

WASHINGTON STATE COMPLETE COUNT COMMITTEE MEETING MINUTES – APRIL 10, 2019



WASHINGTON STATE COMPLETE COUNT COMMITTEE

Topic: Minutes of 3rd Complete Count Committee Meeting
Date: April 10, 2019
Time: 10:30am-12:30pm
Location: Boardroom, Puget Sound Regional Council
Seattle, WA

1. Welcome and Introductions

- The Honorable Gary Locke, 21st Governor of Washington State, Chair, Complete Count Committee
See attachment for full list of Complete Count Committee attendees.

2. Update from US Census Bureau

- Assistant Regional US Census Bureau Manager Michael A. Hall, LA Regional Office
 - a. *Question pending from last meeting:* Can you confirm that no one has been prosecuted for not filling out the Census Form, not filling it out completely, or not filling it out truthfully? No indication that there have been any cases since 1970.
 - b. *Recruitment update:* The Bureau is getting a sufficient number of applicants, but the length of time it takes to hire someone makes it important to have a number of highly qualified people for each open position. For each Census office, the Bureau will look to hire approximately 500 people; with five offices in Washington, the Bureau will hire about 2,500. All offices in Washington should be open by September; and each office will require management and support staff. Offers for the address canvassing supervisors should be made soon. Also, the Seattle office will look to hire an English-speaking, Spanish-speaking, and Chinese-speaking media specialist in the coming months. Questions about recruitment can be referred to Tobi Iverson Halliday, the Partnership Coordinator for Washington. **Next meeting:** Chairman Locke asked the Census Bureau to give the Committee a breakdown in broad terms of number of people needed for the broad categories of tasks so that members can provide assistance in identification of candidates.
 - c. *Statistics in Schools:* This program provides lesson plans for all ages and is continuously updated. People should be aware, however, that there is not a much funding as in 2010 for this program; and there will not be enough money to print materials everywhere. Each principal will get an information kit in September. Statistics in Schools' detailed plans for 2020 are not yet available.
 - d. *Test of the Citizenship Question this Summer:* Starting on June 13 and continuing through July 22, the Census Bureau will conduct a mini-test of the 2020 Census questionnaire with and without the citizenship question. Using the five-mailings strategy to be used next year, the Bureau will send mailings to 480,000 households. Half will get a 2020 Census questionnaire with the citizenship question, and half will get it without the citizenship question. The results will be available in the fall (preliminary in August, final in October), and the purpose is to adjust the advertising and Non-Response Follow-Up (NRFU) hiring strategies. Committee members were **seriously concerned** about the potential of this test to stoke fear – and questioned the timing. CCC members were concerned that fear would be **unnecessarily** stoked if the Supreme Court were to uphold the lower courts' decisions to vacate the

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- citizenship question and wondered why it could not be postponed until after the Court rules. Andrew Hughes from the Attorney General's office noted that lack of sufficient testing was one of the arguments for striking the question. The Census Bureau noted that the plan for the test had been explained at the [Program Management Review meeting in February 2019](#) and that there had also been a [Federal Register Notice](#).
- e. *Questionnaire Assistance Centers*: There are some expectations of physical Census-sponsored QACs as was done in 2010. However, Hall noted that these QACs will be replaced in 2020 by 10 call centers across the country where people can call to get help filling out the census.
 - f. Three other short points were:
 - i. Maps of the *Type of Enumeration Areas* (mail, update leave, or update enumerate) are now available online.
 - ii. The Bureau is studying their large public opinion survey (CBAMS) to adjust the marketing strategy.
 - iii. Each household will have its address attached to an ID number. However, people can fill out their survey without this ID number online and over the phone.

3. Legal Update from Attorney General's Office

- Policy Director Kate Kelly and Assistant Attorney General Andrew Hughes
In January, a court ruled in favor of Washington and other states and blocked the Census Bureau from including a citizenship question on the 2020 Census. Since then, two other courts have ruled similarly. The Supreme Court accepted review of the cases, and oral argument will take place on April 23. In each of the lower court cases, the judges appreciated that the litigation would likely end up at the Supreme Court. Each judge, therefore, took care to provide a detailed explanation of his ruling. The deadline for deciding is June 26; and if there is no decision by then, the Census Bureau will begin printing census questionnaires without the citizenship question. The Court adjourns on July 1.

