



Spokane County Complete Count Committee

Update to SRTC
Alex Panagotacos and Meg Lindsay
Submitted 6-30-20 for July Meeting

Respond now: my2020census.gov
Learn more: SpokaneCensus.org

RESPONSE RATES: As of today (6-30-20), Spokane County is 4th highest of Washington Counties for response rate at **70.4%**.
Of the ten largest cities in the state, Spokane has the best response rate (71.5%).
For reference, here are other pertinent response rates also as of today:

- National: **61.8%**
- Washington State: **67.2%**
- Highest Washington County: **Clark County at 71.3%**
- Spokane County: **70.4%**
- Lowest Washington County: **36.0%** response

You can see for yourself here: 2020census.gov/en/response-rates.html

We have reached the 2010 self-response rate of 70.4%. Please note that we have reached the 2010 benchmark despite interruptions caused by COVID-19. The pandemic caused many of our planned events to be canceled and or modified. Additionally, this number was reached despite the fact that the count of update leave, transitory locations and folks experiencing homelessness has not occurred yet.

UPDATED CENSUS BUREAU OPERATIONS TIMELINE

OPERATIONS SCHEDULE		
Operation	CURRENT SCHEDULE	Status
Self-Response Period	March 12 – Oct. 31	Underway
Field Operations Restart	May 11	Completed
Update Leave	May 11	Completed
Group Quarters (paper and e-response)	April 2 – Sept. 3	Underway
Group Quarters (in-person count)	July 1 – Sept. 3	Postponed
Non-Response Follow-Up	Aug. 11 - Oct. 31	Postponed
Transitory Locations	Sept. 3-28	Postponed
NEW DATE Counting the Homeless	Sept. 22-24	Postponed
Mobile Questionnaire Assistance	TBC	Under Review

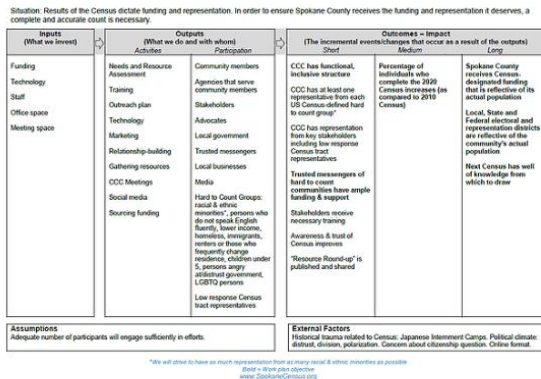


Spokane County Complete Count Committee

GOALS

Visit <https://www.spokanecensus.org/about-us> to view Logic Model and Work Plan.

Spokane County Complete Count Committee – Logic Model 9-10-19



Spokane County Complete Count Committee – Workplan 9-10-19

Objectives	Activities	Measure	Approximate Timeline
CCC has functional, inclusive structure	<ul style="list-style-type: none"> Train committee members to have clear understanding of responsibilities Responsibilities include a commitment to equity and inclusion CCC has scheduled meetings through end of Census Create Outreach Plan CCC has representative from key areas (government, media, etc.) TBD CCC has at least one representative from each US Census-defined hard to count group and under-reporting tracts* CCC has committees who are responsible for specific issues/topics 	<ul style="list-style-type: none"> MOU CCC member job description CCC meeting calendar Outreach Plan CCC roster CCC member evaluations 	<ul style="list-style-type: none"> Structure formalized by October 2019 Outreach Plan October 2019-ongoing Representation/identification benchmark November 2019-ongoing
Trusted messengers of hard to count communities have ample funding & support	<ul style="list-style-type: none"> Assess needs Seek additional funds (grants, donors) Formulate funding process Rapidly redeploy funds Track results 	<ul style="list-style-type: none"> Needs assessment Successful application, funds secured Outreach & implementation evaluations 	<ul style="list-style-type: none"> Assess needs July 2019-ongoing Seek funds July 2019 – March 2020 Formulate application process September 2019 Redeploy funds September 2019-May 2020
Percentage of individuals who complete the 2020 Census increases (as compared to 2010 Census)	<ul style="list-style-type: none"> Form CCC Diversify CCC Create outreach plan Fund & support trusted messengers in hard to count communities Collaborate with other groups working on Census outreach 	<ul style="list-style-type: none"> Outreach plan 2020 Census data 	<ul style="list-style-type: none"> Initial data released April 2020 Raw response follow-up through August 2020 Representation/identification ongoing, benchmark November 2019
Spokane County receives Census-designated funding that is reflective of its actual population	<ul style="list-style-type: none"> Form, structure, a diverse CCC Support & fund trusted messengers Ensure thorough & accurate count, improve response 	<ul style="list-style-type: none"> 2020 Census data Community stakeholder evaluation 	<ul style="list-style-type: none"> CCC structure October 2019 Support trusted messengers July-ongoing
Local, State and Federal electoral and representation districts are reflective of the community's actual population	<ul style="list-style-type: none"> See all activities listed in previous fields 	<ul style="list-style-type: none"> 2020 Census data Community stakeholder evaluation 	<ul style="list-style-type: none"> See timelines above
Next Census has a well of knowledge from which to draw	<ul style="list-style-type: none"> Create & publish "Resource Round-up" 	<ul style="list-style-type: none"> Publication 	<ul style="list-style-type: none"> Version 1 published November 2019, ongoing

