Oklahoma’s Campaign for a Complete Count for the 2020 Census

Evaluation and Recommendations

Final Report of the Oklahoma Census 2020
Complete Count Committee
5/21/2021
# Table of Contents

Executive Summary.................................................................................................................. 2

Background ............................................................................................................................... 2

Campaign for a Complete Count............................................................................................. 4

Laying the Groundwork for a Complete Count......................................................................... 5

Building the Team for a Complete Count................................................................................ 6

Unprecedented Challenges to a Complete Count ................................................................. 8

Campaign Messaging and Marketing for a Complete Count.................................................. 10

Outcomes ................................................................................................................................ 12

Evaluation Data and Methodology .......................................................................................... 12

What Remained Challenging ................................................................................................... 12

Preparing for a Complete Count in 2030 ............................................................................... 13

  * Partner Feedback: Survey Questions and Representative Responses ........................... 13
  * What worked well? ............................................................................................................... 13
  * What could’ve worked better? ............................................................................................. 14
  * What would you add to or eliminate from Oklahoma’s plan in 2030? .............................. 14
  * What else would you like the State Complete Count Committee to consider? ................. 15

  * Lessons from Commerce Staff ......................................................................................... 15

  * Recommendations of the State Complete Count Committee ........................................ 17

Acknowledgements ................................................................................................................ 18

Appendix .................................................................................................................................. 18

Abbreviations ........................................................................................................................... 18
Executive Summary

This report:

1. Analyzes the Census Process and

The decennial census count is a crucial tool policymakers use to ensure equitable distribution of political representation and resources. It is used to determine congressional representation and redistricting. Each year, the federal government uses census data to inform the distribution of nearly a trillion dollars to states for hundreds of government programs and services.

The 2020 census marked an unprecedented effort by Oklahoma government agencies, nonprofits, businesses, and community-based organizations collaborating to engage in statewide census efforts. Their unified mission was to ensure a complete, accurate count of all Oklahomans in the 2020 census, especially those in historically hard-to-count populations and hard-to-enumerate areas.

Under the direction of the State Complete Count Committee (SCCC), the Oklahoma Department of Commerce (ODOC) led Oklahoma’s efforts to prepare for, organize, and guide the state campaign using existing staff resources and non-earmarked funds from the agency’s budget.

For success in 2030, identify, cultivate, and maintain strategic partnerships. Begin planning and organizing early and secure funding commensurate with both the challenge and the opportunities related to the decennial census.

Background

Prior to the 2020 census, estimates reported approximately 34 percent (1,331,759) of Oklahomans were considered hard-to-count (HTC) due to geography, race, ethnicity, or limited access to technology. Those at the highest risk for miscount were people of color, as well as children under five years of age. In addition, the majority of the hardest-to-count census tracts within Oklahoma are in rural communities with limited internet access. A census undercount would have a significant financial impact on Oklahoma. If only 10 percent of the hard-to-count population were not counted, Oklahoma would lose more than $186.4 million in federal funding each year of the next decade, until a new census occurred. The State developed and implemented a comprehensive outreach and education plan. From August 2019 through November 2020, ODOC convened a statewide census collation, provided marketing materials and information to local groups, and used its Rural Development Specialist team to educate and assist local efforts.

The 2020 census is a critical and powerful information source that will significantly influence American policy for the upcoming decade. A complete and accurate census holds a promise of equity and fairness for political representation during the redistricting process, but also for the distribution of hundreds of billions of federal dollars nationwide. The failure to enumerate Oklahoma’s population fully could result in devastating consequences, including reductions in access to federal services and resources.

Oklahoma’s legislature did not appropriate any state funds for the 2020 census even though the decennial census counts are used to allocate federal funds to state-level programs. In fiscal year 2016, Oklahoma received $9.36 billion through 55 federal spending programs with
allocations guided by data derived from the 2010 census. When divided by the total number of residents, the amount listed previously equals about $2,500 per Oklahoma resident. In addition, the federal government in 2020 distributed Coronavirus Relief Fund (CRF) funds to states based on population counts from the 2010 census.

Oklahoma’s legislature did not appropriate any state funds for the 2020 census.

Twenty-eight states appropriated funds to support the 2020 Census. With the exception of California, state appropriations ranged from $400,000 to $30.5 million, with an average of $5.68 million. California was a notable outlier as it appropriated $187 million starting in 2017. Four states did not appropriate funds until 2020. At the conclusion of the 2020 census enumeration, all four of those states ranked in the bottom 10 for self-response rates — suggesting that both timing and allocation of funds are significant factors to ensuring a complete and accurate census count. States that invested in the census early showed the impact of their investment when larger proportions of their population self-responded to the 2020 census.

Further, there was no coordinated effort to seek private funding support for a statewide effort. Several nonprofit organizations reported that their efforts to raise funds for their census promotion efforts were made more difficult because the State had not first committed funds to it.

In August 2019, Governor Kevin Stitt established the State Complete Count Committee (SCCC) by Executive Order 2019-32 (see Appendix A), which appointed as its chair Brent Kisling, Executive Director of the Oklahoma Department of Commerce (ODOC). Marnie Taylor, President and CEO of Oklahoma Center for Nonprofits, was appointed vice-chair. Under Director Kisling, ODOC staff provided support for the Committee’s work to educate, motivate, and activate Oklahomans to respond to the 2020 Census.

By the time of the Governor’s order, 35 other states already had established complete count committees, most of which were established similarly through executive orders issued by their governors. The committee comprised 20 people, each directly appointed by the governor. The text of executive order reflects the intent for the committee to be bipartisan and to represent “State government, all levels of local government, Oklahoma's Indian Tribes, business, academia, community and nonprofit organizations, ethnic and faith-based communities.” The order also mentions that the committee should represent all “gender, racial, economic, and geographic communities of [Oklahoma] to reflect its diversity.”

The members appointed were Kara Berst, Russell Boyd, Ty Burns, Hannah Davis, Jason Dunnington, Shannon Fleck, Lisa Greenlee, Chuck Hall, Brent Kisling, Kevin Matthews, Brian McClain, Kyle Ofori, Francellies Otero, Lisa Powell, Becky Reynolds, Adam Soltani, Marnie Taylor, Carolyn Thompson, Valerie Thompson, and Matt White (see Appendix B). The SCCC met twelve times (see Appendix J).
Campaign for a Complete Count

An accurate count of the Oklahoma population in each decennial census is essential to receive its equitable share of federal funds and political representation, through reapportionment and redistricting. It plays a vital role in many areas of public life, including important investments in health, education, housing, social services, highways, and schools. Without a complete count in the 2020 Census, the State faced a potential loss of congressional seats and billions of dollars in much needed federal funding. Only with a complete count does Oklahoma receive the share of funding the State deserves with appropriate representation at the federal, state, and local government levels. The high stakes and formidable challenges made this Oklahoma Complete Count Census 2020 Campaign (Campaign) the most important to date.

The Oklahoma Department of Commerce developed a four-phase plan for its 2020 census efforts:

1. data collection/preparation,
2. partnership development,
3. marketing campaign, and
4. communication.

The data collection phase consisted mainly of LUCA, a Participant Statistical Area Survey, a Boundary and Annexation Survey, and the New Construction Survey. Some examples from the Partnership Development phase included Oklahoma’s SCCC hosting meetings in each quadrant to promote more local and tribal CCCs, and starting a Census Ambassador program (see Appendix I). The Census Ambassador program consisted of 16 Census Ambassadors from various state agencies to lead agency efforts and share ideas for census promotion. Although state funds were not directly allocated for census promotion, ODOC identified funds within its budget to employ for census use. ODOC’s Marketing Campaign phase used more than $400,000 from the agency’s budget to develop the OK, Let’s Count! campaign and collateral material development. To keep partners informed and engaged, from March 2019 to November 2020 ODOC sent weekly emails providing current self-response rates by county, encouragement, and other timely information.
Laying the Groundwork for a Complete Count
The Research and Economic Analysis division (Research) is an official Census partner and operates the Oklahoma State Data Center. In early 2018, Research began preparing for the Local Update of Census Addresses (LUCA) program. LUCA is an opportunity for state, local, and tribal governments to review and comment on the U.S. Census Bureau’s residential address list for their corresponding jurisdictions. By participating in LUCA, governments can improve census counts in their communities. Upon receipt of Census Bureau address lists, governments had 120 calendar days to review, update, and return their materials. Participating in LUCA was a massive undertaking, often requiring staff to drive through neighborhoods across the state to document and check addresses where local governments had not signed on to provide the data needed. Research submitted 352,951 residential addresses and the U.S. Census Bureau accepted 342,630 of them.

Without the 46,377 addresses added because of ODOC’s efforts, Oklahomans in those addresses would likely not have been counted – potentially missing 115,000 Oklahomans.

As a part of LUCA, ODOC’s Research staff began by reaching out to tribal nations, all 77 county assessors, and local communities across the state requesting addresses constructed since 2010. Research also purchased lists of residential addresses from private vendors. Despite this effort, it was evident that the addresses received were lacking when compared to satellite images. After determining that more effort was needed, Research began assessing regions where the available addresses did not correspond to satellite images and then began driving the state when addresses could not be found from online resources such as Zillow, Google Maps, etc. Through this driving effort, Research compiled a list of 352,951 addresses across the state. After submitting them, Census Bureau accepted 342,630 addresses and indicated that 46,377 addresses were new to the Census Bureau’s Master Address File. Without the 46,377
addresses added because of ODOC’s efforts, Oklahomans in those addresses would likely not
have been counted – potentially missing 115,000 Oklahomans in the enumeration.

Leading up to the 2020 Census, Research was also involved in the Participant Statistical Area
Survey, the Boundary and Annexation Survey, Count Review, and the New Construction
Survey. These programs continued the ODOC’s involvement with the Census Bureau.

Building the Team for a Complete Count
At the root of Oklahoma’s efforts was the conviction that trusted messengers and trusted
messaging in trusted places would help individuals learn about the 2020 Census and complete
the form.

ODOC began in early August 2019 to assemble a dynamic and robust infrastructure of
community-based organizations, philanthropic organizations, counties, cities, Tribal
Governments, and grassroots organizations, as well as educational institutions and sector-
focused entities to work together for a more complete count. Through collective and coordinated
action, these partners were able to strengthen and deepen their impact across Oklahoma.

Tribal Governments have been historically the most undercounted groups of
any population in the census.

On August 26, 2019, ODOC held a statewide campaign “kickoff” event where 121 local leaders
received training from the U.S. Census Bureau on building and leading local Complete Count
Committees. This complemented the census coalition of tribal and local governments as well as
nonprofit organizations, like the Oklahoma Center for Nonprofits (OCNP) and the Oklahoma
Institute for Child Advocacy (OICA).

ODOC gathered these partners to maximize and combine their talents, resources, networks,
and passions together to amplify the complete count message in order to educate, motivate,
and activate their constituencies to complete the census questionnaire or online form. The
approach relied heavily on grassroots organizing, digital messaging, and outreach to those least
likely to fill out the census form.

