom counties. Additionally, prior to the spread of COVID-19 and the statewide stay-at-home order, the "We're Here. We Count." poster campaign produced and placed hundreds of posters in high-traffic areas around King County, including 120 posters in downtown outdoor locations and 300-500 retail locations around King County. While stay-at-home orders limited the in-person impact of the posters, Associated Press Photographer Ted S. Warren captured a number of striking photographs of individuals walking past campaign posters in Seattle. These photographs were shared globally by news outlets including the New York Times, NPR, The Wall Street Journal, LA Times, The Oklahoman, The Philadelphia Tribune,

Science Magazine, the Brookings Institute, and more. While in-person outreach was limited due to pandemic-related restrictions, these posters generated a large amount of earned media due to the popularity of the AP photos.



*Outdoor billboard advertisements in English and Spanish, targeting low-responding areas.*



*Outdoor wheatpasting posters in downtown Seattle*

## Training

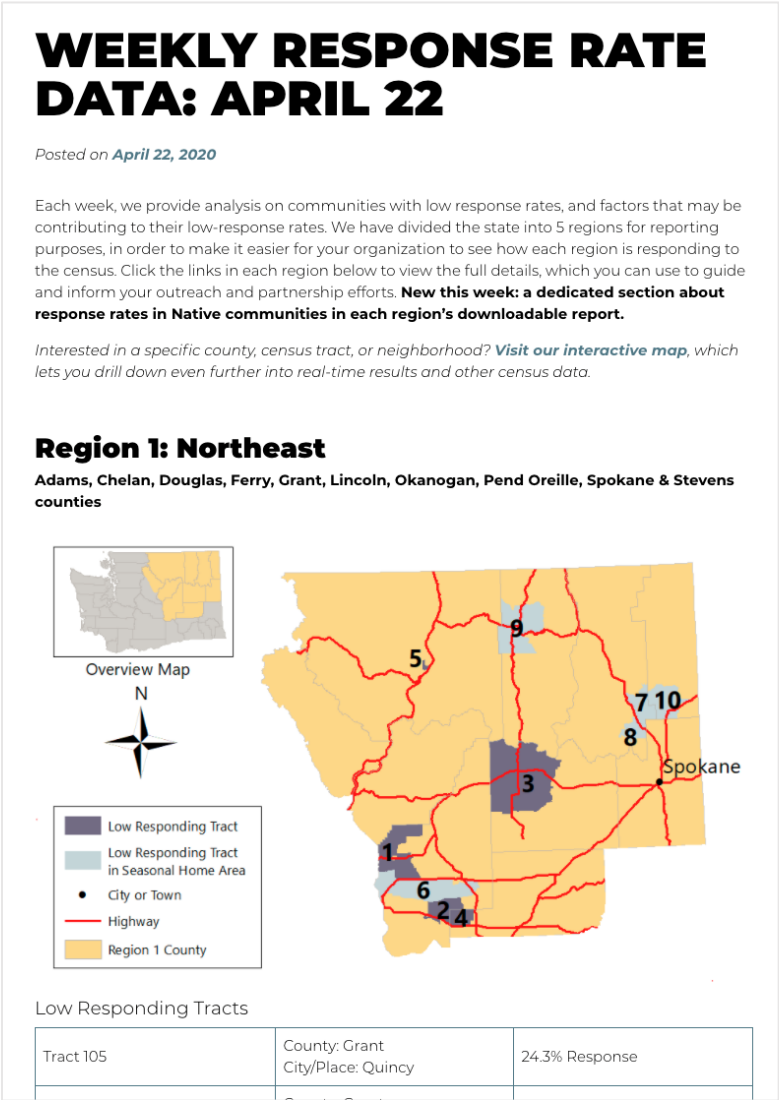
The “We’re Here. We Count.” Core Team initially developed a training module for United Way volunteers stationed at Tax Preparation sites whose job it was to explain the importance of the 2020 Census to clients coming in for free tax preparation assistance. In total, the team conducted nine training sessions for United Way Tax Preparation Volunteers from December to February. The team also conducted a separate CBO-specific training on March 2<sup>nd</sup> with a train-the-trainer model that equipped those attending with the ability to teach others about the importance of the 2020 Census and explained effective ways that they could promote the census using social media and other tools including the self-response rate map.

Prior to the COVID-19 pandemic, the Core Team may have either overestimated the demand for in-person training events geared towards local governments and CBOs given the large number of Census-related meetings taking place at that time or it was unable to effectively reach all potentially interested CBOs. The team had originally planned to lead four geographically dispersed in-person training events around King County and sent invitations to a mailing list of 107 individuals at 67 local non-profit and government organizations, as well as numerous additional personal contacts. Due to limited response, the Core Team decided to consolidate the four planned events into one training event to be held in downtown Seattle. About 20 individuals representing approximately 10 different organizations attended this in-person event at the Seattle Labor Temple adjacent to downtown Seattle.

The Core Team planned to conduct additional on-demand training sessions for local CBOs, but the response to the COVID-19 pandemic led to restrictions on in-person events. Subsequent training events and explanations of tools and materials were conducted during videoconference calls and were posted to the campaign website. The collection of web-hosted trainings consisted of eleven videos across four different themes, including a tour of resources developed on the “We’re Here. We Count.” website, a text and phone banking how-to tool, a guide for planning events, and eight modules discussing social media guides and best practices for Facebook, Instagram, and Twitter. In total, more than three hours of instructional videos were made available online. Weekly videoconference sessions with the Statewide Advisory Group provided additional training opportunities, as well as other videoconference training sessions, including one with King County Regional Census Fund Grantees that discussed available response-rate mapping tools.

# Rapid-Response Emails and Blog

Pyramid Communications sent out bi-weekly Rapid Response Emails to a list of more than 100 CBOs that provided links to pdf tables and maps of the lowest-responding areas in the state, broken out into five statewide regions, King County, and in tribal areas. These emails and blog posts were developed to help CBOs identify which areas were experiencing the lowest self-response rates and likely needed the most attention. The tract-level information provided included social and demographic information to facilitate targeted outreach and education activities. In response to community input, rapid-response email data were also produced in blog format to facilitate easier sharing.



Screenshot of blog post map showing self-response rate as of April 22



## Advocacy

The “We’re Here. We Count.” Core Team came together to work with partners including the Washington Census Alliance and WA Common Census to discuss and advocate for policy and procedural changes within the Census Bureau regarding, for example, the guidance provided to households involved in the Update/Leave operation and a separate advocacy action requesting that Congressional leaders preserve the extended 2020 Census operational closeout date of October 31, 2020 in response to the Census Bureau’s announcement that it would end data collection efforts one month earlier on September 30.

Update/Leave is a census operation conducted in rural areas where households generally do not receive mail at their home addresses, so census workers visit these homes to update housing unit maps and drop off census forms for the households to complete rather than mailing forms to the home. Due to the COVID-19 pandemic, the Census Bureau suspended its Update/Leave operation three days after it began the operation on March 15, 2020. Due to this necessary precaution, a majority of homes in Update/Leave areas were not visited by field staff, and these households were not given information to complete the questionnaire until months later.

This created an issue for the Census Bureau because respondents in rural areas without a mailing address or the Census Bureau-issued 12-Digit Unique Identification Number who completed the Census using the online form by supplying only a physical location description made it more difficult for the Census Bureau to match household responses with specific housing units. To limit the scope of this problem (or the volume of cases that had to be resolved in this time-consuming way), the Census Bureau asked CBOs to encourage households in Update/Leave areas to not complete the Census until the invitation packets containing the Census ID numbers had been delivered to these housing units. Members of the “We’re Here. We Count.” coalition banded together behind the leadership of the Washington Census Alliance to write a letter to the Regional Director of the Los Angeles Regional Office, Associate Director for Field Operations, Associate Director for Decennial Census Programs, and the Partnership Coordinator for the U.S. Census Bureau. The letter asked that the Census Bureau: 1) not discard completed online census forms and instead match them with addresses, and 2) commit to cease telling people in Update/Leave areas to wait to complete the Census form regardless of the new Update / Leave timeline. In total, the leaders of 26 CBOs signed the letter and it was sent to the Census Bureau on May 8, 2020. The Census Bureau restarted its field operations in Washington, including Update/Leave, on May 11, 2020. Washington was one of the first states in which the Bureau restarted the Update/Leave operation (which occurred in stages nationwide from May 4 to June 8, 2020).<sup>9</sup>

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<sup>9</sup> <https://www.census.gov/content/dam/Census/newsroom/press-kits/2020/acos-reopen.pdf>

Additionally, the coalition collaborated with 116 community leaders from around the state to send a letter to the United States Speaker of the House and Minority Leader of the House of Representatives, as well as the Majority Leader and Minority Leader of the United States Senate, demanding an extension of the statutory reporting deadlines and preservation of the extended date for closeout of 2020 Census data collection operations (October 31, 2020) as well as an additional \$400 million in funding for the 2020 Census in order to increase the likelihood of an accurate count.

## **CASE STUDY: Successful Census Promotion at the Port Gamble S'Klallam Reservation**

The Port Gamble S'Klallam Reservation is a 1,303-acre Indian reservation located in Northern Kitsap County on the Kitsap Peninsula. The Port Gamble S'Klallam Reservation had an 80.1% self-response rate for the 2020 Census, the best in Washington State and 9th highest among tribal areas in the United States. This represents a 27-percentage-point improvement over its final 2010 Census self-response rate of 53.1%. In order to help replicate their success in the future, members of the Core Team contacted the Tribe to ask them why they were so successful. They explained that the 2020 Census outreach funding that they received had enabled them to implement a number of effective programs, including a youth art contest, materials distributed to homes, compensation for trusted messengers who performed Census outreach, and a very successful raffle that families could enter if they completed the Census form for their household.

Roxanne Hockett, Grants Director with the Port Gamble S'Klallam Tribe, got an early start by seeking grant funds in 2019. As a result of these efforts, the Tribe received \$10,000 from the Potlatch Fund in the Fall of 2019 and \$14,300 in February 2020 from the Na'ah Illahee Fund through the PNW Native Census 2020 Initiative.

The Potlatch Fund provided the resources necessary to carry out a youth art contest which helped teach youth and their parents about the importance of the 2020 Census. Winners were given cash prizes and their art was printed on posters, postcards, and reusable canvas bags that were distributed to the community at a widely attended Fall General Council Meeting. Additional materials were produced with the tribal logo in preparation for an April 1<sup>st</sup> Census Day event that was ultimately canceled due to the COVID-19 pandemic. Instead, these materials (including water bottles, lip balm, flashlights, hand sanitizer, packets of seeds, and more) were dropped off at all homes on the Reservation.