Achieved:

- ✓ Complete Count Committee has functional, inclusive structure
- ✓ Trusted messengers of hard to count communities have ample funding & support
- ✓ Next Census has a well of knowledge from which to draw
- ✓ Percentage of individuals who complete the 2020 Census increases (as compared to 2010 Census)
 - As noted above, we have reached our 2010 benchmark and are slated to exceed that.

Long-term goals which cannot yet be measured:

- Spokane County receives Census-designated funding that is reflective of its actual population
- Local, State and Federal electoral and representation districts are reflective of the community's actual population

HIGHLIGHTED ACTIVITIES:

- Creation of and completion of Messaging Plan (see attached)
- Logic Model and Work Plan (www.spokanecensus.org/about-us)
- Formation of Complete Count Committee
- Sought, received and redeployed funds to community partners doing Census outreach
- Provided technical assistance to community partners
- Social media campaign
- Partner messaging kit
- Letters to the editor
- Large format (30ft. long) Get Counted Banners have been distributed around Spokane County.

Learn more: www.spokanecensus.org



Spokane County Complete Count Committee

- Utility bill inserts & direct mail postcard
- A drive-thru Census event maintained COVID-19 social distancing while still providing assistance to the community. We also distributed meals and hygiene kits. A variety of language interpreters were on site (including ASL).
- Customized local campaign-design and facilitation
- Targeted Audiences-Community leaders, City Councils, Chambers, Rotary, Church Leaders, Native Elders (use audience motivation as a tool)
- Billboards/Reader Boards
- Posters/flyers/ postcards in multiple languages
- PSA's
- Videos
- Zoom backgrounds
- And much more!

RESOURCES: The following resources may be off use to you.

- **The assistance area of our website** contains information on phone lines, pdf language guides and local support: spokanecensus.org/assistance
- **Partner messaging package** is updated regularly.
 - It includes sample social media posts, newsletter templates and more!
 - View/download content: www.spokanecensus.org/partner-messaging
 - Alternately/in addition, like share the content we post:
 - facebook.com/spokanecensus2020
 - instagram.com/spokanecensus

BUDGET: See attached for budget. For questions about the budget, please contact Lauren Autrey at lautrey@innovia.org.

