

January 30, 2020

2020 Census: Are You Aware and Ready?

Washington State Association of Counties

OFM

Office of Financial Management





The Decennial Census: What is it?

The census is a self-portrait of the nation, counting everyone living in the country once a decade.

Goal: Count everyone once—only once, and in the right place

When: April 1, 2020

Required by Law/Civic Duty





Why does it matter?

Comes down to the **THREE D's**...

- **DEMOCRACY** – Distribute **political power** by redrawing electoral boundaries
- **DATA** – **Plan** where to build schools, roads, healthcare facilities, child care and senior centers and **inform decision-making** of businesses and nonprofits
- **DOLLARS**...

WA communities win!



- In 2016, federal government distributed more than \$880 billion for health, education, and infrastructure.
- Washington received \$16.7 billion in federal funds, or \$2,319 per person.
 - \$8.5 billion for health programs
 - \$2.4 billion for education
 - \$1.2 billion for housing
 - \$550 million for rural assistance programs
 - Nearly \$1 billion in bridge and highway maintenance & construction
- For each 100 households missed, WA could lose \$5.8 million over a 10-year period.



2020 Census introduces online self-response

Respond online via


- Computer
- Tablet
- Smartphone


Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.



Invitations mailed in March 2020

- Mailings staggered over several days in order to:
 - Spread out the number of users responding online
 - Provide better service to those who need phone help
- Special process for nontraditional households—university housing, senior care centers, homeless

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.



Questionnaire – “10 questions in 10 minutes”

- Names, sex, age (including date of birth) of each person living at the residence
- Relationship of residents to person filling out form
- Race/ethnicity
- Asks if the residents own or rent
- Asks for a contact phone number for follow-up



Multiple languages

- English and Spanish for paper questionnaires and field enumeration
- Internet self-response in English and 12 non-English languages

Spanish

Russian

French

Chinese (simplified)

Arabic

Haitian Creole

Vietnamese

Tagalog

Portuguese

Korean

Polish

Japanese

- Phone self-response and assistance in English, 12 non-English languages, and American Sign Language



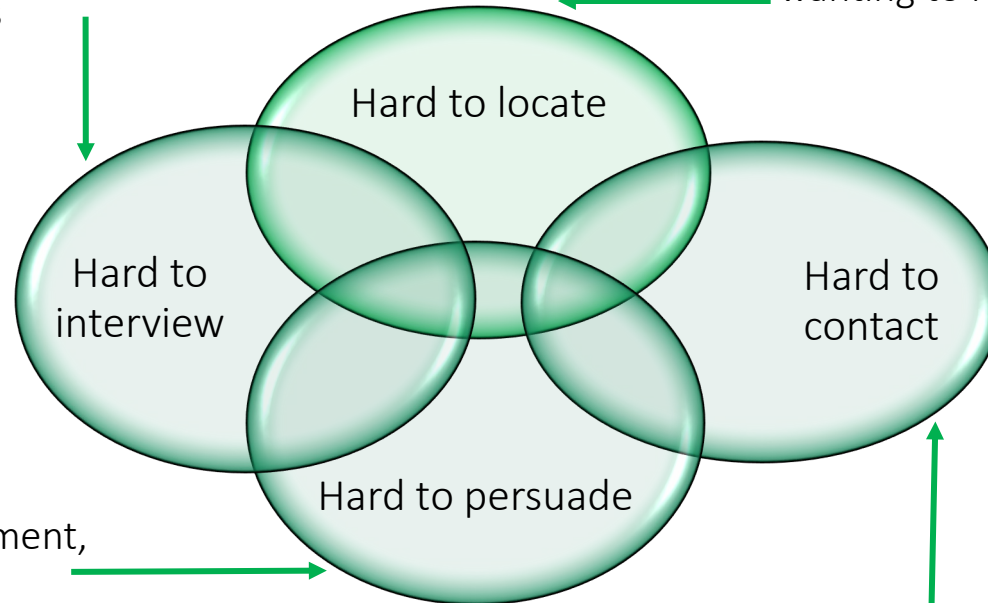
Strong Confidentiality Protections

- Census responses are governed by Title 13
- Can only be used for statistical purposes
- Cannot be used against someone
- Individual information cannot be disclosed for 72 years
- Census staff swear an oath for life
- Violation of the oath could mean a \$250,000 fine and/or 5 years in prison

Some people are hard to count

Participation hindered by language barriers, low literacy, lack of internet access

Housing units not in the frame and/or people wanting to remain hidden



Suspicious of government, low levels of civic engagement

Highly mobile, people experiencing homelessness, physical access barriers such as gated communities



Challenge: Historically Undercounted

- Young children
- Highly mobile persons
- Persons with complex living arrangements or crowded housing
- Low income persons
- Persons experiencing homelessness or not living in traditional house
- Racial and ethnic minorities
- Non-English speakers
- Undocumented (and documented) immigrants