On November 4, 2019, the SCCC submitted recommendations to the Governor and his Cabinet
Secretaries to engage all state agencies in the campaign (see Appendix C).

ODOC also included state agency partnerships to develop a comprehensive outreach program
tailored for each participating state agency. To be most effective, outreach efforts leveraged
existing activities already conducted by each agency as they provided programs and services to
Oklahoma’s communities. Through ODOC’s Census Ambassador initiative, 16 agencies served
as advocates for a complete count for both their clients and their employees (see Appendix D).
The Governor and Lieutenant Governor leveraged free media by mentioning the importance of the Census in all speeches, presentations, communications with other government officials, nonprofits, etc. in Oklahoma. The Oklahoma State Senate formed a bipartisan group to promote participation in the Census and Senate staff regularly produced opinion pieces and other messaging for members.

Several ODOC divisions engaged in supporting the Census efforts. The Business Development division’s Regional Development Specialist team educated and encouraged local leaders and groups about the importance of the Census. The Research and Economic Analysis division committed an enormous amount of staff time on LUCA and other preparatory initiatives. The Marketing and Communications division created and hosted a nationally recognized website and marketing materials, developed informational materials for partners, and created social media events that boosted exposure (see Appendix E). The Community Development division provided county-level information on Community Development Block Grant (CDBG) funding since the 2010 Census, as a way to remind local leaders of “what’s in it for them” (see Appendix K). The Main Street division encouraged all of its program directors and the members of more than 27 local boards to promote the Census. And the Executive division committed $400,000 from ODOC’s budget to fund the state’s marketing campaign. It devised an action plan, identified local coordinators covering all 77 counties, promoted the establishment of Complete Count Committees in nearly all 39 federally recognized tribal nations in Oklahoma, coordinated the engagement efforts of more than 16 other state agencies, and reached out to Workforce Investment Boards and local elected officials across the state (see Appendix F and G). In addition, each week it provided county-level self-response rate information showing current rankings and week-over-week progress to hundreds of members of the census coalition in all 77 counties (see Appendix L and M).

The SCCC and ODOC designed their efforts to supplement and complement the work of the U.S. Census Bureau, which was responsible for the actual enumeration.

Alongside the State’s efforts, the U.S. Census Bureau operated its own extensive outreach campaign. Key regional U.S. Census Bureau leadership regularly communicated with ODOC. While there was some coordination between ODOC, partners, and the U.S. Census Bureau, closer coordination and alignment of enumeration operations and outreach efforts may have increased the success of the complete count effort. U.S. Census Bureau partnership specialists positions assigned to regions in Oklahoma were not fully staffed and faced retention challenges.
Unprecedented Challenges to a Complete Count

The 2020 Census brought an unprecedented level of new challenges to all states. For the first time, the U.S. Census Bureau sought to collect data from households through an online form. The American Community Survey estimated that 22.6 percent of Oklahoma households have no internet access or dial-up only. While the implementation of digital forms sought to reduce costs and increase participation, its immediate impact is still unknown as of this writing, and it may have substantially changed how many households responded to the census, especially given the significant number of resident who lacked internet access/broadband service. This effect may have been compounded because the Census Bureau also reduced the number of both on-the-ground staff (including enumerators) and regional census offices for 2020.

The months-long controversy over adding a citizenship question to the census may have deterred households with mixed documentation status, recent immigrants, and undocumented immigrants from participating, fearing that this question could be used against them. Despite the U.S. Supreme Court ruling that the citizenship question could not be asked on the census, fear and mistrust among HTC communities was prevalent throughout the 2020 census.

Adding to the difficulty were demographic changes that included increasing segments of the U.S. population speaking languages other than English, the highly mobile nature of many populations, a contentious political climate, a growing mistrust and distrust of government, and rising concerns about privacy may have discouraged people to open their doors, or use computers, to participate.

Partners shared how local, statewide, and national politics increased challenges in conducting outreach. For example, social justice movements against anti-Black racism highlighted historic and systemic traumas among many Black or African American Oklahomans, amplifying mistrust and distrust in government institutions. Anti-immigrant messages threatening a citizenship question, anti-Asian and anti-Hispanic racism, and xenophobic COVID-19 rhetoric challenged partners to combat misinformation and support their communities as trusted messengers.

In March 2020, just as the census began in most places across the country, large-scale quarantines and shutdowns occurred because of COVID-19, which played havoc with the count.

Perhaps the biggest challenge to Census operations came unexpectedly and broadly from the novel Coronavirus (COVID-19) pandemic. Unfortunately, many planned in-person events, including Questionnaire Assistance Centers, were canceled in response to the virus. Small Group Quarters, such as senior centers or skilled nursing facilities, were in quarantine and partners had no way to reach residents to see if they had completed the census. Similarly, school closures across the state stymied plans to hold Questionnaire Assistance Centers in trusted places in the heart of neighborhoods in hardest-to-count areas. The cancellation of the Questionnaire Assistance Centers and Questionnaire Assistance Kiosks not only limited the ability to provide information and guidance, but it also eliminated an opportunity to mitigate the lack of access to broadband in many communities. In response, some partners began passing out flyers or door hangers to conduct outreach. Partners had to remain creative in their...
approaches over the many months of restricted mobility and few congregate gatherings. The same fear of COVID-19 was challenging to enumerators during the Nonresponse Follow-up Strategy, when some Oklahomans were reluctant to open their doors to strangers.

The inability to meet in person also challenged engaging with older adults, who may have had limited computer proficiency or comfort in sharing information using the online census portal. The cancellation of tribal community events such as powwows, dances, and other gatherings posed a significant challenge for engaging tribal communities in census outreach. When COVID-19 hit, many LGBTQ+ Oklahomans lost access to safe spaces they relied upon to connect with each other and access vital resources and information.

When it was safe to do so, some partners conducted in-person outreach while still maintaining COVID-19 safety protocols. Many hardest-to-count communities have low digital literacy or lack access to broadband and were not effectively reached through online methods. Some partners equipped their staff with personal protective equipment to conduct in-person outreach through community events. Many partners acknowledged that the personal touch was hard to replace, and they developed highly creative ways to maintain contact safely.

Car caravans or parades were a frequent strategy to see people and to be visible moving throughout the community. Partners used advertising, signs, and decorations to spread the word about the census throughout hardest-to-count tracts and across the broader community.

---

*The shift of most census activities to an online or digital format highlighted and reinforced existing inequalities related to the digital divide.*

---

The Census Bureau issued numerous changes to schedules and deadlines for conducting various phases of Census data collection. This often created confusion among partners and challenges to clear and trusted communication to local partners and the public.

Despite the ongoing challenges to keep attention on the census for an extended time, most partners were able to make the most of virtual platforms and media outlets to keep census messaging in the public view. Some partners integrated messaging around the pandemic and social justice with the importance of the census, and the constantly changing timelines and announcements by the U.S. Census Bureau kept the attention of the media.
Campaign Messaging and Marketing for a Complete Count

The SCCC chose as its slogan for the state campaign for the 2020 Census “OK, Let’s Count!” ODOC developed campaign messaging with three goals – educate, engage, and empower.

The key messages developed for the 2020 Census Campaign were:

- It’s fast – it takes less than 10 minutes to complete the questionnaire
- It’s easy -- you can complete it a number of ways (online, via phone, or mail)
- It’s safe – responses are protected by law and confidentiality is guaranteed
- It’s important – federal funding and political representation for your family/tribe/community depend on it for the next decade
- It’s required – the law requires participation in the Census

To reach the broad population of the state, the ODOC marketing team, with the guidance of the SCCC, collaborated with Staplegun (marketing firm) to produce assets and materials for its marketing campaign. A key element of this campaign was the website, OKLetsCount.org where organizations and individuals could find marketing assets, information, and more. Census partners used the materials to print their own handouts, produce their own billboards, and post the videos on their social media channels to help share the message.

The marketing campaign was designed so that all Oklahomans could see themselves reflected in the ads. Commerce held photo and video shoots with Oklahomans identified as recognizable leaders in their communities, with recommendations from the SCCC and other partner organizations. Images in all marketing materials were selected intentionally to reflect the diversity of the state’s population. Online materials were offered in multiple languages spoken in Oklahoma to facilitate outreach to all residents – English, Spanish, Vietnamese, Arabic, French, and Marshallese.

Images in all marketing materials were selected intentionally to reflect the diversity of the state’s population.

The marketing effort included a weekly Census partner resource newsletter that provided updated communications to a list of more than 900 email addresses. These emails included information about the availability of resources, best outreach practices, data updates, changes in Census operations, and more.

To broadcast the message about the importance of participating in the Census, a $325,000 media buy was used for social media, Google Ads, CTV
ads, radio spots, newspaper ads, homepage takeovers, billboards, and ads on bus shelters and benches. As the Census Bureau moved the self-response deadlines due to the pandemic, Commerce increased the marketing budget to accommodate additional promotion through radio, digital, and social media ads.

The media buy budget also included the purchase of community materials packets (“toolkits”) of various sizes. These packets included yard signs, window clings, flyers, posters and stickers for census partners at no cost to them. A distribution plan was devised and implemented with COVID-19 protocols in place to safely deliver (or make available for pick up) marketing materials for community partners to use in their communities.

Partners creatively leveraged communication mechanisms already in place to spread census messages beyond dedicated census activities. Examples include working with local utilities to put a flyer in monthly water bills; adding a census message at the bottom of emails from local government and agency employees; and introducing census messaging to callers while on hold. Many school district partners added census messages to school marquees. Other agencies mass-distributed messages via social media platforms and used social media to reinforce in-person canvassing.
Outcomes

LUCA – Of the addresses ODOC sent the Census Bureau in the LUCA process, more than 46,377 were addresses of which the Census was unaware.

Campaign – For its “ground game,” ODOC put together county coordinators or local or tribal CCCs that covered all seventy-seven counties of the state.

Self-Response Rates – When Census data collection ended on October 15, 2020, Oklahoma had achieved a self-response rate of 61.0 percent. Nationally, the final self-response rate was 67.0 percent. Oklahoma ranked 41st among the states. When compared to 2010 results, Oklahoma’s final self-response rate for the 2020 Census was 1.3 percentage points lower than its 2010 self-response rate of 62.3 percent, when Oklahoma ranked 40th among the states.

Population – Count and Growth Rate – In 2020, Oklahoma’s resident count was 3,959,353. Its overseas count (military and their families) was 4,163. Combined, these constitute the apportionment count, 3,963,516. Compared to the 2010 Decennial Census, that is 5.7% higher. Oklahoma’s population growth rate surpassed all of our neighboring states except Colorado and Texas.

Political Representation and Redistricting – Oklahoma neither gained nor lost a congressional seat. Redistricting at the state level has not been possible because of delays in the Census Bureau’s collecting and processing data. The Census Bureau will release results for state redistricting in September 2021. In order to meet requirements in the Oklahoma Constitution, the Oklahoma Legislature must convene a special session to address redistricting.

