

FINAL REPORT: WASHINGTON CENSUS 2020 APA ENGAGEMENT CLARK COUNTY

submitted by:





October 29, 2019

Toshiko Hasegawa, Executive Director Commission on Asian Pacific American Affairs (CAPAA) 8Capitol Court Building, Suite 220 1110 Capitol Way South Olympia, WA 98501

Dear Toshiko and CAPAA Commissioners,

KAYA strategik enthusiastically submits this final report on developing a Census 2020 strategic workplan based on anticipated AAPI undercounts in Clark County.

After local community gathering & work plan development facilitation, please find included the following deliverables:

- 1) Data analysis and maps of AA & NHPI Undercount Risks within Clark County.
- 2) Identified strategies to achieve a full count of AA & NHPI communities
- 3) Identified resources that AA & NHPI communities locally can tap into and receive;
- 4) Get out the Count (GOTC) AAPI field plan co-developed in conjunction with community stakeholders of Clark County.

It was a pleasure to collaborate on this project. KAYA can be reached at 206.227.1948 or cherry@kaystrategik.com should you have any questions.

Sincerely,

Cherry Cayabyab,

Owner & Principal - KAYA strategik

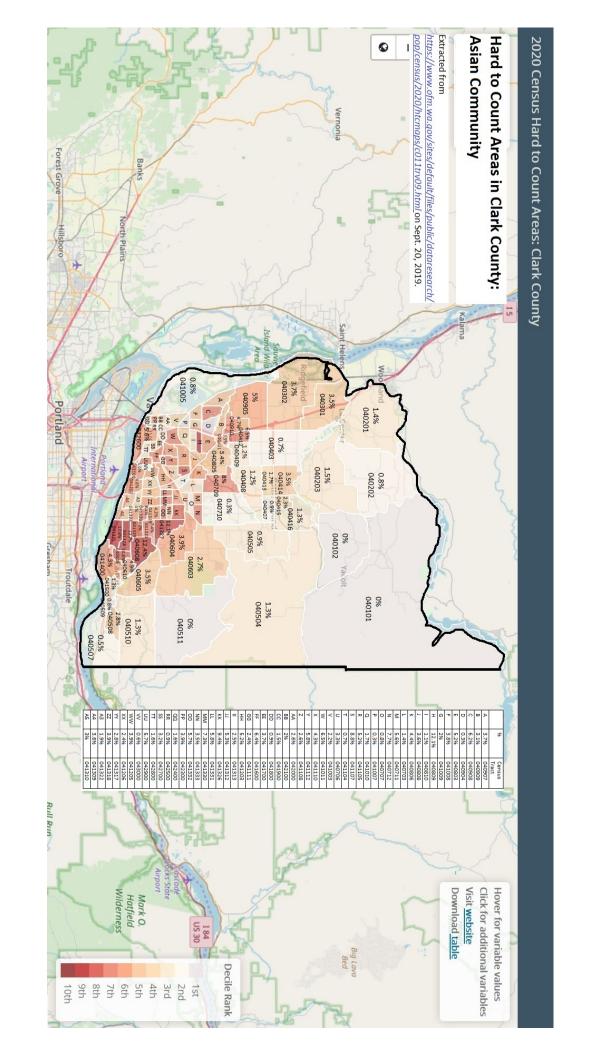
www.kayastrategik.com

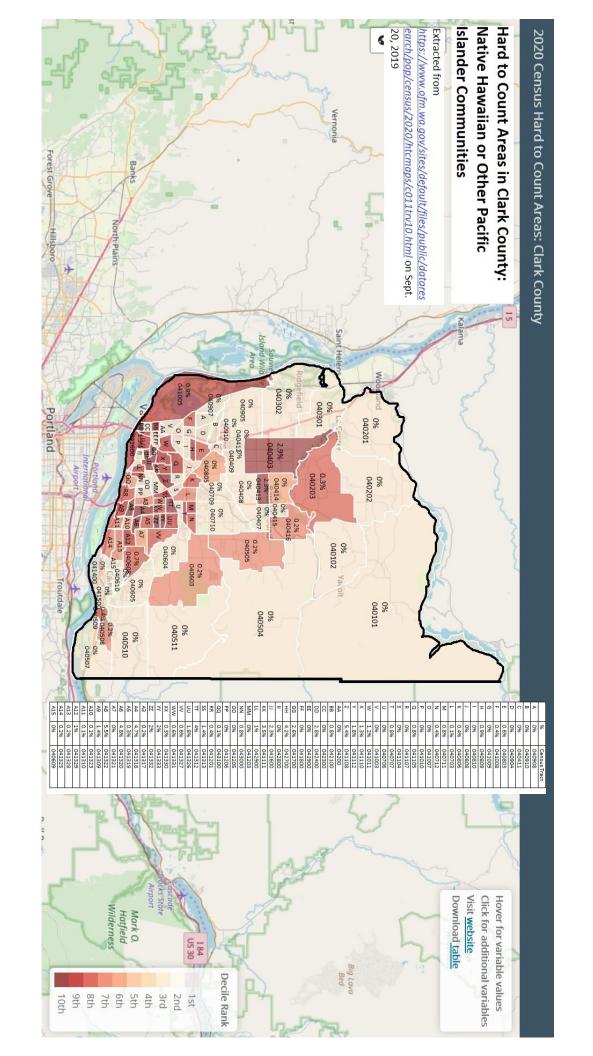
RACE AND ETHNICITY

CLARK COUNTY TOTAL POPULATION: 450,893

// S. Census Bareau, American Fact Finder. 2012-2016 American Community Survey 5four Entimates. Downloaded February 15, 2019. http://doi.org/10.census.gov/

Black or African American and American Indian and Alaska Native	White and Asian	Native	White and American Indian and Alaska	White and Black or African American	Two or more races	Some other race	Other Pacific Islander	Samoan	Guamanian or Chamorro	Native Hawaiian	Native Hawaiian and Other Pacific Islander	Other Asian	Vietnamese	Korean	Japanese	Filipino	Chinese	Asian Indian	Asian	Sioux tribal grouping	Navajo tribal grouping	Chippewa tribal grouping	Cherokee tribal grouping	American Indian and Alaska Native	Black or African American	White	One race
