

Final Report on the 2020 Census Outreach Campaign



Forecasting and Research Division
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Introduction

While every decennial census is a challenging undertaking, the 2020 Census was especially challenging in Washington and nationwide due to underfunding, political interference, litigation, a global pandemic, changing timelines, social justice protests, and wildfires. Given the multitude of complications that faced the 2020 Census, Appendix A provides the reader with a detailed reminder of the context within which it unfolded, and Appendix B lays out the Original Operational Timeline and Amendments made.

Despite the obstacles, the Census Bureau reported that 99.9% of households in Washington had been enumerated by the time data collection ended on Friday, October 16, 2020, at 2:59AM PDT. Of that number, 72.4% of households had responded on their own, including 62.5% that responded online and another 9.9% that responded by phone or by mail. The Non-Response Follow-Up (NRFU) operation, which began on July 23, 2020, accounted for the other 27.5% of households.

Washington was second in the nation in terms of self-response—and the state exceeded its 2010 self-response rate by 5.2%. Twenty-five (25) of 39 Washington counties met and exceeded their 2010 mail back response rates, as did 19 of the 24 tribal areas that the Census Bureau tracked. The five leading counties in the state were: Clark (76.7%), King (76.4%), Snohomish (75.8%), Thurston (75.7%), and Benton (75.3%). See Appendix C for county and tribal area self-response rates.

It is evident that the more than \$15 million of state funds invested into census outreach efforts paid off by empowering individuals within community to spread the word about the importance of the census to their neighbors and encourage census participation. This report focuses on the public outreach effort through the Complete Count Committee, which was but a small part of the contribution made by the Office of Financial Management to an accurate census in 2020. Other notable work was done in helping to ensure a complete Master Address File and in testing demonstration data and submitting feedback on the Bureau's disclosure avoidance system (differential privacy). Appendix D provides a summary of the technical contributions from the OFM Population Unit¹ between 2018 and 2020 and key staff on the technical and outreach side.

Washington Prepares: Initial Setup

Given concerns about cuts to the Census Bureau budget, OFM wanted to do what it could to ensure that the Bureau's technical preparations, especially its Master Address File, were thorough. As the OFM Population Unit began to consider its role in the Local Update of Census Addresses (LUCA) operation, staff reached out to California to see what it planned to do. Discovering that California planned to invest a significant amount into its LUCA operation, OFM staff suggested that Washington also engage—albeit at a more modest level. Having lost a staff person in the 2008-10 recession, the Population Unit did not have sufficient capacity to engage in LUCA and manage a statewide complete count committee.

¹ The OFM Forecasting and Research Division's Population Unit is Washington's official liaison with the U.S. Census Bureau. See RCW [43.41.110](#).



Thus, OFM asked the Legislature for a budget of \$464,000 for the 2018-2019 biennium to engage temporary staff to assist with the LUCA effort, hire 1.5 staff to manage the complete count committee and outreach efforts, and provide small grants to a few organizations to prepare for the census.

Washington was also concerned about the reliance on internet responses, given a lack of broadband service in some parts of the state. In addition, public anxieties about data privacy and confidentiality and increased levels of government distrust and civic apathy could hamper full participation in the 2020 Census. Knowing that the most accurate census data comes from self-response, Washington wanted to mount a campaign to encourage self-response by explaining the importance of the census to local communities in terms of federal funding, political representation, and basic decision-making. Special focus was centered on the historically undercounted populations, including:

- racial and ethnic minorities
- lower income populations
- renters or those who frequently change their residence
- rural communities
- people experiencing homelessness
- undocumented (and documented) immigrants
- persons who do not speak English fluently
- children under five years of age
- LGBTQ persons
- persons who are angry at and/or distrust the government

Working with the Governor's office, OFM came up with a list of approximately 35 individuals representing the state's demographic and geographic diversities to be invited to join a complete count committee. Governor Inslee asked former Governor Gary Locke to lead the committee. The committee served as the foundation for a network that would grow to over 300 local organizations and 54 state agencies engaged in 2020 census Get-Out-The-Count (GOTC) efforts.

Statewide Complete Count Committee

The Statewide Complete Count Committee provided a forum to network and keep updated on developments at the U.S. Census Bureau, within OFM, and across the community. The governor-invited committee members² included representatives from community-based organizations, associations, business, philanthropic organizations, elected leaders, and state government (see Appendix E for a list of members). Gary Locke, a former Governor, and former U.S. Commerce Secretary during the 2010 Census, chaired the committee.

² Information on setting up the committee and on each meeting can be found in the OFM Population Unit network files. Attachment 1 of this report is a sample letter of invitation.

The Statewide Complete Count Committee (SCCC) met quarterly. Governor Jay Inslee opened the first meeting on October 8, 2018. Prior to the pandemic, effort was made to select meeting venues that reflected the types of places and groups that could be effective contributors to Census promotional activities. Thus, meetings were held at community centers in Spokane, Tacoma, and Tukwila, at a regional local government council, at a community college, and at a public-school district. Although the March 10, 2020, meeting had been intended as a media event, celebrating all the work that community groups had done to prepare for the Census just as internet self-response opened, the meeting moved online at the last minute due to growing concerns about the seriousness of COVID-19. All subsequent meetings were held in the virtual space, as well.



Inaugural meeting of State CCC

Over the course of its work, the SCCC formed ad hoc working groups to address specific issues or groups. These groups included: 1) informed decision-making, 2) higher education, and 3) state agencies.³ These working groups produced the following materials (included as Attachments 2-5 to this report):

- *Factsheet on Census and Confidentiality*: This document provided clear facts about Title 13 guarantees regarding the confidentiality of census data, as well as information about a resident's responsibilities vis-à-vis the census. The topic was a primary concern as work kicked off on the census—i.e., if local leaders and organizations were being asked to be advocates for census participation, they needed to have full facts to honestly explain to communities what the benefits—and what the risks—were to participation in the census.
- *Spotting a Census Scam*: This document, developed independently by the Attorney General's Office after working on the document above, explained how to identify a census scam in the mail, in person or on the phone, and online. The document provided directions on how to handle a census scam and contact information to report an incident. 'Spotting a Census Scam' was available on the OFM census website as a PDF download in 12 languages. In the summer of 2020, OFM had to change the document to reflect the new contact strategies that the Census Bureau began to employ, like its decision to call and email individuals.
- *Toolkit for State Agencies*: This document provided a complete set of tools needed to promote the Census, such as web banners, logos, sample text for agency newsletters, as well as strategies to pursue. It was intended to facilitate the efforts of the designated census coordinator in each of the state agencies—and was developed by a small group of communications experts from select state agencies.⁴
- *Toolkit for Higher Education Administrators*: Developed in cooperation with the Council of Presidents, Independent Colleges of Washington, Washington State Board of Community & Technical Colleges, the Washington Student Association, and the Washington Bus, this document provided a step-by-step plan for building a census GOTC campaign on campuses.

³ At the October 8, 2018, SCCC meeting, additional subcommittees were established, but despite some random meetings, they never really established a function or purpose. They included: community-based organizations, media outreach, and private sector.

⁴ State agencies that assisted in the toolkit's development included: Commission on Hispanic Affairs, Department of Commerce, Department of Social and Health Services, Liquor & Cannabis Board, Office of the Insurance Commissioner, and Washington State School for the Blind.



The SCCC network began to grow with the award of contracts to community organizations and local government entities in the fall of 2019. With the growth of the network, OFM's 2020 Census Coordinator started a weekly email update, providing updates received about Census operations and sharing good ideas and resources from within the state, from other states, and from national organizations. This network, which grew to over 250 email addresses, became very useful in communicating all the COVID-19 changes and keeping the state up to date on litigation issues (see Appendix B for the Operational Timeline and Amendments).

Lesson Learned: In retrospect, the subcommittees did not work as originally envisioned. Future consideration should be given in advance to the role of the subcommittees and to their membership. Depending on the level of effort expected from subcommittee members, a stipend might be appropriate.

The original list of subcommittees was created prior to establishing clear roles and mandates and prior to knowing how much money the campaign had for activities. The pressing need to answer the community-based organizations' issue of informed decision-making and, later, the shared need to produce a toolkit for higher education motivated voluntary groups to come together for brief spurts to achieve concrete outcomes. The community-based organization subcommittee was essentially replaced by regional or local complete count committees or organizing campaigns like We Count King County.

Without some compensation, busy individuals may not be able to spend the necessary time on voluntary tasks that do not bring tangible value back to their organizations. In other states where subcommittees functioned, the make-up of the Complete Count Committee was often not voluntary.

Funding for the Outreach Campaign

The state and private funding available for Washington state for the 2020 Census outreach totalled over \$18 million.

- The Washington State Legislature appropriated a total of \$15.6 million.
- The Washington Census Equity Fund, managed by Philanthropy Northwest, provided \$1.5 million. This fund pooled contributions from 30 philanthropic organizations in the state (see Attachment 6 for a list of grantees awarded grants from the Washington Census Equity Fund).
- Several philanthropies in the state provided direct funding to organizations in the geographic or interest areas they serve (e.g., Yakima Valley Community Foundation, Whatcom Community Foundation). The total amount of direct funding from these sources was never compiled.
- A few county and city governments provided support for advertising and outreach efforts. For instance, King County disbursed \$1.17 million, and the City of Seattle contributed more than \$300,000. The exact dollar amount that other cities and counties contributed from their own budgets was also never compiled.
- State funding for local outreach ended June 30, 2020. In April, when data collection was extended into October due to the pandemic, the state advised its contractors to work with philanthropies to spend state money prior to July 1 and rely on philanthropic support for local outreach from July-October 2020.



Most of the funding—both state and private—went to community-based organizations, tribes, and/or local governments for communication and outreach to historically undercounted populations.

State Funding

State funds were used for community outreach and local government contracts, promotional items, media, Complete Count Committee expenses, OFM's technical preparations, and project staff (see Table 1 for a breakdown of appropriations from 2018 to 2020⁵). Most of the outreach and communications funding was appropriated in FY 2020 in a budget proviso⁶ that directed OFM to:

- Perform frequent outreach to the hard-to-count population both in person through community messengers and through various media avenues.
- Establish deliverable-based outreach contracts with nonprofits organizations, and local and tribal governments to conduct outreach and census participation campaigns through community messengers, targeted especially at hard-to-count populations.
- Prepare documents in multiple languages to promote census participation.
- Provide technical assistance with electronic census forms.

⁵ Washington's legislature appropriates funding for a fiscal year which starts on July 1 and ends on June 30. For example, FY20 started on July 1, 2019 and ended on June 30, 2020.

⁶ A proviso is language in a budget bill that places conditions and limitations on the use of appropriations. The language of the FY 2020-21 proviso related to the 2020 Census is included as Attachment 7 of this report (see page 49).



