



Metro

600 NE Grand Ave.
Portland, OR 97232-2736

Agenda

Meeting: CORE Monthly Meeting
Date: Thursday, June 20th, 2019
Time: 6 p.m. to 8 p.m.
Place: Metro Regional Center, Council Chamber

- 6:00 p.m.** Welcome and Public Comment
Updates from Committee members
- 6:15 p.m.** Regional Barometer Overview
- 6:45 p.m.** Census 202 – Community Engagement & Hard to Count Communities
- 7:45 p.m.** Metro Council Update
- 7:55 p.m.** Pars and Nature Bond Update
- 8:00 p.m.** Adjourn

Census Equity Funders Committee of Oregon



Funding an Equitable 2020 Census Count

The Census Equity Funders Committee of Oregon (CEFCO) is a collaborative of philanthropic organizations working to reduce the undercount in the 2020 census by raising \$10 million of public and private funding to support community capacity for census engagement. We recognize the critical nature of the census to all the populations we aim to serve in our individual organizations, particularly (though not exclusively) because census data will affect the allocation of State and Federal resources to those populations for a decade or more. And we know that 2020 will be unlike any recent census.

Why the Census Counts

The decennial census is a constitutionally mandated count of all residents of the United States, including immigrants (documented and undocumented), refugees, and Tribal members, and dictates State and federal funding allocation and congressional representation. Many key safety net programs are funded via the census data including SNAP, school lunches, section 8 housing, Head Start, Pell grants, short-term rental assistance, medical assistance programs, and more. According to the Census Bureau, Oregon's population has grown by 8.1 percent since 2010. If the current population estimates hold, Oregon stands to gain increased federal assistance and an additional congressional seat in if we are able to achieve an accurate count.

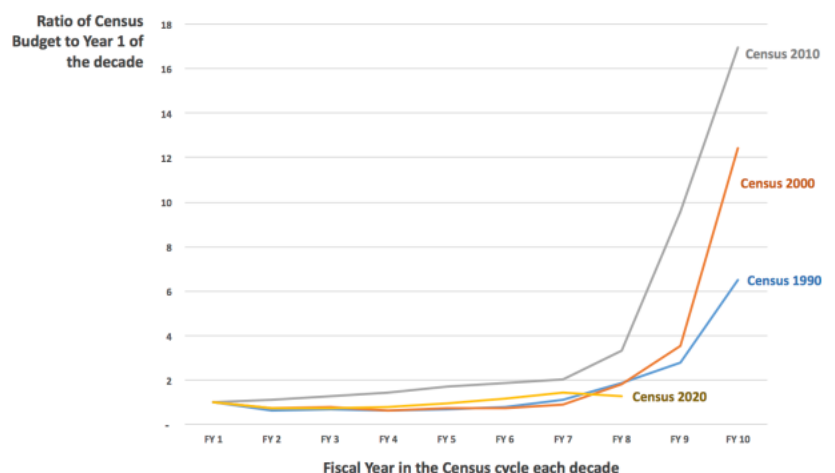
A Historic Census

The 2020 census has a set of unique factors that will create challenges and barriers for Oregon's hardest to count. These include:

- The first ever digital census, reinforcing a digital divide when almost 20% of Oregon households do not have broadband internet.¹
- Reductions and delays in federal funding.²
- The potential inclusion of a question about citizenship. Almost a half-million Oregonians live with a non-citizen, and 78% of those living with a non-citizen are people of color.³
- Growing fears among immigrants due to the current political and social climate.
- Increasing public distrust of government.
- Concerns regarding security of personal and online information.

A Census at Risk

Spending during Four Census Decades



¹ <https://www.oregon.gov/Broadband/Documents/2014%20Oregon%20Broadband%20Adoption%20Survey%20Report%20Final.pdf>

² <https://www.planning.org/blog/blogpost/9125999/>

³ <https://www.census2020now.org/challenges-blog/2018/1/18/challenge-3-proposed-question-on-citizenship-status-pb9bf-xr4dy-wazpw-tc29c>

What is CEFCO doing?

Given this unprecedented census and failure of Congress to invest, CEFCO is partnering with public agencies to raise Oregon funds and implement an equitable Hard to Count (HTC) Campaign through a pooled and aligned Census Equity Fund. Our total goal of \$10 million will support coordinated, statewide, culturally-relevant engagement, including door-to-door, community-based and in-agency outreach and communications. Oregon is behind many states in making public funding commitments, but CEFCO has already raised more than \$500,000 in private funds toward a \$1 million goal from philanthropy and have partnered with the City of Portland to hire Dancing Hearts Consulting, LLC as the contractor for the HTC Campaign. Through their Office of Community & Civic Life, the City of Portland has contributed \$225,000 thus far toward the Census Equity Fund.

Dancing Hearts Consulting (DHC), led by Founder and Principal Esperanza Tervalon-Garrett, is currently working with a coalition of culturally-specific organizations across the state that are collectively leading the Census Equity Project to develop a HTC Campaign plan. Ms. Tervalon-Garrett was the first woman of color to lead a 501(c)3, 501(c)4, and Political Action Committee while working on the 2010 census in Oakland, California.



During the planning phase, DHC will lead the Census Equity Project coalition partners in:

- Forging a statewide person-of-color-led census 2020 partnership
- Conducting in-depth census tract and database research to inform strategy
- Developing an Oregon-centric narrative to uplift and explain the importance and purpose of the 2020 census
- Developing a comprehensive, multilingual communication and outreach plan that increases the census rate of return in Hard to Count tracts
- Creating a quantitative and qualitative evaluation plan that tells the story of impact
- Developing a partner prospect list and potential public/private partnerships
- Developing the budget for implementation of the campaign plan

Timeline

	<i>Key activities</i>	<i>Funding</i>
November 2018	Release RFP for Statewide Equity Census Coordinator	CEFCO raises funds for coordinator
January 2019	DHC selected as Statewide Equity Census Coordinator	
February-June 2019	HTC campaign plan development	Continued fundraising
July – December 2019	Education: continued planning and public awareness	Initial round of funding to active community partners and RFP
January – March 2020	Motivation: implement activities through trusted messengers	Potential second RFP. Additional fundraising as necessary.
April – August 2020	Enumeration: Get Out the Count	
December 2020	End of census count — enumeration delivered to President of the United States by December 31st	

Administration

United Way of the Columbia-Willamette is serving as fiscal agent for the Census Equity Fund given their experience managing public contracts, administering sub/re-grants, and their network of other United Ways with strong community relationships. This role includes providing backbone support through convening and facilitation of CEFCO meetings, managing the RFP process for the statewide coordinator and the resulting contract with DHC, holding funds and managing contracts with other funders, and (during implementation) managing the RFP process and contracts with community-based organizations.

For questions about CEFCO or to contribute to the pooled fund, please contact Lauren Gottfredson, Community Collaborations Manager at United Way of the Columbia-Willamette, at laureng@unitedway-pdx.org.



