

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



WASHINGTON STATE COMPLETE COUNT COMMITTEE

Topic: Minutes of 4th Complete Count Committee Meeting
Date: July 10, 2019
Time: 10:30am-12:30pm
Location: Banquet Halls A & B, Tukwila Community Center
Tukwila, WA

1. Welcome and Introductions

- The Honorable Gary Locke, 21st Governor of Washington State, Chair, Complete Count Committee
 - a. The 2010 Census was likely the most accurate census ever; it even had a slight over count. Yet there was still an undercount in some places, especially among African-American, Hispanic, and other minority communities. Fortunately, the interest in the 2020 Census is expanding. This will help us in our task.
 - b. See attachment for full list of Complete Count Committee attendees and observers.

2. Update from the State

- Assistant Director Marc Baldwin, Office of Financial Management
 - a. The 2020 Census poses some unique challenges related to technology, funding, and trust. Funding for the census has suffered from budget cuts and the late ramp-up of funding. There is also a tight labor market, which is making recruitment difficult.
 - b. The state strategy for the 2020 Census is education, positive messaging, and mobilization. We need to remember that self-response is the cheapest, most efficient, least invasive way to complete the census.
 - c. The outreach strategy begins with having the best information in the Master Address File. Addresses for count review are due in a week or so.
 - d. The challenge is not just getting the Address File right, but also in reaching populations that are least likely to self-respond. We need a positive message about the importance of the census as it relates to vital economic resources and political representation. Telling those concerned about the 2020 Census to “fill out the census form as best as you can” is a message that needs to come from trusted messengers.
 - e. Last year OFM awarded eight grants of \$20,000 apiece to community based organizations. Building on that success OFM initiated a new procurement for community action that reflects the interest of the Legislature in funding local efforts for the census. OFM released the first RFP and questions were due on Monday, July 8. We will publish the answers to the RFP questions by Monday, July 15. With the publication of the RFP questions and answers, OFM’s role in advising about the RFP ends until after the awards. However, local groups can still help each other out with joint proposals.
 - f. The first RFP is for \$7.5 million. OFM is open to amending contracts, issuing an additional RFP, or other contracts if needed. We will announce the successful applications by August 26, 2019.
 - g. The state will also use some of the legislative proviso (up to \$500,000) to design and print materials for state agency promotional efforts. Posters, flyers and pamphlets will be available electronically for use by local groups.

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- h. Another \$500,000 will be devoted to a media campaign, which should be unveiled in the fall. If anyone has any ideas, please reach out to the OFM Census team.
- i. OFM will also hold \$5 million for contingencies that arise in 2020 as required by the Legislature.
- j. Q&A:
 - i. There is no tribal set aside.
 - ii. We cannot say whether there will be a second RFP. We understand that the Legislature expects the bulk of the funds to go to local efforts so we will look at various ways to do that.
 - iii. Some audience members noted the complexity of the RFP. OFM is unable to provide direct assistance to potential bidders given the competitive process. It was noted, however, that reviewers will be looking for a clear description of the work and a budget plan. Philanthropic groups may be able to direct organizations to resources.
 - iv. Philanthropy NW said that they could perhaps *facilitate connections* to the best of their knowledge. CBOs wanting to apply with another organization/lead applicant can email censusequity@philanthropynw.org for assistance.
- Washington State Attorney General's Office
 - a. *Assistant Attorney General Andrew Hughes*: Litigation on the citizenship question is still ongoing. The Washington State Attorney General is prepared to challenge whatever the Administration may try to do (e.g., an addendum to the questionnaire). The Census Bureau is printing census forms without a citizenship question.
 - b. *Acting Policy Director Ellen Austin Hall*: The Attorney General's Office prepared a flyer related to the identification of 2020 Census scams with a number to call and a website. The flyer is available in multiple languages.
- 3. **Update from US Census Bureau**
 - Assistant Regional US Census Bureau Manager Michael A. Hall, LA Regional Office
 - a. *Questionnaire*: The Census Bureau has two templates for the questionnaire. Right now, it is printing the one without a citizenship question. It is prepared to respond to any new developments.
 - b. *Highlights for Washington state*: Census Bureau has 30 complete count committees and over 4,000 partners statewide. SeaTac and Spokane International Airports, Alaska Airlines, Seahawks, and others are working with the Bureau on 2020 Census promotion. The Bureau had a table at Hoopfest in Spokane.
 - c. *Statistics in School*: August is the date to release school materials for the 2020 Census. There will be no Census Bureau resources for printing. Printing will be a local responsibility.
 - d. *Address Canvassing*: The US Census Bureau will begin in-field address canvassing on August 4th. There is no media campaign for this operation, but be aware of the activity in case you see Census Bureau people in the community.
 - e. *Paper Questionnaires*: Many people ask to receive a paper questionnaire. Those who insist on a paper questionnaire will receive it in the fourth mailing sent homes between April 8 and April 16, 2020. People should reach out to parents, friends and others who might have difficulty completing the form online to provide assistance in lieu completing the paper form.
 - f. *Census Enumerators*: The question arose about whether census enumerators would be identifiable. Enumerators will have a badge, bag, and Census Bureau tablet. The Bureau hopes to hire locals to be enumerators, but it is taking about two or three months to complete the hiring process, and people often have found other jobs by then.
 - g. Q&A:

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- i. It will be the responsibility of the main household to count those in Accessory Dwelling Units (ADUs) even if they are unregistered units. Landlord education should emphasize the confidentiality safeguards that apply to the Census Bureau. The Bureau's focus is only on enumeration. The Bureau does not share information with local housing regulators.
- ii. Our main sources and contacts for enumerating the homeless are those who provide services to the homeless. Unfortunately, the decennial census and the Point-In-Time (PIT) count are two separate operations and use different processes. They cannot be complementary operations, but the Bureau welcomes help and resources from those who do the PIT count.
- iii. The prison populations are counted where their correctional facilities are located. Students are counted where they go to college. The Washington State Legislature passed a law about using the residence of prisoners when not in prison for redistricting purposes, but actual Census counts are allocated to prison locations.

4. Tribal Update

- Mathew Tomaskin, Legislative Liaison, Yakama Nation
 - a. We made presentation at the The Affiliated Tribes of NW Indians (56 tribes) meeting in Spokane and the National Congress of American Indians in Reno. We want every tribe in Washington state to set up a complete count committee, and eventually to have a complete count committee made up of all national tribes.
 - b. We have a three-prong approach:
 - i. Prevent an undercount in 2020
 - ii. Register members to vote
 - iii. Lobby against gerrymandering and the splitting of tribes across districts
 - c. There was a general discussion about the importance of a good count to prevent a division of tribal lands across districts and of the method of self-identification of race and tribal identity in the 2020 Census. Education and awareness are necessary.

5. Pierce County Resources

- Janece Levien, Program Officer, Greater Tacoma Community Foundation
 - a. Pierce County realized that not all of the information provided through the Census is truly representative of the county. One tract looked middle class on a ROAM map (US Census Bureau resource), but all in Pierce County know the tract to be a combination of very rich living on the water and poorer populations living inland. This exercise revealed the need to make the accuracy of Census data relevant to Pierce County residents.
 - b. The Pierce County CCC has worked with UW Tacoma to prepare a video to be available in mid-August that makes the Census real to Pierce County residents –
 - i. Census Data affects transit planning – an undercount could mean the loss of a bus stop in your neighborhood
 - ii. Census Data affects businesses and healthcare – an undercount means the absence of healthcare facilities where they are needed
 - iii. Census data affects funding for nonprofits and volunteer groups. A list of nonprofits in Pierce County details who received funding and how much because of census data.
 - iv. Census data affects redistricting and can mean the difference in the number of representatives or even the name of your representative.
 - c. The goal is to provide localized data to the public and help the public understand the connection between the census and resources in their community.