Table 1: 2020 Census Legislative Appropriations FY '18 to FY'21

Fiscal Year	Appropriation	Expenditure Categories
2018	\$52,000	Project staff for LUCA and laying the foundations for the outreach and communication campaign.
2019	412,000	1.5 FTE outreach staff; SCCC expenses; contract with Department of Commerce to award eight \$20,000 contracts to community-based organizations to produce 2020 census outreach materials, training curricula, and establish networks.
2020	15,000,000	Contracts to community-based organizations, tribes, local governments, libraries, and state agencies; promotional items; statewide media; project staff; and SCCC expenses.
2021	159,000	Finish up 2020 Census work, follow litigation and data releases
Total	\$15,623,000	

The FY 2018-2019 budget appropriation was used to hire staff to assist with the LUCA program and to begin to lay the foundation for the Complete Count Committee effort. It also provided \$200,000 for a contract with the Washington Department of Commerce to compete and manage eight \$20,000 contracts with community-based organizations. These contracts aimed to build local capacity in support of the statewide effort to ensure all geographies and cultural and linguistic communities were fully and accurately counted in the 2020 Census. Contracts were awarded in September 2018 to:

- Asian Counseling & Referral Service (ACRS)
- Asian Pacific Cultural Center (Tacoma)
- El Centro de la Raza
- Korean Community Service Center
- Latino Community Fund
- Lummi Indian Business Council
- Opportunity Council (Bellingham)
- Washington Nonprofits

These one-year contracts helped to lay the foundation for census organizing by developing training curricula, building networks, and, importantly, developing the first toolkit of educational and promotional materials that would be used statewide in the following year (see Appendix F for details of Washington Nonprofits Census Action Kit).

In June 2019, OFM issued a Request for Proposals for up to \$7.5 million asking for an outline of program activities that defined a 2020 Census strategy targeting a specific community or population (or combination of communities and populations) to: (1) educate Washington residents about the 2020 census; (2) mobilize “trusted messengers” within communities to build confidence and support broad participation in the census; and (3) ensure maximum self-response and cooperation in the NRFU effort (see Attachment 8 for the final RFP).



State law requires that contractors submit deliverables before they invoice for payment. OFM realized that some of the organizations best positioned to reach the historically undercounted populations did not have the extra resources to meet these state contracting requirements. To solve this problem, OFM encouraged and advantaged joint proposals in which a large organization would partner with a number of smaller organizations and serve as their fiscal agent. OFM also accepted small (up to \$50,000) and large proposals from a single organization.

OFM received 48 proposals and awarded 24 contracts for \$7.1 million. It entered into another two interlocal contracts and expanded some awards for another \$500,000 in an effort to fill demographic and geographic gaps between September and November. In the end, 12 of the 26 initial contracts awarded were joint contracts, six were small grants, and eight were large. In the first quarter of 2020, OFM used another \$1.6 million to amend several contracts based on reasonable requests for expansion of work; and another \$3.2 million in amendments were made in the second quarter of 2020 in response to COVID-19 and emerging areas of low self-response. Attachment 9 provides a full list of all contracted partners, subcontractors, target audiences, general activities, and final contracted amounts.

OFM also funded:

- 27 interlocal agreements with counties, cities and libraries for 2020 Census outreach: OFM originally planned to provide \$2 million for this fund, but the local entities applied for approximately \$1 million and, in the end, only spent \$646,000 due to the pandemic (see Attachment 10 for contract application details and Attachment 9 [Tab 2] for details of awarded contracts).
- A sole source contract with the Washington State Association of Broadcasters for the statewide media campaign: This modest campaign was intended to be a generic advertising campaign targeting the whole state. Many of the community and interagency contracts also had media campaigns with more direct messages, targeting specific communities. In particular, Pyramid Communications, working as a subcontractor to United Way of King County (UWKC), designed a We Count King County campaign. As the census proceeded, the pandemic endured, and low self-response areas were identified, the state worked with Pyramid and UWKC to significantly expand this campaign, transforming it into the We Count Washington campaign that became the main media campaign for the entire state (see more detail in next section).
- An interlocal agreement with the City of Seattle for an ethnic media effort focused on media headquartered in Seattle but reaching ethnic communities well beyond the city limits (see Attachment 9 [Tab 3] for details).
- An interagency agreement with Commission on Hispanic Affairs for in-person and media outreach to the Hispanic community, especially in Central Washington.
- An interagency agreement with Department of Social and Health Services for design and production of promotional items, which will be discussed in more detail later in this report.
- An interagency agreement with Washington State Lottery for design and production of 2020 Census promotional materials: These items used the themes of the state campaign but were tailored to blend in with Lottery's own unique branding.
- An interagency agreement with the Attorney General's Office to translate its scams flier into 12 languages.



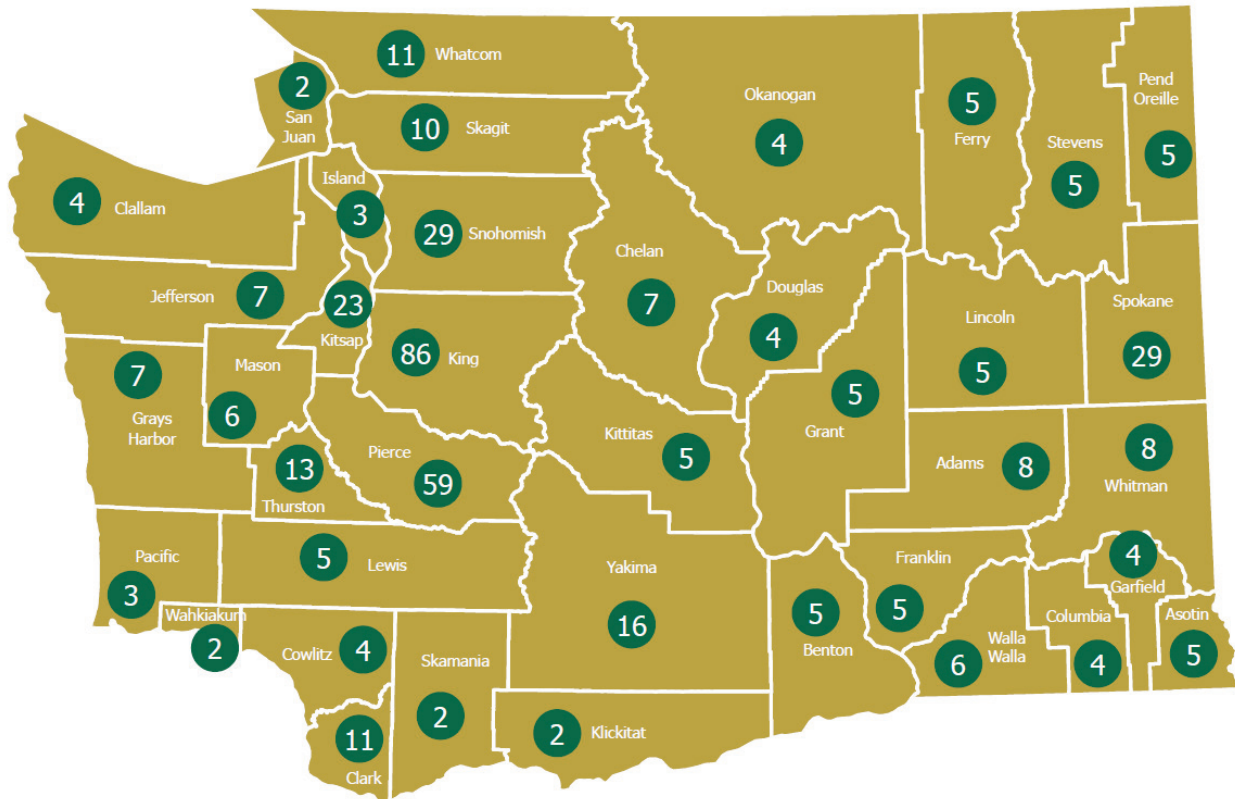
The state funding had intended to support in-person outreach activities. When COVID-19 canceled most in-person activities, many of the contractors creatively leveraged the pandemic to reach out to the historically undercounted populations who were also some of the essential workers affected most by the pandemic and the economic disruptions it brought. OFM amended and expanded a number of contracts to allow for these creative responses, such as mass mailings of postcards, drive-through food bank events, fliers in take-out orders, competitions for needed grocery gift cards, and enhanced social media activity (see detail in next section). To help accommodate the extension of the census into October 2020 despite the expiration of contracts on June 30, 2020, OFM worked with contractors to expand contracts and pre-pay for messaging and outreach for the July-October period. Table 2 presents a summary of these FY2020 expenditures.

Table 2: FY2020 Expenditures for Statewide 2020 Census Outreach

Expenditure Category	Final Billed Amount
1. Competition for Community-Led Projects ⁷	\$12,345,690
2. City, County, Library Contracts	646,106
3. Media – Radio, TV, Digital and Ethnic/Minority Media	408,350
4. WA Counts 2020 Promotional Materials	541,467
5. 2020 Census Office Staff/CCC Administration	240,843
Total from Categories	14,182,456
Available (Input Value)	15,000,000
Budget Remaining	\$817,544

The map on the next page shows the number of contractors awarded funds by county. In several cases, a contractor worked across multiple counties. For example, Washington Nonprofits worked in every county, while United Way of Benton and Franklin worked only in those two counties and Opportunity Council worked in Island, San Juan, Skagit, and Whatcom counties. Attachment 9 provides a comprehensive list of contractors, subcontractors, target audiences, and general activities.

OFM Contracts and Partners by County



Local Outreach and Communication Campaigns

Over 300 organizations statewide designed and implemented outreach and communications campaigns to reach the residents that they serve.⁷ These organizations included community-based organizations and coalitions, tribes, cities, counties, libraries, regional planning councils, and philanthropies. Activities included:

- Training trusted community members to be census ambassadors: As individuals who spoke the languages and were culturally aware of their communities, these ambassadors were expected to fan out in the community and educate families, friends, and neighbors about the census and its importance to community priorities. They were also trained on how to help individuals complete the census online.
- Holding events and hosting informational tables in advance of the Census to raise awareness, explain what to expect, and allay any fears.

⁷ See Appendix G for a complete list of partners.

