

# The Road to 2020

## Kitsap County

**Lorraine Ralston**  
Partnership Specialist  
U.S. Census Bureau

Shape  
your future  
START HERE >

United States®  
**Census**  
**2020**

# The Road to 2020



**Census Day is  
1 April 2020**

**267 DAYS  
TO GO!**

# Why We Do a Census

*“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”*

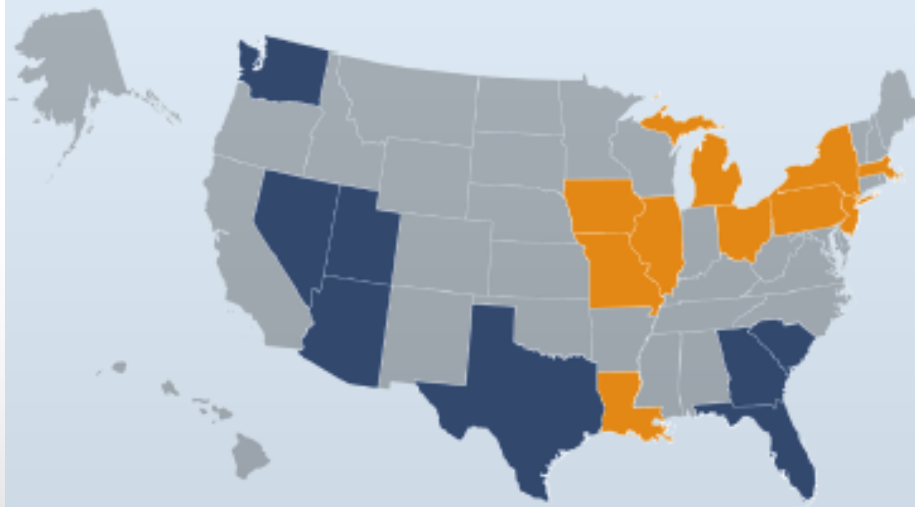
## Article 1, Section 2 U.S. Constitution



# U.S. House of Representatives

435 Total Representatives | 10 Representatives in Washington

## 2010 Official Results



### GAINED

### LOST

Arizona +1

Illinois -1

Florida +2

Iowa -1

Georgia +1

Louisiana -1

Nevada +1

Massachusetts -1

South Carolina +1

Michigan -1

Texas +4

Missouri -1

Utah +1

New Jersey -1

Washington +1

New York -2

Ohio -2

Pennsylvania -1

# Funding

**More than \$675 BILLION each year**

Examples:

- ✓ Medicaid
- ✓ SNAP/WIC
- ✓ Head Start
- ✓ Section 8 Housing
- ✓ School Lunch Program
- ✓ Transportation Planning
- ✓ Student Loans/Pell Grants





# Other Uses of Census Data

- State legislative districts, school districts, voting precincts
- State, local and tribal governments planning decisions
- Business and nonprofit decisions (where to locate, size of market)
- Local trends
- Population benchmarks



