

# WASHINGTON STATE COMPLETE COUNT COMMITTEE MEETING MINUTES – OCTOBER 9, 2019



---

## WASHINGTON STATE COMPLETE COUNT COMMITTEE

Topic: Minutes of 5<sup>th</sup> Complete Count Committee Meeting  
Date: October 9, 2019  
Time: 10:30am-12:30pm  
Location: NE Community Center  
Spokane, WA

---

### 1. Welcome and Introductions

David Richardson, Executive Director, NE Community Center

Welcomed everyone to the Center. Explained the Center's mission and that the center's services depend on an accurate and complete Census count.

The Honorable Gary Locke, 21<sup>st</sup> Governor of Washington State, Chair, Complete Count Committee

Welcomed everyone to the meeting and invited those in the room and the 43 people on the phone to introduce themselves.

### 2. Update on State and Philanthropic Activities

Assistant Director Marc Baldwin, Office of Financial Management

- The state issued a request for proposals for up to \$7.5 million. There were three categories of funding:
  - small (up to \$50,000)
  - large (up to \$250,000)
  - joint (no dollar limit)
- Forty-eight (48) proposals were received, 24 were awarded. All proposals scoring above 100 received funding at some level.
- The pie chart provides an in-depth picture into the breadth in terms of demographics and geographic area covered by the awarded contracts.
- OFM will consider amendments to proposals and additional organizations can join and work with the organizations that already have a contract.
- The map shows that certain regions of the state fell outside the winning contracts. OFM approached winning contractors or local governments in order to expand the reach of funding and ensure that all of the state was covered.

Senior Manager Ankita Patel, Philanthropy Northwest

The Washington Equity Fund will soon issue a second Request for Proposals. Key dates are:

- October 16 – Listening Session
- October 28 – RFP to be posted
- November 22 – deadline for applications
- January 10 (approximate) – awards made

PNW is looking for reviewers. If interested, please contact Ms. Patel.

# WASHINGTON STATE COMPLETE COUNT COMMITTEE

## MEETING MINUTES – OCTOBER 9, 2019

---

### Q&A

- Representative Jenkin was interested in what was happening in Tri-Cities. Those working there on behalf of United Way of Benton Franklin, Latino Community Fund, and LULAC explained their work.
- Representative Jenkin asked if there was a need for policy work to be done in the short session.
- Mathew Tomaskin of Yakama Nation said that the funding awarded was not enough and that the tribes would have to cut back to a barebones budget.
- Oskar Zambrano of LCF asked when new money would be awarded through contract amendments.

### 3. Update from the US Census Bureau

#### Partnership Specialist Lorraine Ralston

- There are 21 partnership specialists throughout the state, four tribal specialists, and two media specialists.
- There are 45 complete count committees statewide—26 at the county level, eight organized by tribes, and eight organized by specific organization.
- There are 3,000 partners across the state.
- All five Area Census offices have opened – Seattle, Everett, Tacoma, Olympia, and Spokane.
- The In-field Address Canvassing operation finished two weeks early.
- The Bureau is actively recruiting for enumerators now. Jobs are available in every community.
- The Bureau will organize a major national recruitment effort the week of October 22 with partners and the Bureau organizing numerous recruiting events.

### 4. Activities and Plans (or Challenges & Successes) on the East Side of the Cascades

#### Lo Ann Ayers, Tri-Cities Count!

- We have a dearth of knowledge of what was done in 2010. It serves as a good conversation starter, leading into people asking what they can do. But it also reminds us of the need to leave a record for our successors.
- Tri-Cities Count! received funds from Washington Census Alliance to get started.
- We are creating efficiencies by adopting the materials of other organizations. We also find that once awareness occurs, it serves as a motivator for action. It is important to play to the interests of the various groups. For instance, a recent meeting with the unions helped demonstrate that some unions care about the data connecting the census count and federal funds; others respond better to local statistics.
- For messaging, we are settling on the “it takes 10 minutes to answer questions that will affect your community for the next 10 years.” We also emphasize the need to “get our fair share.”
- We are already seeing the enduring side effects of this work, i.e., building relationships that did not exist before. We have moved from an acknowledgement to a handshake; we knew each other before, now we are working together.

#### Alexandra Panagotacos, Spokane Complete Count Committee and Innovia Foundation

- One major accomplishment of the Spokane CCC is the launching of [www.spokanecensus.org](http://www.spokanecensus.org), using the WA nonprofits logo and materials.

## WASHINGTON STATE COMPLETE COUNT COMMITTEE MEETING MINUTES – OCTOBER 9, 2019

---

- Our goal is a complete and accurate count, focused on hard-to-count groups and low-response tracts. We have done a thorough assessment of who needs to be involved and have identified short, medium, and long-term goals.
- We have a resource roundup on the website and are working with Code for America to build a platform that is vetted and relevant to us.
- There will be a CCC meeting tomorrow, where we hope to formalize the committee structure to ensure that it is driven by the community, and hope to finalize an outreach plan by end of October.
- Innovia Foundation will be issuing an RFP soon to re-grant funds received through a low barrier process.