Evaluation Data and Methodology

This evaluation of the State’s effort includes three primary data sources.

1. Online Survey and Results
2. Analysis of Response Rate Data
3. Interviews / Partner feedback

What Remained Challenging

Even with extensive local knowledge, trusted messages, and trusted messengers, some communities or population segments remained challenging to reach. Additionally, several factors contributed to the difficulty in educating, motivating, and activating all residents to complete the census.

Anti-government sentiments: While mistrust and distrust of government was an anticipated barrier within immigrant communities, it was not limited to them. For example, one county law enforcement officer had to be educated after persistently obstructing a Census enumerator because, he said, “the government doesn’t need to be bothering people.”

Crowded housing and multi-unit dwellings: Outreach partners reported that property management refused to let U.S. Census Bureau enumerators into their multi-unit dwellings, or even release resident numbers or information, due to legal and confidentiality issues.

Group quarters: Because the U.S. Census Bureau conducts the Group Quarters Enumeration, it was difficult for local partners to confirm whether a facility was counted or not.
Households without broadband service: Digital outreach is less effective in communities with a high proportion of households lacking broadband service.

People experiencing homelessness: With the pivot to virtual outreach, people experiencing homelessness mostly could not be reached via digital platforms, and partners could not ask people to risk COVID-19 exposure to be counted.

Senior/older adult communities: Reaching seniors/older adults was harder with COVID-19, especially homebound seniors not going out and with worries about the possibility of census phone calls being a scam. Some seniors remained distrustful of their information being protected or secure in the online census form.

Tribal communities: Distrust of state and federal government is common among many people with Native American roots. Outreach to tribal populations has not always been a high priority or culturally appropriate. These factors have contributed historically to undercounts of tribal populations, with negative consequences regarding funding.

Many of the insurmountable barriers to achieving a complete count were due to unavoidable, unprecedented, and unique challenges that arose during 2020. However, some of the challenges related to infrastructure or planning, which provides opportunities to mitigate these challenges for the 2030 Census.

Preparing for a Complete Count in 2030
This section addresses insights from three unique perspectives: Partner Feedback, Lessons from staff, and Recommendations of the State Complete Count Committee.

Partner Feedback: Survey Questions and Representative Responses
ODOC conducted a simple, four-question survey in October and November 2020 reaching partners through both the Campaign website, www.OKLetsCount.org, and direct email. Here are the questions and some representative responses (see Appendix H).

What worked well?
“The work done to ensure the integrity of the addresses submitted to the U.S. Census Bureau was critical to the success of the Census and should be replicated next time. The Department [ODOC] also did a wonderful job keeping all partners informed and provided invaluable resources to local census committees. The partnership between the Department and the Census Bureau staff was great! There was always someone to answer our local committee’s questions. Engaging the non-profit sector from day one also helped greatly. The State Complete Count Committee maintained broad representation from all corners of the state, which was important. Information sharing is critical to any major initiative, and the Department did an outstanding job with this.”

“The census week model worked really well. A lot of people got engaged.”

“POSITIVE REINFORCEMENT DURING THE COUNT. Getting updates showing progress and locations that needed more attention were helpful for direction and energizing.”
“The kickoff meeting was beneficial to help get a better understanding of CCC. Weekly email updates [from ODOC] were also very beneficial!”

What could’ve worked better?

“It was difficult for our local committee to get a grasp on efforts and progress within our rural townships and rural residences. It would be great to see a map that included self-response rates as well as counts done by enumerators so that the local committee members could have seen total progress. Securing funding from the state of Oklahoma specifically for the Census would have been beneficial. It would be helpful to have pre-planned, state-wide initiatives to target low responding populations set at the beginning of the Census.”

“With COVID many of our ideas of having places to assist seniors in filling out the Census were all cancelled.”

“Planning ahead. More engagement between state agencies and representation and local committees.”

“Hopefully by 2030 more Oklahomans will have reliable internet access and our self-response rates will be better. “

“Funding to help rural municipalities is necessary for future successes. The lack of financial and staff support by the State of Oklahoma was detrimental to successful self-response counts as well as lack of broadband.”

“More and frequent communication with local groups regarding local census efforts. We often didn’t know what was being done, where, when, and by whom.”

“Engage the administrative and student leaders at colleges throughout the state to be involved in local CCCs.”

What would you add to or eliminate from Oklahoma’s plan in 2030?

“Communication between city and county complete count committees.”

“The ability for all CCC chairs to get together to discuss ideas or collaborate on efforts even if it broken up by region.”

“CENSUS SOLUTIONS WORKSHOPS. We held a free Census solutions workshop at the Oklahoma Department of Libraries led by a U.S. Census Bureau trainer from Washington, D.C. It was an outstanding exercise/workshop to parse out an outreach strategy for anyone - a county, a city, or a library. Every CCC in the state should have one of those a year ahead of time to plan and budget.

START EDUCATION EARLIER. Although this is my last statement, it is without a doubt the most important lesson learned from Census 2020. One handout, a commercial, or even talking with one person is not enough for a person new to the Census or with a fear of the government to understand and agree how important the Census is to them. It should be the goal to ‘touch’ every Oklahoman in a hard-to-count community multiple times before and during the Census count.”

“Start working on implementing the 2030 plan, identifying marketing needs and implementing prior to 2030. I believe Oklahoma was behind the curve on all aspects of marketing and
information to state agencies, local governments and nonprofits. Must engage, engage, engage in a timely manner.”

“The census cannot be conducted on the backs of nonprofits. It must be fully funded and planned well in advance.”

“Keep up the outreach to hard-to-reach populations and make sure they are represented in promotions and through grassroots efforts led by community members. Ensure everyone knows the benefit of responding and isn’t afraid of their information being shared inappropriately.”

What else would you like the State Complete Count Committee to consider?

“There was also a sizable trust issue between the people and the government. Several stated both privately and publicly that they were concerned that their information would be used against them, so didn’t answer.”

“Begin outreach in 2028 to local elected officials through groups such as OML, ACCO, COGs, Rural Water Boards, school districts, etc. Get on the agendas of their meetings and conferences to inform, educate, and organize them.”

“Challenge local CCCs to identify list of events, gathering spaces, etc. to target for outreach.”

Lessons from Commerce Staff

Start statewide Campaign planning during the Local Update of Census Addresses Program (LUCA) stage. Starting early is important. It takes time to build an effective census coalition and to identify and leverage existing networks. Involving members of hard-to-count populations early can improve appropriate messaging, engagement, and self-response rates.

As one of the first stages of census operations, the Local Update of Census Addresses Operation (LUCA) “provides tribal, state, and local governments the opportunity to review and comment on the U.S. Census Bureau’s residential address list for their jurisdiction prior to the census.” The LUCA stage is critical because the Census Bureau relies on a complete and accurate address list to reach every living quarters and associated population for inclusion in the census.

County assessors are crucial data partners for identifying addresses of new housing units. Relationships are important, especially when asking for data. To increase collaboration, identify, cultivate, and maintain strategic partnerships on an ongoing basis, not just a year or so before the decennial census.

Sharing information and coordinating activities can help maximize impact and build trust among census coalition members. Facilitate communication between and among coalition partners through online platforms, regularly scheduled conference calls/video calls, and emails.

Seek out opportunities for sharing and learning, including from other states and the Census Bureau. Review the recommendations and lessons learned of other states, especially those with similar demographic characteristics to Oklahoma.

Other lessons and suggestions from staff:
• Engage local elected officials – county, municipal, school boards, etc. – for both the LUCA phase as well as the self-response phase.
• Get community leaders on board and help them understand the importance
• Identify a coordinator in every county
• Encourage creation of a CCC in all 39 federally recognized tribal nations in Oklahoma
• Engage broadband providers as partners
  o Include census reminders with monthly bills
  o Sponsor/provide mobile Questionnaire Assistance Centers
• Identify and engage beneficiaries of Census data and related federal funding (e.g., Oklahoma Association of General Contractors; companies involved in state and municipal bond financing; hospitals; local offices of Health Dept)
• Form new or enlist existing partnerships between governments, nonprofits, faith-based organizations, chambers, Economic Development Organizations, and private employers
• Form Complete Count Committees & determine roles for members
• Develop simple messaging appropriate for each targeted audience
• Provide print and electronic versions of locally-branded Census material
• Be open to adaptation
• Provide a budget to support outreach work
• Dedicated a research staff person at ODOC to focus on Census work
• Remember reasons under-counted populations do not respond to the Census
  o They don’t feel comfortable sharing personal information
  o Some of the questions may be confusing or concerning
  o They may have trouble completing forms
  o Language or other barriers (being differently abled)
  o Lack of computer skills or not having access to one and/or internet
  o They’re worried the information will be used against them
• Identify Cultural Brokers to work with specific Hard-to-Engage populations
  o Cultural brokers should be recruited & retained at every level of nonprofit and government infrastructure, to ensure effective outreach year-round
  o Work closely with Cultural Brokers
  o Involve Cultural Brokers early in planning both outreach and communication
Recommendations of the State Complete Count Committee

1. Establish a Statewide Committee earlier in the process (no later than 2028)
2. Establish a Census plan at least two legislative cycles prior to the Census to ensure a thoughtful funding request from the Legislature
3. Establish a complete count committee with a presence in each county before January of 2029 with the process beginning in 2028
4. Establish a second complete count committee made up of State agency designees for the sixteen state agencies (including the state Department of Education) with clientele that are historically hard-to-count so they can work out a plan to ensure that these clients are counted. A member of this committee should also be part of the State Complete Count Committee
5. Begin identifying any and all community partners, contacts, and email addresses who have a vested interest in participating in the Census by at least January of 2028 to create an information sharing network of stakeholders
6. Engage tribal leaders and identify trusted messengers in each Oklahoma tribe willing to help promote the Census before January of 2029 in order to leverage state resources with tribal resources and to share information between the groups
7. Develop a plan to educate people about the difference between the Decennial Census and the American Community Survey and the importance of completing the Census, even if you have completed the other survey.
8. Encourage governments at all levels – tribal, state, county, and municipal – to participate in LUCA to identify addresses for the Census Bureau to assist with enumeration.
9. Develop a marketing plan that is versatile and can speak to different audiences who may have different reasons for completing (or refusing to complete) the Census.
Acknowledgements
To our hundreds of community partners, colleagues, and friends – the 2020 Census Campaign could not have happened without you. Thank you for helping us count Oklahoma residents once, only once, and in the right place.