Resources from Na'ah Illahee Fund allowed the Tribe to pay trusted messengers for their time and effort and helped fund the raffle. While COVID-19 halted door-to-door outreach efforts in mid-March, trusted messengers were able to successfully pivot and use social media and make contact with members using the Tribe's popular Facebook page and Facebook Messenger. These efforts helped publicize the incentive raffle that allowed households the chance to enter if they had completed the Census. 16 households were awarded \$200. The raffle was credited with substantially increasing self-response numbers on the Port Gamble Reservation.

Additionally, regular messages encouraging Census participation were published on the Tribe's Facebook page, in the Tribe's community memo sent to membership, and in the local newspaper. These efforts helped inform Tribe members of the importance of the Census and provided examples of popular programs that rely on Census funding.

# Pandemic Impact and Response

Due to restrictions related to the global COVID-19 pandemic, many adjustments to Census outreach and education activities had to be made in order to avoid in-person activities that could potentially spread COVID-19.

## Pandemic-Impacted Activities

The initial core of the campaign's activities included a vast array of in-person events that would have required significant interaction between people in ways that became unsafe due to the spread of COVID-19. These planned activities are described below.

- **A Trusted Messenger Approach** – This approach, promoted by the Washington Census Alliance, centered on trusted messengers within their communities who were tasked with arranging in-person conversations with members of their community to discuss the 2020 Census. These trusted messengers tracked outreach and self-response rate data and were targeted to work in communities that were anticipated to experience low self-response rates. As a result of the pandemic, in-person conversations were adjusted to no-contact promotion methods using social media and text-message-based person-to-person communication.
- **Tax Preparation Sites** – United Way of King County's original plan was to promote the 2020 Census and provide a space to complete the Census at tax preparation sites using trained volunteers. These volunteers were responsible for managing intake at the tax preparation sites and planned to engage with clients regarding the 2020 Census and provide information and a space to complete the Census with the support of a trained volunteer. Thirty-three tax preparation sites were located in libraries, community centers and other locations in some of the most resource-poor neighborhoods in King County. These areas also exhibited some of the lowest anticipated self-response rates in King County. The tax preparation sites were shut down in March 2020 due to the COVID-19 pandemic, prior to the first mailing of the 2020 Census invitation letter.
- **Community Resource Exchange & Family Resource Exchange** – These events, hosted by United Way of King County, provide essential services for thousands of individuals and families experiencing homelessness including job and housing resources, haircuts, education and legal services, tax preparation, and more. On April 1 (Census Day), United Way planned to provide 2020 Census information and an opportunity for people experiencing homelessness to complete the form in order to ensure that they would be counted in the 2020 Census.



- **Train-The-Trainer for Community Partners** – Big Water Consulting and Pyramid Communications planned to host multiple trainings for an assortment of community-based organizations to help build the Census-related capacity of organizations, so that they could train their own staff and other partners to help promote the Census, help community members complete the Census form, and be able to answer common questions and concerns regarding the 2020 Census.
- **Census Help and Computer Access Locations** – Big Water Consulting assembled a database of locations where individuals could receive assistance and/or access computer terminals with an internet connection that would allow them to securely complete the Census. These locations included United Way Tax Preparation locations, King County libraries, and offices or facilities managed by other Community-Based Organizations. The assembled layer of locations providing 2020 Census assistance was not published on the “We’re Here. We Count.” Websites due to the onset of the pandemic, but it would likely be helpful in future outreach campaigns.
- **In-Person Events** – The campaign websites had an “Events” page that listed scheduled events hosted by the “We’re Here. We Count.” Core Team as well as other community partners. Much of the planned Census outreach centered on in-person interactions. Due to concerns about COVID-19 and in response to the statewide lockdown issued by the governor on March 23, all Census Day events planned for April 1<sup>st</sup> were canceled as well as all other subsequent in-person events.



*Web Banner at [freetaxprep.org](https://freetaxprep.org), United Way of King County's website that advertises free tax preparation and Census 2020 help.*

## Pandemic Response: Alternative Activities

Because many planned activities were impacted by the COVID-19 pandemic, many alternative, no-contact activities were arranged to promote the Census.

- **Text Message Banking** – Washington Census Alliance (WCA) held a successful texting campaign in the wake of the COVID-19 pandemic using ThruText, a peer-to-peer text-message platform that allowed WCA to send 83,000 outbound text messages at a cost of about eight cents per message. This platform allowed for significant cost savings over alternative peer-to-peer text-message platforms. WCA was able to leverage Census self-response rate data to target text messages to areas with low self-response rates. Phone numbers were obtained from NGP VAN (formerly known as the Voter Activation Network) data. Initial text messages encouraged Census participation, and follow-up messages provided instructions for filling out the Census form or answers to other FAQs.
- **Increased Social Media Promotion and Statewide Advertisement Campaigns** – In the absence of in-person promotion, the campaign shifted its resources to increase its digital presence. Pyramid Communications led a statewide effort to allocate resources towards social media campaigns and statewide advertisement buys that targeted low-responding areas.
- **Restaurant and Food Bank Outreach** – United Way of King County teamed up with local restaurants around King County during the pandemic to buy meals for people who had lost income due to pandemic-related restrictions or otherwise needed food. Flyers promoting the Census accompanied the meals provided. Similarly, the Urban League of Metropolitan Seattle worked in and around South Seattle to distribute Census information and answer questions at student meal sites.
- **Online Trainings (Videos)** – Pyramid Communications developed four different training modules, including a tour of resources developed for the “We’re Here. We Count.” website, a text and phone banking how-to tool, a guide for planning events, and eight chapters including social media guides and best practices for Facebook, Instagram, and Twitter. These videos allowed the Core Team to expand its impact and make materials more accessible to those who could not attend in-person trainings.
- **Online Discussions** – Prior to the COVID-19 outbreak in early March 2020, the Core Team and Advisory Group held sessions largely in-person with the option to participate remotely via teleconference or video conference. However, after March 12, all meetings were conducted exclusively via videoconference. While many of the nuances of communication are lost when using videoconference software, it allowed for wider participation and allowed participants to virtually share draft materials and the normalization of

videoconferencing allowed for regular statewide Advisory Group discussions that may not have been as well attended otherwise.

## Volunteer Text and Phone Banking: A How-To for Your Organization

This webinar details the best phone and text banking coordination strategies to increase census turnout in your communities, including how to engage volunteers, the steps to sourcing contact lists, and the value of each outreach strategy. You will learn about the importance of the 2020 Census for our communities and common questions volunteers receive while conducting census outreach.

### Phone Banking Best Practices

1. Smile! You can hear it through the phone!
2. Retention strategies for volunteers
  - a. Auto-dialing for speed and morale
  - b. Gamification
3. Create a simple google form for volunteers to fill out if there is follow-up needed or questions the volunteer couldn't answer
  - a. Be sure to collect the client's name, phone number, and a brief description of the issue/question.
  - b. Some organizations may want volunteers to report on each call to ensure that all members were called



*Online Training Video on [wecountwashington.org](https://wecountwashington.org) with information about how text and phone bank*

## **SECTION TWO**

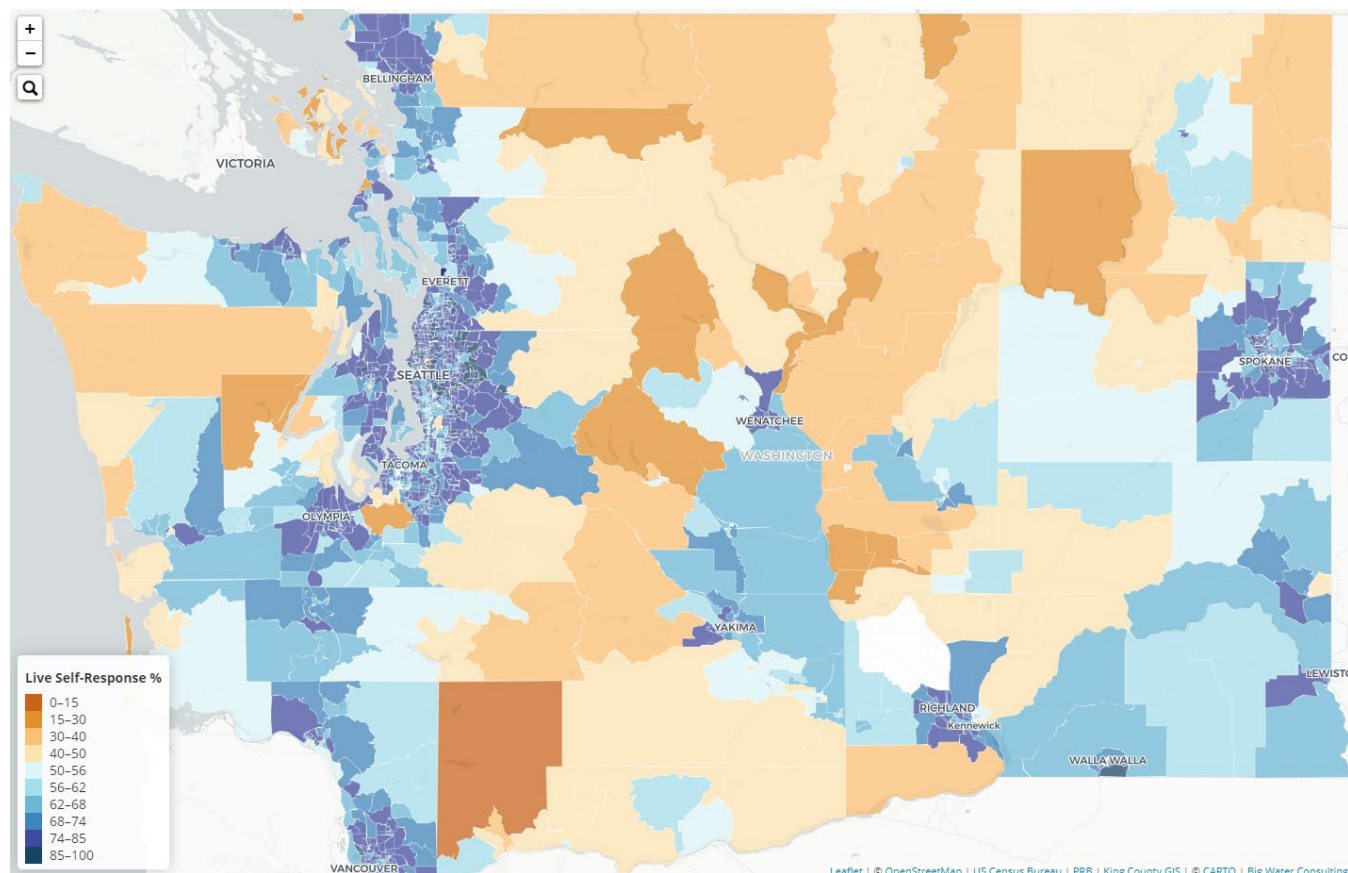
# **Assessment of Campaign Impact and Lessons Learned**





