|  |  |
| --- | --- |
| Agency/Commission:  | Commission on Asian Pacific American Affairs |
| Population Served:  | Asian Americans and Pacific Islanders  |
| Contact Name: | Toshiko Hasegawa |
| Phone:  | 360-725-5666 |
| Email: | toshiko.hasegawa@capaa.wa.gov |

# Education Phase (Spring/Summer 2018 – Fall 2019)

| Activity/ Task  | Duration (days) | Start Date | End Date | Resources | Deliverables/Status/Notes |
| --- | --- | --- | --- | --- | --- |
| Staff attend WA Counts 2020 Launch meeting |  |  |  |  | Done (November, 2018) |
| Staff meet with WA Counts 2020 leadership & state agency allies |  |  |  |  | Done (November, 2018) |
| Commissioners meet with WA Counts 2020 leadership to learn their legwork & vision |  |  |  |  | Done (January, 2019)No best practices presented |
| Facilitate meeting between advocates & law makers (Gov & State Leg) for funding for 2020 Census Full Count Funding at APA Leg Day |  |  |  |  | Done (January, 2019) |
| **Advocate for translation of Census 2020 Materials into all API languages** | **2019- 2020 Biennium** |  |  |  | **In Progress** |
| Meet with community groups statewide to learn challenges and needs. Identify opportunities for CAPAA to support trusted community leaders, gatekeepers & organizations. |  |  |  |  | In Progress |
| Re-structure website to be more accessible as a public resource and to include a Census 2020 Tab.  |  |  |  |  | In Progress |
| Raise funds at 45th Anniversary Celebration for Census 2020 Full Count efforts |  |  |  |  | In Progress |
| Monitor key legal developments and findings related to Census citizenship question |  |  |  |  | In Progress |
| Help develop key messaging related to concerns of privacy & safety, particularly towards immigrants, refugees & new americans  |  |  |  |  | Pending legal findings related to citizenship question & other emergent community concerns |

# Awareness Phase (Late 2019 – April 2020)

| Activity/ Task  | Duration (days) | Start Date | End Date | Resources | Deliverables/Status/Notes |
| --- | --- | --- | --- | --- | --- |
| Launch Improved Website ft. ADA and ESL accessibility, Census 2020 Tab, & direction to legal counsel |  |  |  |  | July 2019 |
| Schedule Census 2020 Educational Forums Statewide |  |  |  | APIC-WA & Local Community Organizations | June - July 2019  |
| Promote, Facilitate & attend Census 2020 Educational Forums Statewide |  |  |  | APIC-WA & Local Community Organizations | August – December 2019 |
| Inform target audiences during CAPAA board meetings and via CAPAA online informational channels  |  |  |  |  | Ongoing |

# Motivation Phase (March - May 2020)

| Activity/ Task  | Duration (days) | Start Date | End Date | Resources | Deliverables/Status/Notes |
| --- | --- | --- | --- | --- | --- |
| Post “reminder” messaging in newsletter, Facebook, video update, and website |  | March 2020 |  |  |  |
| Share official updates with networks as they become available |  | March 2020 |  |  |  |
| Feature Census 2020 article in newsletter and other publications |  | March 2020 |  |  |  |

# Reminder Phase (May – July 2020)

| Activity/ Task  | Duration (days) | Start Date | End Date | Resources | Deliverables/Status/Notes |
| --- | --- | --- | --- | --- | --- |
| Post “Reminder” messaging in newsletter, Facebook, video update, and website |  | May 2020 | July 2020 |  |  |

# Thank you Phase (starts July 2020)

| Activity/ Task  | Duration (days) | Start Date | End Date | Resources | Deliverables/Status/Notes |
| --- | --- | --- | --- | --- | --- |
| Post “Thank you” messaging in newsletter, Facebook, video update, and website |  | July 2020 |  |  | One time |
| Record key observations, victories, challenges, and lessons learned related to Census 2020 organizing and outreach for future efforts. |  |  |  |  | -in the context of working with communities-in the context of working with state agencies |
| Archive lessons learned in website & CAPAA databases |  |  |  |  |  |

# Non-Response Follow-up (NRFU) (May - July/2020)

| Activity/ Task  | Duration (days) | Start Date | End Date | Resources | Deliverables/Status/Notes |
| --- | --- | --- | --- | --- | --- |
| Create awareness about the NRFU using CAPAA website, social media & newsletter.  |  |  |  |  | Information to target audience on what to expect from the U.S Census; alerts the community on NRFU |