0.0%	1.2%		1.1%	0.9%	4.6%	3.2%	0.3%	0.1%	0.2%	0.1%	0.8%	0.6%	0.7%	0.5%	0.4%	0.7%	0.8%	0.5%	4.3%	0.0%	0.0%	0.0%	0.0%	0.6%	1.9%	84.6%	95.4%









Clark County Asian Pacific American Census 2020 Work plan Development Notes

Time	Business Item	Speaker
3:30 PM	Welcome, Introductions and Purpose	E.D. Hasegawa, CAPAA

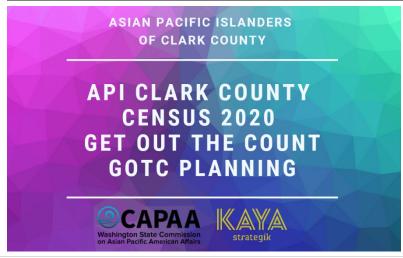
Executive Director Toshiko Hasegawa provided welcoming remarks to the group explaining what the Washington State Commission on Asian Pacific American Affairs (CAPAA) was, its efforts towards an accurate count of Asian American and Native Hawaiian and Other Pacific Islander communities in the 2020 Census and the purpose of the session.

All attendees introduced themselves and provided some information on organizations they are involved with and level of familiarity or knowledge on previous census work.

Attendees:

- Toshiko Hasegawa Washington State Commission on Asian Pacific American Affairs (CAPAA)
- Rosa Mai Washington State Commission on Asian Pacific American Affairs (CAPAA)
- Ophelia Noble The Noble Foundation
- Gabriela Ewing Hispanic Disability Support
- Carmen McKibben SW WA Communities United for Change
- Khalid Elolaimi Arabic school of SW WA
- Bernie Gerhardt Filipino American Association of Vancouver
- Cherry Cayabyab KAYA Strategik
- Vanesa Gutierrez KAYA Strategik

Time	Business Item	Speaker
3:50 PM	2020 Census Overview and Update	Cherry Cayabyab KAYA



Cherry Cayabyab from KAYA Strategik presented a quick overview of the 2020 Census and its importance. Cherry also shared statistics, maps and data on the demographics of Clark County, highlighting races and ethnicities relevant to the AAPI and NHOPI communities and Hard-To-Count (HTC) areas.





