



2020 CENSUS

WHAT YOU NEED TO KNOW

Once every 10 years, the Constitution requires that there be a full count of the population residing in the country. Called the 2020 Census, the exercise will begin in mid-March 2020 – and the time to prepare for it is NOW!

An accurate census will bring important economic and political benefits to your community so be sure to respond to the invitation you receive in the mail in mid-March 2020. It is quick, easy, and safe!

WHY IS IT IMPORTANT?

Put simply – it drives decisions that will affect economic investments in your community and the weight of your political influence until 2031! You and your family can't afford NOT be counted!

The Census determines how we share political power in our democracy. The outcome of the count in 2020 will decide the number of representatives that each state gets in the US House of Representatives and the Electoral College. It will also be used to draw political boundaries for state and local districts. In the last census, Washington gained a seat – and now has 10 representatives defending our interests in the nation's capital!

The Federal Government also uses numbers from the Census to distribute more than \$800 billion dollars in health, education, and infrastructure funds to states, counties, and cities. Locally, private and public agencies, organizations, businesses, and institutions use Census data to help determine where to build schools, roads, healthcare facilities, child care and senior centers, grocery stores, and new factories.

In 2016, Washington received \$16.7 billion of these funds – or \$2,319 per person! The funds included:

- Almost \$1 billion in transportation planning and construction
- \$8.5 billion for health programs
- \$2.4 billion for education (K-12 and higher ed)
- \$1.2 billion for housing
- \$555 million in rural assistance programs

Based on these numbers, the state would lose up to \$5.8 million for each 100 households missed in the census, which would affect our ability to support children, veterans, senior citizens, and middle- and low-income families adequately.

An accurate count of your community will ensure that you and your family get your fair share of state and federal resources and that your voice matters.

HOW DOES IT WORK?

10 questions in 10 minutes!

Beginning in mid-March 2020, the US Census Bureau will send each household a letter, inviting the household to go online (or call) and provide information about the number of people residing at that address. The questionnaire will also ask for the names, sex, age (including date of birth), and

race/ethnicity of each person living at the residence. Finally, the form will ask if residents own or rent and will ask for a phone number in case there is a need to follow up for any reason.

If you have questions about why the government wants this information, click [here](#). If you or your community need language assistance, learn about assistance provided in languages other than English and the answers to other frequently asked questions [here](#).

WHAT IS THE TIMELINE?

The process begins in mid-March 2020 and will last until the end of July.

The first mailing from the US Census Bureau will arrive at residences between March 12 and 20, and a second letter will arrive four days later. If you don't respond to the first two mailings, you will receive another three reminders in the mail. The fourth mailing will include a printed copy of the questionnaire, but you will continue to be able to respond online or by phone, as well.

If you still haven't responded by the beginning of May, a Census Bureau employee will visit your home repeatedly to attempt to collect the information needed.

IS IT SAFE?

The Census Bureau takes every effort to protect the confidentiality of your responses!

The Bureau recognizes how important accurate information is to community decision-making and planning so it doesn't want to do anything to discourage you from responding. It uses the highest levels of data security to safeguard the privacy of the information it receives. Also, there is a law that makes it illegal for anyone in the Census Bureau to use responses provided against an individual or to share the information with other agencies. In fact, the information on census forms can ONLY be used to produce statistical information about the population. The penalties for violations are severe. For more information, refer to the [Factsheet on Census and Confidentiality](#).

WHAT CAN YOU DO TO HELP?

- Inform yourself – www.ofm.wa.gov/2020census
- Do a scan of your community
 - Who might have difficulty or be afraid to respond to the census?
 - What solutions can you devise to help overcome these difficulties for those in your community?
 - What answers can you provide to allay the concerns of your community?
- Create an inventory of all mailing lists, newsletters, recurrent communications (bills, invoices, etc.) that could be used to spread the word about the Census
- Make a list of community leaders who could develop an understanding of the importance of the census and enjoy the public trust – and educate them about the upcoming census
- Begin to develop a contact list of people who understand the importance of the census and are willing to Commit to the Census – when the time comes, contact them with reminders
- Identify places with internet access and computers/tablets to host Census Assistance Centers for those who need help completing the form online
- Recruit and educate volunteers ready to go door-to-door and staff assistance centers

For more information, contact Lisa McLean, Complete Count Committee Coordinator, lisa.mclean@ofm.wa.gov.



