

**Interim Report of the Rhode Island  
Complete Count Committee (RICCC) to the  
Governor and General Assembly:  
Preparing a Strategy to Ensure Success of  
the 2020 Census in Rhode Island**

**March 15, 2019**

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*STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS*

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March 15, 2019

The Honorable Gina Raimondo  
Office of the Governor  
Room 228, State House  
Providence, RI 02903

The Honorable Dominick Ruggerio  
Office of the Senate President  
Room 318, State House  
Providence, RI 02903

The Honorable Nicholas Mattiello  
Office of the Speaker of the House  
Room 323, State House  
Providence, RI 02903

Dear Governor Raimondo, President Ruggerio, and Speaker Mattiello,

It is a great privilege to submit to your office this Interim Report on work of the State of the Rhode Island Complete Count Committee (RICCC), its members, and its efforts to ensure that every single Rhode Islander is counted during the 2020 Census.

The establishment of the RICCC is a vital component of ongoing work to ensure that Rhode Island is fully represented in the 2020 count. Our state relies on an accurate, fair, and complete census count to receive our fair share of over \$3 billion dollars in federal resources and programs for Rhode Island families, and for making critical decisions about the future of state and local programs – from education, to housing, to our health system. Understanding decennial trends such as income, education, and housing is absolutely critical to our work to help ensure that every community in Rhode Island receives the programs and resources it needs to thrive. The RICCC has assumed the mantle of ensuring that every Rhode Islander is a part of 2020 U.S. census, regardless of their ZIP code, race, ethnicity, gender identity, sexual orientation, level of education, or level of income.

We appreciate your assistance as we move forward toward Census Day 2020 (April 1) and beyond, and are confident that the diverse, expert, fully-invested representation on the RICCC will produce an implementation strategy that will bring many people and communities to the table to ensure a full and accurate count in 2020.

Sincerely,

Director Nicole Alexander-Scott, MD, MPH  
Rhode Island Department of Health  
Co-Chair, RICCC

Mayor James A. Diossa  
City of Central Falls  
Co-Chair, RICCC

## The 2020 Census and Its Importance to Rhode Island

A fair and accurate census is one of the most important activities that the US government conducts once a decade. Complete, accurate census data is vital to ensure the basic political equality that is central to our democracy. Institutions across the country – including local and state governments, businesses, nonprofits and foundations – rely on census data to allocate funding, define where services are delivered, and promote economic development.

This massive effort to “count everyone once, only once, and in the right place” is critical to our democracy for three primary reasons:

1. Census data are used to reapportion seats in the House of Representatives, and to draw legislative districts for state and local government, ensuring fair political representation.
2. Census data are used to allocate almost \$800 Billion in federal programs and resources to states, localities, and our most vulnerable families.
3. State leaders, businesses, and other decision-makers use census data to make critical investment and economic decisions, to track civil rights disparities and enforcement priorities, and to make informed decisions about the needs of their citizenry.

Its importance is enshrined in our Constitution. However, the Census Bureau is facing unprecedented challenges as it prepares for the 2020 census. The Census Bureau is facing severe budget constraints and decreasing public trust as it plans to collect the majority of census information online, scale back door-to-door outreach, and roll back canvassing. The collision of these challenges has caused the projected self-response rate for 2020 to decline to 55 percent due to distrust of the government<sup>i</sup>, concern about using the Internet to provide information, and fears surrounding the addition of a question on citizenship status.

These changes increase the potential of undercounting traditionally hard-to-count and other vulnerable populations in the 2020 census.

### Harm of an Undercount to Rhode Island

These threats heighten the risk that the 2020 census will fail to count every person in the US. Lower self-response rates would raise the cost of conducting the 2020 census and also reduce the quality of the resulting data. Critically, an undercount of any population would put the integrity and effectiveness of some of the national government’s basic missions at risk.

1. **Reduced Funding:** An incomplete or inaccurate count would affect the allocation of over \$3.3 billion in federal funding to Rhode Island each year, approximately one third of the state’s annual budget. These funds are used to support vital community assets (i.e., highways, public safety, schools, hospitals, etc.), as well as programs for vulnerable Rhode Islanders such as special education, free and reduced school lunch programs, Medicaid, Section 8, Low Income Housing Tax Credits, Head Start, SNAP (food stamps), Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Children’s Health Insurance Program (CHIP), and foster care. Based on a rough estimate of \$1,800/per person/per year from the Leadership Conference on Civil and Human Rights, even one missed person could result in a loss of \$18,000 in federal funding over the next decade.
2. **Unequal Representation:** If the 2020 census disproportionately undercounts certain “Hard to Count” communities, it may increase inequality in political representation in federal, state, and

local government for these already at-risk groups. In 2020, the potential exists for Rhode Island to lose one Congressional seat should population growth be slower than growth in other states.