Time	Business Item	Speaker
4:10 PM	Discussion: API communities in Clark County	All
4:25 PM	Discussion: Barriers and Strategies to Local, Culturally Specific API Outreach and Engagement	All

Based on the statistics, maps and data presented by KAYA Strategik, the group started the discussion on where AAPI and NHOPI communities are located in Clark County.

Attendees indicated the maps that were shared did not contextualize the reality of the county and provided insight on the history and dynamics in the area, which have an impact on API communities and barriers and strategies for API outreach and engagement. All attendees agreed the City of Vancouver was not originally designed as other cities. There are some areas that are focal to API communities, but residences are dispersed city/countywide. There are very limited POC led organizations.

The group also had a conversation on communities that do and do not identify as AAPI.

After the conversation, the group discussed barriers and outreach strategies that have worked in the past for each ethnicity and community and that would be effective for census outreach in Clark County. All information shared by the group has been compiled by KAYA in the API GOTC Field Plan Template.

One item mentioned by attendees is that in the last years, more communities of color are being identified and collaborative, culturally specific and relevant work has started to be done with them. Another item with an effect on barriers and outreach strategies is that communities of color in the area feel more connected to Portland than to the rest of WA State.





Time	Business Item	Speaker
4:45 PM	API Clark County Get Out the Count (GOTC) Timeline Plan and Feedback/Recommendations	Cherry Cayabyab & Vanesa Gutierrez KAYA

DRAFT Proposed API Clark County GOTC Plan (Internal)	\perp	L	L		L	L	L		L	L	ļ	1	L	L	Ш	KAYA
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STRATEGY 1: Build API Clark County Census 2020 GOTC Partnerships			2	119	-					- 2	20	20	Ť			
		QЗ			Q4			Q1			Q		\blacksquare	Q3		
Strategies	J	Α	5	0	N	D	J	F	М	Α	P	N J	J	Α	5	Who/Role
Strategy 2.1: Build Clark County API Census Coordination and Coalition		x	×	×	×	x	,	×	×							
Strategy 2.3: Participation in API community, WA Census Alliance convenings and	+	i	-	-	-	-	Ë	-	_		t	$^{+}$	т			
coordination with other partners and institutions			×	×		x	×									
		Т									t		т			
STRATEGY 2: Receive/Provide Census 2020 Training, Technical Assistance and							Г									
Connect HUC Communities to Resources	_		2	19						- 2	20		-			
	-	Q3			Q4			Q1			q		L	Q3		
Strategies	J	Α	S	0	N	D	J	F	М	Α	ı	N J	J	Α	S	Who/Role
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Strategy 2.2: Provide Communities Information and Technical Assistance (TA) on			H	^	^	^	^	^	^		t		т			
Census Education, Resources and Other Opportunities	×	×	×	×	L	×	×	×	×							
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STRATEGY 3: Support and Fund Local Trusted Messenger and Culturally Relevant TA		_	2	119	_					- 2	20	20	t			
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Strategies	J	A	S	0	N	D	J	F	M	Α	D	A J	J	Α	S	Who/Role
Strategy 3.1: Train trusted messengers to provide one to one cultural TA.	\perp	_		x	х	Х	х	×	×	х	×	×	\perp			
Strategy 3.2: Identify and establish Census Question Assistance Centers (QACs)									×	×	×					
Strategy 3.3: Baseline coordinated, consistent and culturally relevant, translated	Т	Г	Г		Т	Г	П	П		П	Τ	Т	Т	П		
materials	×	×	×	×	×	×	×	×	×							
Strategy 3.4: GOTC Field Outreach	-	i i					i i		-	×	T.	x x	Į,			
Strategy 3.4. GOTE Fried Oddreach	+	Н	H	\vdash	+	Н	-	\vdash		L^	ť	Ŷ	Ŷ		Н	
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STRATEGY 4: Census education/awareness through ethnic media, multicultural marketing and																
communications.	+	Q3	2	19	04			01		- 2	20		_	Q3		
Stratogies	\perp	A	S	0		D	J	F	м	Α			1		5	Who/Role
Strategy 4.1: Develop local ethnic and social media lists and pro-active PR strategy	1	1			_		,	ŕ		1	ť	-	1	1	3	io/ Noic
Strategy 4.2: Local Video/Radio Public Service Announcements (PSAs)	+		×	X	Х	х					+	+	۰			
Strategy 4.3: Digital/social media organizing toolkit	+		H			×	×	×	×	X	1	×	+			
						×	×	×		x						

