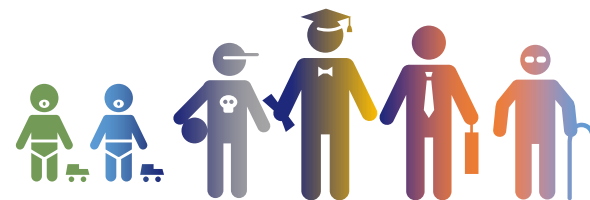




# Oregon Complete Count Committee Overview

## What was different for Oregon in 2020?

- Highly politicized census
- COVID-19 global pandemic
- First decennial census that could be completed online
- First census that the State specifically set aside funding for outreach to Hard-to-Count communities
- First time Oregon officially formed a Complete Count Committee

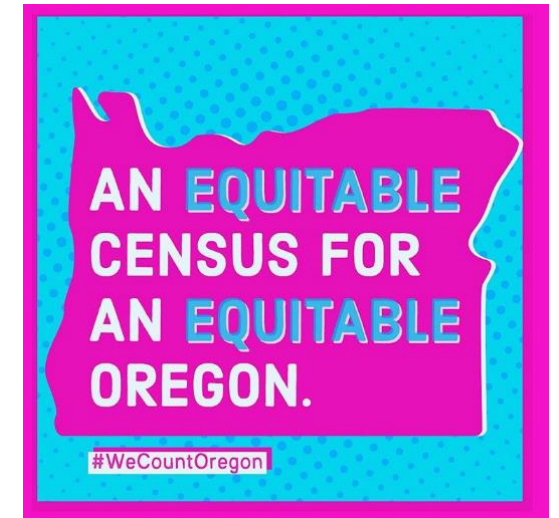


- 2020 Census advisory body to Governor Kate Brown and the State of Oregon
- First convened in April 2019
- The OCCC recommended strategies that safeguarded and promoted the 2020 Census
- Information collection and sharing



## Hard-to-Count Communities and Populations:

- Include Black, Latino/Latina/Latinx, Asian, Pacific Islander, and Tribal and Native American communities, children under 5, rural residents, immigrants, refugees, people experiencing homelessness, and others
- These communities have been historically undercounted and underrepresented in census enumeration
- An accurate and complete count of *all* of Oregon's residents means fair political representation, distribution of public resources, and necessary data for equitable policymaking





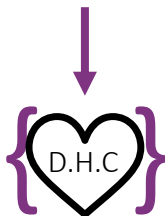
## CEFCO

### Hard to Count Campaign



\$7.5M  
set aside by  
the State

Fiscal Agent: United Way of the Columbia-Willamette



### We Count Oregon

Funding used for various field operations and media campaigns specifically focused on Hard-to-Count communities.

## Successes & Key Takeaways

- Increased focus on inclusive and culturally specific outreach
- Institutional knowledge gained for the 2030 Census
- As of data reported on October 27<sup>th</sup>, 2020, the statewide self-response rate improved by 2.3% since the 2010 Census!



# Thank you!

Please feel free to reach out with any questions:

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