July 10, 2019

Census 2020: Strategy and Planning

Complete Count Committee Briefing

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Office of Financial Management
Forecasting and Research Division

*Revised 7/2/2019*
2020 Census Timeline

Jan
Seattle Area Census Office Opens

Jan
Census Bureau Awareness Campaign begins

Mar
Internet Portal Opens

Apr 19
Printing Deadline

Jun - Sep
Everett, Olympia, Spokane, Tacoma Area Census Offices Open

Jun - Dec
Census Recruitment & OFM Technical Work on Master Address File

Jul 19
Mailed Invites to Self-Respond on Internet, by phone or through mail

Aug
In-Field Address Canvassing

Sep
Non Response Follow up Door-to-Door

Oct 19

Dec 19

* Indicates meeting of Washington State Complete Count Committee
Increasingly Challenging Task

Unique to 2020 Difficulties

- Significant funding shortfall
- Empty offices at top of census bureau
- New methods (online, phone, mail)
- Fewer census offices in states (9, 5)
- Difficulty recruiting staff in tight economy
- Too few tests
- Citizenship question raised fear and uncertainty
### “Everyone Counts”

#### Three Phases of Census 2020 Outreach

<table>
<thead>
<tr>
<th>2018 through 2020</th>
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<tbody>
<tr>
<td><strong>FOUNDATION</strong></td>
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<td>Data</td>
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<td>Analysis</td>
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<td>Message Development</td>
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<thead>
<tr>
<th>2019 through 2020</th>
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<tr>
<td><strong>COLLABORATION</strong></td>
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<td>Education</td>
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<td>Communication</td>
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<th>March 2020 through June 2020</th>
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<tr>
<td><strong>MOBILIZATION</strong></td>
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<tr>
<td>- Local Activities</td>
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<td>- Community Based Organizations</td>
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<td>- Agencies</td>
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Census Strategy Outreach

- Local Government (Complete Count Committees, Local Meetings, AWC and other associations)
- Tribal Governments (Governor request for Tribal Liaisons, Tribal Liaison trainings May 7, 8, 9; GOIA also on state agency CCC)
- Private sector (inc. Seattle Chamber, GSBA)
- Nonprofit sector (extensive with local and regional foundations)
- Education Sector (SBCTC, Adult Ed Advisory Committee, Council on Basic Skills)
- Liaison with national organizations (State calls, national webinars, Census Bureau)
- FY19 grants are completed
  - Deliverables posted
  - Some key examples: WA Nonprofits, Opportunity Council
  - Some grantees have not billed for work
Strategic Assumptions

- Foundation phase requires generating best available data on addresses
- Participation depends on positive message about resources and political representation
- “Trusted messengers” key to encouraging participation
- High self-response rate the most efficient, most accurate, lowest cost, least invasive method of census collection
- Historically undercounted or “hard to count populations” are identifiable and extra effort will be needed to encourage participation
- “Full and accurate count” requires combined geographic coverage and demographic coverage
Challenge: Accurate Addresses

- Local Update of Census Addresses (LUCA)
- Boundary and Annexation Survey (BAS)
- Participant Statistical Area Program (PSAP)
- New Construction
- Count Review Operation
Challenge: Reaching Low Self-Response Rate Populations

- Young children
- Highly mobile persons (renters, recently moved)
- Persons with complex living arrangements or crowded housing
- Racial and ethnic minorities
- Non-English speakers
- Low income and/or low education households
- Persons experiencing homelessness or not living in traditional houses
- Immigrants
- LGBTQ persons
Predictive Model of Self-Response Rates
### Challenge: Geographic and Demographic Coverage

#### Response #1  2018-19 Community Grants (FY19 Proviso)

<table>
<thead>
<tr>
<th>Constituency Highlighted in Grant Proposal</th>
<th>Asian Counseling &amp; Referral Service (ACRS)</th>
<th>Asian Pacific Cultural Center (APCC)</th>
<th>El Centro de la Raza</th>
<th>Korean Community Services Center</th>
<th>Latino Community Fund</th>
<th>Lummi Indian Business Council</th>
<th>Opportunity Council</th>
<th>Washington Nonprofits</th>
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Office of Financial Management
Challenge: Geographic and Demographic Coverage
Response #2  Statewide Complete Count Committee

• Chaired by Governor Locke
• Subcommittees are
  • State Agency, Local Government & Tribes
  • Informed Decision-Making
  • Philanthropic & Private Sector
  • Community-based Organizations
  • Media & Outreach
  • Education (K-12)
  • Higher Education (SBCTC, COP, ICW, WSA)

• Sharing strategies and plans for a complete and accurate count
Challenge: Geographic and Demographic Coverage
Response #3  Procurement for Community Action

• RFP #19-600
• Link: https://pr-webs-vendor.des.wa.gov/Search_BidDetails.aspx?ID=41646
• And here: http://ofm.wa.gov/contracts_procurements/default.asp
• Q&A from potential bidders on that site, too.
• Up to $7.5 million first round
• Anticipating about $12 million in this category by end of FY20
• Three categories by size and structure of request
• Encouragement for “joint proposals” from coalitions
• Potential for contract amendments for contingency funds (though there are other ways to distribute contingency funds as well)
• Goal is to announce successful applicants August 26
Challenge: Geographic and Demographic Coverage
Response #4 State Agency Complete Count Committee

- Established in early November 2018
- Internal education
- Cataloguing state resources
- Refining work plans, official messaging & talking points
- Work includes printing for use beyond agencies
- Approximately $500,000 for activities and printing
- Ready to connect with other Complete Count Committees
Challenge: Geographic and Demographic Coverage
Response #5  Media Campaign

• Work on this procurement has been waiting for community RFP release
• Goal is a strategy developed fall of 2019 and implementation in 2020
• Approximately $500,000
• Must include social media, paid and earned media, ethnic media, public service announcements, other innovative outreach approaches
• Diverse audiences and geographies
• Outreach for recommendations has not yet begun but recommendations are welcome
Challenge: Geographic and Demographic Coverage
Response #6  Contingency Funds

- Proviso requires $5 million held for contingency activities
- Activities to be driven by real time data on response rates
- Community Education RFP includes provisions for contract amendments
- Media RFP may include similar provisions
- Additional options include targeted procurements
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