## Washington State Self-Response Rate

Despite the global pandemic, the State of Washington was the second state in the United States to equal or exceed its 2010 Census self-response rate, and, as of the Census' final self-response-rate update on October 27, 2020, Washington State had the 2<sup>nd</sup> highest self-response rate in the nation with a self-response rate of 72.4%. The City of Seattle, Washington's most populous city, had the 3<sup>rd</sup> highest self-response rate (76.3%) among U.S. Cities with a population of 500,000 or more people,<sup>10</sup> and King County had the 8<sup>th</sup> highest self-response rate (76.4%) among U.S. Counties with a population of 1,000,000 or more people. While it is impossible to quantify the effect of OFM spending had on census completion in Washington, we were able to solicit feedback from project stakeholders to help determine the efficacy of tools created for community outreach. This feedback is included in the following sections.



<sup>10</sup> Behind Lincoln, NE with a self-response rate of 75.7%

## Evaluation Background and Overview

The “We’re Here. We Count.” campaign created a survey tool in order to give community-based partners and stakeholders an opportunity to provide an honest evaluation of the campaign. A web link to the survey was first sent to 151 individuals at community-based organizations subscribed to the “We’re Here. We Count.” campaign newsletter and to the “We’re Here. We Count” State Advisory Group. When few respondents replied, members of the “We’re Here. We Count.” Core Team reached out individually to contacts at organizations that were involved in the campaign. The survey was also publicized during virtual conference calls from the end of June through July, 22, 2020. A follow-up survey was conducted in November 2020 that asked organizations to evaluate later campaign materials produced for use in August and September.

In total, 28 individuals representing 27 different community-based organizations and other entities<sup>11</sup> participated in the first survey while 20 entities responded to the second survey. The organizations represented in the responses include: NCW Complete Count Committee, Asia Pacific Cultural Center, Lake City Collective, Blue Mountain Action Council/Blue Mountain Complete Count Committee, MLK Labor, City of Bellevue, King County Office of the Executive, Leggette ETI, Opportunity Council, Urban League of Metropolitan Seattle, Greater Tacoma Community Foundation, Carl Maxey Center, United Way of King County, Snohomish County Executive's Office, Spokane County Complete Count (Innovia), Washington State Department of Corrections, Washington Department of Social and Health Services, Washington State Department of Enterprise Services, La Casa Hogar, Na’ah Illahee Fund, ReWA, The City of Arlington, U.S. Census Bureau, Washington Census Alliance, Communities of Color Coalition, Department of Social and Health Services (DSHS), Yakama/Yakima Census 2020, the City of Seattle, the City of Arlington, APIC Yakima, Washington Non-profits, The Washington Bus, NW & Associates LLC, Clallam County Economic Development Council, Alpha Phi Alpha Fraternity, and OneAmerica.

The feedback provided in the survey responses has been aggregated and is being presented in the following three sections: *Campaign Media*, which evaluates the media produced for the campaign; *Campaign Inclusion, Outreach, and Training* which discusses how successfully the campaign included others in the process, conducted and responded to outreach, held statewide advisory group calls, and performed training; and *Campaign Success*, which considers respondents’ views regarding the overall successes of the larger “We’re Here. We Count.” campaign and respondents’ own campaigns and allows partners to discuss areas upon which similar campaigns could improve in the future. Survey respondents provided valuable feedback in each of these sections, and full open-response comments will be provided in an appendix to this report.

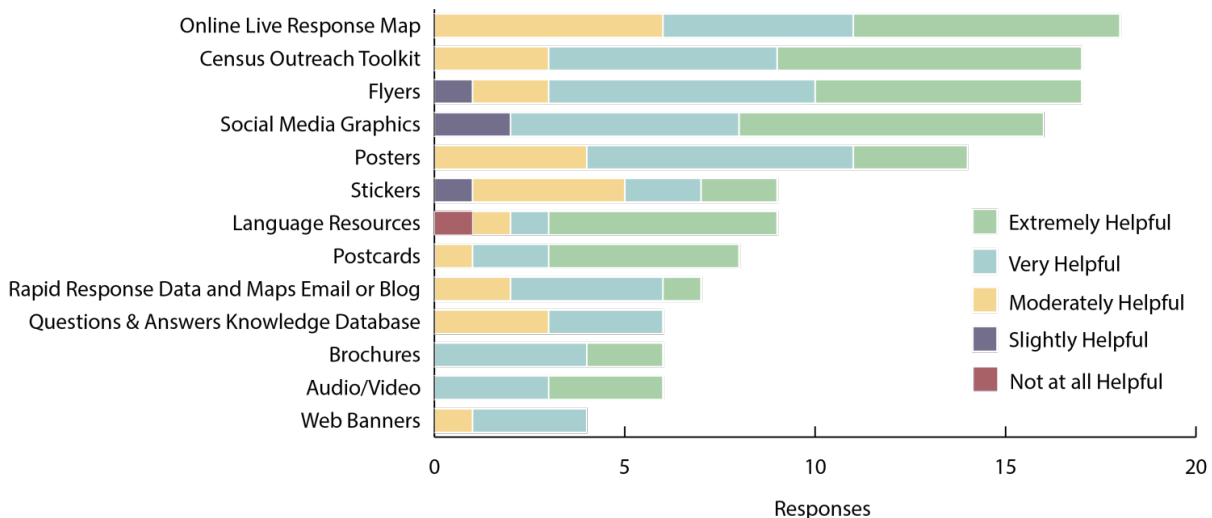
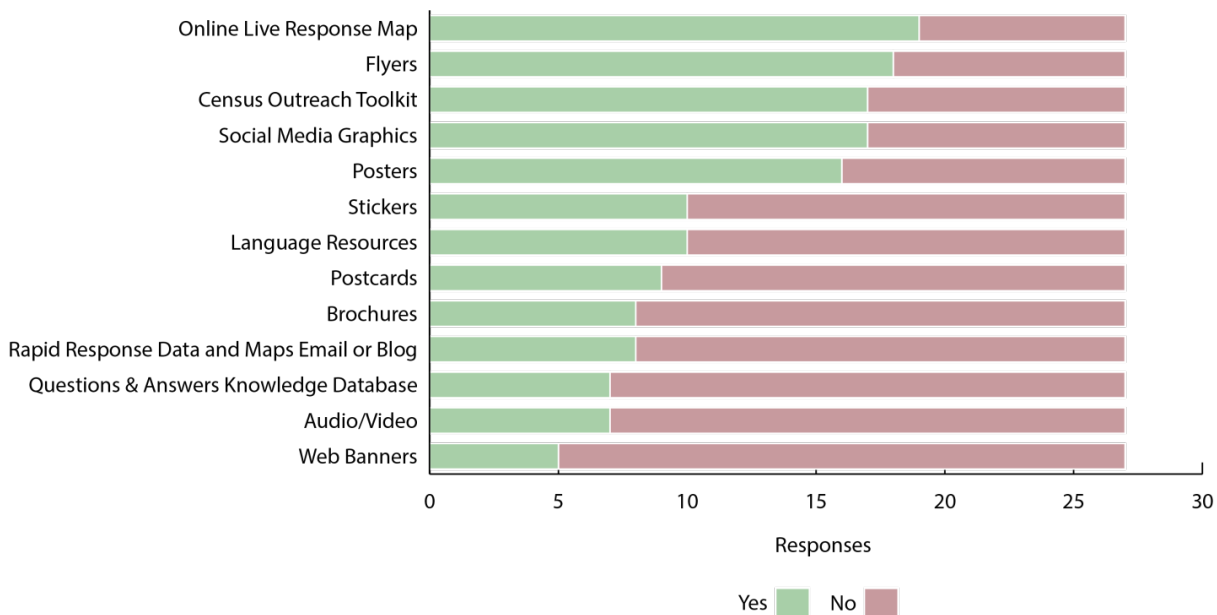
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<sup>11</sup> Two different Census Bureau employees provided feedback.

## Campaign Media

Respondents were given the opportunity to identify the campaign resources that they used, and to select an answer choice that described how helpful the resources that they used were for their campaign. The answer choices ranged from “not at all helpful” to “extremely helpful.” Among the entities that responded, the most popular campaign resources included the online live response map, social media graphics, flyers, the census outreach toolkit, and social media graphics. The least commonly utilized resources included web banners, audio/video resources, and brochures (see graphs below showing resources used, and helpfulness of resources used).

### Campaign Resources Used



All responding participants used at least one of the resources produced by the campaign and all resources were at least “very helpful” to one of the responding entities. Respondents gave a few comments as to why they gave specific ratings. Respondents rated some resources less helpful because:

- Certain resources were less useful due to limited in-person contact due to COVID-19
- The stickers did not have a website URL
- The map did not show response rates by race; and identified areas with predicted low response did not predict a low enough response
- Flyer(s) (unspecified) did not explain why the Census is important

Overall, responding CBOs found that resources provided were helpful because:

- Content was pre-developed so each CBO didn’t have to create its own set of materials (one respondent described it as easy “plug and play”)
  - Campaign content was available in multiple formats (digital and non-digital) and multiple languages
- The messaging worked because it was developed was relatable to what was happening in the world and informed by the community
- CBOs were able to target their resources towards lower-responding areas using the response map
- The Questions and Answers Knowledge Database helped CBOs learn more or refresh their knowledge

Suggestions for new or improved resources in a future campaign included:

- Increased diversity
  - Specific messaging to populations living here on temporary work visas
  - Images and language more representative of the Latinx community in rural Washington
  - Images that resonate more with the Black community, including images of Black men in the campaign toolkit (one respondent noted there were none in the toolkit, and there was only one image of Black women)
- Additional language accessible material for immigrant and refugee communities that were not available
- Masks, hand sanitizer, and stress balls (more widely available yard signs)
- More customizable and organization-specific media and social media resources to allow the photos and voices of community members to be more easily shared



- More diversity within tribal outreach materials (one respondent commented that “Yakama Nation is considered a Plateau tribe, not a coastal tribe, if Plateau specific graphics or pictures were used, it would have made a greater impact with my community.”)

