



WASHINGTON STATE COMPLETE COUNT COMMITTEE

Topic: Minutes of 2nd Complete Count Committee Meeting
Date: January 24, 2019
Time: 10:30am-12:30pm
Location: Boardroom, Highline Public School District
Burien, WA

1. Welcome and Introductions

- The Honorable Gary Locke, 21st Governor of Washington State, Chair, Complete Count Committee
See attachment for full list of Complete Count Committee attendees.

2. High-Level Update

- Lisa McLean, Complete Count Committee Coordinator, OFM
Provided an update about legal developments related to the citizenship question and other political developments at the federal level. McLean also noted that Governor Inslee's biennial budget request included \$4.5 million for the census activities.
- Assistant Regional US Census Bureau Manager Michael A. Hall, LA Regional Office
Spoke of the difficulties the US Census Bureau is experiencing with recruitment. With a plan for five Area Census Offices (ACOs) in Washington state, the Bureau needs to hire approximately 500 persons per ACO – or 2,500 across the state. The need is for part-time address canvassers and enumerators; staff to manage the field operation; and partnership specialists who come from the communities and are expected to enlist partners to spread awareness and serve as trusted ambassadors. The Census's background check process is quite lengthy and contributes to the difficulty in hiring.

Complete information on hiring can be found on the [OFM Census 2020 page](https://www.ofm.wa.gov/washington-data-research/population-demographics/decennial-census/2020-census-everyone-counts/2020-census-what-you-need-know/get-involved-2020-census/2020-census-jobs).
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3. State Agency Subcommittee

- Susan Meldazy, 2020 Census Coordinator, OFM
State agencies had a deadline of December 10 to submit work plans. In the coming months, OFM will work with the state agencies to refine these plans. A small group of communications directors has created a working group to develop messages and toolkits, which should be available in the second half of the year. DSHS, Commerce, and Employment Security are among the state agencies with the broadest outward-facing reach. However, even smaller agencies with call centers, for example, have a role because they can broadcast recorded messages for those who need to wait in phone queues.

4. Education Subcommittee

- Many useful contacts established and ideas exchanged at three levels: K-12, four-year colleges, and two-year institutions of higher education.

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- Superintendent Chris Reykdal noted that, with 1.1 million students and 120,000 teachers and administrators, the schools will be an important source of information on the census, and OSPI is prepared to disseminate information. Everyone should also be sensitive to the fears of certain families about the purpose of the census and risks of participation.
- Elsa Batres-Boni, Washington Census Alliance urged public institutions to take the topic of fear head-on and send those who are fearful to trusted community messengers.
- State Board of Community and Technical Colleges Executive Director Jan Yoshiwara noted that there are many networks in the higher education system, and we need to make sure that they have accurate information to relay to their audiences. SBCTC can also be helpful in advertising Census Bureau positions.

5. Local Government Subcommittee

- Association of Washington Cities, Washington State Association of Counties, and OFM have discussed development of a template for outreach plans that could be adapted to rural communities and smaller towns.
- CCC member Amber Waldref from the Northeast Community Center Association reported on the work in Spokane to organize a county, city, and regional Complete Count effort. United Way hosted an initial meeting, and the business community has expressed support. There is need for a staff person to keep the effort on track, and the county and cities are looking at their budgets to see if they can pool resources to hire such a person. Spokane is also considering a regional approach – and reaching out to the northern counties of Ferry, Pend Oreille, and Stevens, as well as Whitman.

6. Subcommittee on Informed Decision-Making

- Kate Kelly, Policy Director, Attorney General's Office
A January 15 ruling out of the Southern District of New York supported Washington position that a citizenship question should not be included on the census. The U.S. Department of Justice has requested that the U.S. Supreme Court take up the case on an expedited schedule skipping over the Court of Appeals. The Justices are expected to decide whether to grant review in February, which could result in a hearing before the Court in April or May.

Regarding the Subcommittee on Informed Decision-Making, certain segments of the community have expressed concern about sharing information and interfacing with the government. Washingtonians need clear information about the risks to participation, and the protections that are in place for information submitted through the census. Therefore, the subcommittee came up with the Factsheet on the Census and Confidentiality with the help of the Attorney General's office and others.

The Attorney General's Office is now working on a consumer protection factsheet and web content to inform the public about potential census scams and what to do if they receive a questionable communication. The information will be reviewed by the subcommittee and shared with community leaders when it is final

- Kim Wyman, Washington Secretary of State
In the 2018 elections, the Secretary of State's Office recognized the risk of misinformation. The Office worked with social media platforms to monitor content and identify (and shutdown) fake accounts.

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- Elsa Batres-Boni, Washington Census Alliance
Thanked the subcommittee for its work and reported that the Alliance is working on simplifying the factsheet into “10 Things You Should Know for Safety.”
- Governor Locke asked the Census Bureau to provide concrete information to refine the sentence in the Factsheet, which states: “Since then [1970], Washington is not aware of any situation where the Census Bureau has referred a case to the Justice Department for prosecution.”

7. Philanthropic and Private Sector Subcommittee

- David Wertheimer, Director, Community & Civic Engagement, Gates Foundation
The subcommittee had its initial meeting last week. Members committed to growing the subcommittee to 15 members by mid-March, developing recommendations for outreach to the philanthropic and private sector constituencies by mid-June, and delivering a report to the CCC at its July 10 meeting. Seattle Foundation suggested that the CCC create various levels of engagement (e.g., gold, silver, and bronze levels) to offer to philanthropies.
- Kiran Ahuja, CEO & President, Philanthropy NW
Philanthropy NW continues to lead the pooled fund effort and hopes to enlist the support of numerous foundations. More than 10 foundations have contributed to the fund so far. Others are committing aligned funding. Philanthropy NW will track these commitments to identify what parts of the state are not covered. If CCC members are on a board of a foundation or connected to someone, please encourage them to contribute. The amount is not as important as the additional voice of support for a complete count in WA. Philanthropy NW hopes to get funds out in the spring. The goal continues to be \$3-4 million.
- David Wertheimer, Director, Community & Civic Engagement, Gates Foundation
As we think about outreach strategies, we need to think not only of top-down strategies, but also across communities. The CCC should explore how to use social media for this purpose. It might be wise for the state to sponsor a Census Hack-a-Thon¹ so that we can create tools to explain why the 2020 Census is important that reach across and go beyond the vertical approach. Ahuja referred the group to Democracy Lab and C-Tech as useful contacts.

