**COMMUNITY INVOLVEMENT COMMISSION**

**MINUTES**

February 18, 2020

6pm-8pm

Seattle City Hall, Room 370, 600 4th Ave Seattle, WA 98104

**Commissioners present:** Alison Turner, Carol Redfield, Chris Maykut, Emily Kim, Felix Chang, Julie Pham, Karyn Kubo Fleming, Sharif Mahfouz, Marcus White  
 **Commissioners not present:** Ben Mitchell, Thais Marbles

**Staff present:** Hilary Nichols

**Opening**

Agenda for the meeting is approved. Minutes for January are approved with the correction of the year from 2019 to 2020.

**Public Comment**

There was no public comment.

**Census 2020 Presentation from Elsa Batres-Boni (DON)**

The CIC received a presentation from DON staff Elsa Batres-Boni about the upcoming 2020 Census, and the City of Seattle’s strategic plan for outreach to historically undercounted communities. This presentation included a summary of the essential details of the Census, including why the Census matters, the date of the Census (April 1, 2020), and the implications of the Census for the next ten years.

The City of Seattle is prioritizing outreach to historically undercounted communities, including communities of color, kids under 5, immigrants and refugees, Native communities, LGBTQ+ people, renters, and students. These communities are the main focus of the City’s outreach efforts with the Census.

Elsa described the City of Seattle’s strategic plan for reaching these communities. This includes the:

* ***Seattle Census Task Force***
  + A coalition of local elected officials and community leaders who are organizing Seattle’s preparations for the 2020 Census. The Seattle Census Task Force advises Mayor Durkan on policy and outreach to historically undercounted communities.
* ***The Regional Census Fund***
  + A partnership between the Seattle Foundation, the City of Seattle, and King County to support trusted community-based organizations to conduct effective outreach in historically undercounted communities. The City of Bellevue and the City of Kirkland also made a significant contribution.
* ***Ethnic and Minority Media***
  + The City of Seattle made grants available to ethnic and minority media organizations to promote and publicize the 2020 Census. A total of $150,000 was available with funds awarded up to $25,000.
* ***Engaging City Departments***
  + The City of Seattle is engaging many of its departments that interface with the public to share information about the Census.
* ***Assistance Centers***
  + Assistance Centers are locations with staff who are knowledgeable about the Census and can help communities understand and fill out the Census. These locations include (but are not limited to) Seattle Public Libraries, Community Centers, and partner organizations.
* ***Census Connectors*** 
  + Census Connectors are individuals who receive a short but comprehensive training about the Census, why it matters, and how to answer questions about the Census. Census Connectors then make a pledge to share information about the Census with their own communities.

Elsa then asked the CIC to provide their input on how the City can continue expanding its outreach. From this conversation, the CIC recommends:

* Using texting to remind people to fill out the Census
* Funding a commercial for the Census
* Connect with Parent-Teacher Associations (PTAs) to do outreach via public schools
* Continue myth busting about the Census (e.g. the myth that the Census will include a question about citizenship)
* Continue building trust with communities who are skeptical of the Census
* Connect with professional groups
* When doing outreach, explain to communities how Census data is relevant to their lives, i.e. communicate the business value to having a complete Census count
* Connect with people who regularly visit people’s homes, such as waste management, postal workers, and Meals-on-Wheels

Elsa concluded that if anyone would like to schedule a Census presentation, to contact her ([Elsa.Batres-Boni@seattle.gov](mailto:Elsa.Batres-Boni@seattle.gov)) or CIC Staff Liaison Hilary Nichols ([Hilary.Nichols@seattle.gov](mailto:Hilary.Nichols@seattle.gov)) to coordinate.

**Seattle Design Commission Roundtable Discussion**

During this part of the meeting, the CIC discussed their upcoming involvement in the Seattle Design Commission (SDC) Roundtable, which will occur on March 19th from 1-4pm. In this Roundtable, the SDC and CIC will facilitate best practice sharing around outreach and engagement for capital projects in the City of Seattle. CIC members Jasmine Aryana (new member), Alison Turner, Emily Kim, and Sharif Mahfouz have committed to be the CIC representatives at this roundtable. The CIC will collaborate with the SDC on the 1.5 hour discussion portion of the Roundtable. CIC member Felix Chang suggested that the discussion be focused on sharing challenges/barriers to conducting equitable outreach. He also suggested ensuring that there is ample opportunity for individual reflection, and large and small group discussion.

Various CIC members expressed that they would like to suggest the following for the Roundtable:

* A discussion with capital project managers about getting community buy-in much sooner in the design process
* Invite department communications staff and other outreach staff to be a part of the conversation at this Roundtable
* Invite project engineers who are a part of the capital projects
* Incorporate the lessons learned from the CIC’s two roundtables in 2019
* Find the study the CIC member Bill Southern made around the outreach of capital projects, and inquire about how/if that report is being utilized
* Connect with senior citizens in outreach

The CIC members who will be attending the Roundtable will work together via email to coordinate with each other and the SDC to plan for this event.

**Annual Reception and Annual Report Letter**

The CIC took time to reflect on the Annual Reception that happened on 1/29/20. Each member shared something that they thought went well:

* It was a positive experience to have City staff present who could explain the resources the CIC was presenting on, e.g. the Community Resource Hub
* The event served as a great opportunity for City staff to collaborate with each other, when so often they work in siloes
* The leadership of the CIC members who organized the event was appreciated
* There was good press of the event, including a post from the Department of Neighborhoods to their social media
* The event was a great opportunity to connect with other commissioners
* It was very informative, and for new CIC members it served as a sort of orientation
* It was helpful to have an event that was primarily about listening to challenges and opportunities in the City
* This year’s event was less formal than last year, and many CIC members appreciated that. This helped foster connection between participants
* The event felt very fluid and informative

The CIC also took time to discuss the letters they will be drafting to the Mayor and Council, respectively. CIC member Chris Maykut will make the first attempt at a draft, and CIC Staff Liaison Hilary Nichols will send Chris the top priorities of the Mayor and Council so that the letter can be drafted to fit into the City’s broader vision. Many CIC members agreed that the letter should be short and to the point. The CIC will draft the letter using last year’s letter as a template and will incorporate their top recommendations from 2019. The CIC aims to have a draft of the letter by the March meeting.

**Retreat Planning**

The CIC will be holding its Annual Retreat on Saturday April 25th. At this meeting, the CIC determined what they would like to have on the retreat agenda, including time to reflect on the last year, time to plan for 2020, and a discussion on how they can increase their influence as a commission. Additionally, the CIC determined that they would like to hire a facilitator who can help the commission get on the same page about race, social justice, and equity. CIC Staff Liaison will investigate hiring a facilitator.

**Public Comment**

There were no public comments.

**Adjourn**