LANGUAGE ASSISTANCE FOR THE 2020 CENSUS

The U.S. Census Bureau will make the census questionnaire and other materials available in multiple languages based on its understanding of populations in the United States with limited English-speaking households.

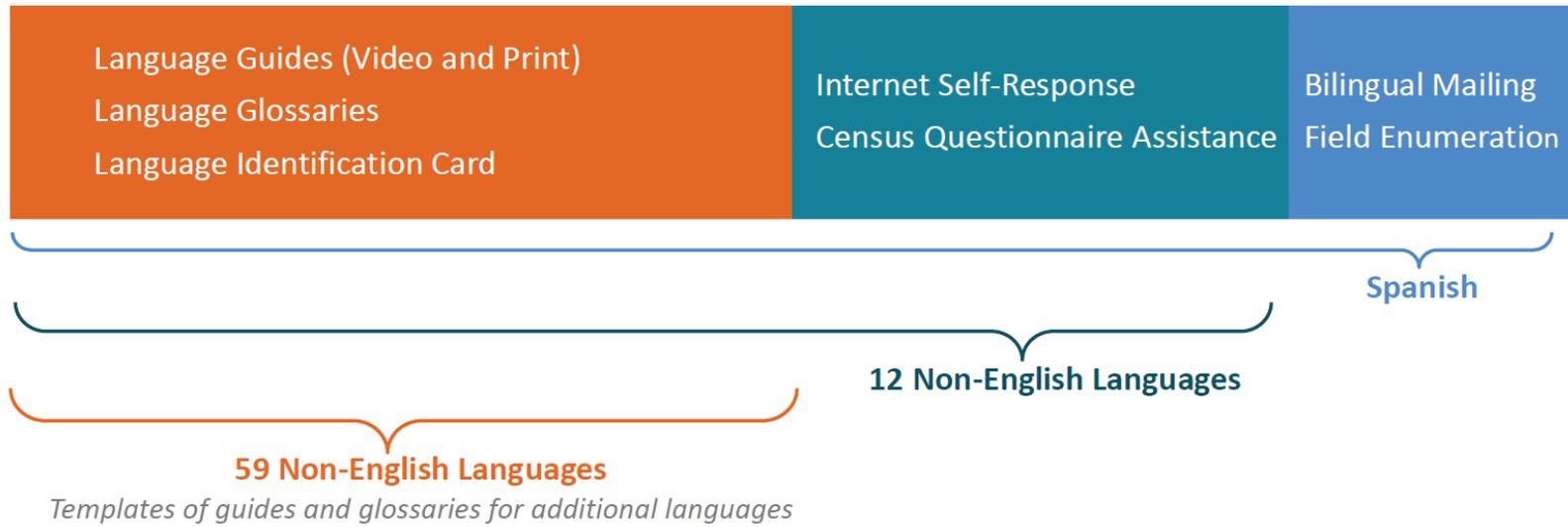
- The Census questionnaire will be available in Spanish as a print version, as well as on the enumerators’ tablets as options when doing field enumeration.
- When responding online, the Internet Self-Response Instrument will be available in 12 non-English languages, which include **Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.**
- The Census Bureau will provide Census Questionnaire Assistance by phone in 12 non-English languages, including **Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese, as well as in American Sign Language.**
- The U.S. Census Bureau will also produce a glossary of census terms, a card for enumerators to identify the language of the household, and video and print guides in American Sign language and the 58 non-English languages listed below:

Spanish	Urdu	Yoruba	Greek	Tigrinya
Italian	Hungarian	Arabic	Lao	Slovak
Khmer	Twi	Ukrainian	Indonesian	Portuguese
Tamil	Korean	Burmese	Marathi	Thai
Croatian	Armenian	Swahili	French	Turkish
Chinese	Romanian	Czech	Amharic	Ilocano
Farsi	Hebrew	Tagalog	Hmong	Japanese
Nepali	Lithuanian	Bengali	Serbian	Gujarati
Navajo	Russian	Punjabi	Sinhala	Bosnian
Bulgarian	Hindi	Yiddish	Haitian Creole	Dutch
Vietnamese	Telugu	Igbo	Somali	
German	Malayalam	Polish	Albanian	

- For populations that speak languages beyond the 59 supported languages, the U.S. Census Bureau plans to create video shells and print templates for adaptation.