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6. Commission on Hispanic Affairs (CHA) Resources

- Nancy Rocha Aguilar, Program Manager, Commission on Hispanic Affairs
 - a. CHA has 2 staff and 11 commissioners distributed throughout the state.
 - b. There are one million Hispanics in the state, and the average age is 24. Latinos live in hard-to-count areas. Many are renters and live in multifamily households. Latino adults are less likely to include their children when completing the Census form.
 - c. CHA focuses on presenting data in an easily digestible manner, improving targeted outreach to areas with a high concentration of children, and generally increasing our communications effort.
 - d. See CHA's 2020 Census PowerPoint for more information about the outreach to the state's Hispanic population.

7. Opportunity Council Resources

- Summer Staff, Volunteer and Event Coordinator, Opportunity Council, Bellingham
 - a. With a WA State Department of Commerce grant (\$20,000), the Opportunity Council spent the last year raising awareness about the census and organizing the community to encourage participation. The activities included:
 - i. Distributing George Washington University *Counting for Dollars* publication to community networks, volunteer groups and higher education.
 - ii. Asking organizations to think about what they could do for the 2020 Census. The result is action plans for over 60 agencies across Whatcom, Skagit, Island, and San Juan counties. Bellingham libraries is committed to helping.
 - iii. Identifying the following major barriers to participation in the 2020 Census—distrust of government, fear of repercussions, and privacy concerns. Key motivators were explanations about how an accurate Census affects local funding and planning. Out of this came the idea of getting people to fill out a pros and cons sheet related to the census and see that the pros can outweigh the cons.
 - iv. Developing a volunteer plan for recruiting trusted messengers to do outreach and to staff Questionnaire Assistance Centers.
 - b. In addition, the Western Washington University students developed a good quality zero-budget video. See [YouTube](#).
 - c. The next steps for Opportunity Council are more training and information sharing to develop census advocates, training for volunteers at Questionnaire Assistance Centers (QAC); development of outreach materials in multiple languages; and laptops, phones and Wi-Fi for QACs.

8. Concluding Discussion

- Gary Locke, former Governor and Chair of Complete Count Committee

What does the success of this Complete Count Committee look like? Eric Johnson, Executive Director, Washington State Association of Counties said success will be if people trust in the Census results and believe they are accurate. Gov Locke asked the committee to think about this question and be prepared to answer it at the next meeting.
- Ankita Patel, Public Policy and Advocacy Manager, Philanthropy NW: PNW is thrilled about the level of energy and action taking place in WA. We all have a shared goal of ensuring that we are doing what we can to prevent an undercount. We believe that this work needs to be done collaboratively across sectors and to use multiple strategies across systems (CBOs, private/philanthropy, etc.). The census provides us a great opportunity to create this blueprint of collaboration; and, while the state and philanthropic funding process is competitive, the overall work continues to be collaborative.

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9. Future Meeting Dates

- Please make a note of the plan for future meetings to take place between 10:30 and 12:30 at a location to be determined.
 1. October 9, 2019
 2. January 22, 2020
 3. March 4, 2020
 4. April 15, 2020
 5. June 17, 2020

Meeting adjourned

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Members

Kiran Ahuja
Chief Executive Officer
Philanthropy Northwest
(represented by Ankita Patel)

Laura Armstrong (by phone)
Executive Director
La Casa Hogar

Craig Bill
Governor's Office of Indian Affairs

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

Amy K. Carter
Deputy Director, Family Interest Grants
Bill & Melinda Gates Foundation

Cherry Cayabyab
Advisor
WA Census Alliance

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

Paul Francis
Executive Director
Council of Presidents
(represented by Cody Eccles)

Masih Fouladi, Executive Director
Council on American-Islamic Relations/WA

Representative Mia Gregerson
Washington House of Representatives

Adam Hyla E. Holdorf
Communications Director
Children's Alliance

Tim Hunt
Director, Communications & Outreach
WA State Catholic Conference

Representative Bill Jenkin
Washington House of Representatives

Eric Johnson
Executive Director
Association of Washington Counties

Ellen Austin Hall
Acting 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
(represented by Linda Taylor)