Appendix
A. Executive Order 2019-32 Amended
B. List of SCCC members
C. SCCC recommendations to Governor & Cabinet Secretaries
D. Census Ambassadors
E. Census 2020 Action Plan / Kisling Letter to Secretary Budd
F. Census Partner One-Sheet 2019
G. Kisling Letter to Workforce Investment Boards (WIBs)
H. Census Partner Feedback Survey
I. Regional Meetings
J. Meeting Dates of SCCC
K. CDBG and Census
L. Sample – weekly email to partners
M. Sample – Self-Response Rate Information by County

Abbreviations
CCC Complete Count Committee
CDBG Community Development Block Grants
HTC Hard-to-Count
HTE Hard-to-Enumerate
LUCA Local Update of Census Addresses
OCNP Oklahoma Center for Nonprofits
OICA Oklahoma Institute for Child Advocacy
ODOC Oklahoma Department of Commerce
SCCC State Complete Count Committee
WIB Workforce Investment Board
WHEREAS, the United States Constitution requires an enumeration of all persons in the United States every ten years in order to reapportion the membership of the U.S. House of Representatives among the states and for other purposes;

WHEREAS, the next decennial census will be conducted on April 1, 2020;

WHEREAS, a complete and accurate count of Oklahoma’s population is essential for the fair representation of the citizenry, as the census determines congressional representation and redistricting;

WHEREAS, individuals, businesses, local governments, and nonprofit organizations will rely on census data for planning and decision-making;

WHEREAS, it is well established that certain households, special populations, and hard-to-enumerate areas are at risk of being under-counted and under-represented, including young children, who are at the heart of the future success of our State;

WHEREAS, the State and federal governments will use aggregate information gained through the census, including population counts, housing and other data, to distribute billions of dollars in funding to essential programs, including education, health care and human services;

WHEREAS, the State and its local governments utilize census data to provide descriptions of the social and economic characteristics of geographic areas and population groups to determine those areas’ and groups’ funding needs for infrastructure projects, economic development programs, job training, schools, and other activities;

WHEREAS, to achieve a complete and accurate census count, it is important to involve representatives of the private and public sectors, Oklahoma’s local governments, State agencies, Indian Tribes, and other important stakeholders;

NOW THEREFORE, I, J. Kevin Stitt, Governor of the State of Oklahoma, by the authority vested in me pursuant to Sections 1 and 2 of Article VI of the Oklahoma Constitution, hereby direct that:

1. The Oklahoma Census 2020 Complete Count Committee (the “Committee”) is hereby established and shall develop recommendations and assist in the administration of the decennial census to facilitate the most complete and accurate census count in the year 2020, including implementing strategies to reach hard-to-count populations and hard-to-enumerate areas.

2. The Committee shall consist of up to 20 individuals, all of whom will be appointed by the Governor and will serve at the Governor’s pleasure. The Committee shall consist of one member of the...
majority party and one member of the minority party nominated by the Speaker of the Oklahoma House of Representatives, one member of the majority party and one member of the minority party nominated by the President Pro Tempore of the Oklahoma Senate, and representatives from State government, all levels of local government, Oklahoma’s Indian Tribes, business, academia, community and nonprofit organizations, ethnic and faith-based communities, elected and appointed officials, so that there will be representatives of all gender, racial, economic, and geographic communities of our state (both urban and rural) to reflect its diversity

3. The Governor designates Oklahoma Department of Commerce Executive Director, Brent Kisling, as the Chairperson of the Committee.

4. Members of the Committee shall serve without compensation.

5. All Cabinet Agencies, Boards and Committees shall cooperate and provide assistance as needed to the Committee in performing its functions. The Committee will receive administrative services and assistance from the Department of Commerce.

6. No later than December 1, 2019, the Committee will submit written, actionable recommendations to the Governor and each Cabinet Secretary on how the State can receive the most complete and accurate census count in the year 2020.

7. Upon completion of these recommendations, the Committee shall meet no less than quarterly to access and provide guidance to the work to carry out the recommendations. No later than December 1, 2021, the Committee will submit a written report analyzing the 2020 Census process and recommending improvements in advance of the 2030 Census.

Copies of this Executive Order shall be distributed to each Cabinet Secretary, the Speaker of the Oklahoma House of Representatives, the President Pro Tempore of the Oklahoma Senate, and the chief executives of every State agency, board, and commission for immediate implementation.

IN WITNESS WHEREOF, I have set my hand and caused the Great Seal of the State of Oklahoma to be affixed at Oklahoma City, Oklahoma, this 3rd day of September, 2019.

BY THE GOVERNOR OF THE STATE OF OKLAHOMA

J. KEVIN STITT

ATTEST:

MICHAEL ROGERS, SECRETARY OF STATE
<table>
<thead>
<tr>
<th>#</th>
<th>Name</th>
<th>Job Title</th>
<th>Organization</th>
<th>notes / group</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brent Kisling</td>
<td>Executive Director</td>
<td>Oklahoma Department of Commerce</td>
<td>State Data Center; SCCC Chair</td>
</tr>
<tr>
<td>2</td>
<td>Marnie Taylor</td>
<td>Executive Director</td>
<td>Oklahoma Center for Nonprofits, Inc.</td>
<td>community leader - nonprofits; SCCC Vice-Chair</td>
</tr>
<tr>
<td>3</td>
<td>Kara Berst</td>
<td>Under Secretary of Commerce</td>
<td>Chickasaw Nation</td>
<td>Hard-to-Count population - Native-American</td>
</tr>
<tr>
<td>4</td>
<td>Russell Boyd</td>
<td>Business Process Engineer</td>
<td>Oklahoma Dept. of Human Services</td>
<td>group quarters - group homes</td>
</tr>
<tr>
<td>5</td>
<td>Ty Burns</td>
<td>State Representative</td>
<td>Oklahoma House of Representatives</td>
<td>legis - House Republican</td>
</tr>
<tr>
<td>6</td>
<td>Hannah Davis</td>
<td>Director of Media Relations</td>
<td>The Oklahoma Farm Bureau, Inc.</td>
<td>Hard-to-Count population - rural</td>
</tr>
<tr>
<td>7</td>
<td>Jason Dunnington</td>
<td>State Representative</td>
<td>Oklahoma House of Representatives</td>
<td>legis - House Democrat</td>
</tr>
<tr>
<td>8</td>
<td>Shannon Fleck</td>
<td>Executive Director</td>
<td>Oklahoma Conference of Churches</td>
<td>community leader - faith</td>
</tr>
<tr>
<td>9</td>
<td>Lisa Greenlee</td>
<td>former VP, Academic Affairs</td>
<td>(retired from Western OK State College)</td>
<td>community leader - SW OK</td>
</tr>
<tr>
<td>10</td>
<td>Chuck Hall</td>
<td>State Senator</td>
<td>Oklahoma State Senate</td>
<td>legis - Senate Republican</td>
</tr>
<tr>
<td>11</td>
<td>Kevin Matthews</td>
<td>State Senator</td>
<td>Oklahoma State Senate</td>
<td>legis - Senate Democrat</td>
</tr>
<tr>
<td>12</td>
<td>Brian McClain</td>
<td>Executive Director, Govt Relations</td>
<td>Choctaw Nation of Oklahoma</td>
<td>Hard-to-Count population - Native-American</td>
</tr>
<tr>
<td>13</td>
<td>Kyle Ofori</td>
<td>Director of Community Partnerships</td>
<td>City of Tulsa</td>
<td>city government</td>
</tr>
<tr>
<td>14</td>
<td>Francellies Otero</td>
<td>VP, Membership</td>
<td>Greater Oklahoma City Hispanic Chamber of Commerce Foundation</td>
<td>Hard-to-Count population - Hispanic</td>
</tr>
<tr>
<td>15</td>
<td>Lisa Powell</td>
<td>Executive Director</td>
<td>Enid Regional Development Alliance, Inc.</td>
<td>community leader - NW OK</td>
</tr>
<tr>
<td>16</td>
<td>Becky Reynolds</td>
<td>Executive Director</td>
<td>Little Dixie Community Action Agency, Inc.</td>
<td>community leader - SE OK</td>
</tr>
<tr>
<td>17</td>
<td>Adam Soltani</td>
<td>Executive Director</td>
<td>Council on American-Islamic Relations, Oklahoma, Inc.</td>
<td>Hard-to-Count population - Muslim-American</td>
</tr>
<tr>
<td>18</td>
<td>Carolyn Thompson</td>
<td>Chief of Govt Affairs/ Deputy Chief of Staff</td>
<td>Oklahoma State Dept. of Education</td>
<td>Hard-to-Count population - children; group quarters - higher ed</td>
</tr>
<tr>
<td>19</td>
<td>Valerie Thompson</td>
<td>CEO</td>
<td>Urban League of Greater Oklahoma City</td>
<td>Hard-to-Count population - African-American</td>
</tr>
<tr>
<td>20</td>
<td>Matt White</td>
<td>Mayor</td>
<td>City of El Reno</td>
<td>local governments</td>
</tr>
</tbody>
</table>
Recommendations of the
Oklahoma Census 2020 Complete Count Committee
to Governor Stitt and his Cabinet Secretaries

Amended Executive Order 2019-32

"6. No later than December 1, 2019, the [Oklahoma Census 2020 Complete Count] Committee will submit written, actionable recommendations to the Governor and each Cabinet Secretary on how the State can receive the most complete and accurate census count in the year 2020."

These recommendations were approved by the Committee on November 4, 2019.

• **Raise public awareness of the importance of the Census and encourage clients, customers, employees, and the public to complete their Census questionnaires.**

<table>
<thead>
<tr>
<th>agent(s)</th>
<th>sample actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governor &amp; Lt. Governor</td>
<td>Leverage free media by mentioning the importance of the Census in all speeches, presentations, communications with other government officials, nonprofits, etc. in Oklahoma.</td>
</tr>
<tr>
<td>Cabinet Secretaries</td>
<td>Communicate with all agencies, departments, and commissions under their purview to emphasize the benefits of a complete count.</td>
</tr>
<tr>
<td>Cabinet Secretaries</td>
<td>Identify agencies which routinely interact with Hard-to-Count populations and ask them to form committees to develop and implement outreach and education efforts related to the Census.</td>
</tr>
<tr>
<td>Cabinet Secretaries</td>
<td>Identify agencies whose services and programs are supported by funding tied to Census data (e.g., SDE, DPS, OSDH, ODAFF, ODMHSAS, OESC, etc.) and disseminate targeted appeals to their clients/customer to complete their Census forms.</td>
</tr>
<tr>
<td>Cabinet Secretaries</td>
<td>Encourage participation by appropriate personnel in local and tribal Complete Count Committees.</td>
</tr>
<tr>
<td>Cabinet Secretaries</td>
<td>Amplify the messaging of the State Complete Count Committee by using agency media (websites, newsletters, emails); print out fliers/posters and post them in offices/locations, especially those with Hard-to-Count populations.</td>
</tr>
<tr>
<td>Cabinet Secretaries</td>
<td>Collaborate with nonprofit partners (who enjoy high trust factors) to reach and educate Hard-to-Count populations.</td>
</tr>
<tr>
<td>all</td>
<td>Use messaging/talking points provided by the Committee.</td>
</tr>
<tr>
<td>all</td>
<td>Include extra line to state email signatures using Oklahoma Census slogan and link to resource site.</td>
</tr>
</tbody>
</table>
Recommendations of the
Oklahoma Census 2020 Complete Count Committee
to Governor Stitt and his Cabinet Secretaries