Cherry presented the proposal on the left on a GOTC (Get Out to Census) Plan that includes a timeline and outreach strategies for the AAPI and NHPI communities in Clark County. Attendees were encouraged to take the lead on different strategies and provide feedback and recommendations on the proposal.

Time	Business Item	Speaker
5:00 PM	Implementation: Roles, Capacity and Resources	All

A commonality between all attendees was the interest in supporting 2020 Census outreach efforts, despite limited capacity and resources attendees offered to do the following to start spreading the word on the census among their groups:

- The Washington State Commission on Asian Pacific American Affairs (CAPAA) staff have all the interest in partnering with all organizations to continue the work. CAPAA Staff offered to collaborate with communications on social media, newsletters etc. and sharing the information with family, friends and other AAPI and NHPI communities.
- Bernie Gerhardt Filipino American Association of Vancouver. Will report back to community and leaders, will also make the census and data learned today public by sharing materials and videos.
- Khalid Elolaimi Arabic school of SW WA. After sharing some background on the current climate at a national level, history on multiple communities of color in the City of Portland and highlighting the





importance of schools, churches and other organizations in bringing together communities of color, Khalid indicated the school is willing to join this effort by utilizing media and sharing resources.

- Gabriela Ewing Hispanic Disability Support. Since work is already being done among multiple communities, she will keep educating and providing support.
- Carmen McKibben SW WA Communities United for Change. Carmen brought up the need for spaces
 and offices to do census outreach work. Her group has been vocal locally expressing needs to do the
 work and hold dialogues. Will be sharing information with her group, reporting back.
- Ophelia Noble The Noble Foundation. Willing to continue building relationships to collaborate. Since work is already being done among multiple communities, she will keep educating and providing support.

Time	Business Item	Speaker
5:15 PM	Next Steps and Closing	CAPAA and KAYA

KAYA committed to follow up with CAPAA within a month to provide a report on the findings, recommended edits/additions and feedback that was shared by the group at the meeting.

ANDI/BOC Clark County GOTC Blan (Internal)		
The state of the s		
		strategik
STRATEGY 1: Build POC/API Clark County Census 2020 GOTC Partnerships	2019 2020	
Strategies	Q3 Q4 Q1 Q2 Q3 J A S O N D J F M A M J J A S	Who/Role
Strategy 2.1: Build Clark County POC/API Census Coordination and Coalition	× × × × × × ×	
Strategy 2.3: Participation in POC/API community, WA Census Alliance convenings and coordination with other partners and institutions	× × × ×	
STRATEGY 2: Receive/Provide Census 2020 Training, Technical Assistance and		
Connect HUC Communities to Resources	2019 2020	
Strategies	Q3 Q4 Q1 Q2 Q3 J A S O N D J F M A M J J A S	Who/Role
Strategy 2.1: Census 2020 Education and "Train the Trainers"	× × × × × × × × ×	
Strategy 2.2: Provide Communities Information and Technical Assistance (TA) on Census Education, Resources and Other Opportunities	× × × × × × × × × × × × × × × × × × ×	
STRATEGY 3: Support and Fund Local Trusted Messenger and Culturally Relevant TA	2019 2020	
Strategies	Q3 Q4 Q1 Q2 Q3	Who/Role
Strategy 3.1: Train trusted messengers to provide one to one cultural TA.	× × × × × × × × × × × × × × × × × × ×	
Strategy 3.2: Identify and establish Census Question Assistance Centers (QACs)	×	
Strategy 3.3: Baseline coordinated, consistent and culturally relevant, translated x	× × × × × × ×	
Strategy 3.4: GOTC Field Outreach	× × × ×	
STRATEGY 4: Census education/awareness through ethnic media, multicultural marketing and communications.	2019 2020	
Strategies	Q3 Q4 Q1 Q2 Q3	Who/Role
Strategy 4.1: Develop local ethnic and social media lists and pro-active PR strategy		
Strategy 4.2: Local Video/Radio Public Service Announcements (PSAs)		
Strategy 4.3: Digital/social media organizing toolkit	× × × × ×	

