



WASHINGTON STATE COMPLETE COUNT COMMITTEE

Topic: Minutes of 10th Complete Count Committee Meeting
Date: September 21, 2020
Time: 10:30am-12:00pm
Location: Microsoft Teams

- **Welcome**

Gary Locke, Chair of the Complete Count Committee, former Governor, former Commerce Secretary, and former U.S. Ambassador to China

- Washington State is #2 in the nation for self-response. Our self-response is higher than in 2010. But, we have also had three more months than in 2010. Still, I am satisfied with Washington's self-response rate.
- It is good to have had so many different communities involved. The sharing of ideas has paid off. We still have a few more weeks (or maybe just a week).
- There is still concern about the Non Response Follow Up process. It is not in Washington's interest for the Bureau to impute the population (as they might to do to close NRFU cases). All of Washington is better off with self-response or cooperation with NRFU.
- A complete and accurate count is important for determining number of seats in Congress, drawing legislative boundaries, and allocating tax dollars. Reimbursement rates for federal programs (e.g., like pharmacies in rural areas), depend on the population's composition, which will come from the 2020 Census.
- We are privileged to have a committed governor, supporting the census effort with funds and staff. The governor set the tone by even convening the committee.

- **Message from Washington State Governor**

Jay Inslee, Governor

- Thank you, Gary, for your leadership in this effort.
- The Complete Count Committee has been so successful. The whole network that was built was broad and effective. Pulling this work off in the middle of a pandemic is like climbing Everest without oxygen.
- We are tied with Wisconsin. It's great what we have been able to pull off.
- I asked for the funds for this effort because it was an equity issue. There is no more important tool for equity than the census. You have responded to this thirst for social and racial equity.
- Thank you for standing up against the forces in Washington, DC that have tried to obstruct a fair census. The Seahawks were wonderful last night, but you all have even been better.

- **Update from the Census Bureau**

Linda Akers-Smith, Assistant Regional Census Manager, Los Angeles

- Washington has a self-response rate of 71.8%. Non Response Follow Up has enumerated another 26.6% of households, meaning that a full 98.4% of Washington state households have been counted. Thanks to all the partners that have made this outcome possible.

- Update on NRFU: We have kept staffing levels up by keeping in touch with staff that we had planned to onboard before COVID and adding new staff. We had replacement trainings every other day in the first three weeks of NRFU. We also used performance reports to identify high performing enumerators. We have sent these high performing enumerators to resolve difficult cases; and we are also sending these enumerators to needed areas. We are increasing work hours and giving people award pay. An enumerator receives an incentive bonus for working extra hours.
 - The Bureau is tracking response by tract levels and setting up mobile questionnaire assistance centers in low responding tracts. Field staff have personal protective equipment and are directed to follow local health guidelines.
 - Enumerators work between 9 am and 9 pm. Enumerators leave a note with self-response instructions if no one answers the door.
 - The Bureau is handling natural disasters with rapid response teams – and the approach taken varies by natural disaster. In response to the wildfires in Washington, we have, first, sought to ensure the health and safety of staff in fire and smoky areas. We paused work in dangerous areas and shifted staff to other areas if they still wanted to work. We have worked with local authorities to identify the location of temporary emergency shelters.
 - Enumeration of Transitory Locations (RV parks, marinas, circuses, etc.) started on September 3 and is now complete in Washington state.
 - The Census Bureau has been preparing for Service-Based Enumeration (and enumeration of the population living outdoor), which will take place from September 22-24. We are looking for changes in the landscape after identifying locations in February and March. Area Census Offices are adding changes and began meeting with service providers on August 17. Training took place over this past weekend – and ACOs are 90% prepared for the operation that begins tomorrow.
 - Group Quarters count finished on September 3. In response to COVID-19, the Bureau sought to get resident rosters electronically or by mail. In some cases, staff dropped off and picked up forms.
 - Field activities were supposed to end in September. Court has ordered the Bureau to continue through October, and it continues to work and waits for more guidance from the court.
 - If people still have information on service-based organizations that have not been contacted for the SBE operation, they can send an email to Kamina.g.jensen@2020census.gov.
- **Rundown of Final Efforts in Washington State**
 - ***Census Day of Action Outcomes***
Micaella Verro, United Way of King County
Planning for the Census Day of Action (9/16) started in late August with a big target on refugees and immigrants. UWKC is still gathering information on outcomes. Due to the bad air quality last week, a number of events were rescheduled to this week. Urban League of Metropolitan Seattle is doing a mask giveaway on 9/23 in Tukwila. City of Seattle is doing pop-up tents to fill out the census. UWKC did phone and text banks on 9/16; and the whole network did lots of social media posts. Wenatchee had a live forum and sent volunteers out and about. The Day of Action Toolkit is still available and can continue to be used as long as it is relevant.
 - ***Statewide Advertising Campaign***
Emily Goetz, Pyramid Communications
Pyramid's campaign had two phases. Phase 1 was from March 31 to the end of May; the second phase was from June through September. Pyramid used advertisements to promote the virtual canoe race