<table>
<thead>
<tr>
<th>agent(s)</th>
<th>sample actions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>affected secretaries</strong></td>
<td>Train front-line staff who work with Hard-to-Count clients/customers (e.g., foster parents, SoonerCare patients, probationers, parolees, et al.) to explain importance of and mechanics of completing Census forms and who to count.</td>
</tr>
<tr>
<td>Secretary of Education</td>
<td>Ask superintendents to have schools to correspond with families and teachers about the importance of counting all children who reside in their home on 4/1/2020.</td>
</tr>
<tr>
<td>Secretary of State</td>
<td>Encourage libraries to promote participating in the Census and prepare to assist patrons in completing the Census questionnaire.</td>
</tr>
<tr>
<td>all</td>
<td>Discuss these recommendations in Cabinet meeting in December or January.</td>
</tr>
<tr>
<td>Governor</td>
<td>Direct Cabinet Secretaries to report monthly on the efforts and activities of agencies under their purview.</td>
</tr>
</tbody>
</table>

- **Encourage both the public and clients to participate in employment opportunities with the Census Bureau (hiring of enumerators and other personnel).**

<table>
<thead>
<tr>
<th>agent(s)</th>
<th>sample actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>affected secretaries</td>
<td>Display Census jobs posters at Workforce offices, technology centers, and college campuses. Encourage people to apply for temporary Census jobs.</td>
</tr>
<tr>
<td>all</td>
<td>Include link to <a href="http://www.census.gov/jobs">www.census.gov/jobs</a> on customer-facing web sites.</td>
</tr>
</tbody>
</table>
# Census Ambassadors for Top State Agency Partners: 2020 Census

<table>
<thead>
<tr>
<th>Agency</th>
<th>First Name</th>
<th>Last Name</th>
<th>Job Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oklahoma Dept. of Agriculture, Food, &amp; Forestry</td>
<td>Meriruth</td>
<td>Cohenour</td>
<td>Director of Market Development</td>
</tr>
<tr>
<td>Oklahoma Dept. of Career and Technology Education</td>
<td>Justin</td>
<td>Lockwood</td>
<td>Deputy State Director</td>
</tr>
<tr>
<td>Oklahoma Dept. of Commerce</td>
<td>Josh</td>
<td>McGoldrick</td>
<td>Chief of Staff and General Counsel</td>
</tr>
<tr>
<td>Oklahoma Dept. of Corrections</td>
<td>Justin</td>
<td>Farris</td>
<td>Chief of Staff</td>
</tr>
<tr>
<td>Oklahoma Dept. of Human Services</td>
<td>Russell</td>
<td>Boyd</td>
<td>Business Process Engineer</td>
</tr>
<tr>
<td>Oklahoma Dept. of Libraries</td>
<td>Bill</td>
<td>Young</td>
<td>Public Information Manager</td>
</tr>
<tr>
<td>Oklahoma Dept. of Mental Health and Substance Abuse Services</td>
<td>David</td>
<td>Wright</td>
<td>Director of Decision Support Services</td>
</tr>
<tr>
<td>Oklahoma Dept. of Public Safety</td>
<td>Patrick &quot;Pat&quot;</td>
<td>Mays</td>
<td>Chief of Administration</td>
</tr>
<tr>
<td>Oklahoma Dept. of Rehabilitation Services</td>
<td>Tiffany</td>
<td>Davis</td>
<td>Program Standards Supervisor</td>
</tr>
<tr>
<td>Oklahoma Dept. of Veterans Affairs</td>
<td>Keith</td>
<td>Mercer</td>
<td></td>
</tr>
<tr>
<td>Oklahoma Employment Security Commission</td>
<td>Cody</td>
<td>Cox</td>
<td>Area Manager - Southern &amp; Eastern</td>
</tr>
<tr>
<td>Oklahoma Health Care Authority</td>
<td>April</td>
<td>Anonsen</td>
<td>Director, Eligibility &amp; Coverage Services</td>
</tr>
<tr>
<td>Oklahoma Office of Disability Concerns</td>
<td>Valencia</td>
<td>Stiggers</td>
<td>Disability Program Specialist</td>
</tr>
<tr>
<td>Oklahoma Office of Juvenile Affairs</td>
<td>Michael</td>
<td>McNutt</td>
<td>Director of Communications</td>
</tr>
<tr>
<td>Oklahoma State Dept. of Education</td>
<td>Carolyn</td>
<td>Thompson</td>
<td>Chief of Government Affairs &amp; Deputy Chief of Staff</td>
</tr>
<tr>
<td>Oklahoma State Dept. of Health</td>
<td>Keith</td>
<td>Reed</td>
<td>Deputy Commissioner, Community Health Services</td>
</tr>
<tr>
<td>Oklahoma State Dept. of Health</td>
<td>Adrienne</td>
<td>Rollins</td>
<td>Director, Community Development Service</td>
</tr>
<tr>
<td>Oklahoma State Regents for Higher Education</td>
<td>Debbie</td>
<td>Blanke</td>
<td>Senior Vice Chancellor for Academic &amp; Student Affairs</td>
</tr>
</tbody>
</table>
December 26, 2019

Sec. John Budd
Secretary of Administration and COO
2300 N. Lincoln Blvd. Rm 122
Oklahoma City, OK 73105

Secretary Budd,

Thank you for meeting with me to talk about Oklahoma's efforts in the 2020 Census a couple of weeks ago. As we discussed, getting a complete count in the 2020 Census is crucial to Oklahoma’s efforts to be recognized as a top ten state.

For Oklahoma to have a successful census, it is critical that our "hard to count" citizens participate. The following action plan details where our hard to count populations exist, and also a plan for trying to reach as many of them as possible.

The following steps are part of a plan designed by the Department of Commerce to work with Cabinet Secretaries, the Governor, the Lieutenant Governor and other Oklahoma State agencies to reach as many of these groups as possible. A summary of this plan is as follows:

1) Identify the most common "hard to count" populations.
   a. Status: completed
   b. See attachment for details

2) Identify top State agencies whose clients are most likely to fall within these groups.
   a. Status: completed
   b. See attachment for details

3) Have each of the above State agencies designate a "census ambassador" designated to implement an agency appropriate census plan and to act as a point of contact for the Department of Commerce/US Census Department
   a. Status: incomplete
   b. Plan: Department of Commerce will prepare a letter for the Governor's review wherein the Governor will ask the ten agencies to designate a Census Ambassador and to forward the Ambassador’s information to the Department by January 15, 2020.

4) Hold a 1-2 hour meeting between Agency Census Ambassadors and the Department of Commerce to determine what Agency can do to help promote complete count among their clientele and establish a plan of action for each Agency.
a. Status: *incomplete*
b. Goal: To occur on or before **January 31, 2020**

5) Work with each agency to ensure that they have signage and promotional materials available for download or printing which cater to the demographics of their clients
   a. Status: *incomplete*
   b. Goal: Initially, by **January 15, 2020**, and continue updating throughout the campaign

6) Provide the Governor and Lieutenant Governor and Cabinet Secretaries with a set of talking points to be used at public speaking engagements or in free media opportunities
   a. Status: *incomplete*
   b. Goal: on or before **January 10, 2020**.

7) Draft a letter template for each Cabinet Secretary to use in communicating with the identified Agencies under their purview about the importance of a Census, encouraging agency promotion of the Census, and encouraging Agency employee participation in a Complete Count Committee or other local Census efforts.
   a. Status: *incomplete*
   b. Goal: to be provided by Commerce on or before **January 15, 2020**.

8) Provide each Ambassador with a series of talking points for promoting the census to clients and through public speaking engagements
   a. Status: **Available**; to be provided at or prior to Ambassador meeting
   b. **See attachment for talking points available for use by agencies, non-profits, Governor and Lieutenant Governor**

9) Provide each Ambassador with contact information with local US Census leader and Department of Commerce Census Ambassadors for assistance
   a. Status: **Available**; to be provided at or prior to Ambassador meeting
   b. **See attachment for details**

10) Each agency to provide a method for visiting clients to complete the census during visits to the agency online and with assistance in completing the forms
    a. Status: *Incomplete*
    b. Goal: To occur from **March of 2020 through May of 2020** pending Agency provision of technology
11) Ambassador to provide monthly reports to their cabinet secretary and Department of Commerce regarding their Agency efforts and plans for success during the census period to ensure accountability.
   a. Status: incomplete
   b. Goal: To begin **February 1, 2020**

If you have any questions or ideas for specific ways to engage our State Government in effectively promoting the 2020 Census, please contact me and I would be happy to do so.

When it comes to the 2020 Census, when everyone counts, everyone wins!

Respectfully,

Brent Kisling
Chairman
Oklahoma Statewide Complete Count Committee
Attachment # 1

List of Common Hard to Count Populations:
1) Racial and Ethnic Minority communities
2) LGBTQ people
3) Low income people
4) Homeless people
5) People with poor internet access
6) People who live in rural or geographically isolated areas
7) People who do not live in traditional housing
8) People who distrust the government
9) People who are disabled
10) People without a high school diploma
11) Renters
12) Undocumented immigrants
13) Young Children

Top State Agencies with clientele who are members of the Hard to Count Populations:
1) Oklahoma Department of Agriculture, Food and Forestry
2) Oklahoma Department of Corrections
3) Oklahoma Department of Human Services
4) Oklahoma State Department of Health
5) Oklahoma Department of Mental Health and Substance Abuse Services
6) Oklahoma Office of Disability Concerns
7) Oklahoma Health Care Authority
8) Oklahoma Department of Libraries
9) Oklahoma Office of Juvenile Affairs
10) Oklahoma Department of Rehabilitative Services
11) Oklahoma Employment Security Commission
12) Oklahoma Career and Technology Education
13) Oklahoma Regents for Higher Education
14) Oklahoma Department of Public Safety
15) Oklahoma Department of Veterans Affairs
Contact information for US Census Leader and Oklahoma Department of Commerce Census Ambassador:

1) US Census Bureau – Jeronimo Gallegos, Senior Partnership Specialist, (405) 971-4260
2) Department of Commerce – Josh McGoldrick, Chief of Staff/Gen. Counsel (405) 815-5153
Oklahoma has a lot to gain from Census 2020, but it requires participation from every Oklahoma resident.

Hard-to-reach populations frequently only take advice from trusted sources, who are often the client-facing staff at organizations that provide them a sense of community or with needed resources. These include nonprofits, churches, libraries, schools and state/local/tribal agencies that provide assistance.

These partner organizations are key to the success of the 2020 Census. As the lead agency for the state’s Census outreach efforts, the Oklahoma Department of Commerce is committed to providing resources and information that our community partners can utilize to help educate the public. A website will be finalized in late December 2019, which will house all partner materials.