# What's New for 2020

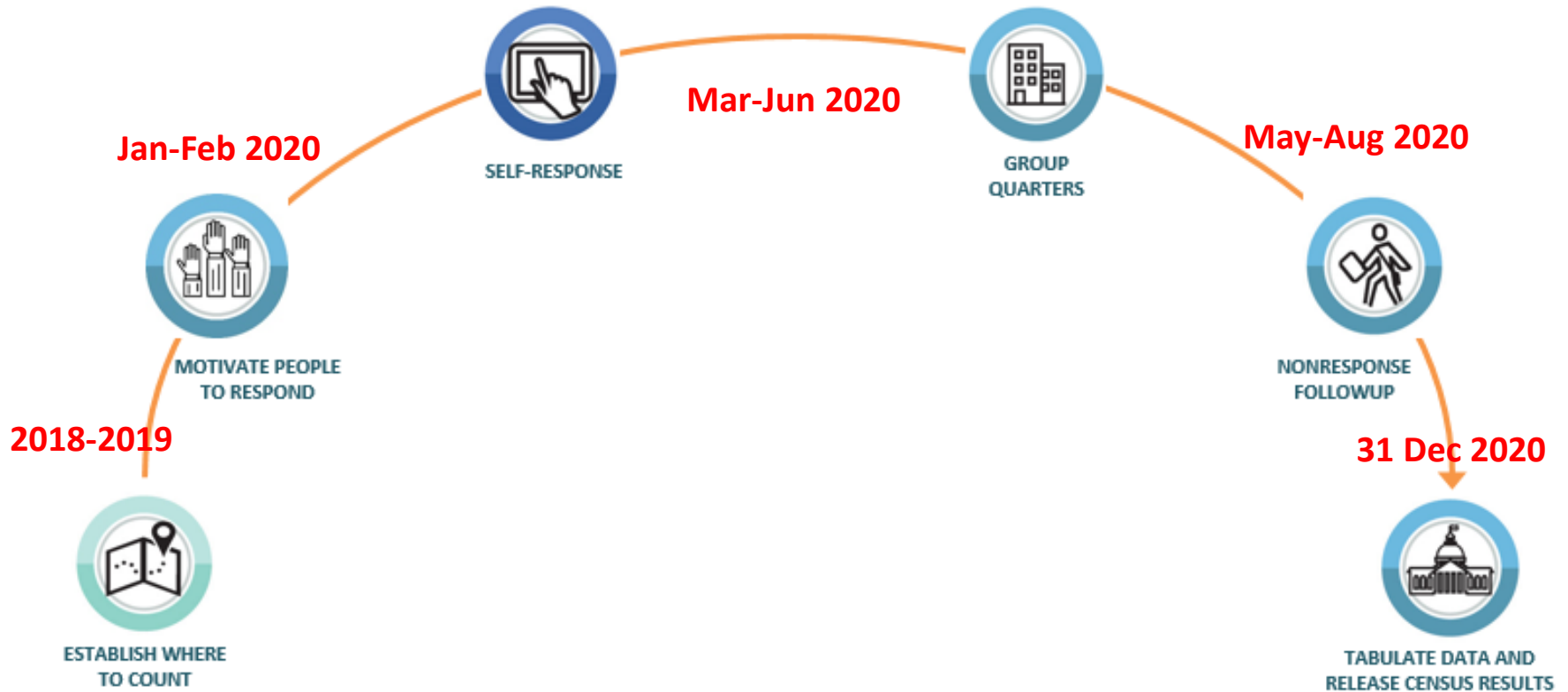
## 1. Easier to Self-Respond

- Internet
- Toll-free Number
- Paper

## 2. Technology – field workers will use mobile devices



# The Road to 2020





# What Do We Ask?

1. Address (Rent/Own)
2. Phone Number
3. Count of Each Person At That Address
4. Name
5. Gender
6. Age and Date of Birth
7. Race
8. Hispanic, Latino or Spanish Origin
9. Whether Someone Lives Somewhere Else
10. Relationship
11. Citizenship \*



# Languages

| Internet Self-Response  | Paper Form         | Questionnaire Help           | Enumerators, Mailed Items | Language Card and Guides   |
|---|--------------------|------------------------------|---------------------------|--|
| English<br>Spanish<br>Chinese<br>Vietnamese<br>Korean<br>Russian<br>Arabic<br>Tagalog<br>Polish<br>French<br>Haitian Creole<br>Portuguese<br>Japanese | English<br>Spanish | 13 languages<br><br>Plus TDD | English<br>Spanish        | 59 languages<br><br>Plus ASL<br>Plus Braille<br>Plus Large Print |

# How It Will Work

Nearly every household will receive an invitation to participate from a postal worker or a census worker

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



# How It Will Work

| 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.<br>(Some households will also receive paper questionnaires.) |
| March 16-24                   | A reminder letter.   |
|                               | <b>If you haven't responded yet:</b>   |
| 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.   |

