



WASHINGTON STATE COMPLETE COUNT COMMITTEE

Topic: Minutes of 6th Complete Count Committee Meeting
Date: January 22, 2020
Time: 10:30am-12:30pm
Location: Eastside Community Center
Tacoma, WA

1. Welcome and Introductions

Peter King, CEO and President, Association of Washington Cities (AWC)

Welcomed everyone to the meeting and invited those in the room to introduce themselves. Another approximately 25 people joined via Skype.

2. Update from around the State

A number of state partners shared information about their activities related to 2020 Census Outreach and offered cooperation and coordination.

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

- Research shows that the Asian American and Pacific Islander population is one of the fastest growing in the country and the state and also among the least likely to respond.
- ACRS has developed a vast network of AAPI organizations working in communities across the state.
- ACRS is recruiting, training, and deploying trusted messengers; distributing in-language census materials; and developing its own materials.
- See attached PowerPoint for more details on how ACRS plans to address the barriers to census participation among the AAPI community across the state.

Elise DeGooyer, Co-Director, Faith Action Network (FAN)

- FAN is mobilizing across the 154 faith communities in the state. They have partners in Spokane, Tri-Cities, Yakima, and many other places that are developing their own strategies, and strategies with others, to reach out to their communities.
- The approach is very much grassroots, i.e., mobilizing the heads of denominations to encourage organization of a Census Action Day or a Census Sabbath or any other activity in the communities where they are present.
- FAN is also organizing three trainings across the state in conjunction with its Legislative Advocacy days in Spokane, Olympia, and Tukwila.
- FAN is happy to help make connections for anyone seeking to reach out to the faith communities.

Samantha Biasca, Community Engagement Coordinator, Na'ah Illahee Fund

- NIF is organizing across the tribes and nonprofit community groups serving tribal communities.
- It has already entered into a number of grant relationships – and continues to expand the list.
- NIF is also conducting a number of trainings using their training guide that they have developed (and that was passed around).

Kamau Chege, Manager, Washington Census Alliance

- Together with NIF as part of a network of over 70 organizations, WCA plans to be able to recruit, train and deploy 450 trusted messengers across 20 counties that will engage over 9,000 people.

- The expectation is that, through the model of trusted messengers and deep talks, the people reached can serve as magnifiers of the message about how important it is to participate in the census and what the risks might be.
- Recruitment and training of trusted messengers is still underway, but going well.

Amber Waldref, Executive Director, The Zone Project and Member, Spokane Complete Count Committee

- The Spokane CCC met January 15.
- They are progressing well with the recruitment of trusted messengers.
- Latinos en Spokane have developed a video.
- Colleges (including WSU, Whitworth, Gonzaga, and UW) are gearing up to spread the word as students return to the campus.
- Other groups engaging in census work include the Tenants Union, food banks, faith-based community leaders, Spokane assistance and tax centers, libraries, and the chambers of commerce.

Masih Fouladi, Executive Director, Council on American-Islamic Relations (CAIR) Washington

- CAIR/WA has developed some videos that it will release in a few days to demonstrate to the community that they are a part of the Census process and how and where they can participate.
- CAIR/WA held a Muslim Youth Leadership training program at the end of last year that trained 30 youth in Census basics.
- As part of its membership within WCA, CAIR/WA has recruited 12 Trusted Messengers – and with funding from the Washington Census Equity Fund hopes to recruit more.
- Finally, CAIR/WA has created a pamphlet for the Middle East and North African communities to explain how they can self-identify, given that MENA is not a race category on the decennial form.

Additional Updates

- Tri-Cities has expanded to over 80 organizations spanning well beyond the urban center and into Benton and Franklin counties.
- The Commission on Hispanic Affairs is currently out in Central Washington working with groups – and reports a high level of activity and energy.
- Association of Washington Cities (AWC) hosted a webinar for its members. The upcoming issue of their Cityvision magazine will exclusively deal with the 2020 Census – and include an interview with former governor and Commerce Secretary Gary Locke. The Census will also be a major topic when 300 city folks come to Olympia next week. If anyone is having challenges getting into city hall, AWC can help.