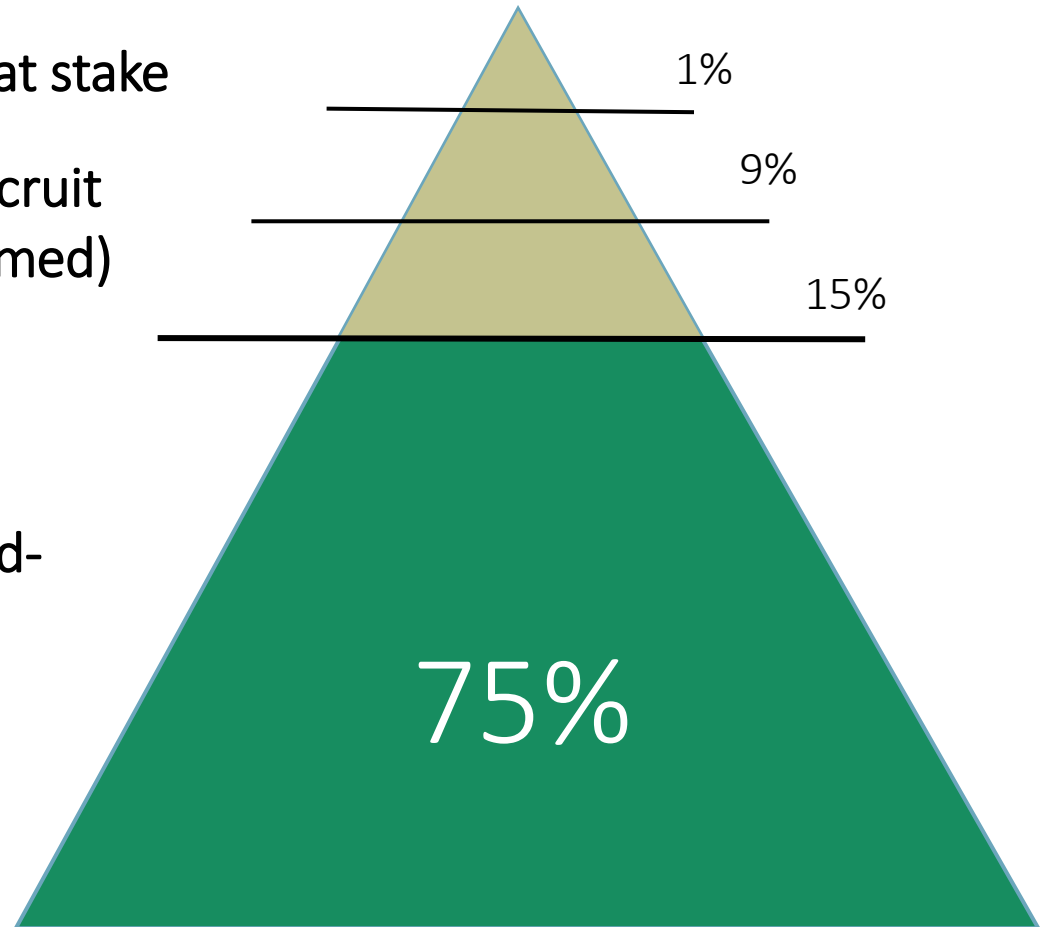
WA concerned about an undercount in 2020

- Fear and distrust of government
- General level of apathy (won't matter to me so why bother)
- Complicated information scene
- Limited Internet access
- Federal funding cut for 2020 Census – tests, swag/advertising, nonresponse follow-up, and offices

GRASSTOPS MOBILIZATION



- Raise awareness of what is at stake
- Mobilize communities to recruit and train trusted (and informed) messengers
- Dispel myths
- Maximize self-response (mid-March to end of April)





What Others Are Doing

- Statewide CCC – Gary Locke
 - State agency CCC
 - Other subcommittees
- Philanthropy and Nonprofits – WCA/Equity Fund
- Counties, cities, tribes, and ethnic/linguistic CCCs
 - Pierce
 - King–East/South
 - Seattle
 - Snohomish
 - Yakima
 - Spokane
 - Chelan/Douglas
 - Tri-Cities
 - Blue Mountain
 - Whatcom
 - Thurston
 - Vancouver
 - Puyallup
 - Lummi
 - Tulalip
 - Chinese
 - Filipino
 - African-American



What can you do?

- Inform yourself – www.ofm.wa.gov/2020census
- Do a scan of your community
 - Who might have difficulty or be afraid? And what can be done to overcome the obstacle?
 - Make an inventory of mailing lists, newsletters, recurrent communications and events that can be used to spread the word and recruit trusted messengers
- Join other groups' organizing efforts
- ID places with internet access and computers/tablets to host Census Assistance Centers for those who need help
- Recruit & educate volunteers who can staff assistance centers and go door-to-door



One Stop Shop for Resources

www.ofm.wa.gov/2020census

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 \$880 billion total 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 care facilities.

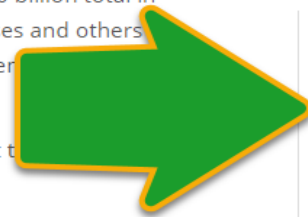
Communities across the state are mobilizing to ensure that everyone counts in 2020. Find out more about the census and what you can do to educate and promote participation where you live.

 [Census jobs](#)

 [Toolkits](#)

What's new

- List of 2020 Census partner organizations in Washington
- 2020 Census promotional materials available for order or download
- OFM makes available limited Census 2020 funds for cities, counties and libraries



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



How can OFM help?

 **Census 2020**

Every 10 years, the U.S. Census counts everyone living in the United States.

It's so important to be counted. It ensures Washington receives its fair share of federal dollars for vital community programs – public safety, health care, education and transportation – that affect you and your family.

So be counted. Your community is counting on you.

10 minutes
questions
years

It takes just 10 minutes to answer 10 questions and will shape investments in your community for 10 years.

April 1, 2020 is Census Day

www.ofm.wa.gov/2020census

FOR MORE INFORMATION

Lisa McLean

2020 Census Coordinator

Email: Lisa.McLean@ofm.wa.gov

Website:

www.ofm.wa.gov/2020census