Below is a useful graphic to summarize the non-English language support:

2020 Census Non-English Support Summary of Support





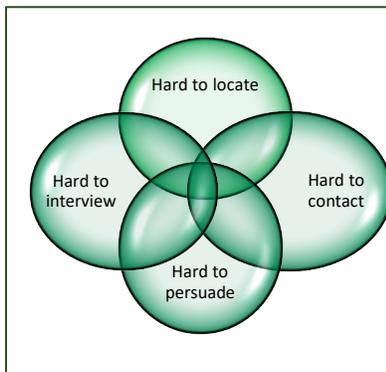
DEVELOPING AN OUTREACH PLAN FOR THE 2020 CENSUS

Project goal

- Raise awareness of what is at stake for each community in the state in the 2020 Census
- Mobilize communities across the state to engage in the 2020 Census as trusted messengers to encourage self-response
- Maximize self-response to the 2020 Census from mid-March to the end of April 2020

Target audiences

- All residents of the state with special emphasis on historically undercounted populations who often fall into one or more of the following categories:



- **Hard-to-locate** because the housing unit is unknown to officials and not included on the Census Bureau's Master Address File.
- **Hard-to-interview** due to language barriers, low literacy, and/or lack of internet access.
- **Hard-to-persuade** due to mistrust and suspicions of government and/or low levels of civic engagement.
- **Hard-to-contact** because the individual/household is highly mobile, experiencing homelessness, or behind physical access barriers such as a gated community.

- Community, faith, education, business, and local government leaders who know their communities and enjoy the trust and confidence of the community.

The Challenge

Research demonstrates that the historically undercounted populations are often:

- Fearful or mistrustful of government's ability and willingness to:
 - Protect the privacy of individual responses.
 - Ensure that the information provided is not used for any other purpose than developing a statistical picture of the country, especially a purpose that could bring harm to an individual, household or community.
 - Ensure information provided is not shared with other agencies.
- Unaware or unconvinced that the accuracy of the Census has any impact on their lives
- Less likely to have access to or be versed in and comfortable using the internet
- Most likely to benefit from the dollars that could be lost if there is an undercount in Washington

Elements of an Outreach Plan

These findings suggest that the outreach strategy needs to:

- 1) Educate the population about:
 - a. What the Census is (and isn't)
 - b. Why an accurate count is important to the community

- c. How the information is to be collected
 - d. What information is (and isn't) to be collected
 - e. How the information provided will be (and won't be) used
 - f. What the government obligations are to protect the privacy of information
- 2) Provide reassurances (and, if possible, rock hard guarantees) that:
 - a. individual information will not be shared with other agencies, and
 - b. information will not be used to target communities in harmful ways
 - 3) Ensure hard-to-interview audiences:
 - a. Are aware of the various language assistance available to them
 - b. Are provided assistance to navigate an online or paper form
 - c. Are provided with the internet connection to complete their form
 - 4) Mobilize local leaders from the private, nonprofit, and public sector to:
 - a. Ensure that the Master Address File is fully up-to-date with the latest lists of individual residences and transitory locations, as well as any new facilities (dorms, senior centers, etc.) housing groups (OFM Pop Unit can provide guidance).
 - b. Make an inventory of potential in-kind and monetary assistance that their organizations or institutions can provide to:
 - i. support the education and awareness process, and
 - ii. offer a trusting and reassuring venue for education or census completion.
 - c. Educate residents about the census process.
 - d. Serve as conduits between local residents and federal or state officials who can answer questions or address concerns.
 - e. Prepare a group of trusted messengers to serve as informed educators at these events.
 - f. Make a list of events from now until Census Day that can be used to educate target populations about the Census and its importance to the community.
 - g. Develop targeted messages—especially with concrete examples of how Census data has helped **this** community in the past.
 - h. Assemble a contact list of individuals willing to “Commit to the Census” who can be emailed, texted, or called once the Census portal is open with reminders to self-respond.
 - i. Open Census Questionnaire Assistance Centers from mid-March through the end of April to provide the computers and personnel necessary to assist in the completion of the census forms.