GET-OUT-TO-CENSUS Field Plan

Who is your base?

Define the socio-economic/AANHPI communities within which you work

<u>Socio-economic:</u> Low-income, youth, seniors, faith groups, LGBTQ, children under the age of 3, homeless, non-English speakers, undocumented immigrants, People Living with Disabilities.

<u>AANHPI:</u> Arabic, Burmese, Cambodian, Chamorro/Guamanian, Chinese, Chuukese, Filipino, Hawaiian, Indian, Japanese, Korean, Laotian, Marshallese, Micronesian, Samoan, Sri Lankan, Thai and Vietnamese.

Expanding Your Coalition

Brainstorm any entity who has access to the AANHPI community & is a trusted messenger

Current AANHPI and other allied Organizations you work with: (Organizations present at the meeting)	 Washington State Commission on Asian Pacific American Affairs (CAPAA) Filipino American Association of Vancouver Arabic school of SW WA SW WA Communities United for Change Hispanic Disability Support The Noble Foundation
Ethnic Specific	American West Vancouver Chinese School - Chinese
Groups:	 Chinese Christian Agape Church - Chinese
	 Chinese Evangelical Church of Vancouver - Chinese
East Asian (Japan,	 Federation of Korean Association NW - Korean
China, Korea and	 Grace Korean Church - Korean
<mark>Taiwan)</mark>	 Korean Society of Vancouver - Korean
	 Mandarin Immersion Parents of Vancouver Quan Ren - Chinese
	 Taiwan Friendship Association (In Portland and SW WA) - Taiwanese
	 Vancouver Chinese Association (VCA) – Chinese
	 Eastland Sushi and Asian Cuisine - Japanese
	 Great Taste Chinese Restaurant - Chinese
	Golden City - Chinese
	■ Good Taste Restaurant - Chinese
	 Mar's Chinese Cuisine - Chinese
	 Makoto Japanese Buffet - Japanese
	■ Tang's Wok - Chinese
	China Cook - Chinese
	Szechuan Brothers - Chinese
	Kenji's Ramen & Grill - Korean Grand Too Kitchen Chinasa
	Green Tea Kitchen - Chinese
	 King Kong Korean BBQ - Korean Dula Tariyaki Japanesa
	 Du's Teriyaki - Japanese Johi 18 Teriyaki - Japanese
	Ichi 18 Teriyaki – JapaneseKoreatimes.com – Korean
	The Noreal Central Bally Noreall
	 The North American Post - Japanese

Southeast Asian	 Filipino American Association of Vancouver WA - Filipino
(Thailand, Vietnam,	 Khmer Buddhist Organization of Pacific NW - Cambodian/Khmer
<mark>Cambodia,</mark>	 WA Oregon Kachin Baptist Church (also in Vancouver, WA)
Philippines, Laos and	(Myanmar/Burma) - Myanmar/Burma
<mark>Indonesia)</mark>	 Alex's Philipino Store - Filipino
	Thai Little Home - Thai
	 Thai Orchid Restaurant - Thai
South Asian	 Guru Ramdas Gurudwara Sahib - Indian (Sikh)
(Afghanistan, India,	 Maharaja Bhangra Group - South Asian
Pakistan,	 Vancouver International Market (Halal Meat & Grocery) - Multiple
Bangladesh, Sri	■ Taste of India - Indian
Lanka, Nepal,	 Chutneys Indian Restaurant and Grocery Store - Indian
Bhutan and	
Maldives)	
Filipino	Filipino American Association of Vancouver WA Filipino
	 Alex's Pilipino Store
	Filipino American Herald
	 One Philippines
Pacific Islander	Chuukese Evangelical Church (Micronesia) - Chuukese - Micronesia
(Marshall Islands,	 First Samoan Church Assembly of God - Samoan
Samoa, Micronesia,	
Guam)	
Middle East	 Arabic school of SW WA
Native Hawaiian	 Kiawe Island Bistro
	Hawaiian Style Grill
Seniors	