3. Paid Media Campaign

Keith Shipman, President & CEO, Washington State Association of Broadcasters

- WSAB will organize a Public Education Partnership (PEP) Program to promote awareness of and participation in the 2020 Census. The PEP program uses contributed unsold airtime from more than 175 commercial radio and television announcements throughout the state of Washington.
- WSAB will also develop a digital marketing campaign using OFM’s display and banner ads, as well as pre-roll video from the TV announcements.
- Radio and TV messages will be in English, Spanish, Russian, Chinese, Vietnamese, and Korean.
- The digital campaign will focus on low response counties, Hispanic communities, and hard-to-reach populations.
- WSAB is willing to make its messages available. WSAB may also reach out to various community groups in the coming weeks to enhance their content.

Elsa Batres-Boni, Census Strategic Advisor, Department of Neighborhoods, City of Seattle

- Combining \$50,000 from the City and \$100,000 from the state, the City was able to issue an RFP for ethnic and minority members – and award 23 different media with contracts for promoting the Census.
- While concentrated in Seattle and King County, a number of the awarded contracts also have reach in other parts of the state.
- As part of this process, the City and County are hosting biweekly collaboration calls.

4. Update from Office of Financial Management

Marc Baldwin, Assistant Director, Forecasting and Research

- Baldwin provided an update on the expenditure of the \$15,000,000 legislative proviso.
- As of January, OFM considers approximately 87 percent of the funds obligated to sources across the state.
- With approximately 50 contracts through the community outreach RFP and the city, county, and libraries application, more than 300 organizations across the state are receiving state support for participation in outreach, education, and mobilization activities. There is at least one, often many, contracts for work in every Washington county.
- Next steps include: (1) monitor what is being done with those funds and what impacts are being made, and (2) development and implementation of rapid response strategies.
- There is approximately \$2,000,000 in reserve that can be deployed primarily to areas of the state that – according to real-time response rates – experience low self-response rates.

Ankita Patel, Senior Manager, Public Policy & Advocacy, Philanthropy NW

- Patel provided an update of the second round of the Washington Census Equity Fund effort.
- In the end, the WA Census Equity Fund gathered \$1.5 million from three dozen philanthropic partners that was distributed in two competitive rounds in the form of 83 grants focused on the state's hardest to count populations.
- The Fund now feels that its future work will be focused on assisting in the making of connections.

5. Update from the Census Bureau

Michael Hall, Assistant Regional Director, LA Office, U.S. Census Bureau

- Hall introduced Leland Dart, Area Census Manager, responsible for organizing Operations across the four western Washington offices (Everett, Seattle, Tacoma, and Olympia).
- Dart is currently focused on preparing the offices for Group Quarters Advanced Contact (GQAC) and the Service-Based Enumeration (SBE) operation.
- The Bureau has been in touch with the Point-In-Time Coordinators for 38 of 39 counties – and is waiting to receive information on SBE locations from 14 locations.
- Recruiting remains a major focus for the Bureau.
- The Bureau has begun counting in Alaska – and recently launched its national advertising program.
- Headquarters is being very tight-lipped about its real-time response rate tool. The information that is known is that:
 - Information will be available about response rates down to the tract level.
 - The tool will be available to the public – and fully live (it will update as soon as someone submits a response online).
 - The exception to the fully live aspect of the tool is the paper forms. The Post Office will scan envelopes as they receive them – and that should ensure that the maps can update with mailed responses within two days of mailing.

- The Bureau also plans Mobile Questionnaire Assistance Centers (M-QACs) but still does not have any details about how that will roll out.

6. Future Meeting Dates

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

1. March 10, 2020 – Renton Technical College
2. April 15, 2020 – Tukwila Community Center
3. June 17, 2020 -- TBD

Meeting adjourned