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

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

David Schumacher, Director
WA State Office of Financial Management

Rich Stolz
Executive Director
We are One America

Mathew K.M. Tomaskin
Legislative Liaison
Yakama Nation

Martin Valadez
Vice President
Tri-Cities Hispanic Chamber of Commerce

Todd S. Woodard
Director, Marketing/Public Affairs
Spokane International Airport

Kim Wyman (by phone)
Washington Secretary of State

Jan Yoshiwara
Executive Director of Education
Washington State Board for Community and
Technical Colleges
(represented by Dr. Edward Esparza)

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Guests and Observers

Ellen Abellera
Partnership Specialist
US Census Bureau

Elise DeGooyer
Co-Director
Faith Action Network

Francesca Abellera
Partnership Specialist
US Census Bureau

Judy Dunne
Partnership Specialist
US Census Bureau

Nancy Aguilar
Program Manager
Commission on Hispanic Affairs

Joshua Fliegel
Partnership Specialist
US Census Bureau

Brandon Anderson
Legislative Policy Analyst
Association of Washington Cities

Erica Gardner
Senior Forecast Analyst
Office of Financial Management

Julie Anderson
Auditor
Pierce County

Tracy Gunter (by phone)
Retirement Marketplace Program Manager
Department of Commerce

LoAnn Ayers
Tri-Cities Count!

Vanessa Gutierrez
Community Relations Manager
Snohomish County Executive

Marc Baldwin
Assistant Director
Office of Financial Management

Adam Hall
Policy Counsel
Washington State Senate Democratic Caucus

Donald Benz (by phone)
Media Specialist
US Census Bureau

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

Glenn Carpenter
District Representative
Congressman Adam Smith

Tobi Iverson Halliday
WA Partnership Coordinator
US Census Bureau

Paul Campos
Staff Coordinator, Republican Caucus
Washington State Senate

Leslie Harbaugh
Legislative Assistant to Rep. Morgan
Washington State House of Representatives

Michael Charles
President
CD Strategic

Ginna Hernandez
Partnership Specialist
US Census Bureau

Nate Chase
Forecast Analyst
Office of Financial Management

Taylor Hoang
Partnership Specialist
US Census Bureau

Marissa Chavez
Policy Analyst, Democratic Caucus
Washington State House of Representatives

Andrew Hughes
Assistant Attorney General
WA State Attorney General's Office

Deaunte' Damper
Peer Navigator
POCAAN

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Phoenix Johnson
President
Veterans for Peace

Sadiqa Sakin
President
King Co. NAACP

Katy Kaltenbrun
Partnership Specialist
US Census Bureau

Jaime Smith
Executive Director of Communications and
External Affairs
Office of Governor Jay Inslee

Janece Levien
Program Officer
Greater Tacoma Community Foundation

Summer Starr
Volunteer and Event Coordinator
Opportunity Council

LaDell Lockwood (by phone)
Communications Manager
School of the Blind

David Streeter
Director of Public Policy and Advocacy
WA Nonprofits

Lisa C McLean
2020 Census Coordinator
Office of Financial Management

Rhonda Tilford
Partnership Specialist
US Census Bureau

Susan Meldazy
2020 Census Coordinator
Office of Financial Management

Patricia Whitefoot (by phone)
Yakama Nation

Aishe Memetova
Intern
Washington Nonprofits

Darin Yackeschi
Citizen

Vivian Mills
Partnership Specialist
US Census Bureau

Michael Mohrman
State Demographer
Office of Financial Management

Representative Melanie Morgan
Washington State House of Representatives

Mark Neary
Assistant Secretary of State
Office of WA State Secretary of State

Heidi Park
Census External Partnership Manager
King Co. Executive's Office

Lorraine Ralston
Partnership Specialist
US Census Bureau

Sam Reeve
Marketing & Development Associate
Community Connect Labs