4. Statewide Update

- 2020 Census Coordinator Susan Meldazy reported that the state agencies are working on a toolkit for internal and external messaging, which will be ready by June. Toolkit will include social media guidelines, sample blog posts, and other consistent messaging on the 2020 Census that mirrors the Bureau's own language. Next week, there will be a meeting with the state agencies' internal communications directors to talk about census promotion within the state workforce. State agencies have been asked to submit list of needed materials for census promotion by the end of the week because some of the legislature's proviso is expected to go to state agencies for the production of banners, pamphlets, and other promotional materials.
- Legislative Liaison for Yakama Nation Mathew Tomaskin reported on upcoming meetings of tribal leaders at a regional and national level in Spokane and Reno, respectively. He invited Asa Washines from More Equitable Democracy to speak on his work. Washines has met with 28 or 29 tribes in the state on the census and will soon roll out a new strategy, as well as help the US Census Bureau with some upcoming trainings.
- Secretary of State Kim Wyman noted that her office has begun work on the voter pamphlet for October, which should include several pages about the census.
- CCC Coordinator Lisa McLean reported that there is a lot of activity percolating in the counties and cities on the effort to establish complete count committees (or community networks, at least). Also, she, David Wertheimer, and others from the private and nonprofit sector had made

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efforts and strides in broadening outreach to the private sector – with special focuses on targeting the very big corporations in the state and the private sector east of the Cascades.

- CEO and President of Philanthropy NW Kiran Ahuja mentioned recent talks that had begun with the Seattle Chamber of Commerce on how to involve the private sector more actively in the census activities. She also highlighted the soon-to-be-released RFP (request for proposals) for census planning and outreach, expected to total \$1.5 million of pooled funds from a combination of sources, including Seattle, King County, Seattle Foundation, and Philanthropy Northwest. There will then be another RFP in the fall. This initial RFP will be released April 15 with a deadline of May 15, lots of informational calls, and an upper limit of \$50,000. Philanthropy NW also joined other philanthropies in an amicus brief on the Supreme Court case. McLean promised to circulate the RFP to the CCC list once it is released.
- President and CEO Greater Seattle Business Association Louise Chernin reported that GSBA is already reaching out to its partners in the major corporations and in 1,300 small businesses. They raised the issue of the census on a call with the LGBTQ Association. They are also reaching out to employee resource groups since they often work with marginalized groups and encouraging the organization of civic engagement events.

5. Update on Legislature's Budget

- Assistant Director Marc Baldwin, Office of Financial Management
 - a. The census budget is currently at \$20 million coming out of the Senate, but this is not final. There is a twist in the budget language, which provides \$5 million for a “general fund—local/private.” To explain, donations to the state for this effort would go here; but not many donations to the state are expected—and the absence of donations would not affect the other \$20 million. There is also money in there to work on the Census in July 2020 (which is the 2021 fiscal year). Wherever the budget lands, it will be the most money that Washington state has spent on the decennial Census in history.
 - b. The state's contracting rules mean that the money it gives out is performance-based. The state needs to see deliverables before a grantee can invoice for payment. That is, a grantee would not be paid until after the work is done. It is important for some organizations to understand that.
 - c. In thinking about how to spend the money, it is important to note that as the funding levels have increased the budget for OFM staffing and for state agencies has not changed (i.e., the funding increase has been directed in our minds to outward facing activities performed by grassroots groups). In considering how to spend the final budget, we have asked ourselves, “What will impact the count? What activities should be done to impact the count?” We need your advice to understand what you are planning on doing and what we should pay for. We are thinking of developing a template of all the things that one could do to make a difference and then use that template to work with umbrella organizations who can get money out.
 - d. We continue to consider the Governor's idea of holding money back in a contingency account to be able to react to areas where self-response is low a good one. In thinking how that money would be deployed, it seems that the easiest and most effective way of utilizing that money at the last minute is through state agencies and the media. But, if ideas exist about how nonprofits could respond to news of low response rates in certain areas, let OFM know.
 - e. Governor Locke suggests that educational institutions, like OSPI, might want to hook up with private business to leverage funds to underwrite the development of materials. He also suggested that OFM consider establishing its contract with organizations related to the contingency fund well before March 2020 so that the money can truly be rapidly delivered and expensed for maximum effect.

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f. Everyone is to shoot Marc Baldwin (marc.baldwin@ofm.wa.gov) and Lisa McLean (lisa.mclean@ofm.wa.gov) their ideas for OFM's template of activities for census outreach.