Respectfully submitted,

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Spokane County Complete Count Committee

		As of 10/10/2019	As of 2/10/2020	As of 3/10/2020	As of 3/31/2020	As of 5/8/2020	As of 5/31/2020	As of 6/30/2020
Innovia Foundation								
Census 2020 Budget								
As of May 31, 2020								
	Total							
Salary/Wage	\$ 54,900	\$ 10,888	\$ 28,464	\$ 32,587	\$ 35,117	\$ 40,088	\$ 40,673	\$ 41,873
Payroll Taxes	4,667	878	2,356	2,690	2,894	3,333	3,379	3,427
	59,567	11,766	30,820	35,277	38,011	43,420	44,052	45,300
Medical	8,450	1,782	4,285	4,943	4,943	6,258	6,258	5,601
403(b)	5,130	442	1,495	1,744	1,896	2,194	2,229	2,301
Parking	1,050	225	450	550	600	700	700	700
Cell Phone	1,050	225	450	550	588	702	740	816
Other	110	28	28	28	28	28	28	28
	15,790	2,702	6,708	7,815	8,055	9,882	9,955	9,446
Payroll Fees	168	48	96	108	108	132	132	144
Equipment	2,000	1,837	1,837	1,837	1,837	1,837	1,837	1,837
Mileage	4,200	29	29	29	29	29	29	29
	6,368	1,914	1,962	1,974	1,974	1,998	1,998	2,010
Program Expenses	40,000	334	2,310	24,860	28,038	32,394	34,403	35,528
	\$ 121,725	\$ 16,715	\$ 41,800	\$ 69,926	\$ 76,078	\$ 87,694	\$ 90,408	\$ 92,284
Contributions:								
City/County	\$ 61,199							
Transportation Agencies	38,801							
Innovia Foundation*	21,725							
	\$ 121,725	\$ 73,705	\$ 73,705	\$ 73,705	\$ 98,516	\$ 99,042	\$ 99,042	\$ 100,000

*Amounts for general office overhead and program support not included in this figure (i.e. Office rent, supplies and other Innovia staff time to support effort).



Spokane County Complete Count Committee

MEDIA COMMUNICATIONS PLAN 2020 CENSUS

Updated 6-30-20

Introduction

The following is a plan to guide Spokane County Complete Count Census outreach work as we enter the Awareness Phase of 2020 efforts (beginning January 2020). Special thanks to Mary Joan Hahn of Gonzaga for her assistance with this plan.

The Steering Committee agreed that anyone on the Steering Committee should feel empowered to speak to the media about Census and will keep each other in the loop about such communication with media by informing Committee Coordinator of any such occurrences. Committee Coordinator is free to speak with the media as is allowed by supervisor and CEO of Innovia Foundation. Note: Census Bureau staff will be speaking with media as well. Committee Coordinator will work with Bureau staff to streamline processes and reduce duplication.

The following are tasks that will be carried out by the Committee Coordinator. She may call upon Steering Committee members and Innovia staff as needed for assistance.

Website

Create website to refer media contacts (and others). Include basic info about Census, structure of Complete Count Committee, resources, events, etc.

Deadline	Progress
10-1-19	Completed. www.spokanecensus.org

Resource Round-up

Collect, organize and share resources for Census outreach.

Deadline	Progress
10-1-19	Completed. https://www.spokanecensus.org/resources

Print & Digital Ads

Create print/digital ads to educate public and advertise events and services.

Deadline	Progress
1-1-20	Completed. Various ads created and distributed. Will continue to develop ads as needed.

Expand WA Nonprofits posters to include Marshallese, Russian and Native folks.

Deadline	Progress
1-1-20	Completed. Working with Thinking Cap to design. Photographer lined up. Models nearly all secured. Thinking Cap is working on translation services. Will forward preliminary designs to focus groups for input.



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Create billboard campaign.