## Follow-Up Survey — Toolkits Used

In a follow-up survey, respondents were asked how helpful toolkits that were specifically developed for use between June and September were for their efforts. The most utilized, and most helpful, of the developed materials during this timeframe was the toolkit and materials produced for the *Census Day of Action*, a one-day final push to ask Washington residents to complete the 2020 Census that was put together by Black Lives Matter Seattle-King County and the We Count Washington campaign. Other commonly-utilized toolkits included the *There's Still Time to Complete The Census* toolkit, the *Non-Response Follow-Up* toolkit, and the *Voting* toolkit. Respondents also gave feedback on individual toolkits. Respondents commented that they would have liked to have seen a wider variety of photos, as well as more diversity in the individuals representing tribal areas.

## Helpfulness of Resources Developed for Use Between June and September

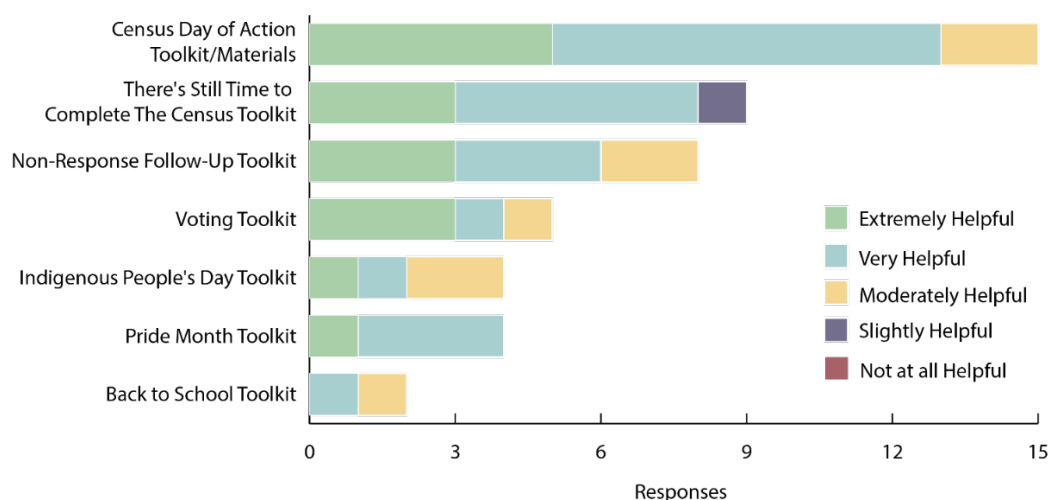


Image from Census Day of Action Toolkit

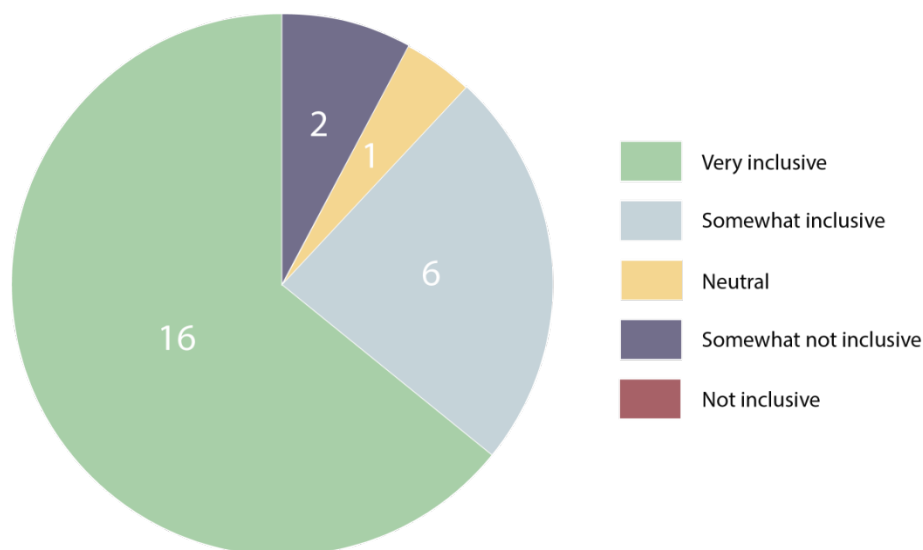
# Campaign Inclusion, Outreach, and Training

## Campaign Inclusion

Respondents were asked to rate how inclusive they felt the “We’re Here. We Count.” process itself was on a five-point scale including: “very inclusive,” “somewhat inclusive,” “neutral,” “somewhat not inclusive,” and “not inclusive.” Respondents were asked to think about who was brought in as partners or into the advisory group meetings or trainings, the timing of when partners were brought in, and whether they felt needed voices were heard in these venues. They were also given the opportunity to provide a comment to explain their choice.

Most respondents felt the campaign was “very inclusive,” about one quarter felt the campaign was “somewhat inclusive,” one respondent selected “neutral,” and two respondents felt the campaign was “somewhat not inclusive” (see graph, below).

## Campaign Inclusiveness Ratings



The respondents who found the campaign less than “very inclusive” had unique reasons for why they felt like the campaign was not as inclusive as it could have been. These included:

- The campaign should have looped some partners in earlier and made them core group members
- Initially, it felt less inclusive, but this improved over time
- The focus of attention was in South King County but there are also Hard To Count communities and CBOs in North King County

- Initially, materials were not produced for rural Latinx communities (and these groups should have been included earlier on)

One respondent, who felt that the process was “very inclusive” expressed gratitude that significant effort was made to include a diverse group of community leaders from around the state in advisory group roles.

## **Statewide Advisory Group Calls**

14 of the 27 respondents acknowledged participating in the Statewide Advisory Group calls and were asked to provide feedback about the calls and to provide constructive feedback to improve future calls. Open responses about the calls were unanimously positive and found them helpful because the calls:

- Allowed an opportunity to give feedback on materials, request new campaign materials, and learn about materials and tools
- Made voices valued and included in the process
- Gave information to help dispel misinformation surrounding the Census
- Let the group coordinate response and resources effectively and work to target communities with low response rates
- Allowed members of the group to network, share their perspectives and struggles, and work together to pivot outreach activities that had to be modified due to COVID
- Presented opportunities to share successes that could be replicated in other parts of the state
- Had great energy and an environment that promoted sharing

Only one respondent offered an opportunity to improve calls by having them throughout the process and throughout the state. They responded: *“...I wish that some kind of call like this was happening throughout the 2 years of working on the census campaign was happening across the state for everyone who received funding.”*

## Email Newsletter

13 of the 24 respondents who answered this question replied that they were subscribed to the email newsletter, 2 did not know if they were subscribed, and 7 did not subscribe to the newsletter. Among those who did not subscribe, 3 respondents did not know about the newsletter, one respondent said that they receive too many emails already, and two respondents said they signed up but did not receive or see the emails in their inbox.

Among those who did subscribe to the email newsletter, five respondents provided the following feedback:

- Generally, respondents found the newsletter helpful and a good reminder for social media toolkits
- Two respondents appreciated the media/community spotlights that allowed them to read about different activities happening through the State's 2020 Census efforts
- One respondent would have preferred a separate email exclusively for data/self-response rates

Among those who did not receive the emails newsletter:

- Four respondents did not know about the newsletter
- Two respondents never received emails in spite of either directly signing up or asking to receive them
- Other respondents either decided not to subscribe, received too many emails already, or got information from other sources

## Questions Submitted and Requests for Campaign Information

11 of the 27 respondents reported reaching out to the campaign with questions or with a need for information. These respondents were asked to describe the process below and describe the process, whether it was positive or negative, and what could have been improved.

Respondents provided examples of times they reached out to the "We're Here. We Count." campaign and unanimously described the process as positive. Comments described the campaign as responsive, flexible, and helpful. Some comments discussing their outreach to the campaign include:

"We worked directly with Pyramid re: questions about resources. They were quick to respond, open to ideas, flexible, and helpful."



*"Multiple organizations in our county asked questions related to data, census tracts, or other relevant census related questions. All we needed to do was to send an email to the team and we got a response almost right away."*

*"I asked for materials in Spanish, street banners and postcards with a more inclusive representation of my Latino community and we got an awesome response. We see our community more happy with [the latest] materials that we place[d] everywhere in the little towns around the Valley an[d] we have seen some increase in the self-response..."*









## Campaign-Related Training

While a train-the-trainer model was initially a core part of the campaign, fewer Community-Based Organizations in King County attended the initial trainings than were anticipated, and the spread of COVID-19 meant that no additional in-person training and networking activities were conducted.

In total, 11 of 27 respondents reported partaking in campaign training activities. In open responses, respondents described enjoying the trainings and found them informative. One participant suggested that future trainings could discuss redistricting because it is a direct effect of the Census. Two respondents were unsure of whether the trainings they went to were hosted by "We're Here. We Count." or different organizations.

## Why the census matters

The census determines the distribution of funding for real things that affect our lives, like:

 <p>The number of teachers in our schools.</p>	 <p>The number of bus routes in our cities</p>	 <p>The availability of benefits like food stamps and health insurance.</p>	 <p>The need for affordable housing.</p>
 <p>The need for additional hospitals, nursing homes, and other health services.</p>	 <p>Whether our roads get fixed.</p>	 <p>Whether we're prepared for earthquakes, wildfires, and floods.</p>	 <p>How many representatives Washington state will have in Congress.</p>

*Slide from Census Technical Assistance and Message Training that discusses the importance of the Census*

# Campaign Success

## **“We’re Here. We Count.” Campaign**

Respondents were asked whether the “We’re Here. We Count.” campaign reached its goal of providing resources and support for community-based organizations involved in community outreach. A majority of these open responses said that the campaign was successful, with 24 of 27 respondents affirming that the campaign did reach its goal. Generally, respondents thought that the campaign was successful because it listened to the community, had regular actionable meetings, materials were produced very fast, and the resources the campaign produced were widely used statewide.