6. WA Nonprofit Toolkit

- Executive Director Laura Pierce and Director for Public Policy and Advocacy David Streeter
- WA Nonprofits was one of eight organizations that received a grant for Census 2020 preparations from the 2019 budget proviso, and they were invited to present their nearly completed Toolkit to the Committee.
- Pierce gave a background to WA Nonprofits, noting that they have good coverage all over the state and notably in rural areas.
- Streeter spoke about the focus group research WA Nonprofits had done. Nonprofits were largely aware of facts related to federal resource distribution based on census results. The common perceptions of the census are informed by the national media discussion, but some of the best messages are those that emphasize the role that the census plays in empowering locals and supporting future generations.
- Streeter went through the toolkit, its poster with 10 different designs, one-pager, timeline, templates for signs, banners, and stickers, tips on how to do outreach (e.g., how to approach a radio about getting a public service announcement).
- WA Nonprofits will make the toolkit available online. OFM will link to the toolkit.
- WA Nonprofits has a list of all nonprofits in the state, but the Secretary of State also offered to help with distribution and with private sector outreach through its corporations division.

7. WA Census Alliance – Community Strategy

- Advisor Cherry Cayabyab
- WCA renamed hard-to-count populations and now calls them historically undercounted communities. Nonprofits and community organizations started talking about the census back in 2016 and 2017. In 2018, they formed the WA Census Alliance and received early support from Seattle Foundation, Philanthropy Northwest, and Group Health Foundation to develop an organizing structure.
- WCA has divided the state into regions: Spokane and East; Yakima and Central; Northwest; Southwest; Snohomish; Pierce; and King.
- Goals of WCA: 1) to increase the capacity of the nonprofit sector to organize long-term; 2) to ensure citizens and data are safe; and 3) to encourage participation in the Census.
- WCA will soon have a draft of its strategic plan and a budget. Right now, it looks like the budget may be about \$1.2 million.

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CCC Members in Attendance or on the Phone

Kiran Ahuja
Chief Executive Officer
Philanthropy Northwest

Laura Armstrong
Executive Director
La Casa Hogar

Michael Byun
Executive Director
Asian Counseling and Referral Service (ACRS)

Cherry Cayabyab
Advisor
WA Census Alliance

Louise Chernin
President & CEO
Greater Seattle Business Association

Mahnaz K. Eshetu
Executive Director
ReWA (Refugee Women's Alliance)

Paul Francis
Executive Director
Council of Presidents

Joe Holliday, Ed.D.
Director, Student Services
State Board of Community and Technical Colleges

Eric Johnson
Executive Director
Association of Washington Counties

Kate Kelly
Policy Director
Washington Attorney General's Office

Peter King
Chief Executive Office
Association of Washington Cities

Hon. Gary Locke
Chair and former 21st Governor
WA Complete Count Committee

Michelle Merriweather
President & CEO
Urban League of Metropolitan Seattle

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Sarah Peterson, MSW
Washington State Refugee Coordinator
Washington State Department of Social and
Health Services

Jerry Price
Program Supervisor, Social Studies
Office of Superintendent of Public Instruction (OSPI)

Faaluaina (Lua) Pritchard
Executive Director
Asia Pacific Cultural Center

Mathew K.M. Tomaskin
Legislative Liaison
Yakama Nation

Amber Waldref
Project Director, The Zone Project
Northeast Community Center Association

Kim Wyman
Washington Secretary of State

In Person Guests

Ellen Abellera
Partnership Specialist
US Census Bureau

Francesca Abellera
Partnership Specialist
US Census Bureau

Marc Baldwin
Assistant Director
Office of Financial Management

Nate Chase
Forecast Analyst
Office of Financial Management

Brian Dirks
WATech

Joshua Fliegel
Partnership Specialist
US Census Bureau

Daniel Fox
Area Census Office/Seattle
US Census Bureau

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Erica Gardner
Senior Forecast Analyst
Office of Financial Management

Tracy Gunter
Retirement Marketplace Program Manager
Department of Commerce

Michael Hall
Asst. Regional Census Manager, Los Angeles
US Census Bureau

Tobi Iverson
WA Partnership Coordinator
US Census Bureau

Janece Levien
Program Officer
Greater Tacoma Community Foundation

Lisa C McLean
2020 Census Coordinator
Office of Financial Management

Susan Meldazy
2020 Census Coordinator
Office of Financial Management

Ankita Patel
Public Policy and Advocacy Manager
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Laura Pierce
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Lorraine Ralston
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