Trusted Messengers – A Must

Methods of delivering the outreach plan will vary from area to area based upon needs and interests, but a general conclusion from the research is that an individual with credibility in the community is the most effective messenger to provide:

1. convincing arguments about why the community has the right (and need) to stand up and be counted,
2. convincing assurance that completion of the Census will bring benefits to the community, and
3. assistance in completing the form.

Timeline

January-December 2019: Build the statewide network of informed and mobilized census ambassadors

Between now and the launch of the general public education campaign at the beginning of January 2020, a number of methods can be used to educate ever descending levels of trusted leaders until each community has a number of trusted and informed leaders ready to raise awareness and encourage participation. These methods include:

- Newspaper articles, newsletter articles, op-eds, blogs
- Radio and television talk shows – and podcasts
- Presentations to public community events (ask OFM, any CCC in the state, or the Census Bureau for a speaker)
- Information tables at public community events (conferences, fairs, etc.) with brochures and factsheets

January-March 2020: Ramp up the awareness campaign to the general population

- Place flyers, brochures, and posters in strategic locations
- Distribute printed information and make volunteers available to answer questions about the census
- Mention the Census at all public community events

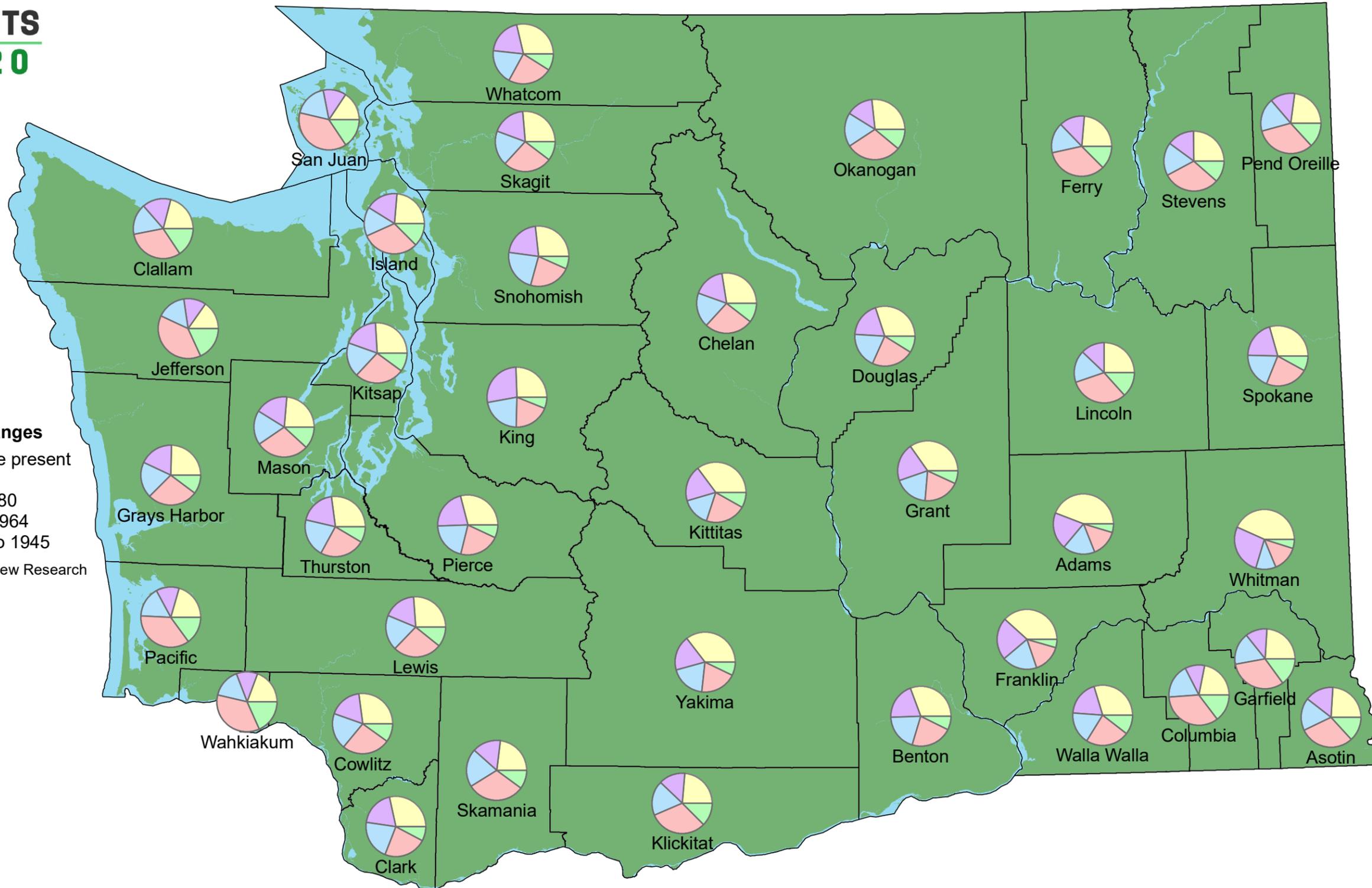
Mid-March-End of April 2020: Promote self-response across the community

