MEMORANDUM

To: Kurt Triplett, City Manager
From: James Lopez, Assistant City Manager
                    David Wolbrecht, Neighborhood Services Outreach Coordinator
Date: March 7, 2019
Subject: COMPLETE COUNT FOR THE 2020 CENSUS

RECOMMENDATION:

That the Council City receives a report on opportunities for the City to support a “complete count” of the 2020 Census and provide direction to staff regarding preferred next steps.

BACKGROUND:

The U.S. Constitution mandates a headcount every ten years of everyone residing in the 50 states, conducted by the U.S. Census Bureau. Census data is used in many ways, including:

- Informing the distribution of more than $675 billion annually in federal funds;
- Fairly providing for Congressional representation in the U.S. House of Representatives and informing the redistricting of state legislative districts; and
- Assisting the City in making informed decisions for Kirkland.

The next decennial census will begin in Washington on April 1, 2020, and the Census Bureau has already begun its hiring process for thousands of temporary jobs across the nation, including here in King County. The Bureau has also implemented the following important changes for 2020:

- Automating its field operations and building a more accurate address list;
- Implementing an online response option; and
- Using data already provided from the public to reduce the need for in-person follow up visits to nonresponding households.

Additionally, one method utilized by the Census Bureau in support of a complete count is the activation of Complete Count Committees (CCC). CCCs are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate response by residents to the 2020 Census. The census has historically missed certain hard-to-count communities at disproportionately high rates, including communities of color, low-income households, immigrants, and young children. CCCs rely on local community knowledge to inform strategies and tactics to support the census’ goal of
“counting everyone once, only once, and in the right place”. An informational brochure about CCCs is attached. [Attachment A]

**East King County Complete Count Committee**

City staff were approached in early winter of 2018 to join an exploratory task force in support of the formation of an East King County (EKC) CCC. Membership included staff from the cities of Bellevue, Kirkland, Redmond, and Sammamish, the Director of External Relations for the King County Executive, the Executive Director of the Eastside Refugee and Immigrant Coalition, and a specialist from the Census Bureau. This task force identified that the purpose of an EKC CCC would be to utilize the insight and knowledge of the Eastside to support a complete count, particularly as it relates to hard-to-count communities on the Eastside. The City of Seattle, King County, and the state also are establishing CCCs, with which an EKC CCC would coordinate for strategy and messaging.

The EKC CCC task force has identified several agencies and organizations for potential membership on an EKC CCC, including local governments, school districts, youth services, housing providers, homelessness services, general social service providers, cultural organizations, faith-based organizations, and business organizations. As is customary with CCCs, and in line with the other cities on the Eastside, the Mayor will be invited to represent Kirkland on an EKC CCC. The anticipated City staff support for the Mayor and the EKC CCC can be achieved within the Neighborhood Services Outreach Coordinator’s existing work plan.

The benefit of Kirkland’s participation in an EKC CCC would include:

- Coordinated communication plans across all layers of CCCs, resulting in consistent messaging for Kirkland community members. Additionally, templates for messaging (newsletter articles, social media posts, etc.) and events would be provided.
- Kirkland has one Census tract (220.05, consisting of portions of southeast Juanita and southwest Totem Lake) that had a low response in the 2010 Census, as only 72% of the tract’s households mailed back their 2010 Census questionnaire. Participation in an EKC CCC can help increase response rate for that tract.
- Establish new relationships between the City and various agencies, organizations, and community groups throughout Kirkland, as well as strengthen the connections that already exist. Broadening the City’s network of connections in this way will support the City’s operational value of civic engagement and being a more safe, inclusive, and welcoming community. These new and newly-strengthened relationships can be leveraged for other events in support of City objectives, such as City Hall for All.