# Private and Confidential

- Only aggregate data reported
- Prohibited by law from releasing personal information to any person or organization (USC, Title 13) \*
- Life-time oath by all Census Bureau employees
- Penalties for wrongful disclosure: up to 5 years imprisonment and/or a fine of \$250,000





# Measuring America: People, Places, and the Economy

Partner with the U.S. Census Bureau to  
help America work better through data

## Partnership



# Working Together

Educate

**Educate** people about the 2020 Census and foster cooperation with enumerators.

Encourage

**Encourage** people to self-respond.

Engage

**Engage** organizations to reach out to hard-to-count groups and those who aren't motivated to respond to the national campaign.

# Hard-to-Count Populations

- Foreign-born/Immigrants
- Children younger than 5
- Seniors
- Homeless
- Migrant workers
- Renters
- Low internet access



# Community Snapshot: Kitsap County



|                             | Kitsap County |
|-----------------------------|---------------|
| 2010 Population             | 251,133       |
| 2018 Population (estimated) | 269,805       |
| Housing Units *             | 110,944       |
| Renters *                   | 33.2%         |
| Foreign Born *              | 16,752        |

\* Source: 2017 Estimate, American Community Survey

# Community Snapshot: Kitsap County



|                           |                    | Kitsap County |
|---------------------------|--------------------|---------------|
| Children Younger than 5 * |                    | 5.8%          |
| Seniors (older than 60) * |                    | 23%           |
| No/Low Internet Access *  |                    | 9.8%          |
| Homeless (county) **      |                    | 445           |
|                           | <i>Sheltered</i>   | 296           |
|                           | <i>Unsheltered</i> | 149           |

# Complete Count Committees

- Volunteer committees established by state, local or tribal governments
- Include community leaders and organizations
- Increase awareness and motivate residents to respond to the census



# Washington CCCs



- State of Washington
- Clark County/City of Vancouver
- Clallam County
- Cowlitz-Wahkiakum Counties
- East King County
- Grays Harbor County
- King County
- Lewis County
- Pierce County
- Seattle Homeless Coalition
- Seattle Small Business District
- South King County
- Snohomish County
- Spokane County
- Thurston County
- Yakima County
- Seattle Task Force
- Filipino American Group





# Recruiting

# We're Hiring

- Five Area Census Offices in Washington
  - Seattle (open)
  - Tacoma
  - Everett
  - Olympia
  - Spokane



# What's Available

- Temporary Positions
  - Census Takers
  - Recruiting Assistants
  - Office Staff
- Requirements
  - At least 18
  - Be a U.S. citizen
  - E-mail Address
  - Social Security Number



# Apply Now

[www.2020census.gov/jobs](http://www.2020census.gov/jobs)

[www.usajobs.gov](http://www.usajobs.gov)

1-855-JOB-2020  
Recruiting Hotline







# Next Steps

# What You Can Do

- ✓ Establish a Complete Count Committee
- ✓ Work to mobilize your community
- ✓ Develop a strategy and work plan
- ✓ Identify community areas that need special attention
- ✓ Recruit trusted voices in the community
- ✓ Build awareness



# Key Dates

| Date                   | Items  |
|------------------------|--|
| <b>2019</b>            | Validate all residential units in the county |
| <b>Early 2020</b>      | Advertising Campaign                         |
| <b>23 March 2020</b>   | Online portal opens                          |
| <b>1 April 2020</b>    | <b>CENSUS DAY!</b>                           |
| <b>April-June 2020</b> | Non-response Follow Up<br>Quality Control    |
| <b>31 Dec 2020</b>     | Results delivered to the president           |
| <b>31 Mar 2021</b>     | Results delivered to the states              |

# Thank You!



**Lorraine Ralston**

**Partnership Specialist**

**U.S. Census Bureau**

**[lorraine.m.ralston@2020census.gov](mailto:lorraine.m.ralston@2020census.gov)**

**253.905.8348**