- Have flyers, brochures, and posters at strategic locations, encouraging self-response today
- Open Census Questionnaire Assistance Centers
- Send reminders via text, email, and calls to those who signed “Commit to the Census”
- Organize volunteers to go door-to-door to offer assistance



Washington 2018 Population by Generation

WA COUNTS
2020



Generation Birth Year Ranges

- Generation Z: 1997 to the present
- Millennials: 1981 to 1996
- Generation X: 1965 to 1980
- Baby Boomers: 1946 to 1964
- Silent Generation: 1928 to 1945

Source: Generations Defined, Pew Research



Washington 2018 Population by Generation

The generations used come from the Pew Research Group and are defined as follows:

Generation Z: Born from 1997 to the present

Millennials: Born from 1981 to 1996

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Baby Boomers: Born from 1946 to 1964

Silent Generation: Born from 1928 to 1945

Source:

[Pew Research - Generations Defined](#)

County	Total Population	Generation Z	Millennials	Generation X	Baby Boomers	Silent Generation	Percentage				
							Generation Z	Millennials	Generation X	Baby Boomers	Silent Generation
State Total	7,427,570	2,050,980	1,627,990	1,515,890	1,663,330	569,380	27.6%	21.9%	20.4%	22.4%	7.7%
Adams	20,010	8,820	3,960	3,460	2,870	900	44.1%	19.8%	17.3%	14.3%	4.5%
Asotin	22,420	5,400	3,470	3,960	6,630	2,960	24.1%	15.5%	17.7%	29.6%	13.2%
Benton	197,410	60,730	38,990	39,050	44,050	14,590	30.8%	19.8%	19.8%	22.3%	7.4%
Chelan	77,800	21,410	13,220	14,570	20,380	8,220	27.5%	17.0%	18.7%	26.2%	10.6%
Clallam	75,130	15,780	11,640	12,490	23,470	11,750	21.0%	15.5%	16.6%	31.2%	15.6%
Clark	479,510	136,410	92,660	102,120	110,810	37,510	28.4%	19.3%	21.3%	23.1%	7.8%
Columbia	4,150	910	440	770	1,420	610	21.9%	10.6%	18.6%	34.2%	14.7%
Cowlitz	107,310	29,020	18,870	20,950	27,820	10,650	27.0%	17.6%	19.5%	25.9%	9.9%
Douglas	42,130	12,700	7,990	8,020	9,690	3,730	30.1%	19.0%	19.0%	23.0%	8.9%
Ferry	7,770	1,840	1,050	1,270	2,640	970	23.7%	13.5%	16.3%	34.0%	12.5%
Franklin	92,550	35,470	21,110	17,700	14,230	4,040	38.3%	22.8%	19.1%	15.4%	4.4%
Garfield	2,210	530	260	380	710	330	24.0%	11.8%	17.2%	32.1%	14.9%