- Producing educational and promotional materials in the languages of the communities they serve: Some groups, like the Korean Community Service Center, Tasveer, and Thurston Regional Planning Council (to name just a few), produced specifically branded materials in priority languages for their communities, while others used the Washington Nonprofits 2020 Census Action Kit (originally prepared in English and Spanish, but expanded over time to include additional languages and culturally relevant representations of community) or the We Count Washington campaign materials (available and customizable in 10 languages). With the pandemic, several organizations utilized outdoor advertising such as billboards, street banners, and bus advertisements.
- Conducting educational and promotional outreach online, by phone, in print, and through the mail: Campaigns utilized websites, email, social media (especially Facebook, Instagram, Twitter, and YouTube), phone banks, text blasts, podcasts, mass mailings, vehicle decorations, banners, print media (newspapers, newsletters, brochures, posters, etc.), and swag (hats, T-shirts, totes, pens, Frisbees, facemasks, etc.).
- Conducting community-based census activities connected to already planned or widely publicized events (e.g., fairs, farmers' markets, Pride month, food bank drive-throughs, school lunch pick ups, senior center assistance, etc.).
- Providing in-person, online, or phone assistance—and encouragement—to individuals in completing the questionnaire (e.g., in Renton, those who came and filled out their census questionnaires left with a bag of potatoes; several organizations had Facebook Live events to assist with Census completions; several local communities opened and staffed hotlines).
- Sponsoring competitions and raffles, giving away gift cards to restaurants, grocery stores, and other businesses, which targeted the low-income populations that were suffering the most in the pandemic.
- Printing and providing to food banks across the state bags with Census messages.



Grocery bags for food banks

With the outbreak of the pandemic, the We Count King County campaign—led by UWKC and its partners, Pyramid Communications, Big Water Consulting, and Urban League of Metropolitan Seattle—approached OFM with a plan to expand its partnerships across the state and offer its materials and consultation services to all organizations in the state working on the Census. In addition to expanding statewide, Pyramid planned to work directly with Na’ah Illahee Fund on specific messaging and outreach strategies for Indian Country. As the pandemic persisted and the Census Bureau extended data collection until October, a second expansion of the UWKC contract was made to prepare materials and pre-pay for advertising after the OFM contract expired at the end of June.



The newly renamed We Count Washington campaign created a statewide advisory group that met once a week and helped to re-focus the message from the “We’re here. We count” to “Our census. Our power” in the wake of the murder of George Floyd. The campaign also:

- Produced and booked pre-paid advertisements across the state (including radio and TV spots, digital messaging, and posters) in multicultural media from July through October.
- Produced and pre-paid for two direct mailings targeting low responding tracts across the state in July and September.
- Produced 10 themed toolkits with messaging focused on holidays and events between July and October, including the 4th of July, back to school, Hispanic Heritage Month, and Indigenous People’s Day.
- Produced monthly campaign emails sent between July and October.
- Recorded and posted four webinars and other ‘how to’ resources

More information about the “We’re Here. We Count” campaign can be found in their complete final report (see Attachment 11).

Other significant contract extensions were made to:

- Blue Mountain Action Council: To enable them to do outreach through the mail to areas affected by suspension of the Update Leave operation.
- City of Wenatchee: To enable its partners—CAFÉ and Parque Padrinos—to expand their work with the farmworkers and churches into Grant and Okanogan counties.
- Greater Tacoma Community Foundation: To provide additional support to an original list of grantees in Kitsap, Mason, and Pierce counties and to offer grants to new partners in Pierce County.
- Leggette Inc.: To expand its work with the African-American community and media, to organize a Juneteenth week of events that would highlight the census, and to support its contributions to the We Count Washington campaign.
- United Way of Benton & Franklin: To expand its outreach and partnership with additional representatives of the historically undercounted populations.
- Washington Census Alliance: To allow it to expand its Trusted Messenger network and to procure a text banking tool provided by CommunityConnect Labs (see report on outcomes from the network and this tool in Attachments 12 and 13; see short 2-3 minute YouTube video summarizing WCA efforts in [English](#) and [Spanish](#) here; see a map of distribution of Trusted Messengers across the state [here](#)).
- Washington Nonprofits and its partner, Innovia Foundation: To facilitate additional print runs of their materials, to support Washington Nonprofits’ rural outreach efforts especially in coastal and northeast parts of the state, and to expand Innovia Foundation’s grants (see Spokane Complete Count Committee report in Attachment 14).



State Communication and Outreach Campaign

The state communications and outreach campaign consisted of:

- A Washington 2020 Census website—www.ofm.wa.gov/2020Census
- State branding and messaging
- State-produced promotional items
- Public education presentations
- Mobilization of state agency resources
- A statewide media campaign

OFM 2020 Census Website: The objective of the OFM 2020 Census website was to serve as a central source for census information and resources in the state. The website included informational flyers produced by the state and the Census Bureau; interactive county maps that highlighted the locations and demographics of expected hard-to-count census tracts; internet availability by county, city, and census tract; English proficiency in Washington by languages and county; a YouTube training video; and, links to an ever-growing host of state and national organizational resources. OFM staff kept the site updated after its initial launch, posting fresh information monthly. The website address was incorporated in all informational and promotional items to direct the public to the website for information.

When census data collection began, OFM added a direct link to the Census Bureau’s 2020 portal on the front page of its 2020 Census website; and when the timeline began to fluctuate, OFM added a countdown clock to emphasize the urgency of responding (see Appendix H for a screenshot of the OFM Census landing page).

Lesson Learned: The community greatly appreciated all the resources posted on the website. Still, as the number of resources multiplied over time, they reported feeling overwhelmed by the proliferation of materials. They suggested that a basic toolkit or basic set of materials be available early on that it could be updated and expanded as the outreach work unfolded. An early set of materials might also encourage the community to build from those materials and ensure greater uniformity of branding.

2020 Census Branding and Messaging: In the summer and fall of 2018, OFM worked with its own communications division to design a logo, the website, and some basic informational materials, like the state agency toolkit and a one-page, bilingual flyer. Once OFM staff understood that it would need to develop a whole set of promotional materials for distribution to state agencies, to the entire school system, and to any local entities or groups that might want them, OFM entered into an interagency contract with the Department of Social and Health Services (DSHS) Communications Division to design and produce the needed materials. In turn, DSHS contracted with Department of Enterprise Services for production, shipping, and storage of materials.

The branding and messaging consisted of a logo, two slogans, and web/print banner:

- The logo for the Washington 2020 Census effort was **WACOUNTS2020** (see header).
- There were two slogans, both of which were easy to remember, translatable into 50 languages, and fit into the text space available on promotional materials.

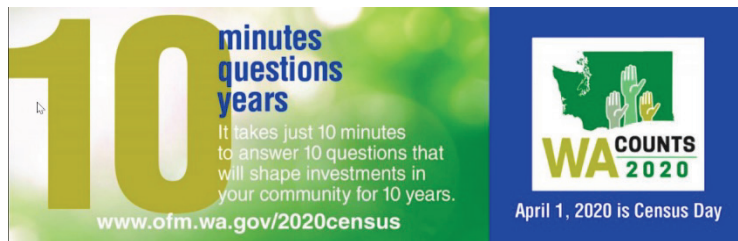
- The primary slogan was **You count. Be counted**, emphasizing that inhabitants in the state matter in the census count, and it is the individual’s responsibility to participate.
- A secondary slogan was **10 minutes, 10 questions, 10 years**, emphasizing that it does not take much time to answer a few questions that will affect every individual, their family, and their community for the next 10 years.
- The web and print banners consisted of a diverse set of waving hands against a sunny upbeat blue sky or the 10-10-10 message.



Web Banner #1

Several community-based organizations, tribes, and local governments incorporated the statewide slogans into their outreach materials, thereby multiplying the spread of the message.

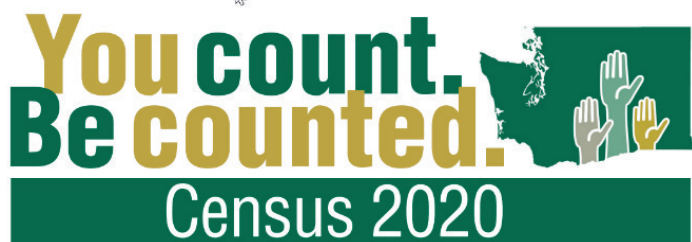
State-produced promotional items included horizontal and vertical posters, a trifold brochure, one-page flyers, mailer inserts, window decals, pens, 30-foot street banners, and tall and short retractable, portable



Web Banner #2

banners. Any Washington-based community-based organization, county, city, library, school, or state agency could order these promotional items that were produced and shipped at the state’s expense. Items were also downloadable from the OFM Census website.

For the most part, promotional materials were produced in English and Spanish. Pens, window decals, and retractable banners were produced only in English. The one-page informational flyer was available for download in the 50 languages frequently used by DSHS. Additionally, 6,000 braille versions of the informational flyer were produced in English and Spanish and distributed by the Washington State School for the Blind (see Appendix I for a full list and number of materials produced).



Window Decal

Decals were put on the rear windows of state motor pool cars; and prior to the pandemic, OFM and DSHS had been working with DES to wrap some of its long-haul vehicles that moved state surplus material around the state. When the pandemic hit, the trucks were requisitioned for other purposes before they could be wrapped.



The Washington State Lottery was the only state agency that did not use the state branding. Given its unique position in government, the public is often not aware that it is a state agency. By incorporating state branding (waving hands on a blue sky) into its own messaging (When you play, Washington wins) for its outreach materials, the Lottery helped promote the census at its kiosks and with its vehicles to its audience as a semi-private institution.

Lesson Learned: OFM received large, complex orders from Office of the Superintendent of Public Instruction for the entire school system and the Department of Agriculture for food banks. To avoid confusion among recipients of the materials (i.e., individual schools or food banks), the agency lead should be responsible for informing recipients of arriving materials and expectations for their use. Boxes should be labeled with “IMPORTANT: Census Materials” tags.

Public Education Presentations: Beginning in the summer of 2018, OFM’s 2020 Census Coordinators made themselves available to audiences throughout the state to raise awareness of and interest in the census, recruit advocates for the census, and educate the public. Staff presented at conferences, local government and community group meetings, and state agency meetings. OFM signed up for several annual meetings of membership associations, both making formal presentations and hosting informational tables. OFM staff prepared a standard educational PowerPoint that was used (or slightly adapted) for all presentations to ensure message continuity (see Appendix J for a list of presentations made over two years and Attachment 15 for a copy of the basic educational PowerPoint).

Governor Inslee directed executive cabinet level agencies to work with OFM to **mobilize their state agency resources for the census effort**. OFM trained state agency representatives about the Census and how to organize and implement census outreach. Agency representatives prepared and implemented census work plans for their agencies. State agencies used:

- The state agency communications toolkit for newsletter and social media messages.
- State branding and promotional items.
- The extensive state communications networks to deliver information to the public, including emails, websites, social media, blogs, webinars, phone, mail, TVW, and print media.
- Public offices to distribute printed promotional materials or display electronic banners.
- Public speaking events, including conferences and public meetings, to promote the census.
- Three different on-hold messages in English and Spanish at their call centers to promote the census from February through October 2020 (The three message themes were: the census is coming; the census is here; and, it is not too late.).
- Access Washington password and email signatures to promote the census.
- Census decals on state cars.

When the state shut down due to COVID-19, all state agencies closed their public offices and any in-person outreach ended. However, census outreach online, by mail, and through the call center on-hold messages continued until the middle of October 2020.