Youth	
Gender Based	
Groups	
LGBTQ+	
Language	 American West Vancouver Chinese School
Schools	 Arabic school of SW WA
	 Mandarin Immersion Parents of Vancouver Quan Ren
Faith Based	 Bahais of Vancouver, WA
	 Chinese Christian Agape Church
	Chinese Evangelical Church of Vancouver
	 Chuukese Evangelical Church (Micronesia)
	First Samoan Church Assembly of God
	Grace Korean Church
	Guru Ramdas Gurudwara Sahib
	Huong Van Buddhist Center
	Islamic Society of South West WA
	Khmer Buddhist Organization of Pacific NW Link Con Buddhist Association Buddhist Bud
	Linh Son Buddhist Association Buu Hung Monastery
	Vietnamese Baptist Church Tin Lanh Vancouver N/A Organ Kashin Baptist Church (also in Vancouver N/A)
	 WA Oregon Kachin Baptist Church (also in Vancouver, WA) (Myanmar/Burma)
	■ Bửu Hưng Tu Viện
	Mill Plain United Methodist Church - Chuukese
	St. Joseph's Catholic Church - Filipino St. Joseph's Catholic Church - Filipino
	- St. Joseph 3 Catholic Charen - Filipino
Businesses	Tola Angkor Asian Market
and	Sorya Asian Market
Economic	 Ocean King Market
Developm	 Alex's Philipino Store
ent	 Vancouver International Market (Halal Meat & Grocery)
	S & I Asian Market
	 Taste of India
	 Chutneys Indian Restaurant and Grocery Store
	Eastland Sushi and Asian Cuisine
	Great Taste Chinese Restaurant
	■ Golden City
	Good Taste Restaurant
	Mar's Chinese Cuisine
	Thai Little Home
	Makoto Japanese Buffet Tangle Welt
	Tang's WokThai Orchid Restaurant
	China Cook
	Szechuan Brothers
	Kenji's Ramen & Grill
	■ Green Tea Kitchen
	King Kong Korean BBQ
	■ Du's Teriyaki
	Kiawe Island Bistro
	Hawaiian Style Grill
	Ichi 18 Teriyaki
	,

Employee Resource Groups	
Others	 Tola Angkor Asian Market Sorya Asian Market Ocean King Market Vancouver International Market (Halal Meat & Grocery) S & I Asian Market Columbia River Economic Development Council Southwest Washington Workforce Development Council SCORE Vancouver Small Business Development Center - Vancouver Greater Portland, Inc Vancouver's Downtown Association WSU API Club International Examiner

UNIQUE BARRIERS TO SPECIFIC COMMUNITIES:

BARRIFRS

TRATEGIES TO ADDRESS THEM

BARRIERS		STRATEGIES TO ADDRESS THEM	
unders census Distrus Fear ca suprem Communication WA Sta A large outread cultura strateg A mixed Technol Census Due to familied	mmunities do not tand the importance of the t in Government. Sused by presence of white nacy in the area. Unities of Color feel more sted to Portland, OR than to		Accurate translation and interpretation Addressing WHY the census is important, what is at stake and confidentiality laws and efforts Disseminating the message often and repetitively to inform communities on the impacts: districting, fund distribution etc. Next generation needs to be involved. High Schools are a convening point for families of color. There are 6 high schools in Vancouver, WA: Skyview High School, Vancouver iTech Preparatory, Columbia River, Fort Vancouver, Hudson's Bay and Lewis and Clark. Churches: Saint John's Catholic Church (over 500 POC) Businesses: Nail shops and salons along 4 th Plan Corridor Partnering with libraries and other entities and organizations is recommended to address access online Holding intimate conversations at homes Ethnic media and social media Doing outreach at multicultural events and community centers. Oregon has a CFAA festival, which

	encompasses Filipino organizations in WA and OR. Doing outreach at farms, reservations and to rural communities was also a recommendation.
East Asian	
South Asian	
SE Asian	
Filipino	 Churches such as St. Joseph's Catholic Church
Native Hawaiian	
Pacific Islander	 Chuukese- There have been challenges with communication, so accurate translation and interpretation are key strategies. Churches are a place to start with this community: Mill Plain United Methodist Church