OREGON HARD TO COUNT CAMPAIGN PLAN

#WeCountOregon

Dancing Hearts Consulting, LLC
May 1, 2019

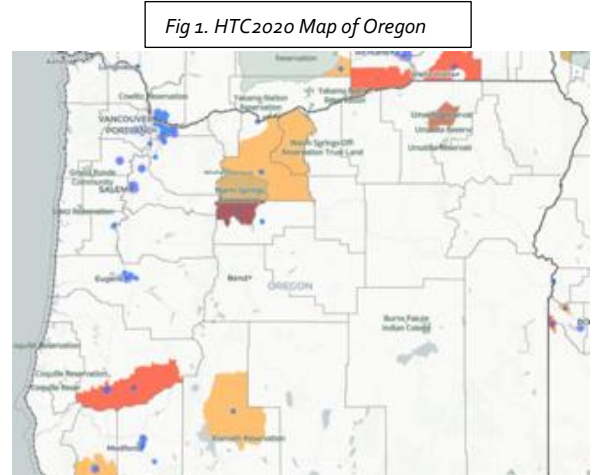


FOR THE PEOPLE

#WeCountOregon Overview

The US Constitution requires the federal government to count every person living in this country every ten years. This count must include people of all ages, races, and ethnic groups, regardless of citizenship status. Historically, the census has missed large numbers of low-income people, Native people, immigrants, and people of color, children under 5, house-less people and renters. The Census Bureau has allocated insufficient and grossly delayed funding for the 2020 census that has led to confusion and undermined this important process.

The 2020 census is also happening in a highly charged climate of fear. In this context, the administration is seeking to add a “citizenship” question on the form which weaponizes the process for communities who are fearful that the census information will not be kept confidential. Community members and leaders in Oregon agree that this climate of fear created by the citizenship question could compel hard-to-count communities not to complete the census.



With 1.3M hard-to-count (HTC) people living in Oregon’s 36 counties (see fig. 1), weak census participation could cost the state hundreds of millions of dollars for services Oregonians depend on, like Medicaid. One in nine Oregonians live in a household with a non-citizen; without intentional and strategic interventions the citizenship question could cost Oregon millions more. To make matters more complicated for Oregonians, 2020 will mark the first time that the US census is conducted online. While nationally only 5 % of Americans will receive a paper census form, 15% of Oregonians are expected to receive a paper form due to limited internet access. In order for Oregon to have a complete and equitable census count, we need to implement a multi-pronged campaign that educates, motivates and activates Oregonians from every walk of life, every region and every community.

In this context, developing a campaign with an eye for HTC communities is critical to the success of the Oregon census. Towards that end, a group of philanthropic organizations formed the census Equity Funders Committee of Oregon (CEFCO) in July of 2018 to—through a Request for Proposals process—identify and fund a statewide community-based engagement partner organization to engage nonprofits, philanthropy and the public and private sector to develop a statewide census engagement plan. This plan will target support to community-based organizations and outreach tactics that overcome barriers to accurate counting in specific hard-to-count communities.

Concurrently, CEFCO recognized the value of a pooled fund for a coordinated strategy and decreased burden on community partners to access funding. United Way of the Columbia-Willamette (UWCW) is taking on the role of program fund manager and backbone organization for the Census Equity Fund based on their extensive experience managing public contracts, administering sub/re-grants, convening large initiatives (including Early Learning hubs and Successful Families 2020) and their network of other United Ways with strong community relationships. UWCW is a 501(c)3 nonprofit and nonpartisan organization working to reduce childhood poverty and advance racial equity. Their role includes providing backbone support through convening and facilitation of CEFCO meetings, managing the RFP process for the statewide coordinator and

the resulting contract with Dancing Hearts Consulting, LLC (DHC), holding funds and managing contracts with other funders, and (during implementation) managing the selection process and grant contracts with community-based organizations, including partner organizations and census Assistance Centers described below.

DHC, was selected in January 2019 as the community-based engagement partner through a competitive RFP process that included a selection committee made up of community-based organizations and select CEFCO members, as well as input from the City of Portland and the Office of Governor Kate Brown.

Principal and Founder of DHC, Esperanza Tervalon-Garrett, has worked with community-based field organizations to create a data-driven and innovative campaign plan to educate, identify and mobilize HTC communities to take the 2020 census. Esperanza has built a solid reputation as a savvy strategist, a seasoned field organizer and a civic engagement innovator with extensive experience including on-the-ground outreach efforts for the 2010 census.

Given her extensive background in developing, leading and coordinating organizations to work together on the census she is uniquely positioned to support this project. DHC is based out of rural Southern Oregon which adds deep consideration and support for sophisticated urban and rural outreach and engagement strategies.

#WeCountOregon's campaign plan includes a statewide strategy to reach all 36 counties in Oregon. We are also clear that there are priority counties that have a higher concentration of HTC people where our efforts will be both economically efficient and strategically effective. We will focus on prioritizing outreach in the following Oregon highly populated counties: Multnomah, Washington, Clackamas, Lane, Marion, Jackson, Deschutes, Linn, Douglas, and Umatilla Counties respectively. To ensure that we inspire rural communities to participate in the census we will also micro-target efforts in the following rural counties: Clatsop, Gilliam, Hood River, Jefferson, Malheur, Sherman, Coos and Wasco Counties respectively. The prioritization list reflects high-impact zones to focus efforts on during the implementation of the education, communications and field outreach plans.

The Hard to Count County Priority chart (p. 3) was processed, aggregated and analyzed by Amir R Arman, Armadillo Data Services, to glean more about setting county level HTC targets.

It is important to mention that this data is from the 5-year American Community Survey (ACS) Data which is built from models to project counts based off of statistically valid sample sizes. It is possible that there is a significant margin of error in the projection depending on the population and sample size because ACS is using modeling instead of concrete data sets. Additionally, the race categories are also flawed as they reflect only a single race/ non-Latino option. This means that multi-racial people may be missing from these projections. However, given that the modeling is likely under-projecting HTC people and culturally specific communities, we are confident that the HTC universe will grow once we purchase USPS address data and consumer data.

The HTC Campaign plan is broken down into five main buckets of work: Campaign Staffing & Coordination, Systems & Infrastructure, Communications, Education and HTC Field Outreach and is on track to impact more than 3M Oregonians. Given the current budget projections, this plan puts us on track to make 1M dials and knocks with a commitment to talking with 100,000 to 200,000 HTC people during a 115-day outreach campaign in 36 Counties. The communications and media plan will reach seven media markets and more than 3M Oregonians.

By coming together to understand the challenge at hand, our collective of field-focused, community-anchored nonprofit organizations have crafted a plan to enact lasting change in our communities through the census work. We have developed a comprehensive Hard to Count Outreach and

Communications Plan that is culturally-specific, data-driven and feasible. We have formed a coalition of partners that will continue to strengthen the relationships developed across the state to build long-term trust between government and community. Most importantly, we believe this plan responds to the moment and brings more Oregonians into civic life. The result of this Oregon count helps shape the future of this state for the next 10- 20 years and has direct and meaningful effects on generations of Oregonians.