For the **statewide media campaign**, OFM contracted with the Washington State Association of Broadcasters (WSAB) for a Public Education Partnership campaign involving radio and television messages, as well as a digital marketing campaign using OFM-provided display and banner ads and pre-roll video from television announcements. The radio messages were aired in both English and Spanish, while the TV ads were a mix of languages from community voices. WSAB's PEP Program was identified as the most efficient way to reach a statewide audience, using 193 commercial radio and television stations across the state. As members of WSAB, stations donate a bank of spots monthly for airing messages. Unlike a Public Service Announcement that only airs when time is available, PEP messages were scheduled via traffic orders using airtime reserved for WSAB PEP Partners.

Advertising began in February and continued through September.⁸ As the state expanded its advertising partnership with UWKC and Pyramid Communications, WSAB replaced the We Count Washington advertising spots with the originally designed spots. The new messaging focused more on the power of one's voice—and responded to the demands for social justice that resonated effectively with historically undercounted populations.

⁸ While WSAB's contract expired at the end of June, WSAB offered to continue to air advertisements through the end of the census period at no cost to the state.



Reflections on the WA Counts 2020 Communications and Outreach Effort

The entire 2020 Census campaign in Washington was a genuine example of effective public-private partnership. The community was quick to recognize the importance of the approaching decennial census and effectively alerted the state legislature, state agencies, and philanthropies. Outreach in every corner of the state differed, but it proved to be a real partnership between local government entities, community-based organizations, and philanthropies that strengthened community spirit. Sometimes, the community organizations led the way, other times a local government entity or philanthropy led the way. In many cases, communities approached census organizing as a means to an end – i.e., greater cross-sectoral cooperation would result in increased participation in the census, but more important, it would result in the creation of strengthened community understanding and community relations that would support community development and growth in the long-run.

In response, OFM mobilized its own efforts with a focus on:

- Being a **source of knowledge for all regarding 2020 Census operations** given its role as official state liaison to the Census Bureau.
- **Building a statewide network of relationships** and, when necessary, endeavoring to assist with connections across geographies and demographics.
- Being **open to the voices of community** to design responses that met the needs of on-the-ground census activists, whether urban or rural, in eastern or western Washington, native English speakers or speaking English as a second language.

OFM tried to establish relationships of mutual trust with the community by listening actively to their concerns and maintaining a degree of flexibility in its planning efforts. OFM was pleased to be able to participate several times in meetings of the Washington Equity Fund to align funding strategies.

Was the effort begun on time? Significant community organizing around the census did not begin until the fall of 2019 when substantial state funds became available. Organizations would have benefited from the chance to begin their efforts in the spring or summer of 2019, which would have meant that state funding would have had to have been available earlier. Despite concerted effort to move quickly, it took anywhere from 12-22 weeks to publish a competitive request for proposals, collect and evaluate bids, and work with selected contractors on contract terms and scopes of work, suggesting that the ideal time to launch a substantial competitive bid process would be in January of the year ending in 9.

Staff would be prepared to manage the bid process if they could start at the beginning of the fiscal year—i.e., July of the year ending in 8. Thus, staffing up for census outreach appears to have been generally on point for the 2020 Census, but the Legislature might consider appropriating funds for community organizing efforts in the Fiscal Year ending in 9.

An added benefit of starting earlier would include having more time to develop a solid network of relationships across the state. In many respects, the statewide network reached its peak level of unified operations in April and May 2020. By that time, key leaders of the organizing effort had emerged, and



regular channels for communication and trust had been established to maximize cooperation and efficiencies. The target for peak operational functioning should probably have been end of February 2020—and starting earlier might have allowed for the necessary interaction to establish relationships and build trust. Having said that, the pandemic switch to virtual interactions also enabled individuals across the state to meet in ways that they might not have done in the absence of the pandemic. Thus, using virtual platforms to build statewide relationships while saving time is a positive lesson resulting from pandemic operations.

Did OFM have sufficient and appropriate staff? Given that the aim was to empower community as the trusted voices and ensure that community had the knowledge and financial and conceptual (e.g., toolkits) resources it needed, staffing proved to be sufficient to manage: the complete count committee effort; the state agency mobilization and state branding; the statewide network and communication effort; and the \$15 million portfolio of contracts. Prior to the pandemic, staff had planned to spend most of the spring of 2020 on the road, visiting in-person census mobilization activities and conducting in-person contract monitoring. Due to the pandemic, OFM staff was able to be in more corners of the state (virtually) and, at the same time, to be at ‘the home office’ to handle the necessary contract amendments and expansions. It is possible that traveling around the state might have made it more challenging to manage the contracting process simultaneously, but the contracting process might also have unfolded differently without the pandemic.

Was the strategy correct? At the direction of the legislature, OFM adopted a strategy of giving trusted community voices the resources they needed to lead—in essence, empowering them to deliver the message. Given the low levels of public trust in government, the trusted messenger strategy was key to achieving the relatively high self-response rates seen in Washington. Community members could approach people that they knew—in the language and manner that was familiar to the community—to assure them that participating in the 2020 Census would bring important benefits to the community.

In this effort, coordination with philanthropy and with city, county and regional government entities was also important for success. The funding level of \$15 million (~\$2 per person) proved sufficient to effectively deliver the message. Many local community organizations found the state contracting process quite daunting—even after the state attempted to make adjustments to simplify the process. OFM is grateful to the larger nonprofit community organizations and foundations that were able to step up and serve as fiscal agents.

Census Bureau’s Partnership Program: At the national level, the Census Bureau touts the success of its Partnership Program, emphasizing the number of partners nationwide and in each state. OFM believes that the program would benefit from a thorough evaluation to consider qualitative, as well as quantitative, metrics from the perspective of both the Census Bureau and its partners. By definition, partnership would imply ‘working together,’ but the general sense on the ground was that the Census Bureau partnership specialists sought cooperation but could not always deliver cooperation. The Bureau should consider how a large federal bureaucracy can effectively manage what is essentially a community organizing effort, which is necessarily a bottom-up operation.



Service-Based Enumeration (SBE) and Targeted Non-Sheltered Outdoor Locations Operations:

The Census Bureau might also be wise to consider revisions to its method of counting individuals experiencing homelessness. Washington is convinced that many people were missed in the three-day process of counting the homeless. Extremely inclement weather hampered the overnight count in western Washington, and there were reports of traditional locations serving the homeless never even being visited during the SBE operation. The challenge of homelessness varies from state to state, from location to location within states, from year to year, and even from month-to-month. As the number of persons experiencing homelessness fluctuates across the country and methods for servicing the population's needs change, the Census Bureau should give careful thought to its methodology for counting this cohort. Again, the large Census bureaucracy needs to think carefully about how to make and develop SBE and TNSOL operations that are nimble enough to respond to adverse weather or other conditions that amplify the vicissitudes of the homeless population.

The Update Leave (UL) Operation: Due to the pandemic, the UL enumeration schedule was delayed and as a result, initial self-response rates in UL areas were low. There was confusion about how residents in UL areas should respond. Some messaging advised households to wait to respond until they received their household's unique Census ID number, while other messaging asked households to get counted right away, without an ID. There was additional confusion in some areas where residents must pick up their mail at a Post Office (PO) box (no home delivery). In some PO box only areas, census mailings were returned because the Census Bureau used city style street addresses, which were not serviced by the USPS. Eventually, the Census Bureau sent a mailer to residential PO boxes which was an excellent pivot to the situation in the field, but this situation could have been avoided with better testing and planning.

Conclusion: Despite the extraordinary challenges posed by the 2020 Census, Washington can be proud of the outcome in terms of self-response. OFM will continue to pay close attention to indicators of data quality to be released in the coming months and years. It has particular concern about the count of college students, the quality of the count in certain Update Leave areas, and the count of those experiencing homelessness. OFM is also concerned that once NRFU began on a compressed timeline in Washington State (late July), 74% of the state's NRFU caseload (32.3% of total households) was completed prior to the issuance of the judge's order suspending the truncated timeline on September 5. Based on the Census Bureau's court reply to that order, the state is aware that, prior to September 5, enumerators were resolving cases with only one visit. Thus, the Bureau may say that 99.9% of the state was counted, but OFM is uncertain of the quality of that count and will monitor it closely.

Appendix A: Anatomy of the 2020 Census

Given the multitude of challenges that faced the 2020 Census, this appendix provides the reader with a detailed reminder of the context within which the decennial census unfolded.

Budget Cuts and Uncertainty Limit Testing: From 1970 until 2010, the cost of enumerating households had quintupled, resulting in Congressional pressure for the Census Bureau to reduce costs. In 2013, it closed six of its 12 regional census offices, including one in Seattle, which had responsibility for Alaska, Northern California, Idaho, Oregon, and Washington. With the change, the Los Angeles Regional Census Office assumed responsibility for the states covered by the Seattle office in addition to its previous work covering southern California and Hawaii. OFM worried that this change would affect the historically good communication the state had enjoyed with the Census Bureau through the local office. In November 2017, the Census Bureau announced its decision to halve the planned number of Area Census Offices from 494 to 248 nationwide⁹ – and from nine to five in Washington state. Of particular concern for Washingtonians was that the Spokane Area Census Office was expected to cover the whole of eastern and central Washington.

Other cost saving measures adopted by the Census Bureau included: relying on in-office address canvassing for most addresses, adding an internet self-response option, deploying mobile applications to manage field operations, cutting planned NRFU visits, and using ‘quality’ administrative records in place of in-field enumeration. The Bureau developed a comprehensive plan to test these changes prior to the 2020 Census, but budget cuts and uncertainty for a good part of the decade forced the cancellation of planned tests in both 2017 and 2018. These tests included: (1) planned tests in 2017 of mobile applications used in field operations that were to involve the Colville Reservation and Off-Reservation Trust Land;¹⁰ and (2) the final end-to-end dress rehearsal that was to have taken place in three locales across the country, but took place only in Providence County, Rhode Island.

Citizenship Question: With the inauguration of President Donald J. Trump in January 2017, anti-immigrant rhetoric became a predominant theme in the national political discourse, raising concern about the willingness of immigrant and minority communities to participate in the 2020 Census. As part of the anti-immigrant policies, the Trump administration indicated early in its tenure that it sought to exclude non-citizen populations from the 2020 Census to gain partisan advantage in the redistricting process. In fact, days after the inauguration, the media published a leaked draft of an executive order instructing the Census Bureau to include citizenship and immigration status questions in the decennial census.¹¹

While the executive order was never released, Commerce Secretary Wilbur Ross was exploring the issue as early as March 2017 based on emails released as part of a subsequent lawsuit. A year later, Secretary Ross did order the Bureau to include a citizenship question, prompting a slew of lawsuits that went all

⁹ https://www2.census.gov/programs-surveys/decennial/2020/program-management/memo-series/2020-memo-2017_21.pdf

¹⁰ https://www2.census.gov/programs-surveys/decennial/2020/program-management/memo-series/2020-memo-2016_21.pdf

¹¹ See <https://www.vox.com/policy-and-politics/2017/1/25/14390106/leaked-drafts-trump-immigrants-executive-order>.



the way to the Supreme Court. In June 2019, the Supreme Court blocked the question from being included in the decennial questionnaire because the “Commerce Department provided a pre-textual reason for wanting the citizenship question that was merely ‘a distraction’ in violation of the legal requirement that agencies disclose the true reasons behind their decisions.¹²” Not to be deterred, the President issued Executive Order 13880 on July 11, 2019, directing U.S. federal agencies to provide the Department of Commerce all information they had on U.S. citizenship, noncitizenship, and immigration status.

