



State Representative Andrea Salinas, HD-38  
Co-Chair, Oregon Complete Count Committee

# Oregon Complete Count Committee

The Oregon Complete Count Committee (OCCC) is the official 2020 Census statewide advisory body to the State of Oregon and the Office of Governor Kate Brown. The OCCC has the charge of recommending strategies that promote the 2020 Census to ensure a fair and accurate count for Oregon.

**The Mission:** Ensure that Oregonians receive their fair share of federal resources and congressional representation over the next decade by creating awareness and encouraging full participation in the 2020 Census.

**Membership:** Members of the OCCC are appointed by Governor Kate Brown and represent diverse populations and service sectors from across the state.

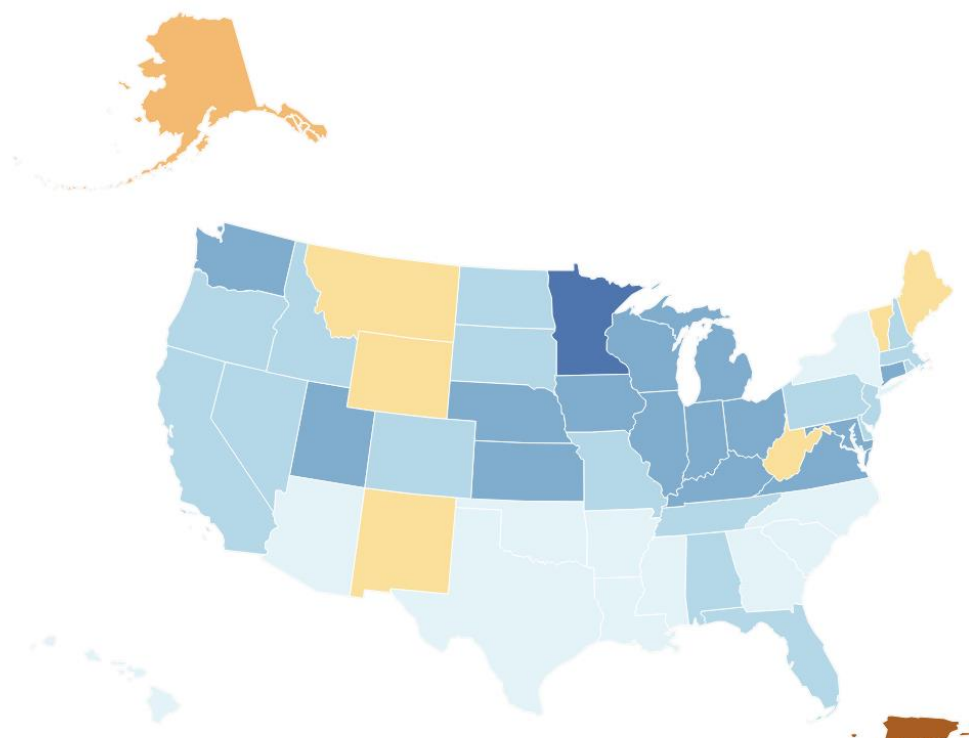
**Meetings:** Meets monthly through the course of the 2020 Census campaign

# Why is the Census important to Oregon?

- Oregon received \$19.04 billion in federal funding in FY 2017
- Funding primarily for social safety net programs including: Medicaid, Children's Health Insurance Program; Section 8 housing; Supplemental Nutritional Assistance Program (SNAP); and the Women, Infants and Children (WIC) Program
- Oregon currently receives over \$8 billion per year from HHS, over \$6.6 billion of which goes to Medicaid
- 5 federally funded programs use the Federal Medical Assistance Percentage (FMAP) to reimburse states based on census data:
  - Medicaid, the Children's Health Insurance Program (CHIP), Title IV-E Foster Care, Title IV-E Adoption Assistance, and the Child Care and Development Fund

National  
Self-Response  
**59.8%**

Oregon  
Self-Response  
**62.7%**



Census Response  
Rates as of May 22,  
2020

Self-Response Rate (%)

|      |       |       |       |       |       |       |       |       |        |
|------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| 0-15 | 16-30 | 31-40 | 41-50 | 51-56 | 57-62 | 63-68 | 69-74 | 75-85 | 86-100 |
|------|-------|-------|-------|-------|-------|-------|-------|-------|--------|

Oregon Total Self-Response Rate

# Oregon Response Rates

- As of May 22<sup>nd</sup>, Oregon's Self Response rate was 62.7% (17<sup>th</sup> in the nation)
  - National response rate: 59.8%
  - Minnesota leads with a response rate of 69.8%
- Oregon's 2010 Self Response Rate: 66.9% (25<sup>th</sup> in the nation)
- Oregon's 2000 Self Response Rate: 68% (20<sup>th</sup> in the nation)

# Hard-to-Count (HTC) Populations

- Of the estimated 4.3 million residents of Oregon, 1.3 million are considered “Hard-to-Count”
- They are individuals who are:
  - Hard-to-locate
  - Hard-to-contact
  - Hard-to-persuade
  - And/or hard-to-interview
- Hard to Count (HTC) communities are generally made up of people of color, people living in rural communities, children under 5, renters, crowded households, single-parent households, immigrants, low-income people, people with limited English proficiency, and people living in multi-family housing.

# Partnerships for Success

- To reach Oregon's HTC populations, the State of Oregon and OCCC has partnered with the [Census Equity Funders Committee of Oregon \(CEFCO\)](#)
- Creating a public and private pooled fund, \$7.5M from State, that supports community capacity for census engagement in HTC communities
- This collaboration has resulted in the creation of #WeCountOregon - a community led effort to ensure that hard to count communities understand how the census impacts them and consequently participate in it.

# We Count Oregon Campaign

- Goal: 200,000 Hard-to-Count Contacts – 59,429 (29.71%) as of May 1<sup>st</sup>
- 100+ community partners (organizations) engaged
- 50,000 text to pledge
- 8,159 trained community ambassadors
- 13 anchor organizations running 12-20 person teams
- Provided tools and guidance to statewide partner to quickly shift outreach and communications strategies in light of COVID-19

# Census Assistance Centers (CACs)

- Census Assistance Centers (CAC): Service organizations, other non-profits, or public agencies that are safe spaces where HTC people can fill out their census online. CACs have a strong and direct connection with the communities they serve.
- There are 48 CACs and at least one in every county
- During COVID-19, CACs are shifting their work to continue serving their communities:
  - Phone banking
  - Online community trainings
  - Serving clients by phone and online options

# Conducting the Census During COVID-19

With the leadership of the We Count Oregon Campaign, the OCCC has requested that all 2020 Census statewide partners:

- Suspended any door-to-door operations until further notice
- Canceled all in-person planned events and trainings, and moved them online
- Focus and enhance digital communications strategies such as phone banking, texts, social media, virtual events and others

# 2020 Census Operational Changes

- Self Response deadline has been extended from July 31<sup>st</sup> to October 31<sup>st</sup>
- Non-Response follow up is set to begin August 11<sup>th</sup>
- [www.Oregon2020Census.gov](http://www.Oregon2020Census.gov)
- <https://wecountoregon.com>