Three respondents thought the campaign was partially successful: one respondent said the campaign was more successful in its second phase but was not as relevant in its initial King County campaign phase; another respondent, serving Spokane’s Black community, observed that while materials were produced quickly, the materials produced did not work for their target community. One respondent, serving the Hispanic community of Yakima Valley, did not find the campaign to be successful. They felt that *“[the campaign was not successful] because my community that is undercounted here in the Yakima Valley is mostly Spanish speaking and the material that were used for the [campaign were not] created in a way that our people could feel included. We need to make the campaigns according to the people in the community that you are trying to get them involved. It is not the same Spanish or Images you can use to include Latinos in Seattle are than what people in our Valley, mostly essential workers, farmworkers, will need to feel included and not excluded from any campaign.”*

## Individual Organization Campaign Success

Organizations were also asked to rate how successful they felt their own organization's overall outreach was at engaging their target community. They were given the option of choosing between "very successful," "somewhat successful," "neutral," "somewhat unsuccessful," and "very unsuccessful." Of the 24 who responded to the question, almost half (11) felt that their campaign was "very successful", almost half (11) felt that their campaign was "somewhat successful," and one respondent selected "neutral."

Among those who felt their campaign was somewhat successful, many noted that the spread of COVID-19 was a key factor leading to their campaign's lack of success because it prevented in-person gatherings. Others who felt their campaign was somewhat successful attributed their moderated success to:

- Community participation
- Helpful partnerships and good coordination between partners
- Materials like those produced by "We're Here. We Count."
- Lack of reliable internet connection
- No support from the local religious community
- A lack of understanding of the importance of the Census among the general population, or continuing fear of taking the Census
- The determination and hard work of CBOs themselves

Among those who felt their campaigns were "very successful," they attributed their success to:

- Communication (internally and with other organizations)
- Funding for outreach efforts including grants from the State's Office of Financial Management, the Seattle Foundation, and others
- Having a space for organizations to voice how the Census would be communicated to their communities
- Leadership on the local and state levels
- The availability of developed resources
- Support from the organization's board of directors
- The use of trusted messengers
- Data tracking of response rates and the own organization's efforts
- Online outreach
- Using culturally-appropriate messages stemming from an understanding of the community that incorporated the zeitgeist of a pandemic-impacted world

## Best Practices

Participants were asked to describe some best practices that either they used or observed others use to promote the Census that they would like to incorporate in future campaigns. Unique best practices that were recommended included:

- “Collaborate, collaborate, collaborate”
  - With weekly check-in calls across the state and other opportunities to share lessons learned and resources with CBOs before and during the campaign
  - Aligning Census outreach events with food access events (including food banks) were really powerful in reaching hard to count populations
- Regular social media live videos connecting Census information to COVID updates and other video content
- Using trusted messengers, including leaders, schools, and CBOs to promote messaging
  - People from the community already know members what the biggest questions and concerns in the community will be as well as what messages resonate and help them get behind the census and encourage others to do the same
  - Educating the public about the importance of the Census
  - Allowing the community to create the campaign
  - Local images, knowing the community at a deeper level, using local designers, getting the trust of people first
- One-on-one community outreach discussions. People want to know why it's important for them to respond; conversations need to be personal, *“how do they benefit”*
- Consistent information provided to communities
- Language capacity is important because at risk for non-response tended to speak English as a second language
- Making the Census fun and approachable
- Quelling the distrust of the government
- Bus ad campaigns, banner campaigns, and local radio shows which all helped promote the census over an extended campaign
- Easy funding application processes, and availability of funding
- Newsletters from Washington State’s Office of Financial Management were full of great information
- Theme Census toolkits for upcoming events that helped the messaging stay fresh over the long census timeline

## Opportunities for Future Campaigns

In future campaigns, respondents would like to see continued teamwork with further coordination of efforts, as well as increased diversity within the campaign and represented by the campaign.

Overall themes discussed by respondents included:

- Continued teamwork with further coordination of efforts at local and state-wide levels, coordinated efforts (e.g., a statewide text-banking effort) and information sharing
  - Better coordination, partnership, and trust between the Census Bureau and CBOs
- More control of organizations to edit campaign materials, including flyers
- Better processes for the procurement and/or engagement of volunteers
- Increased diversity of participants and those represented in campaigns including those in North King County and the Latinx community
- The need for additional available funding
- The need for broadband internet connections in all communities across the state
- Increased public education campaigns
- An early start to campaign organization and outreach



*"We're Here. We Count." COVID-19 Poster B.*



## **Additional Feedback**

At the end of the first survey, respondents were given the opportunity to provide any additional feedback. In general, those who commented expressed gratitude for the “We’re Here. We Count.” campaign as well as the State of Washington’s investment in community-led Census efforts. Two comments that provided additional constructive feedback are presented below:

“Y’all are great! Really useful campaign. As mentioned before, we’d love to see more customizable materials so our community members / organizations can get their own words out there. Especially when targeting undercounted communities, personal connections and personalized messages are often more important than polished design.”

“Again, your campaign was awesome. The quality and breadth of materials produced was top-notch, and the way you tailored materials over time to relate to what was happening in the community throughout this crazy year was extremely helpful. Even greater variety to specifically reach our Latinx populations and workers on temporary visas would have been the cherry on top of an already amazing campaign.”

“I am very grateful for the State of Washington's investment in making sure our residents are counted.”

## **Issues or Problems Occurring During the 2020 Census**

As a part of the final survey, respondents were given the opportunity to describe any issues that they experienced or knew of that occurred during the 2020 Census which could potentially impact the final Census counts. Responses are included in the appendices and summarized in the list below:

- Entities had limited access to local Census Bureau representatives, and these representatives had limited information about timelines
- The Census Bureau reportedly only estimated the number of homeless individuals living on the Yakama reservation, which could impact the final count on the reservation
- A lack of leadership or clear direction at higher levels of the Census Bureau
- Census promotional materials arrived late

## Lessons Learned and Recommendations

With a year of experience running what became a statewide Census outreach effort, we present the following lessons learned and recommendations for future outreach efforts:

**Center Community Voices in Content Creation.** The “We’re Here. We Count.” team worked hard to ensure that we heard from marginalized communities including BIPOC leaders. Future efforts should strive to even further center the voices of local leaders within historically marginalized communities in these campaigns. Additional groups that we identified that should have increased voices in future campaigns due to apparent low response rates include: immigrants and migrant laborers, renters, adults without a college education, those living in rural areas, and the economically disadvantaged. Ideally, these voices should be further amplified in future campaigns. People who regularly interact with community members are the most likely to know what messages will best resonate with local communities.

**Use Trusted Messengers for Campaign Outreach.** Some of the most successful campaigns statewide, including those of the Washington Census Alliance and the Port Gamble S’Klallam Tribe, put trusted voices of the community in the center of their campaigns. The “We’re Here. We Count.” campaign itself worked with dozens of trusted CBOs around the state.

**Use Imagery of Locally-Recognizable People and Places.** “We’re Here. We Count.” campaign featured photographs of local community leaders, in many cases with, illustrations of locally-recognizable backgrounds. This meant that community members recognized people who looked like them in their communities. Many photographs of local community members were captured as a part of an advisory group meeting and were very helpful for the campaign which had limited ability to photograph people due to COVID-19. An important lesson learned from this activity was to ensure that the locally-recognized leaders who are photographed sign releases when photos are taken rather than having to track down these individuals at a later date for permission to use the photos.

**Emphasize Accessibility.** A successful campaign needs to create materials that are widely accessible across different languages, on different web platforms, and easy to share. King County gave the “We’re Here. We Count.” campaign access to different language translation resources that allowed outreach toolkits, flyers, posters, brochures, and other campaign media to be translated into the most commonly spoken languages across Washington. In total, resources were translated into twelve languages. Additionally, while we initially only emailed out reports, we found that by posting email text in a blog-format on our website, we made our content more accessible and easier to share widely using social media and other online messaging applications including Slack and Facebook Messenger.

**Form Partnerships and Connect Community Groups.** Much of the strength of the “We’re Here. We Count.” campaign came from the synergistic partnerships formed between the core coalition members, advisory group, and other groups in the community. For example, while Pyramid Communications developed much of the marketing content and material, they received input from other partners who helped ensure messages were accurate, appropriately targeted to the communities, translated into 12 different languages, and dispersed throughout the state. These productive partnerships were encouraged by the Washington State Office of Financial Management, who encouraged the development of relationships and facilitated inter-organization communication throughout the Census process.

Future efforts could consider creating spaces for subgroups of communities of common interest or demography. For example, the Hispanic/Latinx community appeared to have a low response rate to the 2020 Census due to issues surrounding distrust of the government. In large part, many groups that serve similar communities may already have working relationships, but in-person events that encourage networking opportunities and team-building could strengthen some of these connections and encourage sharing of successful methods. Some members of the core team tried to create connections between states serving similar communities across the state, but without in-person meetings and built rapport beyond virtual meetings, these connections were difficult to facilitate. Future efforts may consider team-building events that better connect these organizations so that they are comfortable sharing their successes and failures with each other throughout the process.

**Capture the Moment.** In order to best connect with the community, it is vital to produce work that is relevant. Campaign materials produced as a part of this campaign changed over time to adapt to successfully connect with a population going through both a pandemic and social unrest due to systemic racism. In light of these current events, the campaign created video advertisements using video recorded from participant web cameras that reflected popular videoconference meetings and adopted additional taglines including “Our census. Our power.” that were used in place of or in addition to earlier posters that included the tagline “Complete the census.”



*A “We’re Here. We Count.” campaign COVID-19 Poster that included an “Our census. Our power.” language.*

# Appendix A: Full Survey Responses to Open-Ended Survey Questions

The "We're Here. We Count." campaign was formed with the goal of providing resources and support for community-based organizations involved in community outreach. Did we succeed in this goal? Why or why not?