COVID-19 Pandemic: Just as the 2020 Census data collection process officially began on March 12, the World Health Organization (WHO) declared COVID-19 to be a pandemic, which led to lockdowns in the United States. The Census Bureau suspended all its operations on March 18 for two weeks and extended the suspension on March 28 for another two weeks. Eventually on April 13, the Census Bureau announced a revised timeline that extended the end date for data collection from July 31 to October 31. As part of the revised timeline, early NRFU aimed at colleges and universities was canceled; Service-Based Enumeration (SBE) and Targeted Non-Sheltered Outdoor Locations (TNSOL) operations were suspended, as was Update Leave; and instead of launching NRFU on May 13 as originally planned, NRFU was delayed until August 11. The Bureau also requested that Congress extend the statutory deadlines for delivery of apportionment and redistricting data by four months.¹³

In Washington, Governor Jay Inslee closed schools in King, Pierce, and Snohomish counties on March 12 and statewide on March 13. He then issued his “Stay Home, Stay Healthy” order on March 23. At the beginning of March, universities and colleges canceled in-person classes and exams – and, later in March sent their students home for the school year. In general, most of the population was driven indoors for a month to six weeks—and in-person Census mobilization efforts transformed themselves into virtual events.

The Movement for Social Justice Erupts: On May 25, police in Minneapolis, MN killed George Floyd, and a summer of protests erupted across the United States, just as the highly charged 2020 election campaign entered its final stage. Other accounts of 2020 Census organizing may characterize the protests as an obstacle to Get-Out-The-Count (GOTC) campaigns; and in Washington, there were some nights of violent unrest in a few urban centers. But for the most part, the protests were peaceful and infused with clear demands for improved government attention to important social justice issues. This confluence of events—protests, elections, and census—created an opportunity in Washington. Many of the community organizations involved in GOTC efforts were also prominent in the social justice movement, as well as voter registration and Get-Out-The-Vote efforts. Being able to link census and voting to the concept of one’s political voice and power at a time when people were demanding to be heard proved to be a compelling—and effective—message for encouraging census participation among historically undercounted populations.

Wildfires: Late July and August saw active fires in Chelan, Okanogan, and Yakima counties. On September 7, an “historic fire event” with high winds resulted in 80 fires across Whitman and Spokane

¹² See <https://www.brennancenter.org/our-work/analysis-opinion/four-takeaways-supreme-courts-census-citizenship-question-ruling>.

¹³ See Appendix B for details of this revised COVID schedule for census operations.



counties that burned more than 300,000 acres, including destroying most of the town of Malden. That fire combined with historic wildfires in Northern California and Oregon led to catastrophic air quality that forced people across the state indoors for almost a week—a week in which the state GOTC network had planned a number of socially distant outdoor events as part of its final statewide census promotional efforts.

Confusion at the Census Bureau and Changing Timelines: The installation of four new political appointees at the Census Bureau between late June and the end of September raised alarms across the statistical community. Installed into newly created positions at senior levels, these appointees had no clear job descriptions and possessed more political than statistical experience. During these ongoing appointments, the President issued a memorandum on July 21, directing Commerce Secretary Ross to deliver an apportionment count that excluded undocumented citizens. Then, without any explanation, the Census Bureau Director announced on August 3 that data collection would end on September 30 so that the Bureau could meet its December 31 statutory deadline for delivery of apportionment to the President. The public soon understood that this announcement meant that the Bureau had abandoned its Congressional request to extend the statutory deadlines and intended to compress data processing from an original plan of five months to three months.

The memorandum and the truncated timeline led to a series of lawsuits filed by states, cities, counties, and nonprofit organizations. One of these lawsuits in the Northern District of California led to a Temporary Restraining Order on September 5, followed by a nationwide injunction on September 24, which restored the original COVID-19 timeline, concluding data collection on October 31. Despite the judicial orders, the Census Bureau announced on September 28 a “target date” for concluding the census on October 5. This announcement sent the Administration back to court with the judge issuing explicit instructions about how to inform census workers of their order and explicitly barring the Bureau from laying off any staff or winding down operations.

Meanwhile, the Administration appealed the September 24 decision of the District Court up to the Supreme Court, which struck down the lower court ruling on October 13. That same day, the Census Bureau announced that it would cease data collection and close the online portal and phone lines as of October 15 at 11:59pm Hawaiian Daylight Time (i.e., October 16 at 2:59am PDT).¹⁴

In the case of the Presidential Memorandum, Washington joined New York and others in a lawsuit in the Southern District of New York. An initial three-judge panel declared on September 10 the memo to be “an unlawful exercise of the authority granted to the President,” adding “[b]ecause the President exceeded the authority granted to him by Congress by statute, we need not, and do not, reach the overlapping, albeit distinct, question of whether the Presidential Memorandum constitutes a violation of the Constitution itself.” On appeal, the Supreme Court on December 18 deemed a ruling on the case to be “premature” because of the uncertainty about the effect of the application of the memorandum on the final apportionment count.

¹⁴ See Appendix B for a presentation of the changing 2020 Census timeline.



As the Trump administration wound to an end, a whistleblower report, complaining of pressure to produce information related to the E.O. 13880 (July 2019) before the president left office, led the Commerce Inspector General to launch an investigation that, in turn, led to a revocation of the order to rush production of data and the eventual retirement/resignation of the Census Bureau director on inauguration day. That same day (January 20, 2021), President Joseph R. Biden issued Executive Order 13986 revoking both the 2019 E.O. and the 2020 Presidential Memorandum. Concerns about rushed data processing were alleviated a week later by an announcement that apportionment data would be released by April 30, 2021 and redistricting data would be released after July 30, 2021. On February 12, the Census Bureau announced that redistricting data would be released to all states by September 30, 2021.

The end result of all of the confusion at the end of census data collection and the end of the Trump administration are lingering uncertainties about the quality of the NRFU effort in Washington and about the nature of anomalies found in the data processing phase and their remedies. With regard to NRFU in particular, the state is uncertain how a 99.9% completion rate was met by September 30, 2020. NRFU began from the Pierce Area Census Office on July 23 when self-response was at 67.7%. The other western Washington Area Census Offices (Everett, Olympia, and Seattle) launched NRFU on July 30 when self-response was at 68.2%; and NRFU began in the Spokane Area Census Office on August 9 when self-response was at 69.2%. On September 5, the court issued its order against the truncated timeline. In response, the Census Bureau produced for the court email instructions for enumerators who had been trying to resolve cases with only one NRFU visit to make three attempts. By that time, enumerators had reportedly resolved 23.8% of Washington's NRFU cases. The state questioned the quality of those – and subsequent – case resolutions and, like many across the United States, wanted to know how many of all NRFU cases were resolved through proxy interviews, administrative records, population counts, and imputation. It also wanted that detail at the smallest geographical areas possible.



Appendix B: Operational Timeline and Amendments

The decennial U.S. Census has been characterized as the largest peacetime mobilization. It is a complex exercise that involves 35 separate operations, according to the U.S. Census Bureau. Just as the data collection effort began, the nation shut down due to COVID-19. On April 13, 2020, the Census Bureau issued an amended COVID-19 schedule. After the U.S. Senate failed to act on the Bureau’s request for an extension of the statutory deadlines, the Bureau abruptly issued a Re-Plan Schedule on August 3, 2020.

ACTIVITY/OPERATION	Original Schedule	COVID-19 Schedule	Re-Plan Schedule
Self-Response Phase: Online, phone, and mailed self-responses continue throughout the data collection process.	March 12-July 31	March 12-October 31	Data collection ends September 30; after litigation, ends on October 15
Group Quarters (e-Response and Paper Enumeration)	April 2-June 5	April 2-September 3	No change
In-Person Group Quarters Enumeration	April 2-June 5	July 1-September 3	No change
Update Leave: Census takers drop off invitations to respond and paper questionnaires at the front doors of 5 million households stateside while updating the addresses.	March 15-April 17	Suspended March 18 and resumed May 11	No change
Non-Response Follow-Up (NRFU): Census takers will conduct in-person interviews of households that have not self-responded.	May 13-July 31	August 11-October 31	Phased restart: July 23 in Pierce ACO July 30 in the rest of western Washington August 9 in Spokane ACO
Mobile Questionnaire Assistance: Census Bureau staff assists people with responding online at places people gather (grocery stores, etc.).	March 30-July 31	July 13-September 18	Extended to September 30, and later to October 15
Service-Based Enumeration: Working with service providers at soup kitchens, shelters, and regularly scheduled food vans to count the people they serve.	March 30-April 1	September 22-24	No change
Count of People Experiencing Homelessness Outdoors	April 1	September 22-24	No change
Enumeration at Transitory Locations: Census takers count people staying at campgrounds, RV parks, marinas, and hotels if they do not usually live elsewhere.	April 9-May 4	September 3-28	No change
Deliver Apportionment Counts to the President	By December 31, 2020	By April 30, 2021 (pending approval from US Congress)	December 31, 2020 ¹⁵
Deliver Redistricting Counts to the States	By April 1, 2021	By July 31, 2021 (pending approval from US Congress)	Plan in Development ¹⁶

¹⁵ The apportionment counts were delivered to the president by April 16, 2021.

¹⁶ The redistricting counts were released on August 12, 2021.



Appendix C: Final County and Tribal Area Self-Response Rates

The final self-response rates for the 2020 Census as of October 27, 2020, show:

- **Statewide:** Washington’s final self-response rate was 72.4%, which is 5.2% higher than its 2010 mail back response rate of 67.2%. Washington had the second highest self-response rate in the nation, beaten only by Minnesota.
- **Across Counties:** Twenty-five (25) of 39 counties had a higher self-response rate in the 2020 Census when compared to their 2010 mail back response rates. Clark County led with 76.7% self-response, followed by King County (76.4%), Snohomish County (75.8%), Thurston County (75.7%), and Benton County (75.3%). Jefferson County had the highest percentage increase in its self-response—10.7% higher than in 2010.
- **Across Tribal Areas:** The Census Bureau tracked the self-response rates of 24 “tribal areas” in the state, which is three more than it tracked in 2020. Only two of the 2010 tracked tribal areas did not reach their 2010 mail back response rates, and many tribal areas (10) *significantly* (more than 10%) exceeded their 2010 self-response rates. Port Gamble S’Klallam led tribal areas (and counties) with 80.1% self-response, and the Sauk-Suiattle tribal areas had the highest percentage increase in its self-response—43.9% higher than in 2010.