Oregon Counties	HTC Response	Percentage HTC	Total Population
Baker County	2,846	17.70%	16,030
Benton County	17,653	21.17%	87,455
Clackamas County	65,571	17.50%	394,967
Clatsop County	7,459	19.78%	37,660
Columbia County	9,261	18.79%	49,645
Coos County	11,945	18.90%	62,944
Crook County	3,876	18.28%	21,334
Curry County	4,018	18.08%	22,364
Deschutes County	29,046	17.94%	170,813
Douglas County	20,191	18.68%	107,375
Gilliam County	387	20.70%	1,913
Grant County	1,362	18.15%	7,227
Harney County	1,485	19.80%	7,214
Hood River County	5,034	22.65%	22,842
Jackson County	39,186	19.57%	210,916
Jefferson County	5,080	23.65%	22,305
Josephine County	15,086	18.16%	84,063
Klamath County	13,518	20.62%	65,946
Lake County	1,641	20.35%	7,799
Lane County	69,217	19.44%	360,273
Lincoln County	9,066	19.43%	46,685
Linn County	22,464	19.62%	119,862
Malheur County	7,445	23.24%	30,474
Marion County	67,629	21.02%	326,527
Morrow County	2,530	21.85%	11,207
Multnomah County	154,585	20.71%	778,193
Polk County	14,794	19.93%	78,470
Sherman County	372	21.10%	1,705
Tillamook County	5,149	19.96%	25,552
Umatilla County	17,441	22.66%	76,582
Union County	5,137	19.78%	25,758
Wallowa County	1,300	19.00%	6,836
Wasco County	5,111	20.30%	25,657
Washington County	103,801	19.68%	564,088
Wheeler County	229	15.90%	1,369
Yamhill County	19,949	20.06%	102,217
Oregon	760,862	19.84%	3,982,267

HTC FIELD OUTREACH: FROM

MARCH 12 - AUGUST 1, 2020, WE WILL CONDUCT FIELD OUTREACH VIA PHONES, DOORS, AND TEXT MESSAGE TO IDENTIFY AND MOBILIZE HTC COMMUNITIES TO COMPLETE THE CENSUS. FIELD OUTREACH WILL BE MULTI-LINGUAL, CULTURALLY SPECIFIC AND CONDUCTED IN RURAL AND URBAN COMMUNITIES ACROSS OREGON.

HTC Field Outreach will employ three census phases: contact, education & identification. **The plan below assumes running field outreach for 115 days, with 99 days in HTC communities and tracts across Oregon.** The campaign will employ at least 130 field staff and will happen in multiple-languages. The goal is to knock and dial 1M people and contact 100,000- 200,000 HTC people between March 12- July 31, 2020.

What populations are Hard to Count?

Hard to Count (HTC) communities are generally made up of people of color, people living in rural communities, children under 5, renters, crowded households, single-parent households, immigrants, low-income people, people with limited English proficiency, and people living in multi-family housing.

What makes a community Hard to Count?

HTC tracts are "hard to count" because they are more expensive to count. Tracts with less than 73% self-return rate require an added layer of in-person engagement to get people to complete the census.

Who will lead the HTC Field Effort?

Partnership Organizations: Partnership organizations are community-based organizations across the state of Oregon identified as key allies in the original proposal submitted by DHC. These partners are committed to reaching HTC communities by conducting outreach via in-person contact, via phones, doors, and texting. This work will happen through both paid and volunteer operations. Partnership organizations will focus efforts in geographically specific areas. As outlined above, Partners will work through the community partner engagement model to ensure that we are leveraging every available helping hand to meet the field goals.

Statewide Partners: To reach scale of significance DHC will run paid statewide phone banking and texting operations in all 36 counties. The statewide work will be conducted by at least three teams of 20 people out of the Portland and Southern Oregon offices.

How will we reach the contact goals?

Paid Teams: Paid teams will be able to contact HTC communities via phone, peer-to-peer texting, and doors. Paid team-members will be hired from the communities we are trying to reach and will receive extensive training.

Volunteers: Partners can draw volunteers from their base, networks, and staff to conduct outreach. Volunteers will contact HTC communities via phones, peer-to-peer texting, doors or events. Volunteers can support visibility and education activities like tabling to support efforts in an on-going way.

Relational Organizing (Rural): While many people living in rural areas have limited access or very slow internet, smart phone technology makes connecting on social media platforms like Facebook part of everyday life. Moreover, rural communities often have community-centric groups that are used for sharing important, hyper-local information. Using Facebook ads and groups, we will solicit contacts via website pledges and would be added back to the phone and text Get Out the Count turn-out list.

Community Nights: To leverage the culturally specific expertise of Partners, we will run coordinated statewide phone and text banks in Spanish, Cantonese, Mandarin and other languages. Additionally, we will use community nights to contact Black people across the state of Oregon. On these special phonebank nights we will combine callers from Partners and Statewide teams to generate big contact numbers for the campaign and across the state.

Four Pass of Census Field Outreach. The field outreach plan draws on the model used by people-of-color-led civic engagement formations across the Country. This model intentionally moves away from measuring in-puts (attempts) to focusing on the impact of the collective effort by measuring contacts.

CAMPAIGN STAFFING & COORDINATION:

TO ENSURE THAT THE #WECOUNTOREGON CAMPAIGN HAS SUPPORT TO MEET OUR GOALS, WE WILL BUILD A COORDINATED TEAM OF STAFF WHO ARE COMMITTED TO WORKING FULL-TIME ON IMPLEMENTING THE HTC CAMPAIGN.

1. **Campaign Staffing:** DHC will hire a Campaign Team to support this work. The census campaign team will be made up of a Campaign Manager, Field Director, Training Coordinator, communications support and Administrative Coordinator, with Esperanza Tervalon-Garrett as the Campaign Manager. This team will ensure that the #WeCountOregon campaign has the leadership and expertise needed to coordinate and implement this plan. This team will work with partner organizations, local governmental jurisdictions, service organizations, faith institutions, and community partners to ensure that we have a robust and well-coordinated statewide campaign. Additionally, this team will run statewide field efforts focused on reaching HTC Oregonians in all 36 counties. All staff will be hired by and managed by DHC. DHC is a political consulting firm that curates' innovative ideas, programs and campaign to ensure that those most impacted by systemic inequality are engaged and mobilized to create a more equitable and reflective democracy.
2. **Partner Organizations:** The #WeCountOregon campaign is co-designed and co-implemented by community-based organizations who are committed to reaching HTC communities across the state. Implementing the plan outlined below is possible due to organizations' existing relationships with HTC communities and their track-records in conducting field-focused outreach. These organizations were part of the original proposal selected through a competitive RFP process as partners with DHC.
3. **Census Coordinators:** Partners will hire a full-time Census Coordinator who will work directly with the #WeCountOregon to

implement the goals of the campaign, provide training to Community Engagement Partners, stakeholders and local government agencies.