### Juan Sanchez, Blue Mountain Action Council

- Blue Mountain Action Council is assembling its CCC, and there is a lot of interest and excitement.
- We are engaging in activities aimed at pulling the community together.
- We are working on a website and starting a Facebook page with a feed and event calendar.
- We expect to deliver information in several different languages.

### Brooklyn Holton, Chelan-Douglas Complete Count Committee

- We invited the mayors of all the cities and expanded work with a neighborhood organization called CAFÉ, which will help with the outreach to the Spanish-speaking population.
- A local professor who teaches at Evergreen College enlisted her students in the development of a Census outreach plan for the area; and while we have that basic plan, we recognize that being flexible will bring the most success.
- We are using the CCC as a sounding board and listening to input as we move ahead in order to give form to our outreach.
- We are working with LinkTransit, health districts, and public utility districts to help us advertise; and we are trying to be creative on social media.
- We also have something called Census Saturday, where we pair a local media story with a census statistic and coordinate it with our social media messaging.
- Our biggest challenge has been staff turnover in the cities and counties, which leads to loss of direction and context.
- The distance between communities requires time and resources to cover efficiently.
- While 100 percent participation is a definite goal, it is not our product. Instead, we see the opportunity for more regional cooperation, civic engagement, and more awareness of each other as individuals and communities. We also see the Census 2020 effort as a great chance to build capacity across the counties.
- Our mantra is “You matter, you count! Get engaged!”

### Mathew Tomaskin and Laura Armstrong, Yakama Yakima El Censo

- The coalition is a partnership between the Yakima Nation, One America, La Casa Hogar and eight additional organizations.
- The coalition is working to bring folks together to work toward a mutual goal in a way that has not been done before. We reach out to migrant workers, the Asian Pacific Islander community, the NAACP, and the tribes.
- We have a basic Census 101 presentation, which we use in community education.
- The challenge has been latent racism and drug and alcohol abuse.
- Another challenge is how to support the trusted messenger strategy given the limitations imposed by the tax laws.

# WASHINGTON STATE COMPLETE COUNT COMMITTEE

## MEETING MINUTES – OCTOBER 9, 2019

---

### 5. What Does Success Look Like? How Will We Measure it?

#### Open Discussion

- Kamau Chege, WA Census Alliance: Success would be if everyone completed the census because the word had gotten out and people felt safe. Another sign of success would be that the typically underserved became civically engaged and the social infrastructure was strengthened. I hesitate to put a number on it because factors beyond our control might stand in the way.
- Alex Panagotacos, Innovia Foundation: In my previous job, I was doing domestic violence work, and as we gained strength, the number of reported cases went up because people finally knew that they could speak up and be heard. For me, a big sign of success would be that people feel seen and heard, and relationships of trust are fortified.
- Governor Locke: Numbers are important, but the answer is multi-faceted and also includes the fortification of relationships across the government, nonprofit, private, and philanthropic sectors.
- Representative Jenkin: Success is met when there is an accurate count, and each community receives the money to which it is entitled.
- Ankita Patel, Philanthropy NW: Success would be for each sector to do its thing, while efforts are maximized at the intersections of our work. On a recent trip to Florida, the audience admired the way that we are developing these intersections already in Washington state.
- Governor Locke: As organizers, you also want to think about how all of us can leverage utilities and other large employers for free messaging to their employees and clients.

### 6. Future Meeting Dates

Please make a note of the dates for future meetings to take place between 10:30 and 12:30 at a location to be determined.