County and Tribal Area Self-Response Rankings and Rates (2020 and 2010)

2010 Rank	2020 Rank	State	Self-Response (as of 10/27/2020)	2010 Mail Back Response	Difference
21	2	Washington	72.4%	67.2%	5.2%
2010 Rank	2020 Rank	Counties	Self-Response (as of 10/27/2020)	2010 Mail Back Response	Difference
6	1	Clark	76.7%	69.5%	7.2%
3	2	King	76.4%	70.3%	6.1%
5	3	Snohomish	75.8%	69.7%	6.1%
9	4	Thurston	75.7%	68.1%	7.6%
1	5	Benton	75.3%	73.6%	1.7%
15	6	Kitsap	75.1%	66.3%	8.8%
2	7	Spokane	75.0%	70.4%	4.6%
11	8	Whatcom	73.0%	67.6%	5.4%
13	8	Pierce	73.0%	66.7%	6.3%
7	10	Asotin	72.0%	69.3%	2.7%
14	11	Cowlitz	71.7%	66.4%	5.3%
4	12	Walla Walla	71.2%	69.9%	1.3%
19	13	Clallam	70.7%	63.6%	7.1%
21	14	Island	69.6%	62.1%	7.5%
8	15	Franklin	68.5%	69.2%	-0.7%
12	16	Skagit	66.7%	67.2%	-0.5%
10	16	Yakima	66.7%	68.1%	-1.4%
28	18	Jefferson	66.4%	55.7%	10.7%
24	19	Lewis	64.7%	58.5%	6.2%
17	20	Douglas	63.7%	65.1%	-1.4%
20	21	Whitman	62.2%	63.4%	-1.2%
25	22	Garfield	60.6%	58.4%	2.2%
30	23	Grays Harbor	59.3%	52.7%	6.6%
16	24	Columbia	58.9%	66.1%	-7.2%
22	25	Chelan	58.2%	59.9%	-1.7%
23	26	Grant	57.1%	59.3%	-2.2%
29	27	Kittitas	56.5%	53.5%	3.0%
31	28	Wahkiakum	56.2%	52.6%	3.6%
27	29	Stevens	55.4%	57.2%	-1.8%
18	30	Adams	55.3%	64.2%	-8.9%
34	31	Mason	54.8%	48.5%	6.3%
26	32	Lincoln	53.6%	57.7%	-4.1%
35	33	Klickitat	51.6%	48.2%	3.4%
36	34	Skamania	49.5%	47.5%	2.0%
39	35	San Juan	43.9%	38.4%	5.5%
33	36	Pend Oreille	43.7%	48.6%	-4.9%
37	37	Okanogan	43.6%	44.0%	-0.4%
32	38	Ferry	43.0%	50.3%	-7.3%
38	39	Pacific	41.6%	39.1%	2.5%



County and Tribal Area Self-Response Rankings and Rates (2020 and 2010) (*continued*)

2010 Rank	2020 Rank	Tribal Area ¹⁷	Self-Response (as of 10/27/2020)	2010 Mail Back Response	Difference
9	1	Port Gamble S'Klallam	80.1%	53.1%	27.0%
14	2	Upper Skagit	78.8%	44.3%	34.5%
1	3	Puyallup	74.4%	72.3%	2.1%
20	4	Sauk-Suiattle	73.9%	30.0%	43.9%
11	5	Lower Elwha Klallam	68.4%	46.7%	21.7%
10	6	Port Madison	68.3%	52.1%	16.2%
8	7	Nisqually	66.2%	56.3%	9.9%
4	8	Swinomish	65.6%	61.2%	4.4%
2	9	Tulalip	64.2%	63.6%	0.6%
	10	Makah	62.8%	NA	
5	11	Muckleshoot	62.1%	58.2%	3.9%
16	12	Squaxin Island	59.9%	38.3%	21.6%
17	13	Nooksack	58.9%	37.3%	21.6%
7	14	Lummi	57.7%	57.6%	0.1%
21	15	Chehalis	57.3%	25.0%	32.3%
19	16	Quileute	56.6%	33.8%	22.8%
6	17	Yakama Nation	55.2%	58.1%	-2.9%
3	18	Shoalwater Bay	53.5%	61.5%	-8.0%
15	19	Hoh	51.6%	43.3%	8.3%
13	20	Skokomish	49.6%	44.4%	5.2%
12	21	Quinault	46.9%	44.7%	2.2%
18	22	Kalispel	46.3%	34.5%	11.8%
	23	Spokane	42.4%	NA	
	24	Colville	38.1%	NA	

¹⁷ The Census Bureau used these names for tribal areas on its self-response maps and did not include all state and federally recognized tribes. OFM is not responsible for any misnomers or exclusions.



Appendix D: OFM Technical Support to U.S. Census Bureau for the 2020 Census

The Office of Financial Management Forecasting and Research Division's Population Unit is Washington's official liaison with the U.S. Census Bureau.¹⁸ In the two years before the decennial census, the Population Unit participated in a wide variety of U.S. Census Bureau preparation programs. OFM hired technical project staff to handle the additional workload and meet program deadlines. These Bureau programs and their timelines were:

Urban Growth Area Boundary Delineation Project: January 2018-March 2020

This project allowed the state to collect current urban growth area (UGA) boundaries from counties and adjust them to fit census geographic files. OFM recommended changes in all counties that were planning under the Growth Management Act, which will allow tabulations of decennial census data by UGA.

Local Update of Census Addresses: May-August 2018

The LUCA program allowed the state, local governments, and tribes to review and update the Census Bureau's Master Address File. Over the four months, OFM:

- Added 17,530 missing addresses
- Corrected 59,490 addresses
- Removed 1,660 addresses

Early Non-Response Follow Up: August-September 2018

The Early Non-Response Follow Up program allowed the state to identify areas around colleges and universities that would benefit from early NRFU because students often return home at the end of the school year before census field enumeration is completed. OFM identified 2,670 census blocks surrounding 17 colleges and universities and recommended them for inclusion.

Participant Statistical Area Program: January-May 2019

The Participant Statistical Area Program allowed the state to review current and proposed census tract and block group boundaries in 14 counties that did not participate directly. OFM recommended changes in nine counties to make census boundaries more consistent with local community boundaries and improved geographic accuracy.

¹⁸ Per RCW [43.41.110](#), the Office of Financial Management is responsible to:

(7) Carry out the provisions of RCW [43.62.010](#) through [43.62.050](#) relating to the state census.

(8) Be the official state participant in the federal-state cooperative program for local population estimates and as such certify all city and county special censuses to be considered in the allocation of state and federal revenues.

(9) Be the official state center for processing and dissemination of federal decennial or quinquennial census data in cooperation with other state agencies.

(10) Be the official state agency certifying annexations, incorporations, or disincorporations to the United States bureau of the census.

(11) Review all United States bureau of the census population estimates used for federal revenue sharing purposes and provide a liaison for local governments with the United States bureau of the census in adjusting or correcting revenue sharing population estimates.



Group Quarters and Transitory Locations Update: June-September 2019

This program allowed the state to report the addresses and locations of selected group quarter and transitory location types. OFM reported to the Census Bureau:

- The locations of 630 group quarter facilities
- The locations of 810 locations likely to have transitory population
- Contact information for 190 homeless service providers throughout the state

New Construction Program: April-November 2019

This program was the last chance for the state and local governments to update the Census Bureau's address list before April 1, 2020. The program allowed local jurisdictions to submit city-style mailing addresses for housing units constructed and/or completed after address canvassing and LUCA. In addition, local jurisdictions could submit lists of group quarter addresses and transitory housing locations (such as shelters, soup kitchens, official homeless housing, and regularly scheduled mobile food vans). OFM submitted 17,170 additional addresses through the new construction program.

Count Review Operation: June 2018-February 2020

The CRO program allowed OFM staff to review and compare the production version of the Census Bureau's Master Address File to lists of state address data. The state could add missing group quarter facilities and clusters of 25 or more housing units to the non-response follow up queue by providing sufficient proof. In the process, OFM was able to:

- Add 6,310 housing units
- Add 320 group quarter facilities

In 2020, the George Washington Institute of Public Policy released an estimate of the census-based funding allotments for FY 2017 that includes 316 census-guided programs.¹⁹ For Washington, the allotment was approximately \$4,000 per person. Given the number of address added through the census programs mentioned above, the estimated value of OFM's work was approximately \$410 million per year. Since 2020 census data will be used as the basis for distributing federal funds for the next 10 years, the overall return to the state of this work will amount to approximately \$4.1 billion.

¹⁹ Reamer, A. (2020). Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds. Washington, DC: George Washington Institute of Public Policy.



OFM Technical Support Team

The Office of Financial Management Population Unit staff worked on the technical preparations for the 2020 census. They also provided technical support, demographic analysis, interactive maps for the outreach and communication campaign and served as the primary liaison to the U.S. Census Bureau.

OFM Population Unit	Project Staff for Technical Preparations
Mike Mohrman, State Demographer	Adam Mariner
Erica Gardner, Washington State Data Center Manager	Carol Jenner
Tom Kimpel	Daniel Cook
Nate Chase	Rick Campbell (volunteer)
Rob Kemp	
Curtis Mack	

OFM 2020 Outreach and Communications Team

OFM Staff	2020 Census Project Staff
<p><i>Project Sponsor</i> Marc Baldwin Assistant Director, Forecasting and Research</p>	<p><i>2020 Census Coordinator (full-time)</i> Lisa McLean (Statewide coordination, RFP, contract administration, statewide outreach, stakeholder management, SCCC staff)</p>
<p>Additional OFM Staff Support</p> <p><i>2020 Census Website</i> Hayden Mackley Rachel Hughes</p> <p><i>Design and Document Preparation</i> Erin Cahill</p> <p><i>OFM Contracts</i> Bonnie Lindstrom Shannon Hatton</p>	<p><i>2020 Census Coordinator (part-time)</i> Sue Meldazy (State agency mobilization; promotional materials, final report, statewide outreach)</p> <p><i>Promotional Material Orders</i> Jordan Elwanger</p>



Appendix E: Statewide Complete Count Committee Members

Kiran Ahuja, Chief Executive Officer
Philanthropy Northwest

Laura Armstrong, Executive Director
La Casa Hogar, Yakima

Rev. Paul Benz/Elise DeGooyer
Co-Directors
Faith Action Network

Craig Bill
Governor's Office of Indian Affairs

Michael Byun, Executive Director
Asian Counseling & Referral Services (ACRS)