**Oklahoma’s Objectives for Census 2020**

- **INCREASE PARTICIPATION** among hard-to-count populations
- **EMPOWER PARTNER ORGANIZATIONS** to advocate for Census 2020
- **DRIVE WEBSITE VISITS** to educate and persuade individuals to participate

**Key Messaging**

- The 2020 Census begins January and runs through April. You can participate online, through mail or by phone.
- An accurate Census count ensures a better future for you, your family and your community.
- Many public services and nonprofit organizations in your community rely on accurate Census count to ensure they receive proper funding to serve the community. Your community may lose thousands of dollars in federal funding per individual who is not counted.
- The Census is a constitutional requirement of the federal government. The Census is not used for law enforcement, to locate undocumented immigrants or to determine property taxes. It ensures your community and state get fair representation at the federal level.
- Easy and quick to fill out. It’s safe; your information will not be used against you and there is no citizenship question.

**What Are Hard-to-Count Populations?**

- Low income
- Adults below age 35
- Young children
- Racial/ethnic minorities
- Non-English speakers
- Those without internet or with low internet proficiency
- Those experiencing homelessness
- Undocumented immigrants
- LGBTQ+ individuals
- Those with mental health and physical disabilities
- Individuals without a high school degree

**Partner Resources Available Soon!**

- **Census Branding Assets**
  - Census 2020 logos
  - OK, Let’s Count! logos
  - Brand guidelines
- **Grassroots Efforts**
  - Yard signs
  - Window clings
  - T-shirts
  - Pins
- **Advertising**
  - Informational videos
  - Outdoor billboard art
  - Print ads
  - Digital ads

**Information session toolkit**

- One-sheeters
- Presentation template
- Website graphics
- Email template
- Email signature
- Canned social posts

**Press kit**

- Brand assets
- Informational video
- Photography
- Press releases

**Join the partner email list!** Sign up to receive updates when the website and new materials are available. You’ll receive best practices ideas from organizations and high-impact, quick action items.

Contact: Kristin.Goodale@OKcommerce.gov
May 8, 2020

Dear WIB directors,

The 2020 Census is a once-in-a-decade opportunity to count every person in the United States. As leaders in the workforce system, you know that many important federal programs rely on census data in their funding formulas. And you know that many Oklahomans rely on these programs.

That's why the Oklahoma Department of Commerce is leading the state’s effort to ensure that every Oklahoman is counted. We are coordinating efforts by public bodies, tribal governments, non-profits, and others to encourage people to respond to the Census. At the staff level, our Research team worked for months to add more than 340,000 addresses of new households to the Master Address List of the Census Bureau. And our Marketing team oversaw the creation and implementation of a multi-media marketing campaign.

So far, more than 960,000 Oklahoma households have responded, despite disruptions caused by the COVID-19 outbreak. Now, area census offices are beginning to reopen and they are hiring. Most of the positions are part-time field representatives paying competitive wages, and many are still available.

I encourage you to follow the example of the Central Oklahoma Workforce Innovation Board (COWIB) and publicize the availability of these Census jobs in your area.

By promoting both available jobs and the Census, your efforts pay double dividends.

Imagine that!

Sincerely,

Brent Kisling, Executive Director
Oklahoma Department of Commerce

#2020Census #OKLetsCount

Census 2020 is hiring Part-Time Field Representatives; Bilingual (English & Spanish) Speakers are in High Demand:

Pay Range:
$14.20 to $16.33 per hour and $0.58 per mile reimbursement

Job Description:
The U.S. Census Bureau conducts numerous on-going and periodic surveys that provide comprehensive statistics about the Nation. As a Field Representative, you will interview statistically selected sample households by personal visit and telephone contact. Interviews are conducted monthly after you have attended required training in Denver.

How to Apply:
Email Denver.Recruit@Census.gov with your name, address, phone number, and how you heard of this opportunity. Census 2020 will mail you application and assessment forms, along with a pre-paid addressed, stamped envelope for you to return the materials at no cost to you. Completing the application and assessment should take no more than 20 minutes.

Questions? Call Census 2020 at 877.474.5226 or to learn more about Census 2020 survey email at www.census.gov

The U.S. Department of Commerce is An Equal Opportunity Employer. The agency provides reasonable accommodation to applicants with disabilities. If you need reasonable accommodations for any part of the application process, please notify the agency. Decisions will be made on a case-by-case basis.

Please contact COWIB One-Stop Operator, Kim Chapman, for information only. (Issued: 05/04/20) kimchapman@cowib.org or by telephone: 405.275.7800 Ext. 212 TTY: 711 or 800.722.0353.
Census Partner Feedback Survey

We want to learn from you, our Census partners!

While it's still fresh in your mind, please share your thoughts on how Oklahoma promoted the 2020 Census, engaged local partners, and worked to ensure a complete count. What worked well, what could've worked better, and what more should be done next time, in 2030?

Your comments will be shared with the State Complete Count Committee to inform their recommendations to the Governor on preparing for the 2030 Census.

Thank you for all you've done and for sharing your thoughts with us.

If you have more to say, email kirk.martin@okcommerce.gov.

Looking Back

The U.S. Census Bureau both conducted and promoted the 2020 Census. The role of the Oklahoma Department of Commerce was to help market and promote the Census and to engage partners across the state to encourage people to self-respond.

What worked well? *
Looking Forward
The next decennial Census will be conducted in 2030.

What would you add to or eliminate from Oklahoma’s plan in 2030? *

Anything Else
What else would you like the State Complete Count Committee to consider?
APPENDIX I

2020 Census
Complete Count Coordination regional meetings – Oklahoma

All meetings scheduled for 10:00 – 11:30 a.m.

SE

Wednesday, 11/13/2019 @ Choctaw Casino & Resort, 4418 Hwy 69/75 (Oak Room) in Durant. Host: Choctaw Nation.

Census Partnership Specialists attending: Charles Tippeconnic, Tricia Woodward

ODOC Regional Development Specialists: Glenn Glass, Steven Bratcher

NE

Thursday, 11/14/2019 @ River Spirit Casino & Resort, 8330 Riverside Pkwy (Mtg Rm 2, upstairs) in Tulsa. Host: Muscogee (Creek) Nation

Census Partnership Specialists attending: Chris Landis, Joshua Etheridge, Melonie Mayes-Tyler, Charles Tippeconnic

ODOC Regional Development Specialists: Jared Cooper, Ray Little

SW

Tuesday, 11/19/2019 @ Great Plains Technology Center’s Business Development Center, 1601 SW Park Ridge Blvd (McMahon Lecture Hall) in Lawton.

Census Partnership Specialists attending: Mary Gossett, Nyree Cunningham-Pullen, Brenda Claw, Charles Tippeconnic, Jeronimo Gallegos

ODOC Regional Development Specialists: Brandy McIntyre, Steven Bratcher

NW

Wednesday, 11/20/2019 @ High Plains Tech Center, 3921 34th St (Rm 206) in Woodward.

Census Partnership Specialists attending: Tricia Woodward, Corie Wells, Jeronimo Gallegos

ODOC Regional Development Specialists: Stan Ralstin, Brandy McIntyre

Last updated: 11/6/2019
Oklahoma’s State Complete Count Committee

List of meeting dates

2019
Oct. 4; Nov. 4; Dec. 20.

2020
Jan. 17; Feb. 21; Apr. 17; May 15; Jun. 22; Aug. 21; Sep. 18; Nov. 6.

2021
May 21.
**APPENDIX K**

**TO USE FOR PROMOTING CENSUS:**
1. Filter Column H by selecting a single county.
2. Note Response Rate for that county in Column Q (highlighted red if <50%).
3. Find subtotal of completed CDBG projects in that county over the last 10 FYs (Column F, Row 1360).
4. Note details for Grantee/Place (Column D) and Purpose (Column G).

<table>
<thead>
<tr>
<th>FISCAL YEAR</th>
<th>CLOSEOUT MONTH</th>
<th>AWARD DATE</th>
<th>GRANTEE / PLACE</th>
<th>CONTRACT NO. [COUNT for FY]</th>
<th>AMOUNT</th>
<th>PURPOSE / BRIEF DESCRIPTION</th>
<th>COUNTY</th>
<th>Self-Response Rate as of 8/3/2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>July</td>
<td>Goltry</td>
<td>13763 CDBG</td>
<td>$271,600.00</td>
<td>the construction of a 13’X120’ steel standpipe and the</td>
<td>Alfalfa</td>
<td>45.0%</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>June</td>
<td>Alfalfa County</td>
<td>14568 CDBG 10</td>
<td>$38,436.00</td>
<td>make the Alfalfa County Courthouse ADA compliant.</td>
<td>Alfalfa</td>
<td>45.0%</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>September</td>
<td>Cherokee</td>
<td>14154 CDBG 10</td>
<td>$150,000.00</td>
<td>drainage improvements along Oklahoma and Kansas A</td>
<td>Alfalfa</td>
<td>45.0%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>December</td>
<td>Carmen</td>
<td>15123 CDBG 12</td>
<td>$15,000.00</td>
<td></td>
<td>Alfalfa</td>
<td>45.0%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>August</td>
<td>Helena</td>
<td>16381 CDBG 15</td>
<td>$20,000.00</td>
<td>Capital Improvement Planning</td>
<td>Alfalfa</td>
<td>45.0%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>September</td>
<td>Aline</td>
<td>16625 CDBG 15</td>
<td>$50,925.00</td>
<td>street resurfacing</td>
<td>Alfalfa</td>
<td>45.0%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>December</td>
<td>Goltry</td>
<td>16737 CDBG 16</td>
<td>$16,000.00</td>
<td>Capital Improvement Planning</td>
<td>Alfalfa</td>
<td>45.0%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>December</td>
<td>Goltry</td>
<td>16886 CDBG 16</td>
<td>$193,400.00</td>
<td>Water/Sewer Phase II Replace waterlines &amp; Hydrants</td>
<td>Alfalfa</td>
<td>45.0%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>March</td>
<td>Helena</td>
<td>15955 CDBG 14</td>
<td>$250,810.00</td>
<td>New water wells and well houses</td>
<td>Alfalfa</td>
<td>45.0%</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>December 8/31/2018</td>
<td>Goltry</td>
<td>17295 CDBG 18</td>
<td>$152,140.00</td>
<td>Water System Improvements</td>
<td>Alfalfa</td>
<td>45.0%</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>June 4/30/2019</td>
<td>Burlington</td>
<td>17450 CDBG 13</td>
<td>$65,559.77</td>
<td>storm water drainage</td>
<td>Alfalfa</td>
<td>45.0%</td>
<td></td>
</tr>
</tbody>
</table>

Grand Total # completed CDBG projects statewide, FY11-20: 1,324 $1,223,870.77 ← subtotal for filter selection
Dear OK, Let’s Count! Team:

The Census has a goal to count 99.9% of all households. Oklahoma’s total response rate is now 97.8%. (See below for an explanation of “total response rate.”)

We’re only 2.1% shy of the goal. But that’s not good enough.