8. WA Census Alliance

- Elsa Batres-Boni, Washington Census Alliance
The Alliance seeks to unite community organizations across the state, representing all faiths, all professions, and all demographic groups – but especially those serving historically undercounted communities. In addition to the historical barriers to Census self-response, the 2020 Census has an added element of distrust of government and the digital divide. The WA Census Alliance has developed a \$15 million budget for training of trainers, staff, and interpretation – and generally to pick up the job at the community level given the Bureau’s limitations. The Alliance’s Policy Committee is conducting advocacy; and there is a Safety Committee and an Outreach Committee. The challenge is immense – and financial support is necessary, especially when you consider all the other priorities that the community-based organizations are going to be asked to deal with in 2020: Real ID, elections, the public charge, and building trust after the Department of Licensing breach.

¹ A hackathon is a design sprint-like event in which computer programmers and others involved in software development, including graphic designers, interface designers, project managers, and others, often including subject-matter-experts, collaborate intensively on software projects.

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9. Input from Complete Count Committee on the Budget

- Marc Baldwin, Assistant Director, Forecasting & Research, OFM
The Governor requested \$4.5 million for census activities. The decision package was based on two arguments: (1) the need to build a field operation do to the grassroots challenge of the task; and (2) the priorities of this committee. No decisions have been made, but OFM looked at California’s approach and adapted it to the realities of Washington, suggesting nine categories of spending of state funds:
 - 1) Regional/geographic, especially hard-to-count areas
 - 2) Demographic/language and cultural
 - 3) Tribes
 - 4) Education and higher education
 - 5) State agencies
 - 6) Media – paid and unpaid
 - 7) Printing to make specific the Census Bureau’s general story – and Translation
 - 8) Staffing – while CA is spending \$9 million, Washington has only 1.5 FTEs
 - 9) Contingency fund for surgical strikes once the census is underway
- Kiran Ahuja, CEO & President, Philanthropy NW
Would like it noted that the state budget is quite inadequate, especially when compared to budgets already passed in other states.
- Rich Stolz, Executive Director, OneAmerica
Agreed that the funding needed to be increased, but also that there needed to be a plan. Stolz asked how OFM would disburse the funds. Baldwin replied that OFM has the ability to disburse the funds in a number of ways (directly, through other state agencies, through contracts with non-state entities)–and is open to discussion and cooperation in order to ensure that the money is distributed as efficiently as possible. There is a need to know what other counties are doing and how to move forward once the state’s budget number is established in approximately May.

10. Concluding Discussion

There was a general, non-conclusive discussion on the way forward and the potential for reorganization of the structure. Governor Locke committed to making sure that Census staff publicized subcommittee meetings. He also made a general announcement about his planned appearance at the Senate’s State Government and Tribal Relations Committee on February 8 at 1:30pm.

11. Upcoming Meeting Dates for 2019

The Statewide Complete Count Committee will meet from 10:30am-12:30pm on the following dates in 2019:

- **Wednesday, April 10, 2019**
- **Wednesday, July 10, 2019**
- **Wednesday, October 9, 2019**

Location to be determined.

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ATTENDEES

Kiran Ahuja, CEO & President
Philanthropy Northwest

Laura Armstrong, Executive Director
La Casa Hogar, Yakima

Elsa Batres-Boni, Facilitation Team
WA State Census Alliance

Rev. Paul Benz, Co-Director
Faith Action Network

Craig Bill
Governor's Office of Indian Affairs

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

Louise Chernin, President & CEO
Greater Seattle Business Association

Mahnaz K. Eshetu, Executive Director
ReWA (Refugee Women's Alliance)

Paul Francis, Executive Director
Council of Presidents

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

Adam Hyla E. Holdorf, Communications Director
Children's Alliance

Eric Johnson, Executive Director
Association of Washington Counties

Kate Kelly, Policy Director
Washington Attorney General's Office

Peter King, Chief Executive Officer
Association of Washington Cities

The Honorable Gary Locke
21st Governor of State of Washington

Chairman, WA State Complete Count
Committee

Michelle Merriweather, President & CEO
Urban League of Metropolitan Seattle

Sarah Peterson, Washington Refugee
Coordinator
Department of Social and Health Services

Chris Reykdal, Superintendent
Office of Superintendent of Public Instruction

David Schumacher, Director
Office of Financial Management

Rich Stolz, Executive Director
We are One America

Markham McIntyre, Chief of Staff to CEO
Seattle Metropolitan Chamber of
Commerce

Indira Trejo, Global Impact Coordinator
United Farmworkers of America

Mathew K.M. Tomaskin, Legislative Liaison
Yakama Nation

Amber Waldref, Project Director, The Zone
Project
Northeast Community Center Association

David Wertheimer, Director
Community and Civic Engagement
Bill & Melinda Gates Foundation

Todd S. Woodard, Director, Marketing/Public
Affairs
Spokane International Airport

Kim Wyman
Washington Secretary of State

Jan Yoshiwara, Executive Director of Education
Washington State Board for Community and
Technical Colleges