Amy Carter, Deputy Director
Family Interest Grants
Bill & Melinda Gates Foundation

Kamau Chege, Manager
WA Census Alliance

Louise Chernin, President & CEO
Greater Seattle Business Association

Mahnaz K. Eshetu, Executive Director
ReWA (Refugee Women's Alliance)

Masih Fouladi, Executive Director
Council on American-Islamic Relations
(CAIR)/Washington

Paul Francis, Executive Director
Council of Presidents

Representative Mia Gregerson
Washington State House of Representatives

Ellen Austin Hall, Acting Policy Director
Washington Attorney General's Office

Adam Hyla E. Holdorf, Communications
Director
Children's Alliance

Tim Hunt, Director
Communications & Outreach
Washington State Catholic Conference

Representative Bill Jenkin
Washington House of Representatives

Eric Johnson, Executive Director
Association of Washington Counties

Peter King, Chief Executive Officer
Association of Washington Cities

The Honorable Gary Locke
21st Governor of the State of Washington
Chairman, Complete Count Committee

Elise Menasche, Executive Director, retired
Boys & Girls Clubs of Southwest Washington

Michelle Merriweather, President & CEO
Urban League of Metropolitan Seattle

Senator Mike Padden
Washington State Senate

Sarah Peterson, MSW
Washington Refugee Coordinator
Department of Social and Health Services

Faaluaina (Lua) Pritchard, Executive Director
Asia Pacific Cultural Center, Tacoma

Chris Reykdal, Superintendent
Superintendent of Public Instruction

Sadiqa Sakin, President
Seattle/King County NAACP

Senator Rebecca Saldaña
Washington State Senate

Sili Savusa, Executive Director
White Center Community Development
Association

David Schumacher, Director
Office of Financial Management

Rich Stolz, Executive Director
We are One America

Marilyn Strickland, President & CEO
Seattle Metropolitan Chamber of Commerce



Mathew K.M. Tomaskin, Legislative Liaison
Yakama Nation

Martin Valadez, Vice President
Tri-Cities Hispanic Chamber of Commerce

Amber Waldref, Project Director
The Zone Project
Northeast Community Center Association

Todd S. Woodard, Director
Marketing/Public Affairs
Spokane International Airport

Kim Wyman, Secretary of State
Washington Secretary of State

Jan Yoshiwara, Executive Director of
Education
Washington State Board for Community and
Technical Colleges

Appendix F: Washington Nonprofits 2020 Census Action Kit

In FY2019 (September 2018), OFM awarded eight grants of \$20,000 each to nonprofit organizations statewide to begin to lay the foundation for census organizing that would ramp up in the autumn of 2019. Washington Nonprofits, one of the grantees, produced a 2020 Census Action Kit to build awareness about the census and encourage people to be counted. The kit included a variety of posters, handbills, stickers, and table banners in English and Spanish that could be customized to fit the needs of specific organizations. In 2020, Washington Nonprofits translated some of its materials into several African languages, as well as Russian and Ukrainian. As part of its 2020 OFM contract, the organization did three print runs of the core outreach materials that were made available at no charge to the nonprofits, cities, counties, and libraries to use in their outreach. The contents of the 2020 Census Action Kit are listed below.

WASHINGTON NONPROFITS



2020 CENSUS ACTION KIT CONTENTS

Core Outreach Materials

- One Pager
- 11X17 Posters
- Talking Points/FAQ
- Handbill
- Timeline
- Executive Director Letter
- Stickers
- Table Banner and Sign Templates

Online and Media Materials

- Press Release
- Letter to the Editor
- Social Media Images
- Phone Bank Script and Instructions
- Radio PSA Scripts
- Newsletter Article Template

WE MAKE SURE NONPROFITS HAVE WHAT THEY NEED TO SUCCEED.

Samples from Washington Nonprofits 2020 Census Action Kit

Your Family Matters
Everyone Counts

Census 2020
Make Yourself Count.

Completing the census will ensure:

- A better future for your children
- More resources for your community
- A voice for you in government

Learn more at www.WashingtonNonprofits.org/2020Census

Census 2020 is Coming: Are You Ready to Be Counted?

Census 2020
Make Yourself Count.

Se acerca el Censo 2020:
¿Está listo para ser contado?

Warri khan ke ni barbaachisaan
Namni hundii ni lakaawamaa

Lakkofaa Umataa 2020
If lakkaawestii.

Xalayyaa Itti lakaawantu guuti
#AkkaAfHoanoonniAkkaawaman godhi

- Mireen hedduu akka gatti walqaxata umataaf dhihamu taasisa
- Dargarsa heddu maneen barumaaf khufaa k-12 fi collegef akka kinni kharay argatan godhaa
- Warri hoggidhaa qabawaf gargaarsa hordheekuminaan akka argamu umataaf taasisa
- Mana yakkoo fi damawani gargaarsa heduminaan umataaf akka jiratan taasisa
- Bakka Da'aman Itti egeenif mannen margaabota hoggiduu umataaf akka hedumatu taasisa

Kajjasa baruuif gara
WashingtonNonprofits.org/2020Census

You Matter. Get Counted!

Census 2020
Make Yourself Count.

You empower your community when you are counted. The census determines:

- How tax dollars are spent
- Who gets roads, schools & services
- Who is represented in government

Learn more at www.WashingtonNonprofits.org/2020Census



Appendix G: List of OFM's Outreach Partners

African Community Housing & Development	Center for Human Services
American Indian Community Center	El Centro de la Raza
American Telangana Association of Seattle	Centro Latino
ANSIL Hall	Cham Refugees Community
Asian Counseling and Referral Services (ACRS)	Changing the Gray Street Outreach
Asian Pacific American Labor Alliance (APALA) Seattle	Channel A TV
Asian Pacific Cultural Center	Chelan Douglas Community Action Council
Asian Pacific Islander Americans for Civic Empowerment (APACE)	Chief Seattle Club
APACEVotes	Children's Museum of Tacoma
Asian Pacific Islander Coalition South Puget Sound	Chinese Information & Service Center
Asian Pacific Islander Coalition Spokane	Chirwa
Asian Pacific Islander Coalition Yakima	City of Anacortes
Associated Students of Pacific Lutheran University/Lute Vote	City of Burien
Ati-Atihan Group of Washington	City of Kent
Bataan-Corregidor Survivors' Association	City of Lakewood
Benton City Chamber of Commerce	City of Medical Lake
Big Water Consulting	City of Mt. Vernon
Black Lives Matter Seattle King County	City of Redmond
Blue Mountain Action Council	City of Renton
Boys & Girls Clubs of South Puget Sound	City of Seattle
Brave Sprout Productions	City of Shoreline
La Casa Hogar	City of Toledo
Carl Maxey Center	City of Vancouver
Casa Latina	City of Wenatchee
Catholic Community Service of Western Washington	Clallam County



Coalition of Filipino American Organizations	Emergency Food Network
Coalition of Immigrants, Refugees, and Communities of Color (CIRCC)	Entre Hermanos
Coastal Community Action Program	Equal Rights Washington
Communities in Schools of Lakewood	Eritrean Association of Greater Seattle
Communities in Schools of Tacoma	Ethiopian Community in Seattle
Communities of Color Coalition (C3) Snohomish	Fab-5
Communities of Color Coalition (Clark/Cowlitz)	The Family Guide
Community Action Center	Family Learning Center
Community Action Council of Lewis, Mason, and Thurston Counties	Fetu Ta'iala Learning Center
Community Action of Skagit County	The Fig Tree
Community Health Worker Program	FilAm Journal/FilAm Radyo
Community Health Worker Coalition for Migrants and Refugees	Filipino American Community of Bainbridge Island & Vicinity
Community for the Advancement of Family Education/La Comunidad para el Avance Familiar Educativa (CAFÉ)	Filipino American Educators of Washington
Community to Community Development	Filipino American National Historical Society (FANHNS)
Confederated Tribes and Bands of the Yakama Nation	Filipino American Resources - Educational Advancement
Congolese Integration Network	Filipino Association of Kitsap County
Connect Casino Road	Filipino Chamber of Commerce of the Pacific Northwest
Connell Chamber of Commerce	First 5 Fundamentals, DBA Project Child Success
Council for the Homeless	Formerly Incarcerated Group Healing Together (F.I.G.H.T.)
Council on American Islamic Relations (CAIR) Washington	Forward Operating Base Hope
Cowlitz Indian Tribe	Friends of the Black Lens/Carl Maxey Center
Cowlitz-Wahkiakum Council of Governments	Friends of KSPS
Delta Sigma Theta Sorority, Inc. Tacoma Alumnae Chapter	Friends of Little Saigon
Eastside Language Learners Alliance	Gambian Talents Promotion
Eastside Refugee & Immigrant Coalition	Grace Clinic
Eatonville Area Council/Eatonville Family Agency	Grays Harbor Council of Governments
Edmonds Unitarian Universalist Congregation	Greater Seattle Business Association



Greater Tacoma Community Foundation	Kitsap Community Resources
Haida Heritage	Kitsap County Aging and Long-Term Care Division
Hearing, Speech & Deaf Center	Kitsap County Human Services
Helping Link	Kitsap Immigrant Assistance Center
Hilltop Action Coalition	Kittitas County
HIP of Spokane County Db/Community-Minded Enterprises	Korean American Coalition of Washington
Hispanic Disability Support of Southwest Washington	Korean Community Service Center
Hispanic Business/Professional Association	Lake Washington Institute of Technology
Hmong Association of Washington	Latino Community Fund
Holly Ridge Center	Latino Educational Training Institute
Holy Rosary School Snohomish	Latinos en Spokane
Homage Senior Services	Latinx Unidos of the South Sound (LUSS)
HopeSource	League of United Latin American Citizens (LULAC) Tri-Cities
House of Matthew Permanent & Supportive	Leggette ETI
Ilocandian Club of Kitsap County	LGBTQ Allyship
IMAN Kirkland	The Lord's Neighborhood Diner
Indian Association of Western Washington	Lummi Nation
Inland Boatmen's Union Workers	Mabuhay Foundation
Innovia Foundation	Maharashtra Mandal of Seattle
Intercultural Commission of St. Thomas More	Marshallese Community Advisory Board
Interim Community Development Association	Mirror Ministries
International Community Health Service	More Equitable Democracy
International Drop-In Center Filipino Senior & Family Services	Multicultural Child and Family Hope Center
Iraqi Community Center of Washington	Muslim Community & Neighborhood Association
Jewish Family Service	Muslim Community Resource Center
Jefferson County	Na'ah Illahee Fund
Khmer Anti-Deportation Advocacy Group (KhAAG) of Washington	National Association for the Advancement of Colored People (NAACP) Bremerton/Kitsap Unit 1134
Kitsap Community Foundation	NAACP/Snohomish