Clark County Asian Pacific American Census 2020 Engagement

I. Local- WA State Resources:

- 1. <u>Toolkit from Washington Nonprofits.</u> Includes one pagers, templates for emails, press releases, newsletters, radio PSA scripts, FAQs, timelines, flyers and posters (with APA families represented): https://washingtonnonprofits.org/2020-census-action-kit-for-nonprofits/
- 2. The Office of Financial Management from WA Statewide has a centralized location for factsheets, studies, focus group reports, flyers, technical programs, toolkits and links to websites to other WA State and nationwide organizations. https://ofm.wa.gov/washington-data-research/population-demographics/decennial-census/2020-census-everyone-counts/2020-census-resources

II. Federal- Census Bureau Resources:

- 3. One pager on the basics of the census: https://www.census.gov/partners/census101.pdf
- 4. <u>Sample Copy of the 2020 Census Questionnaire:</u> https://2020census.gov/content/dam/2020census/materials/partners/2019-08/2020-informational-questionnaire.pdf
- 5. Non-English Language Support in the Census 2020: https://census.ca.gov/wp-content/uploads/sites/4/2019/06/Informational-Webinar-Overview-of-2020-Census-Non-English-Language-Support-031919.pdf
- 6. Faith Toolkit: https://www.sec.state.ma.us/census2020/img/pdf/Census-2020-Faith-Toolkit.pdf

III. Other Jurisdictions- Resources:

- 7. Asian Americans Advancing Justice (AAAJ) is a national affiliation of five leading organizations advocating for the civil and human rights of Asian Americans and other underserved communities to promote a fair and equitable society for all. Their toolkit includes FAQs, timelines, facts for AANHPI communities. AAAJ's website is one of the most comprehensive ones for AANHPI communities with factsheets, webinars, translated materials and resources from partner organizations.
 - Toolkit:
 https://static1.squarespace.com/static/5b9012299772ae95969d6c92/t/5d5ab0dc762d4000013
 cbafd/1566224606203/Census+2020+GOTC+Toolkit+-+RCC+update+-+8.15.2019.pdf
 - Census Website: https://www.countusin2020.org/resources
 - Slide Deck on AA Messaging Research Based on Community Feedback: https://uploads-ssl.webflow.com/59fb4f76691c1b000103c309/5bce02ebd44cf4fb3271f859 2020 Census Messaging Research Presentation AAJC.pdf
- 8. The Asian Pacific American Labor Alliance has a Census AAPI focused website with toolkits, timelines, graphics, printable materials in language and links to additional resources: https://www.apalanet.org/census.html



9. <u>Toolkit for People Living with Disabilities:</u> <u>https://www.disabilityrightsca.org/post/2020-census-disability-community-toolkit</u>

IV. Data on Hard-To-Count Communities in the Census:

- 10. Which are the Hard-To-Count (HTC) Communities in the Census? <a href="https://ofm.wa.gov/washington-data-research/population-demographics/decennial-census/2020-census-everyone-counts/2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-2020-census-what-you-need-know/hard-count-population-pop
 - Article: "The Census is a Threat to Communities of Color." NAACP General Counsel Bradford Berry. The Washington Post. April 30, 2018: https://www.washingtonpost.com/opinions/the-census-is-a-threat-to-communities-of-color/2018/04/30/4518b17e-498a-11e8-8b5a-3b1697adcc2a story.html?utm term=.94c47c680aaf

11. Asian Americans and Native Hawaiians and Pacific Islanders (NHPIs) in the Census

- Fact Sheet: Will You Count? Asian Americans and Native Hawaiians and Pacific Islanders (NHPIs) in the 2020 Census
- Article: https://www.api-gbv.org/resources/census-data-api-identities/
- Article: https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&lvlid=63