and generally had a good presence elsewhere. The emphasis was on visibility and reach. Black Lens in Spokane was helpful with creativity and messaging, and they agreed to expand our half-page ad buys to full page ads. The statewide advisory team provided great feedback on the creative side.

- ***Trusted Messenger Activity***

Denisse Guerrero, Washington Census Alliance

The Washington Census Alliance reached out to 22,000 households on the Census Day of Action offering their texting tool to send a reminder to everyone. 90% of those who received the text said they had already completed the census. WCA is still collecting data on outcomes. Also, WCA wrote an article in response to an article from several legislators about efforts in eastern Washington not being sufficient. The WCA article detailed all the efforts that had been done in the eastern parts of Washington, noting that the bigger obstacles were the pandemic and the lack of internet.

- ***2020 Census Canoe Race and Winners***

Samantha Biasca, Na'ah Illahee Fund

Working with OFM and Pyramid Communication, NIF developed specific material for the tribes. NIF had 140 messengers in communities knocking on doors and printed materials, flyers, and social media. In their outreach, NIF messengers talk about how the census helps native communities (e.g., housing block grants). The Census can empower native communities, and NIF educated tribal communities of what's at stake, how it can help the tribes, and how to ensure tribes show up in the data. NIF outreach tried to focus on meeting needs with information, food, and medicine.

As part of the work, NIF organized a fun virtual canoe race about completing census, which served as a friendly competition with the message: "we are pulling ahead together." There are two winners so far with a 3rd winner to be announced on September 22. In creating prize categories, NIF tried to be inclusive – and not limit itself to those tribes with census-designated tribal areas. Port Gamble S'Klallam got 1st prize for being the tribe with the highest self-response rate, using their elders and college kids to help spread the word. Upper Skagit got 2nd prize for the greatest growth in self-response since the start of the canoe race (44.5%). Third prize will go to a tribe without a designated census area, but which was most engaged.¹

- ***Targeting the Hispanic Community in Washington***

Nancy Rocha-Aguilar, Commission on Hispanic Affairs

The Commission was able to pre-pay for advertisements through Bustos Media that will run through October. Bustos has a good reach in eastern Washington. CHA has also partnered with La Casa Hogar and La Marketa radio in the Yakima Valley, printing 30,000 tip cards that were put in supermarkets. The markets also allowed for booths to be set up outside of the market; and there are plans for two outreach events in September and October. There are also 18 banners around central Washington at busy intersections. CHA has also supported outreach events in Spokane and Walla Walla. There are several social media campaigns going on now, and there was an editorial about difficulties of being undercounted, which tied the message to voter registration. CHA will continue outreach until the end.