4. **Statewide Coordination:** The #WeCountOregon Campaign will coordinate with the Oregon Complete Count Committee (OCCC), local governmental jurisdictions, service organizations, faith institutions, community partners, and philanthropic partners by providing trainings, tool-kits, campaign materials and (where appropriate) tracking and reporting processes to ensure that education and outreach efforts share a common message and accurate information about the census.

SYSTEMS & INFRASTRUCTURE:

FROM JULY-DECEMBER 2019, WE WILL DEVELOP THE SYSTEMS AND INFRASTRUCTURE NEEDED TO RUN A STATEWIDE-COORDINATED, FIELD-FOCUSED HTC CAMPAIGN.

1. **Data & Tools:** #WeCountOregon will purchase and manage data and tools that are helpful, measurable and meaningful for partners working on the ground. We plan on purchasing a diverse set of data- from USPS addresses to consumer data focused on diversity metrics- to inform field outreach targeting.. We are excited to partner with Portland State University's State Data Center, housed in their Population Research Center, to ensure that the campaign has up-to-date information and data on census return-rates.
2. **Individual Partnership Field Plans:** To ensure that each partner organization is able to run the #WeCountOregon campaign at a scope and scale that makes sense for their organization, geography and constituencies, we will craft individualized field programs during the systems and infrastructure campaign. Field plans will include: community training commitments; community engagement partner plans; outreach contact goals and benchmarks, communication strategies and goals, reporting expectations, and coordinated #WeCountOregon events and activities. All agreements will be

formalized through an RFP process and MOU between participating organizations and UWCW.

3. **#WeCountOregon Office Space:** We will have two census offices in Oregon to ensure that hard to count communities can receive information and support taking the census. Both Portland and Southern Oregon offices can serve as Census Assistance Centers and a place for volunteers to get involved.
4. **Training Development:** We will spend significant time and resources developing comprehensive internal and external trainings on the census, the #WeCountOregon Campaign, running collective paid and volunteer field outreach, and the role and work of CACs. A Training of Trainers will offer culturally-responsive census trainings in multiple languages, in different regions of the state and with a diverse set of trainers.
5. **Community Partner Engagement -** Given the 1.3M HTC people in the state of Oregon, it is important to create spaces for participating organizations to educate and include partners who are interested in supporting HTC field outreach. The Community Partner Engagement plan and process is built on a “hub and spoke” model to support #WeCountOregon in broadening our field reach and deepening relationships with organizations who want to advance an equitable and complete census. We will hold regular Community Partner Engagement meetings to ensure that participants are sharing lessons learned and are up to date on campaign goals.

Hub and spoke community partners (fig 4) engagement will happen in two specific ways:

- a. **Organizational Field-Focused HTC Outreach:** Organizations who have the capacity, interest and appetite to talk with HTC communities will work with partners to design, implement and report back HTC contacts. Organizations and individuals who want to support the campaign can also join in volunteer mobilizations and events. Census Coordinators will be responsible for training, managing, supporting, and reporting the work of partners.
- b. **Support #WeCountOregon Education Events:** Organizations who have the

capacity, interest and appetite to support census education and events will be invited to join or host census related activities. Supporters will receive census trainings, community action tool-kits, messaging materials, and opportunities to take action.

Fig. 4: Hub & Spoke Model



6. **Census Assistance Centers (CAC):** Service organizations and other non-profits can and should participate in educating and encouraging HTC communities to take the census. CACs are safe spaces where hard to count people can fill out their census online. Ideally, CACs will have a designated public area with computers that are linked to the internet. CACs are open after work and on weekends so that hard to count communities can take the census. While CACs are not required to have their own physical space, they do need to have a strong and direct connection with the community they serve.

CACs will receive up to \$65,000 in funding through an RFP process managed by UWCW on behalf of the Census Equity Funders Committee of Oregon (CEFCO). This funding would be used to resource staff time, computer stations, and training. To ensure that CACs are aligned with #WeCountOregon they will participate in the trainings that clarify the importance and rules governing the census. Additionally, they will track their process in a way that is consistent with the metrics of the field outreach work.

COMMUNICATIONS PLAN:

FROM JULY '19 -AUGUST 2020, WE WILL DEVELOP, IMPLEMENT AND COORDINATE A #WECOUNTOREGON COMMUNICATIONS CAMPAIGN THAT IS ENGAGING, INSPIRING AND EDUCATIONAL. ALL COMMUNICATIONS WILL BE MULTI-LINGUAL AND CULTURALLY SPECIFIC REACHING 3M RURAL AND URBAN PEOPLE ACROSS OREGON.

- 1. Message development:** We will develop effective and compelling messages in 10 languages to educate target-audiences about the purpose of the census and to increase trust in the census process and the #WeCountOregon campaign. We will evaluate and build on existing messages by conducting new quantitative and qualitative message research. We will develop message-focused trainings for stakeholders to deliver the right messages, aligning content with outreach team to inform the census speaker's bureau.
- 2. Content & Material Development:** We will use research-informed messaging to develop talking points, educational materials, one-pagers, personal stories, op-eds/LTEs, and compelling explainer videos and targeted digital content to increase knowledge and trust in the census. We will prioritize working with POC designers, vendors and consultants to implement this work.
- 3. Earned Media and Storytelling:** We will encourage and facilitate factually-accurate earned media stories and editorial coverage that increases knowledge and trust in the purpose of the census through reporter relationships and compelling personal storytelling.
- 4. Paid communications channels:** Determine the best channels through which to reach hard-to-reach communities based on new or existing quantitative and qualitative research. Channels include direct mail, email, social media and other digital and tv.
Key priorities and activities:
 - a. Website:** A multi-lingual, informative and engaging website platform that include a "pledge" platform that can collect names and contact information of census takers that can be added to the field universe.

- b. Radio Buy:** Depending on the budget, we will buy radio time in seven media markets across the state to increase general knowledge and understanding of the census, timeline and process.
- c. Digital Promotion:** An extensive digital media campaign will be launched by the #WeCountOregon campaign and via Partners' branding to ensure that HTC communities are informed about the census, timeline and process.
- d. Direct Mail:** We will develop and send culturally competent and inspiring mail to HTC communities across the state.
- e. Television:** Depending on the budget, we will buy television spots in seven media markets across the state to increase general knowledge and understanding of the census, timeline and process.

CENSUS EDUCATION & COMMUNITY TRAINING:

FROM OCTOBER '19 -APRIL 2020, WE WILL CONDUCT COMMUNITY EDUCATION AND TRAININGS ON THE CENSUS. EDUCATION WILL BE MULTI-LINGUAL, CULTURALLY SPECIFIC AND WILL TRAIN HUNDREDS OF PEOPLE IN RURAL AND URBAN COMMUNITIES ACROSS OREGON.