12. Young Children in the Census

- Fact Sheet: Hard to Count: Young Children and Their Communities
- Article: https://fivethirtyeight.com/features/a-million-children-didnt-show-up-in-the-2010-census-how-many-will-be-missing-in-2020/

13. Middle Eastern and North African Americans in the Census

- Fact Sheet: Will You Count? Middle Eastern and North African Americans (MENA) in the 2020 Census
- Article: https://www.latimes.com/projects/la-me-census-middle-east-north-africa-race/

14. People Experiencing Homelessness in the Census

- Fact Sheet: Will You Count? People Experiencing Homelessness in the 2020 Census
- How will people experiencing homelessness be counted in the 2020 census? https://www.ofm.wa.gov/washington-data-research/population-demographics/decennial-census/2020-census-everyone-counts/2020-census-what-you-need-know/hard-count-population-2020-census/counting-people-experiencing-homelessness-during-2020-census

15. Low Income Households in the Census

■ Factsheet: Will You Count? Households with Low Incomes in the 2020 Census

16. Renters in the Census

■ Factsheet: Will You Count? Renters in the 2020 Census

17. LGBTQ Communities in the Census

- Article: https://people.howstuffworks.com/will-2020-census-count-lgbtq-community.htm
- Article: http://news.gallup.com/poll/201731/lgbt-identification-rises.aspx



18. Incarcerated People in the Census

- Article: https://www.huffingtonpost.com/entry/2020-census-prison-population-us-5a7cb966e4b044b3821b0507
- FAQ: https://www.prisonersofthecensus.org/faq.html

V. Mapping Hard-To-Count (HTC) Areas:

- 19. <u>Tool Online: Census Bureau Engagement Navigator</u>. Allows users to understand what areas of the country had high or low return rates in the 2010 census, and the current demographic makeup of these neighborhoods. The navigator combines the 2010 census mail return rate and latest American Community Survey statistics down to the census tract level: https://www.census.gov/library/visualizations/interactive/engagement.html
- 20. <u>ROAM (Response Outreach Area Mapper).</u> Tool from the Census Bureau that shares anonymous information on the demographics of all census tracts: <u>https://www.census.gov/roam</u>
- 21. Interactive map with forecasted undercounted populations in 2020: https://ofm.wa.gov/washington-data-research/population-demographics/decennial-census/2020-census-everyone-counts/2020-census-everyone-ce
- 22. Interactive map with details on undercounted populations based on the 2010 census: https://www.censushardtocountmaps2020.us/

VI. MEDIA

- 23. <u>Video from the Asian Pacific Development Center.</u> "Why Asian Communities Need to be Represented in Census 2020 Can we Count on you?" https://www.youtube.com/watch?v=mDlzH12pQY8
- 24. Census Overview with Subtitles:
 - https://www.youtube.com/watch?v=HMaaH6Suf98&feature=youtu.be
- 25. <u>Census Bureau YouTube Channel: https://www.youtube.com/playlist?list=PLewV-zKXDZki3m8jrb0VJcnPatHEkkZDm</u>
- 26. Census Overview from Washington Nonprofits: https://vimeo.com/270481348
- 27. <u>Webinars, digital organizing tools, technology FAQs from the Leadership Conference for Civil and Human Rights: https://censuscounts.org/resources/</u>
- 28. Counting Young Children in the 2020 Census the Role of Schools.
 - Comprehensive Website: https://countallkids.org/
 - Webinar: https://www.youtube.com/watch?v=6Dj527Eq-al
 - Slide Deck Used in the Webinar: https://www.cgcs.org/cms/lib/DC00001581/Centricity/Domain/302/Census2020Webinar.pdf

VII. COMPREHENSIVE WEBSITES FROM OTHER JURISDICTIONS

- 29. Pierce County: https://www.piercecountywa.gov/5853/2020-Census
- 30. Houston In Action: https://www.houstoninaction.org/census-toolkit/
- 31. San Mateo County: https://cmo.smcgov.org/census-2020-outreach-resources

