



## WASHINGTON STATE COMPLETE COUNT COMMITTEE

Topic: Minutes of 8<sup>th</sup> Complete Count Committee Meeting  
Date: April 15, 2020  
Time: 10:30am-11:45am  
Location: Skype Call

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### 1. Welcome

Gary Locke, Chair and former Governor

### 2. Update from the Census Bureau

Michael A. Hall, Asst. Regional Census Manager, Los Angeles

- The Census Bureau shared the [updated timeline announced on April 13 that change 2020 Census operations in light of the COVID-19 crisis](#).
- October 31, 2020 is the new date to close the US Census Bureau portal for internet self-response and to end Non-Response Follow Up (NRFU). In addition, the Bureau has asked Congress to extend the deadlines for delivering the data to the President and the states.
- Census Bureau is increasing recruiting efforts in anticipation of the need for increased staff once field operations resume after June 1.
- **UPDATE LEAVE:** Rural areas and many tribes were to have been delivered paper questionnaires with ID codes that households could use to respond to the census. The delivery is made because rural areas and tribal lands often do not have traditional city-style addresses. If a household fills out the census with an address that cannot be matched to the Bureau's Master Address File, then the household will likely get a follow up visit from a Census worker.
- Census Bureau is now telling people that, if they have an ID code, respond to the Census online. However, if they have not yet received an invitation with an ID code, the Census Bureau is asking people to wait until they receive the invitation before responding online.
- There is a shortage of staff at the U.S. Census Bureau's processing centers. If people call and leave their phone numbers, the processing center staff will call them back.

Hall was asked about counting higher education students.

- Basic message: Students should be counted where they WOULD HAVE been living on April 1 even if their schools were closed before then.
- The Census Bureau counts students living on campus on April 1, 2020 through the Group Quarter operation, working with school administrators. It does not matter that many students were sent home before April 1 due to COVID-19. They are to be counted at their campus address.
- Students living off campus prior to the schools closing due to COVID-19 should complete the census based on where they were living on April 1, 2020 and should answer for all roommates.
- The Census Bureau will clear up duplications if students are counted more than once.

A number of participants on the call expressed concerns that the new messaging regarding responding in the absence of an invitation and ID code would suppress response.

- Some households have already filled out the census without an ID code.
- These households now have to wait to receive their paper questionnaires with the ID codes and then complete and return the questionnaires in order to be counted.
- The census enumerator will come to the door. Fewer and fewer people will answer their doors.
- This new messaging is a big change from the messaging that the tribes sent to their members to promote the 2020 Census and will have a negative impact on tribal communities.

### 3. Adapting state plans to the current environment

Marc Baldwin, Assistant Director, Office of Financial Management

- Brief comment on the current self-response rates, noting the issue facing Update Leave areas is evident in the response rates.

#### Contracts

- OFM has been updating contracts in light of the COVID-19 virus, changing in-person meetings to virtual meetings and generally being open to creative solutions.
- OFM also expanded the media work, which was always the plan for the rapid response portion of the outreach effort.
- Complete as much work as possible by June 30 and invoice OFM by July 31, 2020.
- If grantees have state and philanthropic grants, use the state funds first and the philanthropic funds second.

#### Possible extension of state funding

- OFM is interested in moving the deadline for the use of state funds.
- It takes legislative approval to make the funds available after June 30, 2020.
- Legislative approval could happen in two ways:
  - Extend the expenditure of funds into the next fiscal year and ratify the changes later when the legislature comes back into session.
  - Extend the expenditure of funds through a special session of the legislature before the June 30, 2020 deadline.
- Representative Jenkins asked what happens if the funding is not addressed by the end of June. Marc said the issue may be able to be handled through the OFM Director and approval given later when the special session happens. OFM is looking into this possibility.

### 4. Expanded Media and Messaging Tools

Micaella Verro, United Way of King County

- “We’re Here. We Count.” campaign is now fully statewide and being guided by a statewide advisory group that launched on April 7<sup>th</sup>.
- A campaign email is sent out each Wednesday with live-response data from across the state. The state is divided into 5 regions and the 4 lowest-responding tracts are highlighted, with a link to a detailed report for each region. From this data, we’re able to quickly identify where additional support/resources are needed and mobilize strategic partners. The emails also include media highlights, new materials, and upcoming events.
- Sign up to receive emails at [www.WeCountWashington.org](http://www.WeCountWashington.org)
- Planning is underway for a coordinated 2020 Census presence on May Day – May 1<sup>st</sup>. Save the date now and look for more information!
- Questions, comments, or ideas? Contact Micaella Verro at [mverro@uwkc.org](mailto:mverro@uwkc.org)

## 5. Creative ideas from around the state to promote the 2020 Census during COVID-19

Kamau Chege, Washington Census Alliance

- Texting
- Social media
- Raffles—people send in a picture of their census completion form to enter the raffle
- Ads in low response areas
- What's App memes and gifts
- Flyers in school lunch take-outs and local restaurant take-outs
- Local ethnic media

Elise DeGooyer, Faith Action Network

- Team of four working on census outreach.
- Targeted emails at Easter, Ramadan, and Passover
- Phone trees
- Script to check in with their elders about COVID-19 and filling out the census
- Flyers in English and Spanish on how to respond to the census in three ways
- A Benton County mosque has a 99% census participation rate due to calling each person
- Faith-based seminar on the census with WA Nonprofits on Tuesday, April 21, 2020 at 3 pm. The webinar will focus on people involved in census outreach.
- The next step is to reach out to those in low participation areas.
- Episcopal and Lutheran churches are including census messages in their church bulletins and in their Sunday service programs.

Nancy Rocha Aguilar, Commission on Hispanic Affairs

- Drive through Easter event to pick up Easter baskets. Handed out 200 bags with census information, literature and books in English and Spanish, gift bags, gift cards, eggs, and balloons.
- Drive through food bank. Census information handed out and questions answered.
- Increased media messages on PBS until mid-August and will now extend media messages until the end of Oct. 2020. This media reaches 80,000 Hispanics.
- Distributing census face masks with a keep safe and protect yourself message.
- Tracking Hispanic response rate across five counties that have a high Hispanic population. Some counties are at a 32% response rate. Trying to motivate people in low response areas to respond to the census.

Samantha Biasca, Na'ah Illahee Foundation

- Distributing traditional medicine bundles with census materials included.
- Distributing lunches with census materials inside the bags.
- Weekly raffle
- Call-your-elder effort involves youth helping to contact the tribal elders regarding the census.
- 30 grantees are promoting census self-response.
- Port Gamble has the highest response rate.

### Other Ideas

- City of Seattle is holding webinars for its volunteers in English and Spanish on how to do digital outreach and Facebook Live events.

- Refugee Women’s Alliance (ReWA) developed a script for the census, which is translated into 9 languages. They are using “callhub” to distribute the script to specific communities.

## **6. Adjournment**

In conclusion, Chair Gary Locke made a couple of closing comments:

- US Census Bureau has to revamp due to COVID-19. Watch for any changes.
- Use the interactive maps to see how your county, city or jurisdiction is doing and to target low response areas for further outreach.
- Email Lisa McLean if you have any concerns – [lisa.mclean@ofm.wa.gov](mailto:lisa.mclean@ofm.wa.gov)

**NEXT Meeting is June 17, 2020, 10:30-12:30 – Renton Technical College**