Remember the cost of a 2% undercount for Oklahoma? It’s more than $3 billion over 10 years. (You can look it up in the attached file.)

**Here’s the bottom line: If we quit now, we’re leaving $3 billion on the table.**

It doesn’t matter that the deadline keeps changing and we’re frustrated by that. It doesn’t matter that COVID has made things tougher for us all.

None of that changes the math. If Oklahoma has an undercount, we lose money for the next decade.

We’ve got to keep pushing. We’ve got to block out the frustration and distractions. We’ve got to go the extra bit.

Three signs for inspiration:

- “Blessed are the flexible, for they shall not be bent out of shape.” From a hand-written card in a co-worker’s cubicle.

~~~~~~~~~~~~~~

**Key messaging in a nutshell**

It’s quick. It’s easy. It’s safe. It’s important. It’s not too late. **Respond before Oct. 6!**

You can help shape the future of your community.

Respond to the Census. Here’s how:

- **ONLINE**: If someone has a city-style address, they can take the Census survey online: [www.my2020census.gov](http://www.my2020census.gov).
- **BY PHONE**: If they don’t have a city-style address, they can call **1-844-330-2020** (English) or **1-844-468-2020**.
IN PERSON: Go to one of the local Mobile Questionnaire Assistance (MQA) sites listed below.

**Miami Fall FestiFALL**
Saturday, Oct. 3 – 9 a.m. to 3 p.m.
11 S Main St
Miami, OK 74354

**Pruett’s Foods**
Sunday, Oct. 4 – 1 to 6 p.m.
1002 E Main St
Antlers, OK

**Antlers Gun Show**
Saturday, Oct. 3 – 9 a.m. to 5 p.m.
and
Sunday, Oct. 4 – 10 a.m. to 4 p.m.
Jo Decker Building (Fair Barn) at Pushmataha County Fairgrounds
Address to building next doors is 610 Southwest D Street, Antlers, OK

~~~~~~~~~~~~~~

**Twitter chat results**

Susan Riley, our social media guru extraordinaire at Commerce, shared several statistics with me about last week’s Twitter Chat.
Now, I’m not going to pretend that I understand what they all mean, but she was kind enough to translate it to terms I could understand.
So I can proudly relate to you that last week’s Twitter Chat about the Census reached more than 125,000 people! That’s a lot of people. For context, it’s nearly the combined capacity of the stadiums at both OSU and OU (without social distancing)!
Great work and many thanks, Susan!