- *Yes! There were many factors with the main ones being (1) variety of voices able to listen, share and learn alongside; (2) actionable movement after each meeting; (3) expertise and/or well-thought responses to community concerns/questions; and (4) ability to be flexible and address local needs.*
- *YES*
- *Yes, I think you did a great job with this campaign. The images were ubiquitous, the toolkit was very useful and the map very informative.*
- *In terms of assisting our CBO, yes. You were able to narrow down broad data to our HTC service area and identify critical populations, creating and sharing useful resources.*
- *Yes - we received hand out flyers, stickers and posters from the campaign, and we also attended a "train the trainers" session to learn all about the 2020 census and how to speak to our affiliates. We also met with Big Water Consulting one-on-one for information, and Big Water attended our Census Happy Hour where members and leaders of local unions learned about the census and participated in a live fill-out of their census responses.*
- *Yes! You provided messaging that resonated with people who are traditionally undercounted in the decennial census. This messaging was provided in a variety formats enabling it to be used in multiple ways and you included graphics to go with it.*
- *King County's goal was to raise participation in the 2020 Census in South King County. We did this as many South King County Cities are close to either reaching or surpassing their 2010 Census Self-Response Rates.*
- *Phase II was much better than Phase I. Phase I was campaign-y. Phase II is present, relatable, and relevant.*
- *The materials created were great! Unfortunately, I heard about them pretty late in the game, so wasn't able to use a lot of them. Though there are plans throughout the summer to use them.*
- *Yes it achieved its goal because I saw many organizations use the resources.*
- *I believe so--wish this would have been the original messaging that went out months ago to get fully utilized across the state more broadly. Better late than never!*
- *Kind of. It was nice to have some materials to put out really quickly but they were not targeted enough to my community.*

- *Yes, I think so! We kept our audience of CBOs in mind throughout. Our network of orgs who were actively engaged could have been better though.*
- *Yes, definitely. The team was very fast, responsive and supportive of all kinds of requests. All requests were adapted in order to make them culturally relevant and appropriate for the audiences we were trying to reach. They were very creative and provided the necessary tools to make outreach so much easier for our organizations. I personally found their website with templates in-language to be extremely helpful.*
- *Yes*
- *Good outreach and information. As a state agency addressing the COVID-19 crisis, we weren't able to use the tools as much as we would have like due to the fact that we had to suspend family visitation and other access to our facilities, but we were grateful for the work and used some of it to educate our employees.*
- *I think so everyone did the best they could considering the state of the country right now. We were able to put decals on a large number of state vehicles which helped spread the word. Unfortunately, I have a big box of pens on my desk that we were never able to distribute, but at 6th in the nation, it seems the campaign has worked.*
- *Not because my community that is under counted here in the Yakima Valley is mostly Spanish speaking and the material that were used for the camping where not created in a way that our people could feel included. We need to make the campaigns according to the people in the community that you are trying to get them involved. It is not the same Spanish or Images you can use to include Latinos in Seattle are than what people in our Valley, mostly essential workers, farm workers, will need to feel included and not excluded from any campaign.*
- *I think so, we received a lot of resources- from flyers to advocacy to technical support. Whenever we had an issue or needed support to fulfill our community engagement we were able to receive it from the group.*
- *Absolutely!*
- *I think so. Staff and materials provided helped me and other interested parties in northern Snohomish County. The assistance was timely and useful and helped get outreach and understanding especially after COVID19 through a monkey wrench into the whole process.*
- *Yes, the work you did to support the 2020 Census in Washington State was immensely helpful.*
- *Yes. The resources were widely used by our member organizations. It especially helped that our members themselves were featured in the resources*
- *Yes, You brought many community based organizations together that were able to share resources. The active engagement of the community is reflected back in all of the different ethnic communities that traditionally are left out how they fit into the whole. While I will be*



*the first to admit it was not perfect and everyone did not get a balanced share it created possibilities and showed that through proper funding we can do so much more.*

- Yes, I really appreciate all the collective work of We're Here. We Count," who have really helped us extend our span of outreach statewide reaching diverse communities and those underserved and marginalized populations through collaboration with our community members! While there are many more communities and partners to reach, in such a short time period, "We're Here. We Count" has done a remarkable job reaching diverse communities statewide, uniting local government and community-based organizations to help reach those populations that have been marginalized and have been historically undercounted, as well as those in rural areas and limited access to Wi-Fi and technology. They have also helped tremendously in unifying our community messaging to reach a span of audiences through promoting community advocates and trusted messengers featured on their promotional materials, offering them in different languages. In addition, having statewide community approach in partnering with trusted messengers across the state to help us reach a wider network of communities.*
- While we are not a CBO but a state agency, your great campaign gave us plenty of content to cross-promote on our social media platforms, which help reach CBOs and other community partners and our customers. Consider this a success.*
- In working with the Yakima Community Foundation as our local fiscal sponsor, People of Color in the upper and lower Yakima valley created this Complete Count Committee to ensure that our communities were counted in the 2020 Census.*
- We used a lot of the materials*

**How did "We're Here. We Count." campaign resources support your organization's 2020 Census efforts? If the resources did not support your efforts, or could have helped more, please describe how.**

- The resources provided content and that was such a huge help considering the environment was predominantly focused around social media outreach.*
- UTILIZING YOUR ALREADY DEVELOPED MATERIALS - WE DIDN'T HAVE TO CREATE OUR OWN, THANK YOU.*
- It supported our efforts by getting ideas for the messaging in different platforms.*
- They were most useful in digital, social and print media.*
- We appreciated the different language campaign materials, and the one-on-one support that we received when doing outreach to our affiliates.*
- I loved how you tweaked messages to fit with what was going on at the time, whether it was fighting for justice or celebrating our democracy. The resources could have helped us more if they were provided earlier. Our goal was to have our messaging completed in the*

*fall. Also, a bit more messaging for those who are living here on temporary visas would have been helpful, and there can never be enough messaging on the confidentiality of census data and how it can be used to hold governments accountable to the people.*

- King County was a core team member and recruited many organizations and cities in South King County. We felt these resources were well-informed by these stakeholders.*
- We were responsible for Demand to be Counted and did not use Phase I materials, though we used the [Questions and Answers Knowledge Database] for our own reference.*
- It is really helping us to cover the gaps during the summer now that funding has ended. It is nice to have some low-effort plug and play social media items.*
- The toolkit was the most useful because it help draw the language needed. The only issue with the photos and graphics is that they were not diverse. There was only one photo of only Black people. There was not a single photo of a Black man. That is necessary for an organization targeting that population to have that so they can see themselves and that they count too.*
- We did not use anything as Pierce County had created our own toolkit. I think something like this could be used in the future for campaigns/voting/civic engagement and use a similar model to start earlier and allow orgs to adapt within their trusted networks.*
- It was very nice to see the data. I couldn't use the map to see who responded by race. The flyers were okay for putting something out in a short amount of time.*
- Flyers, posters, and brochures were super useful to distribute to food banks and other partners. Same with stickers. We also used these campaign materials for our own paid social/digital outreach. The response map is incredibly useful and I check it almost daily to see where our focus is needed.*
- Provided the website to download all kinds of materials in language, helped us create a flyer in English and Spanish with the basic information we requested, coordinated meetings to discuss needs and share resources, answered all kinds of census related questions and data.*
- As I mentioned, we were able to put decals on state vehicles that travel all over the state. We created a Census 2020 page on our website with links to videos, and handed out flyers and pens in our training center. We also displayed banners in some state buildings on the Capitol Campus.*
- Getting a better understanding of the communities you are working with and find a local designer that knows the area and that can make the community to feel included and represented.*
- Local People will always be more attune with what people here want, need, or like and will always have a better and deeper way to make people to connect and get to the goal.*
- They helped in our outreach in many ways-mainly that we were able to include them to amplify our voice and goals of getting a complete count.*

- *It made all messaging and educational handouts highly accessible in a user friendly format.*
- *You supported by providing materials that we shared on our social media, our newsletters and was handed out via school lunches provided by the Arlington Food Bank.*
- *I am very appreciative of the state printing and delivering these materials. I have been working with schools and school districts across the state. I spoke with many educators who thanked me for the materials and said the posters were displayed in the schools. I also had educators contact me for additional flyers whom I referred to your website.*
- *The only negative feedback that I received from some of the larger school districts was that they wished the materials had been delivered to the district office rather than directly to the schools. These were districts that have a flyer distribution policy in place where materials need district approval prior to being distributed. A cover letter with the distribution might have been helpful.*
- *It was a good way for our 93 member organizations to do outreach without having to do design and messaging work. It was also the content for the WCA ad campaign run by Pyramid that reached 1 million+ viewers.*
- *Because of the 1st time effort we just need to bank on the successes and take the comments and suggestions of all organizations to improve upon this in the future.*
- *"Having these resources available featuring trusted messengers and using simplified messaging helped us reach a diverse population and many community groups. I especially liked the live response map incorporating 2010 census and ACS data!"*
- *I also used and distributed the simplified postcards and flyers for free meal and grocer distribution events in collaboration with partners."*
- *See earlier response. Thank you!*
  - *[Earlier response:] While we are not a CBO but a state agency, your great campaign gave us plenty of content to cross-promote on our social media platforms, which help reach CBOs and other community partners and our customers. Consider this a success.*
- *Speaking for the Tribal community, there are differences in our communities cultures, the Yakama people are different from the coastal communities, the way we dress and our ceremonies are very different, you can't put a coastal specific bulletin board on a non-coastal area, the effects aren't going to be the same [we have coastal designed bulletin boards on the Yakama reservation and it's having a negative effect]*
- *We did not have to create new material!!*

Please assess how helpful the following resources that you used were for you and your organization. Optional: comment about the resource (describe why it was or was not helpful in contributing to your work, how could have been more helpful, or if any specific versions of the resource were more or less helpful).