Grant	97,350	33,850	19,880	17,910	18,960	6,750	34.8%	20.4%	18.4%	19.5%	6.9%
Grays Harbor	73,620	18,170	13,480	14,360	20,120	7,490	24.7%	18.3%	19.5%	27.3%	10.2%
Island	83,850	19,780	14,700	13,000	25,850	10,520	23.6%	17.5%	15.5%	30.8%	12.5%
Jefferson	31,590	4,860	3,780	4,950	12,250	5,750	15.4%	12.0%	15.7%	38.8%	18.2%
King	2,190,200	558,950	598,000	476,250	424,000	133,000	25.5%	27.3%	21.7%	19.4%	6.1%
Kitsap	267,130	69,200	50,090	49,430	71,270	27,140	25.9%	18.8%	18.5%	26.7%	10.2%
Kittitas	45,600	16,140	8,760	6,960	9,960	3,780	35.4%	19.2%	15.3%	21.8%	8.3%
Klickitat	21,980	5,190	3,130	4,100	6,800	2,760	23.6%	14.2%	18.7%	30.9%	12.6%
Lewis	78,380	20,490	13,760	15,010	20,770	8,350	26.1%	17.6%	19.2%	26.5%	10.7%
Lincoln	10,810	2,710	1,390	1,860	3,420	1,430	25.1%	12.9%	17.2%	31.6%	13.2%
Mason	64,020	15,080	11,330	11,740	18,320	7,550	23.6%	17.7%	18.3%	28.6%	11.8%
Okanogan	42,480	11,310	6,120	7,700	12,710	4,640	26.6%	14.4%	18.1%	29.9%	10.9%
Pacific	21,420	4,380	2,660	3,530	7,650	3,200	20.4%	12.4%	16.5%	35.7%	14.9%
Pend Oreille	13,530	3,110	1,810	2,410	4,420	1,780	23.0%	13.4%	17.8%	32.7%	13.2%
Pierce	872,220	253,060	187,180	180,470	191,620	59,890	29.0%	21.5%	20.7%	22.0%	6.9%
San Juan	16,800	2,640	2,100	3,050	6,380	2,630	15.7%	12.5%	18.2%	38.0%	15.7%
Skagit	126,520	33,330	22,820	23,930	33,350	13,090	26.3%	18.0%	18.9%	26.4%	10.3%
Skamania	11,900	2,740	1,830	2,450	3,680	1,200	23.0%	15.4%	20.6%	30.9%	10.1%
Snohomish	805,120	215,920	170,440	182,800	181,840	54,120	26.8%	21.2%	22.7%	22.6%	6.7%
Spokane	507,950	149,840	102,690	96,780	117,170	41,470	29.5%	20.2%	19.1%	23.1%	8.2%
Stevens	45,030	11,340	6,660	8,010	13,850	5,170	25.2%	14.8%	17.8%	30.8%	11.5%
Thurston	281,700	75,890	55,090	58,110	68,740	23,870	26.9%	19.6%	20.6%	24.4%	8.5%
Wahkiakum	4,100	790	470	640	1,450	750	19.3%	11.5%	15.6%	35.4%	18.3%
Walla Walla	61,800	18,380	11,780	10,650	14,550	6,440	29.7%	19.1%	17.2%	23.5%	10.4%
Whatcom	220,350	63,010	43,350	41,530	52,770	19,690	28.6%	19.7%	18.8%	23.9%	8.9%
Whitman	49,220	21,300	13,310	5,430	6,760	2,420	43.3%	27.0%	11.0%	13.7%	4.9%
Yakima	254,500	90,500	47,720	48,090	49,950	18,240	35.6%	18.8%	18.9%	19.6%	7.2%

Data: OFM 2018 Small Area Demographic Estimates Vintage 20190130_R03_VM