



WA Census Alliance Community Strategy

2019 - 2020

Summit Goals and Outcomes

- Education, training and shared analysis
- Learn how to talk about the Census with our communities - particularly around fear and concerns;
- Explore and help develop outreach tools and best practices
- Collectively identify our needs and resources to engage our communities on the Census (and learn of existing resources)
- Collaborate, connect and organize!
- Develop local and shared strategies to engage our communities around the Census and long-term civic organizing.

Statewide Summit

Statewide Summit
Feb 1-2, 2019

Yakama Nation
Toppenish
Yakima, WA

2019



Regions

- 1) Yakima/Central WA
- 2) Spokane/Eastern WA
- 3) Northwest WA
- 4) Southwest WA
- 5) Snohomish County
- 6) Tacoma/Pierce County
- 7) King County
 - Eastside
 - South King County
 - Seattle

Mission

The mission of the WA Census Alliance is to ensure the safe and fully informed participation of our historically undercounted communities (HUCs) on the Census through community organizing, policy advocacy and providing training and technical assistance with our communities and allies.

GOALS:

- 1) Capacity - Build our long-term community capacity to educate and organize our communities on the decennial Census.
- 2) Safety - Advocate for the safety and protection of our communities and security of our data.
- 3) GOTC - Our communities participate and get accurately counted.

GOAL 1: Capacity to Work on Census

STRATEGY 1: Advocate for Census Funding and Resources for our Communities

STRATEGY 2: Statewide Census Alliance Infrastructure and Coordination

STRATEGY 3: Provide Census 2020 Training, Technical Assistance and Connect HUC Communities to Resources

GOAL 2: Community & Data Safety

STRATEGY 4: Advocate for the safety and protection of our communities and security of our data

GOAL 3: Get Out the Count GOTC - A Complete and Accurate Count

STRATEGY 5: Census education/awareness through ethnic media, multicultural marketing and communications.

STRATEGY 6: GOTC Field Work - Local Trusted Messengers and Culturally Relevant Technical Assistance

Statewide Summit

\$15 Million
Budget
Request



WE ALL COUNT.

Our state is growing fast.
Make sure the #2020Census
counts everyone!

WASHINGTON CENSUS ALLIANCE

WE ALL COUNT.

Whether we're brown, black or white,
an accurate census will bring more
money for our schools, roads & hospitals.

WASHINGTON CENSUS ALLIANCE

2019

Thank You

#WACensusAlliance