



WASHINGTON STATE COMPLETE COUNT COMMITTEE

Topic: Minutes of 9th Complete Count Committee Meeting
Date: June 24, 2020
Time: 10:30am-11:30am
Location: Skype Call

1. Welcome

Gary Locke, Chair and former Governor

2. Self-Response Rates in Washington State

Lisa McLean, 2020 Census Coordinator, Office of Financial Management

- State is at 67% self-response, which is 0.2% away from 2010 mailback response rate.
- 17 counties have already exceeded their 2010 mailback response rate, as have 11 tribes.
- Some tribes have done really well compared to 2010.
- Update Leave has affected response rates in some of the rural counties, but we began to see real improvements on the weekend of June 13-14 and expect they can recover.
- We cannot forget, however, the 33% who still haven't responded. Nationally, they are deemed to likely be living in tracts with concentrations of Hispanics, Blacks, low income, and Asian Americans living in metropolitan areas.
- For more information, see the County and Tribal response rates handout.

3. Budget Update

Marc Baldwin, Assistant Director, Office of Financial Management

- As per the spreadsheet of the Completed Funding Strategy, the 2020 budget has been almost fully allocated.
- The strategy unfolded by quarter as shown in the spreadsheet. It started with a competitive Request for Proposal that went mostly to community organizations, expanding several of the successful grants over time, such as giving WANonprofits additional funds for printing materials from its toolkits and investing more deeply into community organizations in Pierce and Kitsap.
- Later, OFM developed the modular contract for inter-agency agreements with cities, counties, and libraries that began in 2020.
- The last tranche of spending related to responding to changed activities and deliverables due to COVID-19, but also to the self-response rates and increased investments in low responding counties.
- OFM also bumped up and expanded the media campaign with UWKC/Pyramid and the City of Seattle (ethnic and minority media across the state), buying materials and statewide advertising into the future.
- The \$15 million for 2020 comes to an end at the end of the fiscal year (June 30, 2020), leaving us with \$159,000 for Fiscal Year 2021.
- While Susan Meldazy, responsible for work with state agencies and for development of the state's promotional materials, will depart at the end of June, Lisa McLean will remain in her position until the end of the Census plus 30 days to do a wrap-up report.

4. Expanded Media and Messaging Tools

Micaella Verro, 2020 Census Program Manager, United Way of King County

- The We Count Washington campaign is working to develop new creative that can be used by community through October. It is advised by a small advisory group with representatives from across the state.
- Coinciding with current events marked by COVID-19 and the social justice protests, the theme is: Our Census, Our Power.
- There are six buckets of work planned from July to October.
 - Paid Advertisements in two batches: mid-July to early August prior to NRFU, mid-September to early October prior to the close of data collection. Advertising will include TV and radio spots, social media, banner ads, cable, multicultural media, and postering.
 - Four pieces of direct mail – in July and September, targeting Update Leave areas, Indian Country, and low self-response areas in King County.
 - Six toolkits focused on key events from July to October that can be used by organizations to uplift the Census message. Toolkits provide messaging ideas for email, website, and social messaging apps that can be deployed around events, such as Fourth of July and Indigenous People’s Day.
 - Monthly preplanned campaign emails for the months of July to October.
 - A series of webinars that will be useful for organizers as they continue to get out the word.
 - A number of “events in a box” that can be deployed by organizers.
- The examples of the new creative can be seen in the handout included with these minutes.
- Please direct questions and comments to Micaella Verro at mverro@uwkc.org.

5. Update from the Census Bureau

Jeffrey Enos, Deputy Regional Director, Los Angeles

- The Bureau is very close to completing Update Leave. There were fewer homes to visit this year.
- In July, the Bureau will be on-boarding new staff, and fieldwork will begin in August. Staffing looking pretty good, and the Bureau feels that it is in good shape.
- The Bureau is looking for space to train the staff doing NRFU, which starts August 11 and continues until October 31. Please contact your partnership specialist if you can help with training venues.
- The Bureau is trying to minimize in-person training, but does plan to have at least a one-hour session for signing of paperwork and swearing in. The rest of the training will be on-line or through conference calls.
- Group Quarters enumeration continues in July. The Bureau is setting up appointments now to drop off questionnaires and confirming the contact persons at the GQ.
- The online, e-response for Group Quarters is almost complete.

6. Impact of Census Delays on Redistricting

Alison McCaffree, Chair, Census and Redistricting, League of Women Voters

- Washington has a redistricting commission that is independent from the State Legislature. It is a bipartisan commission with two Republicans and two Democrats as voting members appointed by caucus leadership – and one nonvoting chair. The Legislature will confirm membership in January 2021.

- The Census Bureau has requested Congress to extend the deadlines for delivery of the census data – from December 31, 2020 to April 1, 2021 for delivery of apportionment counts to the President and from April 1, 2021 to July 31, 2021 for delivery of the redistricting counts to the states.
- Washington has two fixed dates in its redistricting process: 1) January 15, 2021 – date for appointment of the redistricting commission; and 2) November 15, 2021 – date for delivery of the maps.
- It is unlikely that the number of House Representatives will change due to the 2020 Census, but the PL 94-171 file that may get extended until July 31, 2021 is important for the state legislative redistricting process.
- The delays in data delivery could (but should not) hamper public input.
- People are already working on projected maps using American Community Survey data. So the delay in getting final numbers should not impact the preparation of final maps.
- The League of Women Voters of Washington is supporting Local Leagues and ally organizations to host workshops called [Speak Up Schools](#). Speak Up Schools are a targeted strategy to improve the quality, content and diversity of input to our 2021 Washington State Redistricting Commissioners. These sessions will share tools to help participants find their own voice and build effective, personal testimony. If you are interested in getting involved, contact Alison at amccaffree@lwvwa.org, (253) 720-6813.
- Deputy Secretary of State Sheri Nelson added that the Secretary of State is working with staff from the Legislature and Governor's office – and closely tracking developments on this topic in order to ensure the delivery of the maps on time despite the delay in receiving Census data.

7. Concluding Thoughts & Adjournment

Gary Locke, Chair and former Governor

- The network should continue to share resources – and OFM will continue with its regular updates.
- We Count Washington should circulate its messaging when ready.
- There is a need to tap into foundation support for continued funding.
- Private sector should step up to get the message out.
- Generally, we are making good progress, but the job is not done yet.

NEXT Meeting is September 21, 2020, 10:30-12:30 – TBD