

October 8, 2018

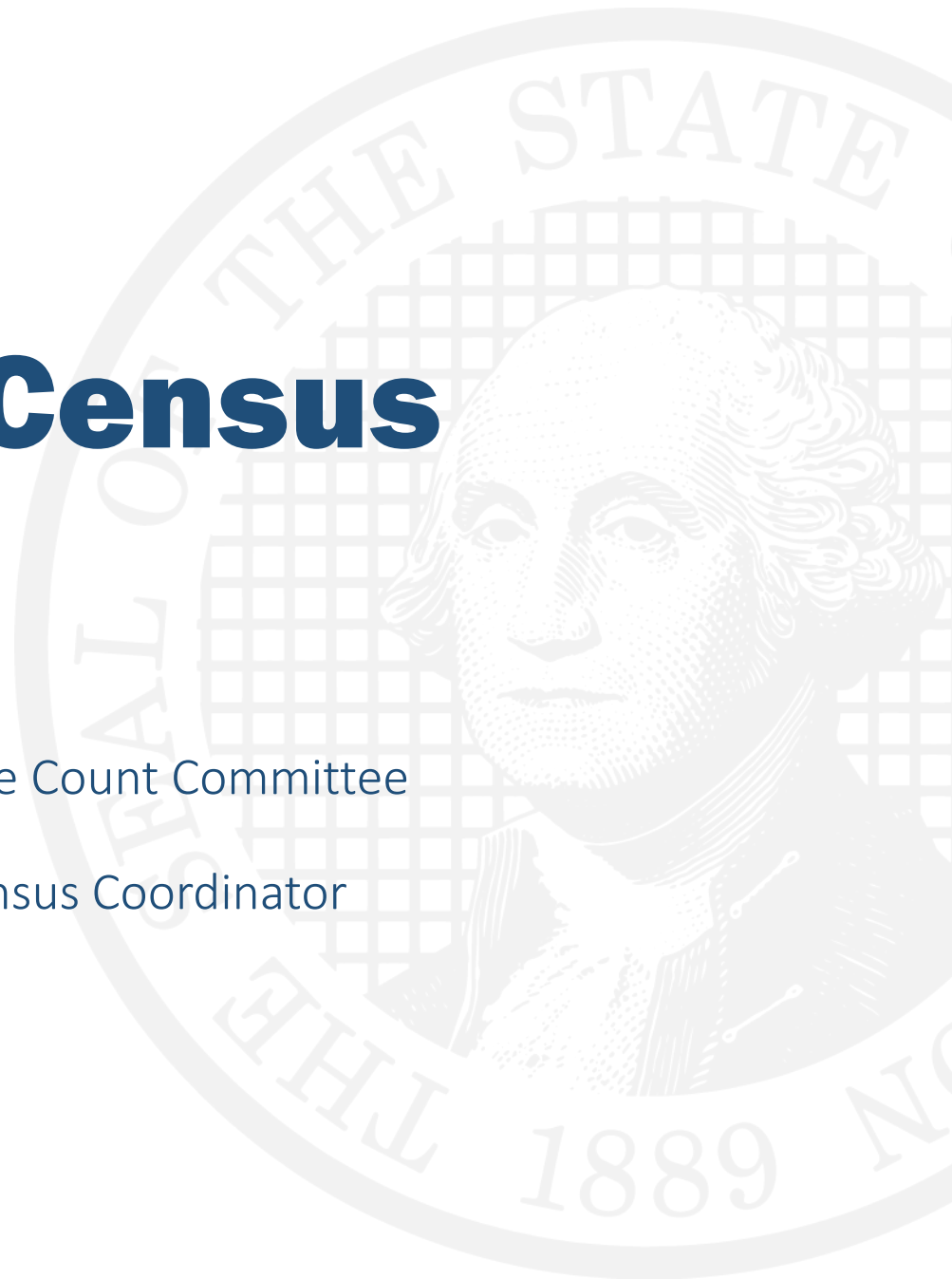
The 2020 Census

Presentation at 2020 Complete Count Committee Meeting

Susan Meldazy, OFM 2020 Census Coordinator

OFM

OFFICE OF FINANCIAL MANAGEMENT



State Agency Complete Count Committee

Use state agencies to promote the 2020 Census

- State Agency CCC includes cabinet level state agencies (48).
- The Commissions—African American Affairs, Asian Pacific American Affairs, Hispanic Affairs, Indian Affairs—have regional Commissioners and networks in hard-to-count communities.
- OFM Director requested agency contacts for 2020 Census outreach. Good agency response.
- Sue Meldazy is meeting with each agency contact in September/October 2018 to determine resources

State Agency Complete Count Committee

- Websites
- Social Media
- Mailing lists
- Newsletters
- YouTube
- Highway reader boards
- In-person program contact
- Regional meetings
- Conferences
- Private sector interaction
- Community outreach events
- Translation services
- Networks within communities
- Kiosks in malls
- Student messages to parents.
- Some agencies are “trusted partners”.

State Agency Complete Count Committee

Next Steps

- State agency kick off meeting in November 2018.
- Develop 2020 Census messages and talking points.
- Submit 2020 Census work plans to OFM by Dec 15, 2018.

Department of Commerce Grants

- 8 awarded (~ \$20,000 each)
 - Asian Counseling and Referral Service (ACRS)
 - Asian Pacific Cultural Center (APCC)
 - El Centro de la Raza
 - Korean Community Services Center (KCSC)
 - Latino Community Fund
 - Lummi Indian Business Council
 - Opportunity Council
 - Washington Nonprofits