The EKC CCC task force will be hosting an event at Redmond City Hall on April 4 entitled “2020 Census: Let’s Get Real”. The meeting will provide a basic introduction about the Census, describe the role of the EKC CCC in achieving a complete count, and invite attendees to participate on available subcommittees at their preferred level of participation. Invitations will be sent to the numerous agencies and organizations referenced above, and any other community leaders may attend.
Regional Census Fund

In addition to participating in an EKC CCC, the City has been invited to contribute to a Regional Census Fund (final name to be determined), organized by King County, the City of Seattle, and the Seattle Foundation. The purpose of a Regional Census Fund is to provide grants to organizations that can effectively educate, engage, and encourage hard-to-count populations on what the decennial Census is, why it is important, and how people’s information will be collected and protected. By relying on the already-built trust between community-based organizations and the hard-to-count communities they serve, the Regional Census Fund will increase capacity and support in the community to attain a more complete count.

The proposed Regional Census Fund would be administered by the Seattle Foundation, which would provide a single portal for streamlined applications and would reduce administration costs for grantors. If Kirkland chose to contribute to the Regional Census Fund, the City could choose to ensure that City funds were granted to organizations and agencies that primarily served the Kirkland community. As currently expressed in the draft memorandum of agreement, the City of Seattle is intending to grant their funds to organizations and agencies that are primarily served in Seattle. If Kirkland participates at a proportionate level to population as the City of Seattle, Kirkland’s level of contribution to the fund would be $30,000, or $0.34 per capita.

Staff sought community insight about a single-portal Regional Census Fund to ensure that it would be the best strategy for Kirkland’s needs. Staff inquired with members of the Inclusion Network who provided feedback that having a single portal for applications is a preferred strategy. Inclusion Network members described that having a regional fund would reduce confusion about which fund to apply to for those organizations that serve communities in multiple jurisdictions. They also indicated that having a single portal versus multiple granting agencies would reduce barriers to community-based organizations by decreasing the amount of applications that an applying organization would need to submit.

As currently expressed in the draft memorandum of agreement, the following entities are in principle agreeing to contribute the following amounts to the Regional Census Fund: King County ($250K), City of Seattle ($250K), and the Seattle Foundation ($500K). The cities of Bellevue and Redmond are in the process of considering their participation in the Regional Census Fund.

Council Direction Needed

Staff is seeking direction on whether to support the Mayor’s involvement on an East King County Complete Count Committee, and whether the Council would like the City to participate in the proposed Regional Census Fund. If the Council wishes to contribute, the suggested funding amount would be $30,000 and suggested source is the Council Special Projects Reserve. With Council direction at the March 19 Council meeting, staff could return to the April 2nd meeting with a fiscal note authorizing the expenditure.
# 2020 Census Timeline

**2018**
- Tribal leader, governor, or highest elected local official or community leader determines Complete Count Committees (CCCs) structure.
- CCCs receive 2020 Census training.

**2019**
- Continue establishing CCCs.
- Open Area Census Offices.
- CCCs develop strategy and work plan.

**2020**
- CCCs begin community organization mobilization.
- CCCs support the 2020 Census.
- CCCs encourage self-response.

**April 1, 2020 – CENSUS DAY**
- CCCs urge households who do not respond to cooperate with census takers.

## Contact Information

For additional information about the Complete Count Committees program, please contact your regional census office.

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**Attachment A**
The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.

WHO?
Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?
A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

WHEN?
The formation of CCCs is happening NOW! Leaders are identifying budget plans and leading their communities to a successful census count.

WHY?
The primary goal of the 2020 Census is to count everyone once, only once, and in the right place.

Get Started

Community influencers create localized messaging that resonates with the population in their area. They are trusted voices and are best suited to mobilize community resources in an efficient manner.

HOW?
It’s up to all of us! CCCs know the best way to reach the community and raise awareness. Some activities could include:

• Holding CCC kickoff meetings with media briefings.
• Participating in Census rallies or parades.
• Coordinating Census unity youth forums.
• Hosting Interfaith breakfasts and weekend events.
• Encouraging the use of Statistics in Schools classroom resources.
• Incorporating census information in newsletters, social media posts, podcasts, mailings, and websites.
• Helping recruit census workers when jobs become available.

The 2020 Census provides an opportunity for everyone to be counted. Tribal, state, and local governments; community-based organizations; faith-based groups; schools; businesses; the media; and others play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.

When community members are informed, they are more likely to respond to the census. Through collaborative partnerships, the U.S. Census Bureau and community leaders can reach the shared goal of counting EVERYONE in 2020.

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