Deadline	Progress
3-1-20	<p>Completed.</p> <p>3 digital boards and 8 static boards (plus one in Reardon paid for by Empire Health). 4 designs. See attached for designs.</p> <p>Thinking Cap created designs and facilitated media buys. 2-day photography shoot of local people.</p> <p>2-14-20: Digital billboards running.</p> <p>2-17-20: Added Native American design to digital board rotation.</p> <p>2-17-20: Static billboard art submitted. Should be up within 1 week and will run 8 weeks.</p> <p>Billboard locations chosen based on number of possible impressions (premium boards) and/or location in hard to count communities.</p> <ul style="list-style-type: none"> • SULLIVAN EL S/O MISSION NF (Type: Digital, 2 Designs: Graphic & Native) • ARGONNE EL S/O MONTGOMERY NF (Digital, 2 Designs: Graphic & Native) • SPRAGUE SL 125' E/O EVERGREEN WF (Digital, 2 Designs: Graphic & Native) • MONROE W/L S/O CLEVELAND SF (Static, Design: Hands) • MISSION N/L 161' E/O RUBY WF (Static, Design: Hands) • MARKET E/L 50' N/O LIBERTY SF (Static, Design: Hands) • SULLIVAN WL 1.1 MI N/O I-90 NF (Static, Design: Hands) • FRANCIS NL E/O PITTSBURG (Static, Design: Hands) • DIVISION E/L 100' N/O BUCKEYE NF (Static, Design: Native) • HWY 32 (BROADWAY) N/L 120' E/O OAK ST WF (Static, Design: Native Empire Health paid) • HAMILTON W/L 50' N/O MARIETTA NF (Static, Design: Native Empire Health paid) • PINES W/L 125' N/O MAIN (Static, Design: Native-Empire Health paid)

Radio and TV

Collaborate with local media outlets to create PSA's, and motivational media.

Deadline	Progress
3-1-20	<p>Completed.</p> <p>Worked with Community Minded Enterprises on Native video. Sought input from Tribal subcommittee. Script edited and approved by Tribal subcommittee. Created one video describing importance, one explaining how to fill out the census and several individual testimonials from community leaders.</p> <p>Worked with Thin Air for radio programming.</p> <p>Taping of KSPS PSA complete. Three PSA's created and 1 round table discussion.</p> <p>View all here: https://www.youtube.com/channel/UCefei9gYrYJg4l4vP2br7hA?view_as=subscriber</p> <p>Working with KSPS on PSA's. They have draft script. Need to review. Connected with them 1-27 about need for Spokane area specific needs. Need to secure models...at least 5. Cannot wear any green and no brands/ads on clothing. Couples are ok.</p>



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Public Forums

Hold four informational public forums throughout County featuring Census 101 training and panel discussion.

Deadline	Progress
4-1-20	Partially Complete. COVID-19 prevented two of the public forums from occurring. In total, we held two live public forums and one studio taping (KSPS PBS). 12-11-19 Spokane Valley Public Forum held. Shelly O'Quinn as moderator, Sen. Mike Padden provided opening remarks, Census 101 training by Alex Panagotacos, panel featuring Todd Woodard (Spokane Airport) and Linda Lauch (American Indian Community Center). 2-6-20 Spokane Public Forum held at Shadle Park High School. Live-stream video by KSPS PBS. Moderator: Shelly O'Quinn, Census 101: Alex Panagotacos, panel: Albert Tripp, Todd Mielke, Fernanda Mazcot, Jennyfer Mesa, Licett Figueroa (Census Bureau), Steven Herevia, Linda Lauch, Emma Noyes. Next 2 forums slated for March in Airway Heights and Deer Park.

Develop Media Lists

- Daily print
- Daily broadcast (radio & tv)
- Weekly/monthly news outlets print
- Specialty publications

Include

- Contact information – email, newsroom phone, web site
- Targeted reporters at each outlet

Deadline	Progress
1-1-20	Completed. List stored on Innovia SharePoint.

Develop Media Packets

Provide a digital and/or print folder with as much information as you think will be valuable to the local outlets

- Background
- Schedule, key dates and deadlines
- Contacts – who media should call with questions to expect real time answers
- Key messages – reasons why everyone needs to complete the census
- Fact sheets
- Maps
- Q&A

Deadline	Progress
1-1-20	Completed.



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Deskside Briefings

Schedule appointments with all main media outlets. Visit with news directors, assignment editors, producers, reporters, etc. regarding the upcoming Census. This is a briefing to go over key elements of the program; not expectation of an interview to generate news coverage. Be prepared to share ideas of what they can do to encourage viewers to complete their census. Provide PSAs (produced by Census Bureau, KSPS and Community Minded Enterprises). Use as an opportunity to develop rapport with specific editors and reporters.

Deadline	Progress
2-6-20	Complete. Met with KREM, Black Lens, Fig Tree, NC Monthly, Russian publication and more.