- 1. Elected Officials Training:** Elected Officials will receive training and support around census importance, timeline and process. Moreover, this training will provide elected officials with practical ways to inform and engage their constituencies in the census effort.
- 2. Community Education:** In collaboration with community partners, governmental agencies and local activists, we will conduct community education workshops and trainings. Community education will collect census "pledge" forms, but are intended to raise the visibility of the 2020 census. From tabling at fairs and events to hosting community forums, we will conduct significant census Community Education in the Tri-County, Salem, Eugene, Eastern Oregon (Hermiston, Ontario), Columbia Gorge (Hood River), Coast, and the Rogue Valley.

3. **The Census Bus Tour:** On April 1st, we will launch a Census Bus Tour that will educate HTC communities on the importance and impact of the census. Framed as a census road-show, we will travel into high-priority HTC census tracts in the Portland-metro area, the Census Bus Tour will provide popular-education style trainings, offer prizes, and raise visibility for the census and #WeCountOregon. The Census Bus Tour will yield social media assets for a campaign that shows the Census impacts on communities in real-time with salient, visible examples.
4. **Culturally Specific Training and Education:** In order to reach HTC communities we must conduct multi-lingual and culturally specific trainings and education. We will identify and train stakeholders who can support in-language trainings around the state. Trainers will receive an in-person training, training materials, #WeCountOregon materials, tool-kits, social media guides and census information that is well translated and meaningful to the constituencies they work in. Currently, we are focused on conducting training in at least the following 10 languages: English, Spanish, Tagalog, simplified Chinese, Russian, Ukrainian, Vietnamese, Arabic, Somali, Hindi.
5. **Native/Tribal Education and Engagement:** Oregon's Tribal communities are the most hard to count communities in the State. To ensure that #WeCountOregon is aligned

with existing Census Bureau's Tribal Partnership program, we are working with Asa Washines of the Yakima Tribe who is acting as a liaison and trainer to Oregon tribes and urban Indian communities. The goals of that work are to support Tribal Nations and Tribal Communities to fully participate while recognizing their sovereignty and autonomy, provide technical assistance to ensure they fully understand why participation is important, and provide a network of allies which could provide additional resources. Additionally, we are developing deeper campaign alignment and agreements with Shana Radford, the Census Bureau's new Tribal Partnership Specialist who is responsible for supporting Oregon Tribal Nations and communities. Native education and outreach will include: creating Tribal Census Work Groups, Tribal Nation and Community plans, "Know your Rights" tool-kits and more.

6. **Rural Education and Training:** Get Out the Count 2020 census Workshop where staff, activists and community partners have intensive training on the census, timeline and process and plug into opportunities to volunteer in rural HTC areas. Rural trainings are planned for Coos, Douglas, Curry, Josephine, Jackson, Klamath, Malheur, Umatilla, and Morrow Counties, to be coordinated with local leaders, community organizations and governmental agencies.

OREGON HARD TO COUNT TIMELINE

The #WeCountOregon Campaign will officially launch in July and will span through September of 2020. Below is a timeline of the plan.

Census Equity Project Plan Timeline

Phase	Timeline Details	Q3/2019			Q4/2019			Q1/2020			Q2/2020			Q3/2020		
		July '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sep '20
Systems & Infrastructure	Data & Tools	July-Dec '19														
	Individual Field Plans	July-Dec '19														
	Secure Space	Oct '19-Feb '20														
	Training Development	July-Dec '19														
	Community Partner Engagemet															
	Census Assistance Centers	RFP/Selection														
	Training on HTC & CAC	Sept '19-Apr '20														
Communications	Message Development	July-Sept '19														
	Earned Media and Storytelling	July-Oct '19														
	Content and Materials	July-Oct '19														
	Paid Communications-tv, radio, digital, direct mail, website	Oct '19-Aug '20														
Education	Census Leadership School- Cascade Society (DHC)	Sept-Nov '19														
	Training of Trainers- Field Focused	Oct '19-Feb '20														
	Elected Official Training	Oct '19-Feb '20														
	Community Education	Jan -April 20														
	Native/Tribal Education	July '19-jan '20														
	Tribal outreach	Feb '20- Aug '20														
	Rural Education	Oct '19-Feb '20														
HTC Outreach	Census Kick-Off	April 1, 2020														
	Pre-Phase- 17 days	Mar 12-March 30, 2020														
	First Pass- 43 days	April 1-May 12, 2020														
	Second Pass- 33 days	May 29-June 30, 2020														
	Third Pass- 21 days	July 10- July 31, 2020														

Advancing Racial Equity through the Parks and Nature bond – Res. No. 19-4988

Updated 6/11/19 – with community engagement, racial equity and climate resiliency criteria attachment

Metro’s racial equity goals	Bond program development	Bond program implementation	Additional notes
Convene and support regional partners to advance racial equity	Specific goal in bond community engagement plan and bond framework adopted by Metro Council.	Bond implementation requires Metro provide support for and monitoring of local governments and other partners to achieve this goal.	Strong support for racial equity outcomes in the local share and grant programs from historically underserved communities as well as from long-time partners including local governments, park providers, and conservation advocates.
Meaningfully engage communities of color	<p>Specific goal in bond community engagement plan and bond framework adopted by Metro Council.</p> <p>Stakeholder Table advising Metro COO composed of participants with diverse backgrounds and strong representation from communities of color-led organizations, leaders within Portland’s indigenous community and accessibility advocates.</p>	<p>Bond includes requirements for all six funding areas requiring on-going, meaningful engagement for Metro-led, local government-led and community-led projects.</p> <p>Metro staff will develop more detailed guidelines and/or a toolkit for local park providers and other partners to define best practices and expectations. Metro will also be developing technical assistance program for partners and local governments accountable for these requirements.</p>	<p>Bond engagement included:</p> <ul style="list-style-type: none"> • co-creation – including contracting with CBOs and individuals from communities of color and greater Portland’s Indigenous community to lead engagement activities • inclusive community meetings (e.g. locations and times, child care, food, translation services, etc.) • stipends for participants from/representing communities of color • multiple engagements and follow up. <p>These practices will continue into “refinement” and bond implementation as required by the equity and community engagement criteria.</p>
Hire, train and promote racially diverse workforce	<p>Bond program does not address Metro staffing.</p> <p>Equity criteria include work force and contracting.</p>	<p>Implementation plan will determine what new staff positions will be required for Metro-led investments and may include specific workforce goals.</p> <p>Metro staff will work with bond implementation partners to develop goals and measures for</p>	<p>Metro Parks and Nature REDI plan includes many specific actions to meet this goal which would be applicable for bond program implementation, including hiring, training and promotion of staff.</p>

