June 26, 2019

2020 Census: Are You Aware and Ready?

Association of WA Cities

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?

Census data is used to:

- Distribute **political power**
- Distribute **federal and state funds**
- Inform **planning and decision-making**

WA communities win!

- In 2016, federal government distributed more than $880 billion for health, education, and infrastructure.
- Washington received $16.7 billion, or $2,319 per person.
  - $8.5 billion for health
  - $2.4 billion for education
  - $1.2 billion for housing
  - $550 million for rural assistance programs
  - Nearly $700 million 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

Or by phone or on paper

Invitations mailed in March 2020

• Staggered mailings

• Special process for nontraditional households
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 filing out form
- Race/ethnicity
- Housing tenure -- own or rent
- Contact phone number for follow-up
- Citizenship question?

Questionnaire – Citizenship

1.8. Is this person a citizen of the United States?
   - Yes, born in the United States
   - Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas
   - Yes, born abroad of U.S. citizen parent or parents
   - Yes, U.S. citizen by naturalization – Print year of naturalization.
   - No, not a U.S. citizen

- Does not ask legal status
Are the answers secure?

- Law (Title 13) has strong legal provisions
- Protects personally identifiable information
- Cannot be shared with anyone or any other government agency
- Cannot be used against respondent by any government agency or in court
- Penalty is $250,000 fine and up to five years in prison

Multiple languages

- English and Spanish for paper questionnaires and field enumeration
- Internet self-response in English and 12 non-English languages
  
<table>
<thead>
<tr>
<th>Language</th>
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<tbody>
<tr>
<td>Spanish</td>
<td>Russian</td>
<td>French</td>
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<tr>
<td>Chinese (simplified)</td>
<td>Arabic</td>
<td>Haitian Creole</td>
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<td>Vietnamese</td>
<td>Tagalog</td>
<td>Portuguese</td>
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<td>Korean</td>
<td>Polish</td>
<td>Japanese</td>
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- Phone self-response and assistance in English, 12 non-English languages, and American Sign Language
Some people are hard to count

- Participation hindered by language barriers, low literacy, lack of internet access
- Suspicious of government, low levels of civic engagement
- Housing units not in the frame and/or people wanting to remain hidden
- 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
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness or not living in traditional house
- Undocumented (and documented) immigrants
WA concerned about an undercount in 2020

- A mobile population
- Constrained fiscal environment
- Informal, complex living arrangements
- Rapidly changing use of technology
- Increasingly diverse population
- Information explosion
- Declining response rates
- Distrust in government

The 2020 Census

Working together to build and unleash a wave

- Create awareness
- Mobilize resources
- Organize resources
- Educate
- April 1, 2020 Census Day
- Post census day (non-response)
What others are doing?

- Statewide CCC – Gary Locke
  - State agency CCC
- WA Census Equity Fund – Philanthropy NW
- WA Census Alliance
- Professional/Ethnic/Linguistic CCCs
- Counties and cities
  - Pierce (toolkit)
  - King–East/South
  - Seattle
  - Snohomish
  - Yakima
  - Spokane
  - Wenatchee
  - Tri-Cities
  - Whatcom
  - Thurston

GRASSTOPS MOBILIZATION

- Raise awareness of what is at stake
- Mobilize communities to recruit and train trusted (and informed) messengers
- Dispel myths/engender trust
- Maximize self-response (mid-March to end of April)
- Foster cooperation (New Construction, Group Quarters, SBE, NRFU)
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?
  - Make an inventory of mailing lists, newsletters, recurrent communications and events that can be used to spread the word and recruit trusted messengers
- Develop Commit-to-the-Census contact lists
- 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

How can OFM help?

- Keep you informed - www.ofm.wa.gov/2020census
How can OFM help?

- Legislative Proviso of $15,159,000
  - Focus on community projects for geographic and demographic groups for training of trusted messengers, tabling, QACs, in-language outreach and education
  - Media and communications strategy
  - State agency printing/toolkit
  - Contingency
  - Staff – keeping it small
FOR MORE INFORMATION

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