- **Census Outreach Toolkit:**
  - *Extremely Helpful - I recommended these to my community partners*
- **Flyers:**
  - *Very Helpful - The flyers had a great deal of information on them and were helpful. However, in my opinion, I feel they needed to have a sentence about WHY the Census is important.*
  - *Extremely Helpful - LOVED the FAQ flyer!*
  - *Moderately Helpful - they were for the first part of the campaign*
- **Brochures:**
  - *Extremely Helpful - My favorite resource!*
- **Posters:**
  - *Moderately Helpful - Due to Covid- we didn't have a huge need for posters but they were great!*
- **Postcards:**
  - *Extremely Helpful - We did a direct mailing with the postcards and it was PERFECT*
- **Social Media Graphics:**
  - *Very Helpful- The staff we were working with were not tech savvy and having content ready and available was a huge help.*
- **Stickers:**
  - *Moderately Helpful-Didn't have the website on them, so only helpful for phase 1 of the outreach*
  - *Moderately Helpful - due to not so many in person events*
- **Questions and Answers Knowledge Database:**
  - *Very Helpful-It was an opportunity to get a refresher on Census information*
- **Online Live Response Map:**
  - *Extremely Helpful - The map with census tract information and comparison with the state and US, was superb. The map was very responsive as opposed to the federal, which was kinda slow.*
  - *Moderately Helpful - Only moderately because our HTC areas were simply not HTC "enough!"*

- *Extremely Helpful - LOVE this map and how useful it has been for us and our partners*
- *Very Helpful - The only reason I didn't rate this higher is due to my poor internet connection limiting my ability to view this resource.*
- *Extremely Helpful - This was my favorite tool! I loved seeing all layered of the street map data along with 2010 census, ACS, and 2020 Census responses*
- *Very Helpful - sometimes a bit hard to share with others that just needed a summary*
- **Rapid Response Emails:**
  - *Extremely Helpful - We use these data to inform strategic outreach in low performing self-response census tracts*
  - *Moderately Helpful - Our community liaisons, were not using the maps and information as much as they could have, I feel like the data needed to be interpreted every time*

**(Were there any materials you would have liked the “We’re Here. We Count.” campaign to have created that it did not?) If yes, please describe what materials you would have liked for the campaign to provide.**

- *As described above - specific messaging to populations living here on temporary work visas would have been great.*
- *More diversity.*
- *More organization specific material.*
- *There so many thing that could be used since the [beginning]. Everything translated into a good and basic Spanish and better images that can represent more our people in the community.*
- *language accessible material for certain immigrant and refugee communities that were not available*
- *In the last month of the campaign, Pyramid helped make some customizable social media resources (in which people could upload their own photos, write why they personally completed the census, etc.) These were very popular with our member organizations. In the future, we would recommend more customizable resources so that the photos/voices of community members can more easily be shared.*
- *Masks and hand sanitizers, and yard signs, stress balls for all ages*
- *Yakama Nation is considered a Plateau tribe, not a coastal tribe, if Plateau specific graphics or pictures were used, it would have made a greater impact with my community.*





**Please provide any other comments about campaign materials. You may provide any suggested changes to the materials created by the “We’re Here. We Count.” campaign.**

- *YOU ARE VERY PREPARED THANK YOU*
- *We really appreciated having access to your simple, professional, appropriate, easy-to-use materials! Broad appeal. Rural - sensitive. Ethnically/culturally-sensitive. Lifestyle-sensitive. Really worked for our neighbors. Many thanks.*
- *I would like to voice my appreciation for all of this outreach. I worked on the 2010 census in Texas, and I can honestly say that we would have been much more successful in our efforts to get folks to return their census responses if we had had such concise and helpful materials. Thank you for the good work.*
- *Your materials were awesome and truly reflected the voices of those in our community who have been undercounted in the past.*
- *I thoroughly enjoyed working with Pyramid to help actualize Phase II for the committee and for state orgs and partners. We'll be using it!*
- *I have a lot of experience in Marketing and campaigns and great Latino designers to recommend that know our community very well and can help to develop a better work where Latino community feel more included and will give a better response in the results we need and want.*
- *I really liked the campaign materials and appreciated how thoughtful and inclusive they were.*
- *Tribal outreach tools should be culturally specific.*

**Please rate how inclusive you felt that the “We're Here. We Count.” process itself was. Think about who were brought in as partners or into the advisory group meetings or trainings, the timing of when partners were brought in and whether you felt needed voices were heard in these venues. You may add a comment explaining your choice. [Comment]**

- *Somewhat inclusive -It got better as it went on.*
- *Very inclusive - I was really encouraged to see the advisory work being done and the efforts to bring in different voices.*
- *Somewhat inclusive - As a North Seattle/ North King County resident, we always complain that the focus of attention is always South King County. Nothing bad with that, but Seattle, and King County needs to include more voices & faces from north of the ship canal.*
- *Somewhat inclusive - Should have looped some partners in earlier and make them core group members*
- *Somewhat not inclusive - I am grateful for the materials we last in June that were translated in a basic Spanish and designed in a very good way that our Latino communities are happy*

*to see and is giving us good results at the end of the campaign. I wish we could have more like that in the same inclusive way to represent our people.*

**Did you and/or your organization take part in the weekly Statewide Advisory Group calls? If yes, please provide feedback about these calls—how did they help with the overall Census response in Washington or your campaign’s efforts? Please provide constructive suggestions for improving future calls. (open response)**

- *Hearing from other areas, organizations, perspectives from around the state really helped create a more whole outreach approach.*
- *IT KEPT US UPDATED AND INCLUDED*
- *Core to the content and tone of Phase II design. Also core to our on-the-ground work in understanding the untold number of complications that arose with COVID.*
- *I hadn't really heard of the We Count campaign before these calls, so I learned a lot and was exposed to some great ideas for outreach. It all helped me keep abreast of the latest news for the census...I wish that some kind of call like this was happening throughout the 2 years of working on the census campaign was happening across the state for everyone who received funding.*
- *Those were very helpful, especially to dispel any myths or other things heard from the Census Bureau*
- *The calls were the most helpful thing because I was able to network and learn how to use the tools.*
- *We were able to ask a variety of census related questions and all of them were addressed during the call or in a follow up communication. These calls helped align messaging, collaborate with other areas and organizations and also support each other.*
- *They were very helpful in aligning our work to statewide groups and in coordinating all of our efforts more effectively.*
- *It helped me personally see that I am not the only one struggling in the times of COVID (that really impacted my original plans for outreach!) and it helped me understand where the State was at for response and helped me focus on areas that weren't responding as well.*
- *This was useful for us as an ad hoc way to provide feedback on pyramid materials and share updates about our member orgs. It was a useful way to stay in touch each week.*
- *The energy was great and provided some examples of better ways to do things in the sharing.*

**Are you/your organization currently subscribed to the “We’re Here. We Count.” email newsletter? If yes, please provide any feedback about the email newsletter—how did the emails help or not help with your campaign or the statewide campaign? Please provide constructive suggestions for improving email newsletters in the future.**

- *Very helpful, easy to use.*
- *Would prefer to see a separate email for data/self-response rates exclusively.*
- *I just recently joined and the first one was really great to get! It was a nice reminder for the toolkit that I might consider using for social media outreach this month.*
- *Really loved the media/community spotlights*
- *It was very helpful for me to know what activities were happening through the state's census efforts.*

**Did you/your organization reach out to the “We’re Here. We Count.” campaign with any questions or need for information? If yes, please describe the process below and describe whether the process was positive or negative and what can be improved.**

- *Positive*
- *We were connected to the campaign via the Transit Riders' Union. The process was easy, and a meeting was quickly established. At the one-on-one, we were provided information about campaign materials, maps, and how to do outreach. We were also invited to a "train the trainers" meeting where community organizations met and discussed the process of the census, while also asking questions about specific challenges in their outreach. It was all very helpful and seamless.*
- *It was positive.*
- *Multiple organizations in our county asked questions related to data, census tracts or other relevant census related questions. All we needed to do was to send an email to the team and we got a response almost right away.*
- *Very responsive and helpful!*
- *I asked for materials in Spanish, street banners and postcards with a more inclusive representation of my Latino community and we got an awesome response. We see our community more happy with this last materials that we place everywhere in the little towns around the Valley an[d] we have seen some increase in the self-response rate as many people in the community are calling to get more information of the Census and most of them are responding the Census form in the same call. Thank you for all the support, we need more of these type of representation in the materials.*
- *Positive*

- *Yes, I reached out for assistance for better response rates in rural Snohomish County. Your staff set up a conference call along with Vanesa and really got the ball rolling especially for the Darrington area. I was really appreciative and the staff out at Darrington really jumped in and made it happen.*
- *We worked directly with Pyramid re: questions about resources. They were quick to respond, open to ideas, flexible, and helpful.*

**Did you/your organization partake in any campaign-related training activities? (e.g., Census messaging or technical assistance) If yes, please provide any feedback about the training—how did it help with your campaign’s efforts? Do you have any suggestions for improvement or topics that you would have liked to learn more about?**

- *I'm not sure if the ones I attended were organized by the City of Seattle or WeCount or both. In any case, they were very helpful.*
- *The training was very informative. No ideas for improvements.*
- *The training was early on and was great.*
- *My organization helped lead efforts in Pierce County, as well as supporting Kitsap and Mason counties.*
- *I enjoyed the trainings and learned a lot about how to use the tools and work with the public around the census.*
- *Yes, I do not recall the exact names, but we joined trainings mostly put together by Washington Non-Profits. Since redistricting is a direct effect of the census, I would like to learn more about it.*
- *Lisa and Sue were amazing! :)*
- *The initial training in Ellensburg was very informational*

**How successful do you feel your organization’s overall outreach was at engaging your target community? What were the key factors leading to your organization’s success or lack of success?**

- *Somewhat successful-Lack of success was hugely due not have large, in-person events and opportunities.*
- *Very successful - CONSTANT COMMUNICATION, MATERIALS WERE AVAILABLE, AND STOP AT NOTHING ATTITUDE*
- *Somewhat successful -There is still work to do, people in our community is still afraid or can't see the benefit of participating in the Census*



- *Somewhat successful- Use of materials like yours - boots on the ground when we had ground access.*
- *Very successful- Buy in from our board of directors, and having backing from a grant we received from the Seattle Foundation.*
- *Somewhat successful-We had good coordination early on between partner organizations, but could have had more coordination with partners for longer. It was mainly a capacity issue.*
- *Somewhat successful-Integrating outreach and engagement strategies while respecting public health guidelines. We also used a lot of the response rates to determine specific outreach to lower-performing census tracts in South King County.*
- *Very successful-We started online and stayed online. We pivoted quickly to incorporate COVID-19 in messaging and tone. We pushed out the BLMSKC platform, which included the census, to thousands of people during an online and in person day of action.*
- *Somewhat successful-I think sheer determination was a great factor in our success. It was great to have the tools, but it also took a lot of community participation to keep the momentum going even during COVID.*
- *Very successful-building trust and space for organizations to have a voice in the way the work was done in our community*
- *Somewhat successful - COVID made outreach so much harder.*
- *Somewhat successful - Our partnerships were super helpful*
- *Very successful-All the funding that was made available for outreach efforts, the continuous work with historically undercounted communities, the support from the OFM, this campaign, the fact that we did not rely on the federal government, but instead applied what we know works best for those we serve.*
- *Very successful-The success here is based in how well we know our community, what they need, what they like, what they can understand and what not. It is all about making people feel welcomed and inclusive and that we know them. The materials and designs we used were related to them and that is what people want to see first in order to get their trust for them to take any action. We based our work on those principals and we adapted everything according the needs with the pandemic, and we got over our internal goal 3 times more even with the covid issue and that by itself is awesome!!!*
- *Very successful-Providing culturally appropriate services and information for community members by community partners is the key to our success. Other factors were being able to hire on additional people to help finish the work and getting the funding to really get us closer to the mark of getting a complete count. We couldn't have been nearly as successful without our partners!*
- *Somewhat successful-That is hard for me to say right now without surveying our citizens. But! Some deterrents are access to reliable internet connection, lack of support from*