		contracting with minority owned businesses and workforce.	
Create safe and welcoming services, programs and destinations	<p>Bond program development explored definitions for safe and welcoming destinations.</p> <p>Bond funding cannot be used for services and programming.</p>	All six bond program funding areas include specific criteria and requirements designed to achieve this goal including providing funding for capital maintenance, inclusive and accessible park improvements, trails and other capital investments.	Equity and engagement criteria in the bond require implementation partners to seek firsthand perspectives about specific sites significant to communities of color, and the qualities that make a place special and meet the needs of individuals and communities of color.
Allocate resources to advance racial equity	Bond development sought to identify and uplift priorities identified by communities of color and other marginalized communities through community engagement.	<p>All six bond program funding areas include specific criteria and requirements designed to achieve this goal including prioritizing needs and projects identified by communities of color, investments in areas with high percentages of communities of color and park-deficient areas, inclusion of anti-displacement strategies and goals for capital construction contracts funded by Metro’s bond measure.</p> <p>Additionally the funding areas “protecting land”, “capital grants” and “advancing large-scale community visions” provide opportunities to pilot community-led project development and investments.</p>	<p>Engagement with communities of color and members of greater Portland’s indigenous community revealed priorities that significantly overlapped with priorities identified by historic stakeholders including conservation advocates.</p> <p>How we do the work, (not just how funds are spent), has been identified as opportunity to further advance racial equity.</p> <p>Changes to local share and capital grant programs include prioritizing land and projects identified by and important to communities of color.</p> <p>Staff has confirmed that local governments eligible for grant funding may include tribal governments with historic and cultural ties to the region.</p>

BOND MEASURE PROGRAM CRITERIA – excerpted from Exhibit A to Res. No. 19-4988

The Metro Council directed staff to develop common criteria for each of the six program investment areas set forth above to advance racial equity, make communities and natural areas more resilient to climate change and guide project prioritization and selection. These criteria are set forth below. Additional criteria specific to each program area are identified in Exhibits B through G.

Community Engagement and Racial Equity Criteria

Investments in all program areas must satisfy all of the following community engagement and racial equity criteria.

- Meaningfully engage with communities of color, Indigenous communities, people with low incomes and other historically marginalized communities in planning, development and selection of projects.
- Prioritize projects and needs identified by communities of color, Indigenous communities, low-income and other historically marginalized groups.
- Demonstrate accountability for tracking outcomes and reporting impacts, particularly as they relate to communities of color, Indigenous communities, people with low incomes and other historically marginalized communities.
- Improve the accessibility and inclusiveness of developed parks.
- Include strategies to prevent or mitigate displacement and/or gentrification resulting from bond investments.
- Set aspirational goals for workforce diversity and use of COBID contractors and work to reduce barriers to achieving these goals; demonstrate accountability by tracking outcomes and reporting impacts.

Climate Resilience Criteria

All projects funded by the bond must identify at least one climate resilience criterion that the project will satisfy from among the following.

- Protect, connect and restore habitat to support strong populations of native plants, fish and wildlife that can adapt to a changing climate.
- Protect and restore floodplains, headwaters, streams and wetlands to increase their capacity to handle stormwater to protect vulnerable communities from flooding.
- Increase tree canopy in developed areas to reduce heat island effects.
- Use low-impact development practices and green infrastructure in project design and development.
- Invest in segments of the regional trail system to expand active transportation opportunities for commuting, recreation and other travel.

Performance management project | Regional Barometer

The Regional Barometer publicly provides performance measures for Metro's Six Desired Outcomes and Metro programs that support those outcomes. It is the external facet of By the Numbers, a web-based tool that displays data relevant to Metro operations and the Six Desired Outcomes.

Project purpose

Improve Metro decision-making through accountability, transparency, and results.

The Regional Barometer will:

- **Promote accountability and transparency**, not only for Metro and our programs, but also for regional partners and communities as we work towards shared goals.
- **Provide a service** to users who can access critical data that has until now been non-existent, scattered or technologically or financially inaccessible.
- **Serve as a policy and communications tool** for Metro staff and elected officials through which to ground policy conversations, set the stage for key investments, and build shared understanding.
- **Support a coordinated data strategy** to reduce duplicative efforts and investments, fill regional data gaps and solidify Metro's role as a regional data hub.

The Regional Barometer makes progress towards Metro's regional goals by:

- Increasing capacity of Metro's staff and supporting impactful work
- Increasing capacity of CBOs and community leaders to advocate for and target investments and services towards shared regional goals
- Building public trust and solidifying Metro's mandate
- Increasing data-driven policymaking region-wide
- Expanding regional data capacity and accessibility

Success requires:

- Relevant, up-to-date and trusted data
- Usable and understandable tool
- Users see their priorities and needs reflected
- Effective program measurement tied to goals