By the way…if your organization doesn’t have a social media expert, seriously consider getting one. But you can’t have Susan. We’ve already called dibs.

~~~~~~~~~~~~~~

**Self-Response Rate + Enumeration = Total Response Rate**

<table>
<thead>
<tr>
<th>As of 9/28/2020</th>
<th>Self-Response Rate (%)</th>
<th>Enumeration (%)</th>
<th>Total Response Rate (%)</th>
<th>Self-Response Rank (#)</th>
<th>Total Response Rank (#)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>66.5%</td>
<td>31.9%</td>
<td>98.4%</td>
<td>*******</td>
<td>*******</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>60.6%</td>
<td>37.2%</td>
<td>97.8%</td>
<td>41</td>
<td>39</td>
</tr>
<tr>
<td>U.S. (2010)</td>
<td>66.5%</td>
<td>n/a</td>
<td>n/a</td>
<td>*******</td>
<td>*******</td>
</tr>
<tr>
<td>Oklahoma (2010)</td>
<td>62.3%</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>U.S. (2000)</td>
<td>67.0%</td>
<td>n/a</td>
<td>n/a</td>
<td>*******</td>
<td>*******</td>
</tr>
<tr>
<td>Oklahoma (2000)</td>
<td>64.0%</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>U.S. (1990)</td>
<td>65.0%</td>
<td>n/a</td>
<td>n/a</td>
<td>*******</td>
<td>*******</td>
</tr>
<tr>
<td>Oklahoma (1990)</td>
<td>63.0%</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

To see how the rest of the nation is doing, see the online interactive map here.
County performance compared to 2010

These 9 counties surpassed their 2010 self-response rates: Beckham, Bryan, Canadian, Logan, Oklahoma, Pontotoc, Rogers, Tulsa, & Wagoner.

These 6 counties are within less than 1% of achieving this milestone: Cherokee, Cleveland, Creek, McClain, Noble, & Washington.

Unfortunately, 16 counties under-performed by 10%+ compared to 2010. (I won’t name them, but you can look them up in the attached file.)

I still haven’t found where to get current county-level data on Total Responses. If any of you find it, please let me know! To sweeten the deal, I’ll send you my 20-minute 2-ingredient fudge recipe!

County Rankings

The attached Excel file is the 26th weekly update of self-response rates, using 9/28/2020 data retrieved from 2020census.gov/en/response-rates.html. More than 1,100,000 households in Oklahoma have responded.

The counties on the Most Improved list had the biggest percentage increase in self-response rates since last week.

<table>
<thead>
<tr>
<th>Rank</th>
<th>County</th>
<th>Increment since last wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-1</td>
<td>Wagoner</td>
<td>0.5%</td>
</tr>
<tr>
<td>T-1</td>
<td>Pontotoc</td>
<td>0.5%</td>
</tr>
<tr>
<td>T-1</td>
<td>Bryan</td>
<td>0.5%</td>
</tr>
<tr>
<td>T-4</td>
<td>Creek</td>
<td>0.4%</td>
</tr>
<tr>
<td>T-4</td>
<td>Carter</td>
<td>0.4%</td>
</tr>
<tr>
<td>T-4</td>
<td>Cotton</td>
<td>0.4%</td>
</tr>
<tr>
<td>T-4</td>
<td>Pawnee</td>
<td>0.4%</td>
</tr>
<tr>
<td>T-4</td>
<td>Sequoyah</td>
<td>0.4%</td>
</tr>
<tr>
<td>T-4</td>
<td>Delaware</td>
<td>0.4%</td>
</tr>
<tr>
<td>T-4</td>
<td>Dewey</td>
<td>0.4%</td>
</tr>
<tr>
<td>T-4</td>
<td>Ellis</td>
<td>0.4%</td>
</tr>
<tr>
<td>T-4</td>
<td>Adair</td>
<td>0.4%</td>
</tr>
<tr>
<td>T-4</td>
<td>Johnston</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Some notes about the attached file:
- The file is a workbook with several dated tabs. Be sure to use the most current data. The others are there for reference (for my fellow data nerds).
The file is sorted by current self-response rate ranking, low to high. If you wish to sort the file by a different variable, be sure to select the entire area described here: Rows 7-83 and Columns A-W.

RDSs (Commerce’s field staff) can filter the file by RDS Region to see how their counties are doing and where help is needed most.

2010 final self-response rates as well as Overall State and National self-response rates are included for reference.

Estimated costs of an undercount (what your county could lose over the next 10 years) are included.

With Gratitude

Every week over the last several months, as I begin to write my weekly email, I think about you – 325 people representing every county of our state who volunteered to help shape our future for the next decade...who remained engaged for months on end to encourage their neighbors and co-workers to respond to the Census. That’s pretty remarkable. You deserve recognition for serving your community and your state. You’ve certainly earned my respect and admiration. When Brent first asked me to “keep everyone updated each week,” I thought the communication was just going to be one-way, me to you. Happily, you surprised me. You made it two-way by reaching back out to me with your questions, suggestions, comments, and encouragement. That’s truly been a delight. Stealing a line from the Census Bureau itself, I say proudly that “You count!”

I hope you’ll join me in sending special thanks and good wishes to the Oklahoma Partnership Specialists with whom we worked with over the last year. With the exception of Emily Kelley & Charles Tippeconic, last Friday was their last day on the job. It was a pleasure to meet and work with Tricia Woodward, Jeronimo Gallegos, Corie Wells, Melonie Mayes-Tyler, Nyree Cunningham-Pullen, Mary Jenkins, Mary Gossett, Chris Landis, Timothy Trimble, Tracy Mohler, and Joshua Etheridge. Best wishes in the future!

As always, if you need me, email or call. I appreciate you all!

Take care and be well.

Respectfully,

Kirk Martin | Director of Performance & Accountability
Executive | Oklahoma Department of Commerce
Kirk.Martin@okcommerce.gov
p. 405-815-5151
OKcommerce.gov

OK, LET’S COUNT! Census 2020
The 2020 U.S. Census is here and it’s important that all Oklahomans are counted.
Learn more about the 2020 Census at OKletscount.org.
When Everyone Counts, Everyone Wins!
ML/SCCC19.Amb15.POC73
## APPENDIX M

### 2020 Census Self-Response Rate for Oklahoma, by County

<table>
<thead>
<tr>
<th>Geography</th>
<th>U.S.</th>
<th>OKLAHOMA</th>
<th>Ranking</th>
<th>Comparisons: current Response Rate</th>
<th>Estimated Cost of Undercount (potential $ lost over 10 yrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>66.5%</td>
<td>67.0%</td>
<td>70%</td>
<td>by Most Improved, WoW</td>
<td>Estimate undercount by Most Improved, WoW, RDS Region</td>
</tr>
<tr>
<td></td>
<td>66.6%</td>
<td>67.0%</td>
<td>80%</td>
<td>by improvement: current vs. 2010</td>
<td>Estimate undercount by improvement, RDS Region</td>
</tr>
<tr>
<td></td>
<td>66.7%</td>
<td>67.0%</td>
<td>90%</td>
<td>by difference: current vs. 2010</td>
<td>Estimate undercount by difference, RDS Region</td>
</tr>
<tr>
<td></td>
<td>66.8%</td>
<td>67.0%</td>
<td>100%</td>
<td>2% undercount</td>
<td>Estimated cost of undercount, 2% undercount</td>
</tr>
<tr>
<td></td>
<td>66.9%</td>
<td>67.0%</td>
<td>20%</td>
<td>3% undercount</td>
<td>Estimated cost of undercount, 3% undercount</td>
</tr>
<tr>
<td></td>
<td>67.0%</td>
<td>67.0%</td>
<td>120%</td>
<td>5% undercount</td>
<td>Estimated cost of undercount, 5% undercount</td>
</tr>
</tbody>
</table>

### Geography Details

- **Canadian**
  - Current: 71.6%
  - Final: 72.6%
  - Rank: 1
  - Undercount: 1.0%
  - Cost: $92,109,285
- **Cleveland**
  - Current: 70.5%
  - Final: 70.2%
  - Rank: 2
  - Undercount: -0.3%
  - Cost: $203,887,886
- **Rogers**
  - Current: 67.5%
  - Final: 70.0%
  - Rank: 3
  - Undercount: 2.5%
  - Cost: $69,280,666
- **Wagoner**
  - Current: 64.3%
  - Final: 68.8%
  - Rank: 4
  - Undercount: 4.5%
  - Cost: $58,263,362
- **Washington**
  - Current: 67.7%
  - Final: 67.9%
  - Rank: 5
  - Undercount: 0.2%
  - Cost: $40,638,067
- **Tulsa**
  - Current: 66.3%
  - Final: 66.6%
  - Rank: 6
  - Undercount: 1.3%
  - Cost: $481,032,872
- **Oklahoma**
  - Current: 64.8%
  - Final: 66.1%
  - Rank: 7
  - Undercount: 1.3%
  - Cost: $572,894,228
- **Garfield**
  - Current: 68.0%
  - Final: 66.0%
  - Rank: 8
  - Undercount: -2.0%
  - Cost: $48,294,376
- **McClain**
  - Current: 64.8%
  - Final: 64.8%
  - Rank: 9
  - Undercount: 0.0%
  - Cost: $32,891,675
- **Pottawatomie**
  - Current: 66.3%
  - Final: 64.3%
  - Rank: 10
  - Undercount: -1.0%
  - Cost: $55,359,162
- **Kay**
  - Current: 66.3%
  - Final: 64.6%
  - Rank: 11
  - Undercount: -1.0%
  - Cost: $37,119,226
- **Grady**
  - Current: 64.0%
  - Final: 61.9%
  - Rank: 12
  - Undercount: -2.1%
  - Cost: $41,797,993
- **Creek**
  - Current: 61.0%
  - Final: 61.1%
  - Rank: 13
  - Undercount: 0.1%
  - Cost: $55,777,692
- **Payne**
  - Current: 64.5%
  - Final: 60.8%
  - Rank: 14
  - Undercount: -3.7%
  - Cost: $61,663,420
- **Noble**
  - Current: 60.6%
  - Final: 60.6%
  - Rank: 15
  - Undercount: 0.0%
  - Cost: $9,216,429
- **Comanche**
  - Current: 62.0%
  - Final: 59.5%
  - Rank: 16
  - Undercount: -2.5%
  - Cost: $98,930,926
- **Stephens**
  - Current: 64.3%
  - Final: 59.0%
  - Rank: 17
  - Undercount: -5.3%
  - Cost: $35,912,266
- **Carter**
  - Current: 62.8%
  - Final: 58.6%
  - Rank: 18
  - Undercount: -4.2%
  - Cost: $37,912,440
- **Pontotoc**
  - Current: 55.9%
  - Final: 58.1%
  - Rank: 19
  - Undercount: 2.2%
  - Cost: $29,888,622
- **Major**
  - Current: 62.7%
  - Final: 57.8%
  - Rank: 20
  - Undercount: -4.9%
  - Cost: $6,000,524
- **Kingfisher**
  - Current: 62.9%
  - Final: 57.4%
  - Rank: 21
  - Undercount: -5.5%
  - Cost: $11,985,105
- **Bryan**
  - Current: 51.9%
  - Final: 57.2%
  - Rank: 22
  - Undercount: 5.3%
  - Cost: $33,814,035
- **Ottawa**
  - Current: 58.5%
  - Final: 56.4%
  - Rank: 23
  - Undercount: -2.1%
  - Cost: $25,388,296
- **Muskogee**
  - Current: 61.6%
  - Final: 56.3%
  - Rank: 24
  - Undercount: -5.3%
  - Cost: $56,593,228
- **Custer**
  - Current: 62.6%
  - Final: 56.2%
  - Rank: 25
  - Undercount: -6.4%
  - Cost: $21,898,287
- **Lincoln**
  - Current: 58.8%
  - Final: 55.7%
  - Rank: 26
  - Undercount: -3.1%
  - Cost: $27,322,436
- **Okmulgee**
  - Current: 59.1%
  - Final: 55.6%
  - Rank: 27
  - Undercount: -3.5%
  - Cost: $31,943,007
- **Jackson**
  - Current: 61.8%
  - Final: 55.1%
  - Rank: 28
  - Undercount: -6.7%
  - Cost: $21,082,751
- **Craig**
  - Current: 58.4%
  - Final: 55.0%
  - Rank: 29
  - Undercount: -3.4%
  - Cost: $11,981,119

*Note: The table above includes the undercount rates and estimated costs for the 2020 Census in Oklahoma, broken down by county. The undercount rates are compared to the 2010 census, with some counties showing improvements ( WoW) while others show declines.*
<table>
<thead>
<tr>
<th>geography</th>
<th>Self-Response Rate</th>
<th>Ranking</th>
<th>Comparisons: current Response Rate Δ vs.</th>
<th>Estimated Cost of Undercount (potential $ lost over 10 yrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2010 (final)</td>
<td>10/27/2020 current rank</td>
<td>2010 final rank</td>
<td>by Most Improved, WoW</td>
</tr>
<tr>
<td>U.S.</td>
<td>66.5%</td>
<td>67.0%</td>
<td>41</td>
<td>40</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>62.3%</td>
<td>61.0%</td>
<td>36</td>
<td>9</td>
</tr>
<tr>
<td>Woodward</td>
<td>59.7%</td>
<td>54.8%</td>
<td>31</td>
<td>28</td>
</tr>
<tr>
<td>Le Flore</td>
<td>56.2%</td>
<td>54.5%</td>
<td>32</td>
<td>41</td>
</tr>
<tr>
<td>Cherokee</td>
<td>54.4%</td>
<td>54.4%</td>
<td>33</td>
<td>49</td>
</tr>
<tr>
<td>Woods</td>
<td>61.1%</td>
<td>53.4%</td>
<td>34</td>
<td>24</td>
</tr>
<tr>
<td>Mayes</td>
<td>56.6%</td>
<td>52.6%</td>
<td>35</td>
<td>39</td>
</tr>
<tr>
<td>Murray</td>
<td>53.0%</td>
<td>52.0%</td>
<td>36</td>
<td>53</td>
</tr>
<tr>
<td>Nowata</td>
<td>65.0%</td>
<td>52.0%</td>
<td>36</td>
<td>9</td>
</tr>
<tr>
<td>Washita</td>
<td>57.7%</td>
<td>51.8%</td>
<td>38</td>
<td>45</td>
</tr>
<tr>
<td>Seminole</td>
<td>56.4%</td>
<td>51.1%</td>
<td>39</td>
<td>23</td>
</tr>
<tr>
<td>Garvin</td>
<td>59.1%</td>
<td>50.8%</td>
<td>41</td>
<td>29</td>
</tr>
<tr>
<td>Grant</td>
<td>57.7%</td>
<td>50.6%</td>
<td>42</td>
<td>52</td>
</tr>
<tr>
<td>Texas</td>
<td>57.1%</td>
<td>50.2%</td>
<td>43</td>
<td>38</td>
</tr>
<tr>
<td>Osage</td>
<td>59.8%</td>
<td>49.4%</td>
<td>44</td>
<td>65</td>
</tr>
<tr>
<td>Beckham</td>
<td>57.8%</td>
<td>49.2%</td>
<td>45</td>
<td>61</td>
</tr>
<tr>
<td>Tillman</td>
<td>55.3%</td>
<td>48.0%</td>
<td>46</td>
<td>54</td>
</tr>
<tr>
<td>Greer</td>
<td>58.2%</td>
<td>48.0%</td>
<td>46</td>
<td>64</td>
</tr>
<tr>
<td>Haskell</td>
<td>52.6%</td>
<td>47.9%</td>
<td>48</td>
<td>56</td>
</tr>
<tr>
<td>Pawnee</td>
<td>54.3%</td>
<td>47.9%</td>
<td>48</td>
<td>49</td>
</tr>
<tr>
<td>Cotton</td>
<td>55.7%</td>
<td>47.8%</td>
<td>50</td>
<td>58</td>
</tr>
<tr>
<td>Kiowa</td>
<td>52.4%</td>
<td>47.7%</td>
<td>51</td>
<td>48</td>
</tr>
<tr>
<td>Johnston</td>
<td>51.2%</td>
<td>47.6%</td>
<td>52</td>
<td>30</td>
</tr>
<tr>
<td>Alfalfa</td>
<td>55.1%</td>
<td>47.5%</td>
<td>53</td>
<td>55</td>
</tr>
<tr>
<td>Sequoyah</td>
<td>54.5%</td>
<td>47.3%</td>
<td>54</td>
<td>53</td>
</tr>
<tr>
<td>Love</td>
<td>55.0%</td>
<td>47.3%</td>
<td>54</td>
<td>8</td>
</tr>
<tr>
<td>Hughes</td>
<td>53.0%</td>
<td>46.8%</td>
<td>56</td>
<td>46</td>
</tr>
<tr>
<td>Choctaw</td>
<td>52.0%</td>
<td>46.6%</td>
<td>57</td>
<td>41</td>
</tr>
<tr>
<td>McCurtain</td>
<td>48.7%</td>
<td>46.4%</td>
<td>58</td>
<td>22</td>
</tr>
<tr>
<td>Harmon</td>
<td>47.7%</td>
<td>45.9%</td>
<td>59</td>
<td>48</td>
</tr>
<tr>
<td>Latimer</td>
<td>51.0%</td>
<td>45.5%</td>
<td>60</td>
<td>43</td>
</tr>
</tbody>
</table>
## 2020 Census Self-Response Rate for Oklahoma, by County

<table>
<thead>
<tr>
<th>geography</th>
<th>Self-Response Rate</th>
<th>Ranking</th>
<th>Estimated Cost of Undercount (potential $ lost over 10 yrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 (final)</td>
<td>10/27/2020</td>
<td>2010</td>
<td>vs. 2010</td>
</tr>
<tr>
<td>U.S.</td>
<td>66.5%</td>
<td>67.0%</td>
<td>0.5%</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>62.3%</td>
<td>61.0%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Roger Mills</td>
<td>50.2%</td>
<td>44.8%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Blaine</td>
<td>49.1%</td>
<td>42.7%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Delaware</td>
<td>47.1%</td>
<td>44.0%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Okfuskee</td>
<td>52.6%</td>
<td>42.2%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Dewey</td>
<td>52.5%</td>
<td>40.9%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Jefferson</td>
<td>53.2%</td>
<td>40.8%</td>
<td>12.4%</td>
</tr>
<tr>
<td>Ellis</td>
<td>52.3%</td>
<td>40.2%</td>
<td>12.1%</td>
</tr>
<tr>
<td>Caddo</td>
<td>52.9%</td>
<td>39.9%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Pushmataha</td>
<td>51.6%</td>
<td>39.4%</td>
<td>12.7%</td>
</tr>
<tr>
<td>Adair</td>
<td>52.2%</td>
<td>39.3%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Beaver</td>
<td>51.2%</td>
<td>38.9%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Pittsburg</td>
<td>51.1%</td>
<td>38.5%</td>
<td>12.6%</td>
</tr>
<tr>
<td>Cimarron</td>
<td>45.9%</td>
<td>33.8%</td>
<td>12.1%</td>
</tr>
<tr>
<td>McIntosh</td>
<td>42.5%</td>
<td>32.4%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Marshall</td>
<td>41.3%</td>
<td>31.2%</td>
<td>10.1%</td>
</tr>
</tbody>
</table>