Kick-Off Event

February 6 Public Forum will be opportunity to formally 'launch' the Census locally to say "we're underway" to the community. Media can use this as a jumping off point for coverage.

Deadline	Progress
1-1-20	Complete. Occured 2-6-20. Ads have been secured in Black Lens, North Columbia Monthly, Fig Tree, Inlander (classified) and Spokesman (classified). Facebook event created. Plan to boost event. Flyers distributed widely. Event also listed on SpokaneCensus.org.

Guest Editorials/Letters to Editor

Develop a series of guest editorials by recognized names (i.e. Complete Count organizers; Innovia leaders; previous office-holders; respected community leaders). Fashion each one with slightly different slant or approach. Target specific writers with specific publications. Submit on an ongoing basis throughout the campaign.

Deadline	Progress
2-1-20	Complete. Several letters to the editor appeared in various publications including Spokesman, Black Lens and others. Letters published from a variety of Complete Count Committee Members.



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Social Media

Create Facebook and Instagram pages for Spokane Census. Post content regularly.

Deadline	Progress
1-1-20	Completed, ongoing.

Create social media packages for other organizations to use. Include images and sample text. Provide suggested timing for posts.

Deadline	Progress
2-1-20	Completed. Updated several times and shared widely.

Plan for crises

Outline what can go wrong and other potential problem situations; develop push-button responses or designate individuals who will speak with reporters should problems occur. This includes everything from tough questions (are you gathering citizenship information?) to realistic problems the Census may experience (technical failures with online completion; scams; a census taker being attacked; etc.)

Deadline	Progress
12-1-19	Ongoing. Formed steering committee, strategize with Innovia staff, had media messaging meeting with Mary Joan Hahn.

Prepare to measure coverage reach

- Track stories in all media and log them
- Track engagement/feedback/responses to media stories

Deadline	Progress
7-1-20	Completed, ongoing.