National Federation of Filipino American Associations	Partnering for Youth Achievement (PYA)
The Native Project	Partners for Early Learning
Nepal Seattle Society	Peace Works United
New Hope	People of Color Community Coalition in Thurston County
New Life Community Development Agency	Pierce County AIDS Foundation
The Noble Foundation	Pierce County Rural Library District
Nooksack Indian Tribe	Planned Parenthood of Greater Washington and Northern Idaho
North Mason Resources	Political Destiny
Northwest Kenyan Community Association	Project Girl Mentoring Program
Nuestra Casa	Prosser Economic Development Association
NW & Associates	Proyecto MoLE
Odyssey World International Education Services	Puyallup Watershed Initiative
Okanogan County Community Action Council	Pyramid Inc.
Olympic Community Action Program	Quinault Indian Nation
OneAmerica	Raising Girls
Opportunities Industrialization Center (OIC) of Washington	Raiz of Planned Parenthood
Opportunity Center of Orting	Rebuilding Hope!
Opportunity Council	Refugee & Immigrant Services Northwest
Orting Recovery Café	Refugee Women's Alliance
Our Sisters' House	Roth Creative Services
Outsiders Inn	Rural Resources Community Action
Pacific Islander Community Alliance	Safe Streets Campaign
Pakistan Association of Greater Seattle	Sauk-Suiattle Indian Tribe
Palmer Scholars	Scarlet Road
Pangasinan Association of the Pacific Northwest	Seattle Chinatown International District Preservation and Development Authority
Para los Niños	Seattle Foundation
Parenting Matters Foundation/First Teacher	Seattle Mabuhay Lions Club
Parque Padrinos	Share (Vancouver)



Shared Housing Services	Thin Air Community Radio
Skagit County	Thurston County
Snohomish County	Thurston Regional Planning Council
Solace	Tibetan Association of Washington
Somali Community Services of Seattle	Tilikum
Somali Family Safety Task Force	Timberland Regional Library
Somali Health Board	Tlingit & Haida
Southeast Washington Economic Development Association	Tri-Cities Hispanic Chamber of Commerce
South Park Information and Resource Center	Tri-Cities Immigrant Coalition
Southwest Washington Communities United for Change	Triumphant Life Workshop Center
Sovereignty Hub	Turning Point
Spokane Area Tenants United	United Indian of All Tribes Fund
Spokane Coalition of Color	United Territories of Pacific Islanders Alliance
Spokane Immigrant Rights Coalition	United Way of Benton & Franklin County
Spokane Neighborhood Action Partners	United Way of King County
Spokane Tribe of Indians	United Way of Kitsap County
Spreeha	University of Puget Sound
Suquamish Tribe	University of Washington South Asian Student Association
Swinomish Indian Tribal Community	Unkitawa
Tacoma Area Coalition for Individuals with Disabilities (TACID)	Upper Skagit Indian Tribe
Tacoma Community House	Urban League of Metropolitan Seattle
Tacoma Housing Authority	Utsav USA
Tacoma Recovery Center/Tacoma Recovery Café	Visayan Circle
Tacoma Refugee Choir	Volunteer Food and Resource Center
Tacoma Urban League	Wakulima
Tacoma/Pierce County Habitat for Humanity	Washington Bus Education Fund
Tasveer	Washington Census Alliance
Tenants Union of Washington State	Washington Communities for Children



Washington-Gorge Action Programs

Washington Immigrant Solidarity Network

Washington Nonprofits

Washington Progress Fund

Washington State Coalition of African Community
Leaders

Washington State Community Action Partnership

Washington State Council of African Leaders Coalition

Washington Technology Industry Association

West African Community Council

West Central Community Center

West Richland Chamber of Commerce

Whatcom Council of Governments

Whatcom County

Work Opportunities

World Relief

The "X" Project

Yakama Yakima El Censo Coalition

Your Money Matters Mentoring

YWCA Spokane


The Zone Project/NECCA



Appendix H: OFM 2020 Census Website

The 2020 Census has ended! Thank you to all who worked so hard in Washington to encourage participation.

Check out this 30-minute video diary of some of the amazing activities that communities across the state organized to ensure all residents of Washington were counted. Due to this widespread community involvement – and despite the COVID-19 pandemic – Washington is proud to be second in the nation in terms of self-response.



2020 Census: Everyone Counts


OFM serves as the liaison between the state and the U.S. Census Bureau, acts as an advocate on census-related issues for Washington and facilitates the bureau’s mission of achieving a complete, accurate 2020 census count. In addition to being used to draw federal, state and local political boundaries, census data is used to distribute more than \$1.5 trillion in federal funds to states, counties and cities. Moreover, private and public agencies, organizations, businesses and others use census data to help decide where to build schools, roads, health care facilities, child care and senior centers.

With 2020 Census data collection ended, OFM is closely tracking data quality and accuracy. In a series of analyses, OFM has registered its concern about the Census Bureau’s plan to adopt a new disclosure avoidance system, sometimes referred to as Differential Privacy. OFM will also closely follow all independent and Census Bureau reports addressing data quality concerns arising from the last-minute design changes in the decennial census. Sign up to receive regular updates on these topics [here](#) and explore [this page](#) for additional detail on 2020 Census data quality and accuracy.

What's new

- 2020 Census data quality and accuracy
- Census operational timeline updated due to COVID-19
- List of 2020 Census partner organizations in Washington

 [Census jobs](#)

 [Toolkits](#)



What you need to know

- Why is the 2020 Census important?
- Timeline
- Q&A about the 2020 Census
- Hard-to-count population
- Get involved
- 2020 Census jobs



Complete Count Committees

- Washington State Complete Count Committee
- Other Complete Count Committees in Washington state
- Establish a Complete Count Committee in your community



Resources

- Promotional materials for order or download
- Toolkits
- U.S. Census Bureau
- OFM resources
- Other organizations
- Other states



Appendix I: Statewide Promotional Materials (Items and Quantity Produced²⁰)

Promotional Item Description	Total Quantity Produced	Inventory Destroyed
Large Roll Up Banner (standing) (36"x 86")	120	0
Medium Roll Up Banner (countertop)	160	0
Vertical Poster – English (14" x 21.5")	37,186	5,644
Vertical Poster – Spanish (14" x 21.5")	5,895	3,738
Horizontal Poster – English (21.5" x 14.5")	7,637	3,478
Horizontal Poster – Spanish (21.5" x 14.5")	3,616	2,139
Trifold brochure – English (finished size of 6" x 9")	140,350	5,475
Trifold brochure – Spanish (finished size of 6" x 9")	41,300	12,110
Overview Flyer ²¹ – English (2-sided 8.5" x 11")	1,324,000	240,285
Overview Flyer – Spanish (2-sided 8.5" x 11")	257,507	18,200
Braille Overview Flyer – English	3,242	0
Braille Overview Flyer – Spanish	3,110	0
Mailer – English (8.5" x 3.66")	253,310	92,820
Mailer – Spanish (8.5" x 3.66")	40,336	4,205
Window decal (1-sided 7.75" x 2.88")	69,500	12,590
Pens	135,000	0
Street Banners (30' x 3') – English	500	248
Street Banners (30' x 3') – Spanish	25	0
Total Promotional Items Produced	2,322,771	

²⁰ **Lesson Learned on Appropriate Quantities to Produce:** OFM placed a new production order in the weeks before the pandemic. With offices, establishments, and cities/towns moving indoors, OFM was left with a significant number of materials it had to destroy. Staff believe that, in the absence of the pandemic, it might have been able to distribute all materials. Admittedly, OFM did order too many street banners as not every county was as enthusiastic as Snohomish in ordering banners (they ordered 100 banners). Additionally, the mailers became obsolete once they were distributed. Mailers from other organizations that were designed later proved effective because they were specific to the moment.

²¹ The overview flyer was available for PDF download in 50 languages on the OFM 2020 Census website.



Appendix J: List of OFM Outreach Presentations from 2018-2020²²

Associations

- Association of Washington Cities (Exhibit & Presentation, 2019)
- Association of Washington Housing Authorities (2019 Presentation)
- International Association of Working Professionals (2019 Presentation)
- Pierce County Realtors' Association
- Planning Association of Washington Annual Meeting (2019 Presentation)
- Thurston County Realtors' Association
- Washington Food Coalition (Exhibit & Presentation, 2019)
- Washington Housing Finance Commission (2019 Exhibit)
- Washington State Association of Counties (Exhibit & Presentation, 2018 & 2019)
- Washington State Labor Council
- Washington Workforce Association (2019 Presentation)

Higher Education

- Adult Education Advisory Council
- Council of Basic Skills
- Independent Colleges of Washington
- State Board of Community and Technical Colleges
- Student Voice

Independent Nongovernmental Organizations

- APIAVotes Census Training
- Hispanic Roundtable (Olympia)
- Korean-American Complete Count Committee
- Lacey Rotary Club
- LatinX Youth Summit (Olympia)
- League of Women Voters Thurston County
- League of Women Voters Kittitas
- Olympia Kiwanis Club
- Opportunity Council (Bellingham) Solutions Workshop
- Strengthening Sanctuary (Olympia)
- Yelm Rotary Club

²² This list may not be fully complete, but it provides some ideas about audiences that may be interested in learning about the Census and helping to spread the word. In many cases, presentations to one audience led to additional presentations to other audiences.



Local Government Entities

- 8th Congressional District Town Hall
- 9th Congressional District Town Hall
- 37th District Town Hall (Exhibit)
- City of Arlington City Council Meeting
- City of Battle Ground City Council Meeting
- City of Seattle Census Task Force
- City of Vancouver Complete Count Committee
- Grays Harbor Council of Governments
- King County Complete Count Committee
- King County Housing Authority
- King County Immigrant & Refugee Commission
- North Central Washington Complete Count Committee
- Pacific County/Willapa Harbor Hospital Meeting
- Pierce County Complete Count Committee
- Port of Olympia Commission Meeting
- Puget Sound Regional Council Meeting
- Snohomish County Complete Count Committee
- Snohomish County Executive Office
- Spokane County Complete Count Committee
- Thurston County Complete Count Committee
- Thurston County Commissioners
- Tri-Cities & Benton-Franklin Complete Count Committee
- Whatcom Council of Governments
- Yakima City Council Meeting
- Yakima Valley Council of Governments

Washington State Government Entities

- Accountable Communities of Health Transformation Alignment Meeting
- Commission on African American Affairs
- Commission on Asian Pacific American Affairs
- Commission on Hispanic Affairs
- Department of Natural Resources
- Interagency Committee of State Employed Women
- OFM Forum
- Office of Refugee & Immigrant Affairs (ORIA)
- Rainbow Alliance & Inclusion Network (RAIN) Business Resource Group
- Roundtable of State Agency Internal Communications Officers
- State Data Center (2018, 2019)
- Washington Immigrant Network (WIN) Business Resource Group
- Washington Refugee Advisory Council (ORIA-organized)