1. January 22, 2020
2. March 4, 2020
3. April 15, 2020
4. June 17, 2020

**Meeting adjourned**

**WASHINGTON STATE COMPLETE COUNT COMMITTEE  
MEETING MINUTES – OCTOBER 9, 2019**

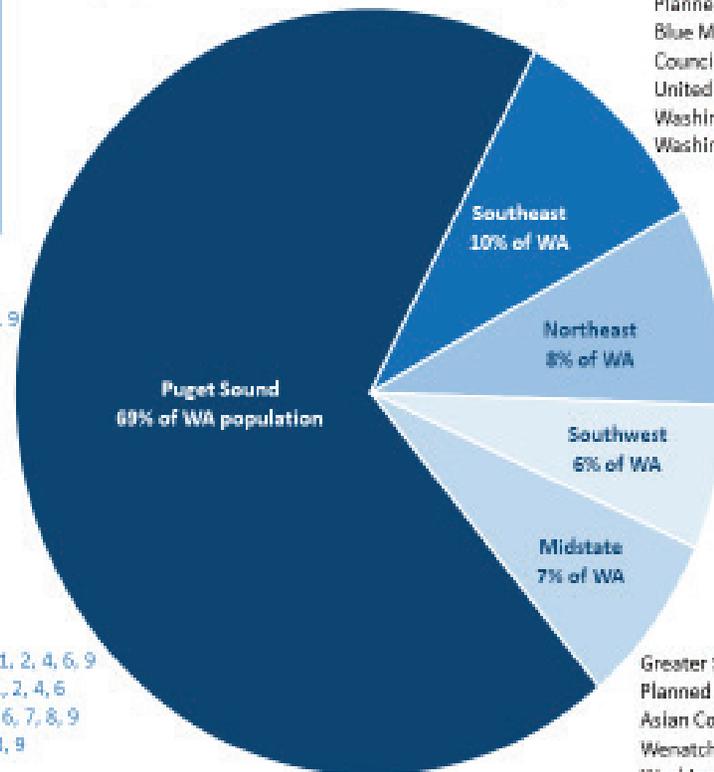
**Washington population by region & each region's grants and the HTC populations they are addressing**

**Hard-to-count population key:**

- 1. Communities of color
- 2. Immigrant and refugee communities
- 3. Indigenous communities
- 4. Low-income persons
- 5. Persons experiencing homelessness
- 6. Limited English proficiency
- 7. Rural communities
- 8. LGBTQIA+ communities
- 9. Young persons

- Bus Education Fund: 1, 2, 4, 5, 6, 8, 9
- Chinese Information & Service Center: 1, 2, 4, 6, 9
- Greater Seattle Business Association: 8, 9
- Somali Community Services: 1, 2, 6
- Turning Point: 1, 2, 4, 5, 6
- Center for Human Services: 1, 2, 4, 6, 9
- Korean Service Center: 1, 2, 4, 6, 7
- Leggette ETI & BLM: 1, 2, 4, 6, 8
- Planned Parenthood GWNI: 2, 7, 8, 9
- Refugee Woman's Alliance: 1, 2, 4
- Tasveer: 1, 2, 6
- Filipino American: 1, 2, 3, 4, 5, 6, 7, 8, 9
- GTCF/Pierce County: 1, 2, 4, 5, 7, 8, 9
- Asian Counseling and Referral Services (ACRS): 1, 2, 4, 6, 9
- Council on American Islamic Relations (CAIR): 1, 2, 4, 6
- Communities of Color/Snohomish: 1, 2, 3, 4, 5, 6, 7, 8, 9
- Washington Census Alliances: 1, 2, 3, 4, 5, 6, 7, 8, 9
- United Way of King County: 1, 2, 4, 5
- Washington Nonprofits: 1, 2, 4, 5, 6, 7, 8, 9

9/24/2019



- Greater Seattle Business Association: 8, 9
- Planned Parenthood GWNI: 1, 2, 7, 8, 9
- Blue Mountain Action Council: 1, 2, 3, 4, 5, 6, 7, 8, 9
- Council on American Islamic Relations: 1, 2, 4, 6
- United Way of Benton & Franklin: 1, 2, 3, 4, 5, 6, 7, 8, 9
- Washington Census Alliances: 1, 2, 3, 4, 5, 6, 7, 8, 9
- Washington Nonprofits: 1, 2, 4, 5, 6, 7, 8, 9

- Greater Seattle Business Association: 8, 9
- Korean Service Center: 1, 2, 4, 6, 7
- Planned Parenthood GWNI: 2, 7, 8, 9
- Asian Counseling and Referral Services: 1, 2, 4, 6, 9
- Washington Census Alliance: 1, 2, 3, 4, 5, 6, 7, 8, 9
- Washington Nonprofits: 1, 2, 4, 5, 6, 7, 8, 9

- Asian Counseling and Referral Services: 1, 2, 4, 6, 9
- Noble Foundation/ Vancouver: 1, 2, 3, 4, 5, 6, 7, 8, 9
- Council on American Islamic Relations: 1, 2, 4, 6
- Share/Vancouver: 4, 5
- Washington Census Alliance: 1, 2, 3, 4, 5, 6, 7, 8, 9
- Washington Nonprofits: 1, 2, 4, 5, 6, 7, 8, 9

- Greater Seattle Business Association: 8, 9
- Planned Parenthood GWNI: 1, 2, 7, 8, 9
- Asian Counseling and Referral Services: 1, 2, 4, 6, 9
- Wenatchee: 2, 4, 6, 7
- Washington Census Alliance: 1, 2, 3, 4, 5, 6, 7, 8, 9
- Washington Nonprofits: 1, 2, 4, 5, 6, 7, 8, 9

WASHINGTON STATE COMPLETE COUNT COMMITTEE  
MEETING MINUTES – OCTOBER 9, 2019