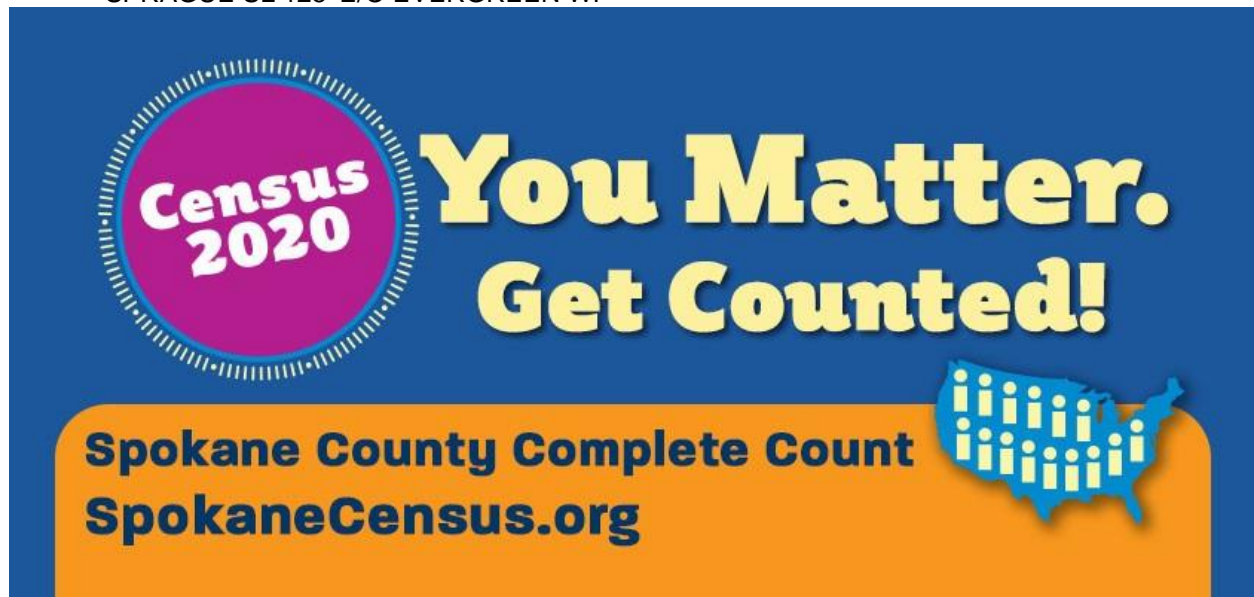


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MEDIA COMMUNICATIONS PLAN-MATERIALS CREATED

Digital billboard 1

- SULLIVAN EL S/O MISSION NF
- ARGONNE EL S/O MONTGOMERY NF
- SPRAGUE SL 125' E/O EVERGREEN WF



Digital billboard 2

- SULLIVAN EL S/O MISSION NF
- ARGONNE EL S/O MONTGOMERY NF
- SPRAGUE SL 125' E/O EVERGREEN WF





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Static billboard 1

- MONROE W/L S/O CLEVELAND SF
- MISSION N/L 161' E/O RUBY WF
- MARKET E/L 50' N/O LIBERTY SF
- SULLIVAN WL 1.1 MI N/O I-90 NF
- FRANCIS NL E/O PITTSBURG



Static billboard 2

- DIVISION E/L 100' N/O BUCKEYE NF
- HWY 32 (BROADWAY) N/L 120' E/O OAK ST WF (Empire Health paid)
- HAMILTON W/L 50' N/O MARIETTA NF (Empire Health paid)
- PINES W/L 125' N/O MAIN (Empire Health paid)





Spokane County Complete Count Committee

www.SpokaneCensus.org

The screenshot shows the homepage of the Spokane County Complete Count Committee website. At the top left is the Spokane County Complete Count Committee logo. The main heading is "CENSUS 2020" with the tagline "You Matter. Get Counted." Below this is a large image of many hands raised in the air. A central banner reads "Shape your future START HERE >" and "United States® Census 2020". Below the banner is the text "SO MUCH TO GAIN...OR LOSE" and a paragraph explaining that the 2020 Census will determine how billions of federal funds are distributed. A row of three video thumbnails follows, with titles: "WHAT IS THE 2020 CENSUS - FINAL", "WHY SHOULD I CARE ABOUT THE 2020 CENSUS", and "IS MY 2020 CENSUS INFORMATION SAFE...?". Below these are several content tiles: "Welcome to the 2020 Census", "Respond Online", "Get Help Completing the Census", "Census 101", "FAQ", "American Indian & Alaska Natives", "Message Package", "Counts", and "Contact the Coordinator". At the bottom, there is a "Subscribe Form" with an email input field and a "Submit" button, along with social media icons for Facebook and Instagram. The footer contains the text: "Spokane County Complete Count Committee was supported by the Washington Newspaper 2020 Census Action Plan Grant #2018-014."

Learn more: www.spokanecensus.org



Spokane County Complete Count Committee

Resource Round-up

www.SpokaneCensus.org/Resources

RESOURCE ROUND-UP

Below is a table that lists several applicable resources.

Sorting is performed one category at a time. If you need help, [Contact Alex](#).

Sort by Source Sort by Type Sort by Language Sort by Category

Title	Description	Source	Link	Language	Category
(Español)	Censo.				
#DisabilityCounts2020 Parte 2 (Español)	Las Personas Sordas y Discapacitadas Tienen Mucho Que Firmar y Decir Sobre el Censo.	Rooted in Rights	Video	Spanish	Disability
#DisabilityCounts2020 Parte 3 (Español)	Las Personas Sordas y Discapacitadas Tienen Mucho Que Firmar y Decir Sobre el Censo.	Rooted in Rights	Video	Spanish	Disability
#DisabilityCounts2020 Video Part 1 (ASL)	Deaf and Disabled Folks Have a Lot to Sign and Say About the 2020 Census.	Rooted in Rights	Video	ASL	Disability
#DisabilityCounts2020 Video Part 1 (English)	Deaf and Disabled Folks Have a Lot to Sign and Say About the 2020 Census.	Rooted in Rights	Video	English	Disability

Learn more: www.spokanecensus.org