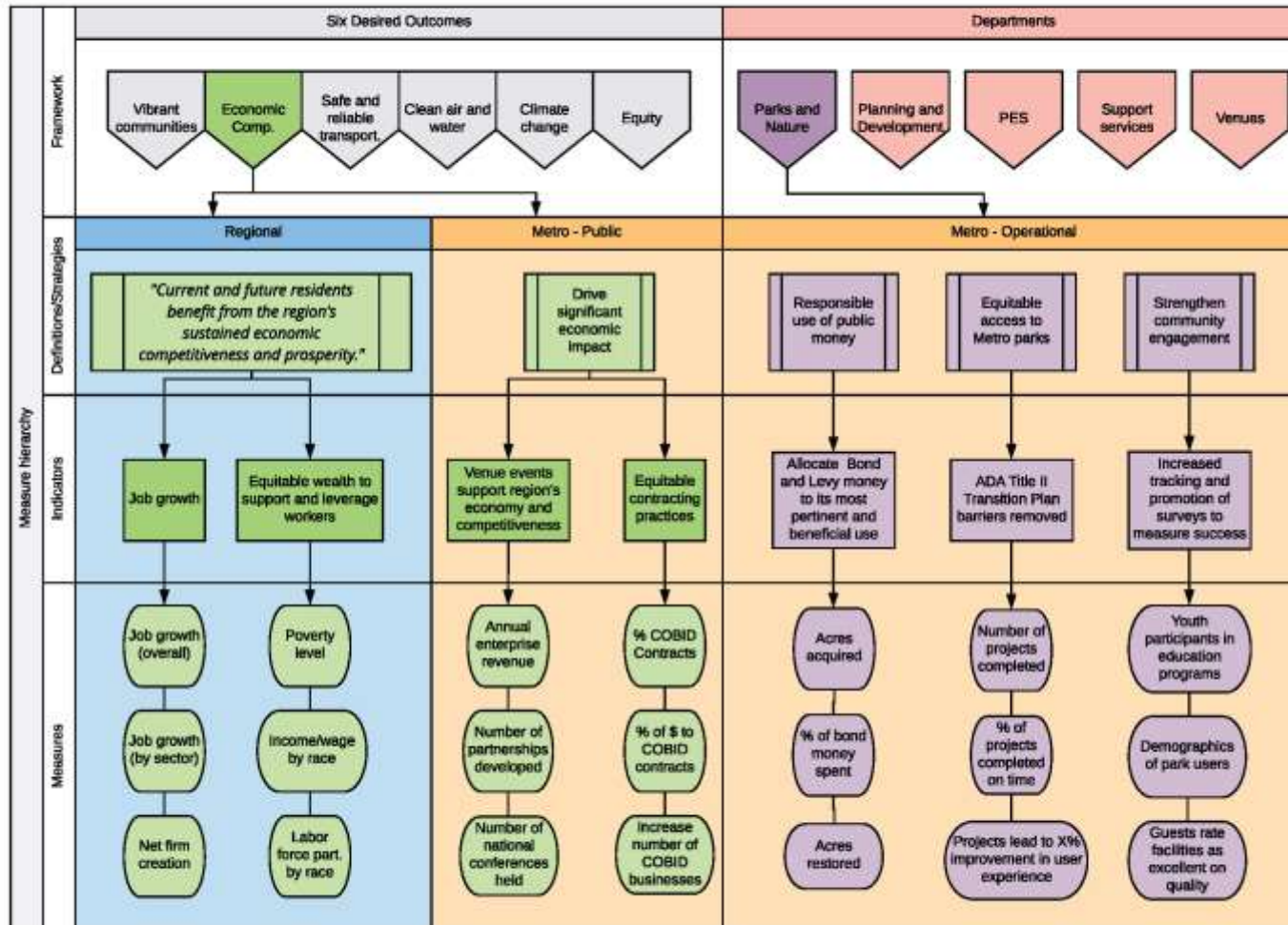
Project phases

- Phase 1, By Dec. 2019: Tool is made public with existing datasets, strategic data plan
- Phase 2, TBD: Develop composite indicators, performance targets and benchmarks; conduct robust community engagement; build out strategic data plan

By the Numbers (sample metrics)

Regional barometer

Operational measures



Regional Barometer - Draft Phase 1 measures Date: 6.4.2019

Safe and reliable transportation

Outcome	Indicator	Measure	Source
Safe and reliable transportation	Safety	Fatalities (people)	ODOT Crash Data Annual with 1-1.5 year lag time (i.e. 2015 data available sometime in 2016 or early 2017)
		Fatality rate (people per 100K pop)	
		Serious injury (people)	
		Serious injury rate (people per 100K pop)	
		Non-motorized fatalities and serious injuries (people)	
	Mobility and access	Vehicle miles traveled	ODOT and Research center
		Walking mode share	American Community Survey
		Biking mode share	
		Transit mode share	
		Shared ride mode share	
		Number and share of jobs within 1/4-mile of bus	InfoUSA points and RLIS Transit Data
		Number and share of jobs and households within ½ mile high capacity transit or frequent service transit	
		Number and share of jobs and households within 1/4-mile of bus	
	Ridership by service type (regionally)	TriMet	
	Reliability	National highway system vehicle travel reliability	Regional Integrated Transportation Information System (RITIS) + INRIX
Vehicle hours of delay per car		Regional Integrated Transportation Information System (RITIS) + INRIX	
Public transit reliability		TriMet	

Regional Barometer - Draft Phase 1 measures Date: 6.4.2019

Economic competitiveness

Outcome	Indicator	Measure	Source
Economic competitiveness	Job activity and access	Raw # of jobs	InfoUSA
		High/middle/low wage jobs	LEHD Census
		Goods-producing and tradable service jobs	InfoUSA
		10 year change in jobs	LEHD/LODES
		Opportunity occupations (living-wage, low-barrier)	LEHD jobs + workforce data
		High/mid and low wage jobs by county	LEHD jobs + workforce data
	Equity and inclusivity	Unemployment by race	American Community Survey 5-year estimates
		Income by race	
		Poverty level	
		Income inequality	
		Change in median income by race	
		Minority owned small business rate	American Survey of Entrepreneurs
	Developability and Market activity	Industrial and commercial sq. ft.	RLIS and Clark Co Building Footprints and Zoning Layers
		Zoned capacity	RLIS and Clark Co Building Footprints and Zoning Layers
		Property value/unaffordability	County Assessors (RLIS and Clark Co GIS)
		Permit activity (residential)	Construction Monitor

Regional Barometer - Draft Phase 1 measures Date: 6.4.2019

Clean air, water and healthy ecosystems

Outcome	Indicator	Measure	Source
Clean air, water and healthy ecosystems	Air quality	# of unhealthy air quality days	Department of Environmental Quality
		Asthma rates (Total and change in)	Oregon health authority
		National-Scale Air Toxics Assessment (NATA) air toxics cancer risk	US EPA National Air Toxics Assessment
		NATA respiratory hazard index	US EPA National Air Toxics Assessment
		Particulate matter	EPA, Office of Air and Radiation (OAR) fusion of model and monitor data.
		Traffic proximity and volume	Calculated from 2014 U.S. Department of Transportation (DOT) traffic data, retrieved 2016
		NATA diesel PM	US EPA National Air Toxics Assessment
		Ozone	US EPA Office of Air and Radiation fusion of model and monitor data
	Built environment	Impervious surfaces	LIDAR
		Lead paint + Radon indicator	Calculated based on Census/American Community Survey (ACS) data, retrieved 2018; Radon data from Oregon Health Authority
	Clean water and healthy ecosystems	Water quality index	Department of Environmental Quality - Biannual assessment
		Parks and Protected land (as defined by ORCA)	Metro
		Habitat continuity	LIDAR
		Tree canopy	LIDAR

Regional Barometer - Draft Phase 1 measures *Date: 6.4.2019*

Leadership on climate change

Outcome	Indicator	Measure	Source
Leadership on climate change	Emissions and waste	Greenhouse gas inventory, consumption-based and sector-based	Using most recent consumption-based data, with an eye to potential future investment in updated model
		Total waste generated	Metro PES
		Avoided GHGs Resulting from Material Recovery	Metro PES
	Climate smart transportation	Daily vehicle miles per capita	Regional Transportation Plan
		Vehicle emissions	Regional Transportation Plan
		Walking mode share	American Community Survey Data on Journey to Work
		Biking mode share	American Community Survey Data on Journey to Work
		Transit mode share	American Community Survey Data on Journey to Work
		Shared ride mode share	American Community Survey Data on Journey to Work
	Community impact	Heat Islands	Portland State University
		Flooding risk	Portland State University
		Heat Vulnerability Index	Portland State University
		Canopy cover/carbon sink	LIDAR
	Energy and urban form	Walkability	Regional Transportation Plan
		Infill development	Regional Transportation Plan
		Residential development	Regional Transportation Plan
		Inefficient home heating	American Community Survey
		Sq. ft. per resident	RLIS