- ***Activity within the Faith Community***

Elise DeGooyer, Faith Action Network

FAN continues to share information about census and its video through its network and individual networks. A highlight is Zahra Roach from the Tri-Cities who partnered with Black Lives Matter, Spanish groups, churches, and a mosque on a drive-thru event with information on the Census, voter registration, COVID-19, and food boxes. It was an all-encompassing event that brought together so

¹ At a virtual event on September 22, the Chinook tribe took the 3rd prize.

many communities. Thank you for including us in this census work. It has helped us reimagine how we work regionally. We now have staff on east side of the state too. Shout out to Lisa and her hoorah emails on Fridays!

- **General Thanks from Everyone**

- ✓ *Gary Locke, CCC Chair:* We have been effective in our collaboration and have even grown from criticism. COVID-19 has been rough, but maybe we will be able to meet in person and celebrate soon.
- ✓ *Peter King, Association of Washington Cities:* Thanks for great organizing effort in the state. Let's keep pushing the message in October.
- ✓ *Nancy Aguilar-Rocha, Commission on Hispanic Affairs:* It's been great working with Lisa, and it has been a great opportunity to learn how other groups work and to learn lessons from difficulties.
- ✓ *Representative Bill Jenkins:* Thanks to everyone. This effort has been a good example of what Washington can do, and it has produced great results. Thank you from the legislature to all and to Governor Locke.
- ✓ *Gary Locke, CCC Chair:* Thanks, Representative Jenkins and the Washington Legislature, for supplying the funds. A lot of our work came from these funds. The Legislature helped set the pace and the tone.
- ✓ *Samantha Biasca, Na'ah Illahee Fund:* Thank you Lisa. I feel like we are often overlooked, but we thank you and OFM for advocating for us. Thanks to Pyramid too. The outreach has been great.
- ✓ *Matthew Tomaskin, Yakama Nation:* Thanks to the whole team. The work of the Na'ah Illahee Fund has helped a lot of tribes. Yakama Nation is closing in on its 2010 self-response rate. It has been a pleasure to work with Lisa and all the staff. It was a rewarding experience to be able to join the committee. Yakama Yakima CCC is still working hard. Thank you.
- ✓ *Paul Francis, Council of Presidents:* I knew college students were always going to be tricky, but COVID has made getting an accurate count especially hard. Our schools have really engaged and remained committed. Ensuring that there is a good file of final materials to share with organizers in 2030 would be great. Thank you so much. Our success shows what we can do when we work together.

- **OFM Wrap Up**

Marc Baldwin, Assistant Director, Office of Financial Management

- OFM is already looking ahead to the data processing phase. We will pay close attention to data quality and data usability.
- We have concerns about the December 31 apportionment deadline – and whether the Census Bureau will have enough time to ensure that the data is accurate.
- We have concerns about the Bureau's plans for disclosure avoidance and how it may affect the state's ability to use the data for its traditional uses. We can share a link to background materials.
- I'd like to give a big shout out to all the community organizations who joined in this effort and worked so hard despite all the obstacles.
- Also, a big thank you to those fiscal agents whose help we needed to enable the state to get money down to the most local levels. They really stepped up and helped in that effort. They formed great partnerships and contributed greatly to the effectiveness of this money.
- Lisa brought some great judgement to this process – and ensured that we were able to use the \$15 million as effectively as possible. We will try to keep her around to help us with some of the backend data processing issues – and to continue to keep all of you informed.

- **Final Thoughts and Adjournment**

Gary Locke, Chair of Washington state Complete Count Committee

- Thank you to Lisa for pulling us all together and serving as the coordinator in this effort. She did a great job.
- Our success comes from this statewide group that we put together. We kept adding groups along the way, and it is just great to see how many groups came together and how they collaborated.
- We are at 98.4%, and we will keep doing things as long as we can. Keep encouraging people.
- Maybe, one day when this pandemic is beat, we can come together for a celebration and to recommit for the 2030 census.