*religious community within the City, inability to host in person events, poor understanding of the Census by citizens in general.*

- *Very successful-Great leadership and support on both the state and federal level.*
- *Very successful-Use of Trusted Messengers and established community organizations. Flexible funding from the state. Good data tracking (our own app to track Trusted Messenger outreach, plus the We Count WA website response rate map).*
- *Somewhat successful-Covid-19*
- *Somewhat successful - Frequency and timeliness.*
- *Neutral - Unfortunately the tribe was it's own worst enemy.*

**What are some best practice activities, approaches or techniques that you observed others use (or used yourself) to promote the Census that you would recommend that we incorporate in future campaigns?**

- *Regular social media live videos connecting Census information to COVID updates.*
- *"ONE ON ONE COMMUNITY OUTREACH; CONSISTENCY OF INFORMATION; USING ALREADY RESPECTED COMMUNITY LEADERS IN THE COMMUNITY; LANGUAGE CAPACITY"*
- *I think the creation of new video content was something that is keeping people interested.*
- *Schools. CBOs.*
- *Making the census fun and approachable. People at risk for non-response tended to speak English as a second language, and/or have a sense of distrust of the government. Quelling those fears was very helpful.*
- *Hiring people from the community to learn from the community about their biggest questions and concerns as well as what messages resonate and help them get behind the census and encourage others to do the same.*
- *Collaborate, collaborate, collaborate.*
- *Partnerships with the food bank were really powerful in reaching hard to count populations. Bus ad campaigns, banner campaigns, and local radio shows helped keep this in the forefront even during a prolonged self-response period.*
- *allowing community to create the campaign*
- *The weekly calls*
  - *Easy funding application processes*
  - *Collaboration with leaders from undercounted communities*
  - *Aligning census outreach events with food access events*

- *- Having Community liaisons or advocates lead and be compensated for their work*
- *Local images, knowing the community in a deeper level, using local designers, get the trust of people first, etc.*
- *The weekly check ins were so helpful & the newsletters from Lisa were a bit long but full of great info. I loved the theme census toolkits for upcoming events, it helped the messaging stay fresh over the long census timeline.*
- *#1. Understanding of what Census is and purpose should not just be every 10 years. People need to be educated on a regular basis. Perhaps incorporate information about the Census during elections or when getting a driver's license or ID, passport, taxes, social security, etc. Anything government related should advertise and educate people on the Census. #2 The FCC MUST do a better job of providing broadband to all areas of the country.*
- *People want to know why it's important for THEM to respond. Conversations need to be personal, "how do they benefit".*
- *The use of trusted messengers to disseminate information.*
- *Staying on task and engaging with the community*

#### **What is one thing you would like to see in a future, similar campaign?**

- *Supporting how committee reps can pull in and engage additional volunteers/elected officials for support.*
- *CONTINUE WORKING TOGETHER*
- *More faces and voices from North King County*
- *Better CB coordination/partnership/trust.*
- *Better communication on efforts local partners were achieving. Lisa McLean's weekly updates at the State level were awesome. It would have been great to have weekly updates at the sub-county level as well.*
- *Response-rate specific emails only.*
- *Phase II came pretty darn close to nailing it completely.*
- *More ongoing information sharing across partners. It was helpful to hear what others were doing. A coordinated phone or text-banking process across the state would be amazing! We have volunteers, but plugging into a coordinated process would have been awesome.*
- *More control to modify the flyers for the organizations.*
- *More funding available*

- *More representation and more suitable for my Latino community on the way they can understand it and can feel related.*
- *More honest voices who have the community's best interests at heart.*
- *As mentioned above, better education and MUCH better access to Census.*
- *I though you did a great job. I can't think of anything else to add at this moment.*
- *More funding. Now that the organizations have some grasp on what you are offering, directions and lessons for implementation will be quicker in actual production.*
- *I think that we locally benefited with the early start of the campaign.*

**Please provide any other open feedback regarding the “We’re Here. We Count.” 2020 Census campaign. If you would like to provide additional feedback in a brief phone call or email, please leave your contact information below.**

- *THANK YOU!*
- *Honestly speaking, the We Count campaign was very well thought out. Great job!*
- *Again, your campaign was awesome. The quality and breadth of materials produced was top-notch, and the way you tailored materials over time to relate to what was happening in the community throughout this crazy year was extremely helpful. Even greater variety to specifically reach our Latinx populations and workers on temporary visas would have been the cherry on top of an already amazing campaign.*
- *Thank you for your work. Feel free to reach out: [email address redacted].*
- *I enjoyed working with everyone. Thank you!*
- *I would like to thank those who I worked with - they have all been great! I think this was a great campaign and I am quite impressed how well it stood the test of COVID.*
- *I am very grateful for the State of Washington's investment in making sure our residents are counted.*
- *Y'all are great! Really useful campaign. As mentioned before, we'd love to see more customizable materials so our community members / organizations can get their own words out there. Especially when targeting undercounted communities, personal connections and personalized messages are often more important than polished design.*
- *Thank you again!*

## Appendix B: Follow-up Survey Responses to Open-Ended Survey Questions

The campaign is collecting descriptions of issues or problems that occurred during the 2020 Census that may impact the final Census counts in Washington State. If you have not already shared the issues or problems that you dealt with our encountered with OFM or United Way of King County, please summarize these issues below. Please include your contact information above so that we may further discuss these issues with you if necessary.

- *The biggest issue we encountered is actually the COVID-19 pandemic. It changed the way we approach the CENSUS campaign.*
- *Inability to get straight answers about how the statistics of individuals and households are combined to get percentages Of completion during questioning of Census employees and management. Limited to no access in timely fashion to discuss issues the local representatives.*
- *The Census Bureau wasn't always able to provide basic information (like dates, plans, key decisions) in a timely manner. And then, there would be unexplained reversals of decisions with very little notice. My basic impression was: Chaos at the top that left implementers and Partnership Specialists stranded and stuck in the middle.*
- *The Census Bureau only did an estimation on counting the homeless on the Yakama reservation, this is going to impact the overall count of the Yakama Nation.*
- *I was hoping that the county or state would have done a real media blitz in support of the census. it felt like a lot of work was pushed down to already strapped and overworked smaller cities and organizations. it would have been great to have seen more creative campaigns that were organized at the state or county level, and then smaller cities or organizations could have contributed spokespeople to participate. We can be a connector. It was nice that materials were developed, but it took way too long to get those finalized. And materials are only one small piece of a creative media and ad campaign. Where were your communicators? Why weren't they leading more of this effort?*
- *No issues.*
- *[Single respondent submitted below responses]*
  - *Late hiring and limited partnership staff onboard to conduct quality outreach to work on all of the initiatives planned by the Census Bureau. Limited operations staff to conduct on the ground operations. All of these together, caused census staff to uncompensated overtime to just finish the work cover areas of needs, with multiple competing deadlines and priorities. Partnership staff assignments changed on the fly sometimes without notice or explanations, which caused inconsistency in many*



*areas. Staff were threatened to be lose their job, or be marked as a performance issue that would be included in their employee performance record if anyone complained, or spoke up against difficult employee environment and circumstances. All of these resulted in staff burn out and low moral across the team, that all the work could get completed with quality. Staff hired only to do administrative and clerical tasks rather than partnership work, which resulted in small amount of staff that had to cover for employees that were underperforming or being assigned tasks not in their job description in order to meet local and regional goals by deadlines.*

- *Not enough communities of color or those with language skills were represented in the staff hiring and composition of our partnership and operations team.*
- *Not enough resources for staff and community partners to conduct efficient outreach, or provide staffing support and materials to complete the tasks of mitigating enumeration barriers across the state, and encouraging local partners to participate in the census. Instead the community had to rely on the State and local funds pooled by Washington State, cities, foundations, and philanthropy to provide funding and resources.*
- *Census promotional and in-language materials arrived late.*
- *Information from the census trickled to partnership and community partners seems to arrive later than some of our counterparts who are able to receive information more quickly from other sources.*
- *Consistent schedule changes of operations, NRFU deadlines or last day to respond in response to administration and leadership decisions, caused lack of preparedness and planning to extend current employees to coincide with changing deadlines. Many of the partnership, MQA staffing were finished with their contracts, while their was still a current litigation regarding the census end date. This impacts staffing and operational deadlines, and not having enough time to complete the final process and wrap up after all the data is collected to be turned into the president by December 31, 2020."*

**Please assess how helpful the following resources that you used were for you and your organization [Comment]**

- *Census Day of Action Toolkit/Materials – Very Helpful – There are 29 Tribes in WA, the pictures used were from a coastal tribe in the material, Yakama Nation is not a coastal tribe.*
- *Pride Month Toolkit – Very Helpful – Would have liked a little more variety on the photos for this campaign.*

**Please provide any other comments about either the above or other campaign materials that you wish to share about the 2020 Census, the "We're Here. We Count" campaign, or the materials produced by the campaign for use between June and the end of the 2020 Census.**

- *This was especially helpful for easy social media posts - thank you!*
- *The materials produced for the Census campaign were well thought out.*
- *Language materials were not understandable due to use of irregular verbiage not commonly used so many did not understand some materials. When materials were requested from local census representatives, materials discussed and sent were two different items and NOT USABLE for application, and were not even sent from the local rep. Waste of time and government resources due to lack of "real functioning" communication processes.*
- *Really appreciated not having to think (much) or create content since the collateral was so well done. Could just copy and paste to Eastside Census Facebook page <https://www.facebook.com/Eastside-Census-100172324776128/>*
- *Pierce County had lots of its own communication kits developed in collaboration with community. We certainly benefited from the "We're Here. We Count" content and made sure that messaging was synched up and consistent.*
- *It would have been really helpful to have census tract level data shared on a regular basis with cities. We felt like we were stumbling around in the dark, trying to figure out where to focus efforts. Next time, start organizing in 2028--get the complete count committees set up, get those campaigns ready. I don't know what happened, but it felt like there was not a lot of alignment with executive leadership and census staff (especially in King County). We were told South King County mattered, but not given the support we needed.*
- *Deeply appreciated the work of the OFM staff to keep us focused and on track, despite all of the variables that emerged unique to this year's context (political, public health, etc.).*