Regional Barometer - Draft Phase 1 measures Date: 6.4.2019

Vibrant Communities

Outcome	Indicator	Measure	Source
Transportation		Multimodal travel	American Community Survey
		Frequent transit access	RLIS Transit Data
Economic		Unemployment	ACS and InfoUSA
		Jobs access	
		Poverty	
Housing	Displacement and houselessness	Homelessness (rate per 10,000 people, one night shelter and street counts)	Counties
		Household tenure by race	American Community Survey
		Change in % POC	American Community Survey
		Housing cost burden (by race)	American Community Survey
	Homeownership	Homeownership by race	American Community Survey
		(compare to income by race)	Metro Research Center
	Rental	Median rental cost (two bedroom units, others)	
		Residential vacancy rates	
	Affordable housing	Shortfall or surplus of 2 bedroom apartments	
		yearly change)	
Health	Communicable diseases	Sexually transmitted diseases	Oregon Health Authority
		Pertussis (whooping cough)	
		Enteric diseases (e. Coli, salmonella, shigella)	
		Tuberculosis	
		Strep	
		Vaccine rate	
	Chronic diseases	Youth tobacco and alcohol exposure/marketing	
		Accessibility to tobacco and alcohol	
		Exposure to unhealthy food options	
		Depression rate	
	Environmental health	Asthma	
		Heart attacks	
		Radon risk	
		BMI (obesity)	
	Health care	Life expectancy at birth	
		Access to health care	
		Uninsured rate	
		Under-insurance rate	

Regional Barometer - Draft Phase 1 measures Date: 6.4.2019

Vibrant Communities

Outcome	Indicator	Measure	Source
Food	Food access	SNAP usage	Federal databases
	Access to unhealthy food	# of fast food restaurants per 1,000 population	Oregon health authority
		# of fast food restaurants within 1000 ft. of a	
Education	Early education	Regional supply/shortage of child care	Oregon Department of Education
		Pre-K assessment data (kindergarten preparedness)	
	Educational outcomes	Standardized test scores	
		High school graduation rate	
		College going rates	
		Attendance	
	School capacity	Staffing level per student	
Diversity of teachers			
Land Use	Transportation	Walk score	WalkScore
		Urban density with light rail and frequent transit stop overlay	Metro Research Center
		Planned investment in transportation improvements in centers overall and as a percentage of overall transportation investments	
	Number of new housing permits		
	Development	% of permits that fall in designated centers and corridors	
		# of permits for missing middle-type housing	
		% of new permits located within .25 miles of frequent service transit	
		% of new permits that are redevelopment or infill vs % of new permits located in UGH expansion areas	
Parks and Nature	Access to parks and green space	Metro Research Center	
	Acres of parks and protected green space		
	# of new acres of protected lands developed		
Restorative justice	Hate crimes, location and rate	FBI	
	Adult incarceration, probation and parole by	Oregon Department of Corrections	
	Juvenile and adult recidivism	Oregon Department of Corrections	
	Oregonians by race and frequency of traffic stops, search following stops in the last 12 months	Law Enforcement Contacts Policy Data and Review Committee, 2007	
Civic and community engagement	Voter registration and participation by race and ethnicity	Counties	

Regional Barometer - Draft Phase 1 measures Date: 6.4.2019

Equity

Baseline dimension	Measure	Source
Transportation	Fatalities (people)	ODOT
	Number and share of jobs and households within 1/4-mile of bus	Regional Transportation Plan
	Number and share of jobs and households within 1/2-mile of high capacity transit or frequent service transit	Regional Transportation Plan
Economic	High/mid and low wage job access in 30 min car/transit (AM)	Info USA
	Unemployment by race	American Community Survey
	Income by race	American Community Survey
	Poverty level	American Community Survey
Housing	Change in % people of color	American Community Survey
	Income needed to afford rents (compare to income by race)	American Community Survey
	Inventory of public affordable units (total and yearly change)	Metro data set
	Homeownership by race	American Community Survey
	% change median rent vs % change in income of renters	American Community Survey
Health	Sexually transmitted diseases	Oregon Health Authority
	Youth tobacco and alcohol exposure/marketing	
	Accessibility to tobacco and alcohol	
	BMI (obesity)	
	Life expectancy at birth	
	Under-insured rates	
Food	# of fast food restaurants per 1,000 population	Oregon Health Authority
	SNAP usage	Federal databases

Regional Barometer - Draft Phase 1 measures Date: 6.4.2019

Equity

Baseline dimension	Measure	Source
Education	Pre-K assessment data (kindergarten preparedness)	Oregon Department of Education
	High school graduation rate	
	College going rates	
	Staffing-level per school	
	Diversity of teachers and staff	
Civic and community engagement	Voter registration and participation by race and ethnicity	Counties
Environ- mental	Air toxics cancer risk	US EPA National Air Toxics Assessment
	Asthma rates	Oregon health authority
	Traffic proximity and volume	Calculated from 2014 U.S. Department of Transportation (DOT) traffic data, retrieved 2016
	Tree canopy	LIDAR
	Parks and Protected land (as defined by ORCA)	Metro
Restorative justice	Hate crimes, location and rate	FBI
	Adult incarceration, probation and parole by race.	Oregon Department of Corrections
	High school discipline rates (by race/school)	Oregon Department of Corrections
	Juvenile Recidivism	Oregon Juvenile Justice Information System, annually
	Oregonians by race and frequency of traffic stops, search following stops in the last 12 months	Law Enforcement Contacts Policy Data and Review Committee, 2007

Regional Barometer - Potential Phase 2 measures Date: 6.4.2019

Safe and reliable transportation

Outcome	Indicator	Measure	Source
Transport.	Mobility and access	Transportation cost burden	Housing and Transportation Index
	Reliability	Map of congestion	ODOT

Clean air, water and healthy ecosystems

Outcome	Indicator	Measure	Source
Air, water, ecosystems	Healthy ecosystems	Bird population health	Klamath Bird Observatory
		Aquatic invertebrate habitat health	Portland Bureau of Environmental Services + Department of Environmental Quality
		Fish population health	US Fish and Wildlife; USGS

Leadership on climate change

Outcome	Indicator	Measure	Source
Climate	Emissions and waste	Sector-based GHG inventory	Pending council investment
	Energy and urban form	Fuel consumption by type	Oregon Department of Energy
		Electricity generation by fuel source	Utilities (unclear how to parse the differences)

Regional Barometer - Potential Phase 2 measures *Date: 6.4.2019*

Vibrant Communities and Equity

Outcome	Indicator	Measure	Source
	Transportation	Transportation cost burden	Metro Research Center
Food	Food production	Commercial food growers	Not currently collected
		Community gardens	Not currently collected
	Access	Asset or needs assessment	Not currently collected
Arts and cultural activity and access	Arts and culture access	Attendance of large arts events by race	RACC has some of this data
		Perceptions of access to relevant arts and culture	Not currently collected
	Arts and cultural activity	Inventory of affordable arts space	Not currently collected
		Arts and culture asset mapping	Not currently collected
	Public investments	Arts education	Not currently collected
		% of public investments that go to culturally specific arts organizations	Not currently collected
Restorative Justice		Use of non-fatal and fatal force by police	Jurisdictions
		Re-entry services	Unknown
		Victims services	Unknown
		Mental health and addiction services	Unknown
Civic and community engagement		Parity in representation of elected officials (by race and gender)	Not currently collected
		Communities (of color, in particular) have good perceptions of (and trust in) government	Not currently collected
		Communities of color are awarded resource opportunities by government entities	Not currently collected