3. **Economic Impact:** Business leaders rely on census demographic and economic data to inform economic development projections, marketing efforts, and investments. Inaccurate census data has the potential to skew growth strategies for a decade.
4. **Higher Cost:** Americans are increasingly concerned about privacy and confidentiality of their data, resulting in the forecast of lower self-response. To counteract concerns and reluctance, the Census Bureau estimates that achieving a one percentage-point increase in non-response would increase the cost of conducting the census by \$55 million.<sup>ii</sup>
5. **Inaccurate Data:** A disproportionate undercount of certain populations misaligns allocation of political representation and government funding for vital services and programs and skews both in favor of some communities. Inaccurate data would also call into question the credibility of the census in future years, making our job of ensuring a complete count more challenging for years to come.

## Rhode Island Complete Count Committee Structure and Membership

On December 28, 2018, Governor Gina M. Raimondo signed [Executive Order 18-09](#) establishing the Rhode Island Complete Count Committee (RICCC). The RICCC is tasked with developing and recommending a census outreach strategy to encourage full participation in the 2020 federal census ensuring that the segments of the Rhode Island population are not undercounted.

The Committee's census outreach program to increase awareness about the census and motivate residents in their communities to respond will include, but is not limited to, the establishment and support of school-based outreach programs, partnerships with non-profit community-based organizations to provide on-the-ground outreach, and a multi-lingual, multi-media campaign designed to ensure an accurate and complete count of Rhode Island's population. The Committee will also collaborate and coordinate with the United States Bureau of the and any other complete count committees established in the State of Rhode Island to execute the outreach strategy.

The Governor appointed Central Falls Mayor James Diossa and Rhode Island Department of Health Director Dr. Nicole Alexander-Scott to serve as co-chairs of the committee. Committee membership was developed to be as inclusive as possible, and to ensure that representatives from key stakeholder groups and traditionally hard-to-count populations could inform the outreach strategy, including:

- Local governments;
- The Rhode Island League of Cities and Towns;
- Hard-to-count populations;
- A federally-recognized Native American tribe located in Rhode Island;
- K-12 and higher education;
- Youth;
- The business community, including minority-owned business;
- Senior citizens;
- The philanthropic community
- Organized labor;
- The faith community; and
- The health care community

The Committee is required to submit an interim report to the Governor and General Assembly leadership by March 1, 2019 (extended to March 15, 2019). A final report is due June 30, 2019 and the committee will officially disband on December 31, 2020, at which point the census process will have ended.

### Measure of Success

The Rhode Island Complete Count Committee strives to create an awareness, outreach, and engagement plan that clearly identifies and addresses any obstacles to participation, is well-executed, and builds an infrastructure for long-term future engagement and civic participation in Rhode Island. As a result, every Rhode Islander will be aware of the census, understand the importance of being counted, and will feel safe, invested, and easily able to participate in the 2020 count.

## Complete Count Committee Members

*Note: This list is current as of March 15, 2019. However, membership may change over the duration of the 2020 census complete count effort.*

| Name                        | Organization   | Professional Title   |
|-----------------------------|--|--|
| Dr. Alexander-Scott, Nicole | Co-Chair, Rhode Island Department of Health                          | Director   |
| Diossa, James               | Co-Chair, City of Central Falls                                      | Mayor  |
| Cano, Sandra                | Rhode Island Senate  | Senator  |
| Williams, Anastasia         | Rhode Island House of Representatives                                | Representative   |
| Dr. Anderson, Donnie        | RI Council of Churches   | Executive Minister   |
| Ankoma, Angie               | United Way of Rhode Island   | Executive Vice President, Director of Community Investment   |
| Bah, Omar                   | Refugee Dream Center   | Founder and Executive Director                               |
| Betancur, Marcela           | Latino Policy Institute  | Executive Director   |
| Brady, Meredith             | Rhode Island Department of Administration                            | Director of Statewide Planning                               |
| Burke Bryant, Elizabeth     | Rhode Island Kids Count  | Executive Director   |
| Byrne, LeeAnn               | Rhode Island Office of the General Treasurer                         | Director of Legislation and Outreach                         |
| Byrne, Tim                  | UA Local 51 Plumbers, Pipefitters and HVAC                           | Business Manager   |
| Cloutier, Kathleen          | Dorcas International Institute of Rhode Island                       | Executive Director   |
| Connell, Kathleen           | AARP   | State Director   |
| Crowley, Patrick            | National Education Association                                       | Political Director   |
| Dana, Jeffery               | City of Providence   | City Solicitor   |
| Daniels, Brian              | Rhode Island League of Cities and Towns                              | Executive Director   |
| Dann-Messier, Brenda        | Office of the Postsecondary Commissioner                             | Commissioner of Postsecondary Education                      |
| David, Jessica              | Rhode Island Foundation  | Executive Vice President of Strategy & Community Investments |
| Egan, Dan                   | Assoc. of Independent Colleges & Universities                        | President  |
| Falck, Emmanuel             | Rhode Island SEIU State Council                                      | Director   |
| Feyisitan, Rilwan           | Community Action Partnership of Providence                           | Executive Director   |
| Flum, Rachel                | Economic Progress Institute  | Executive Director   |
| Flynn, Joseph Molina        | Molina Flynn Law Offices   | Attorney   |
| Fraley, Marie               | PALCUS (Portuguese American Leadership Council of the United States) | Managing Director  |
| Frumerie, Caitlin           | RI Coalition for the Homeless  | Executive Director   |
| Giordano, Tom               | Partnership for Rhode Island   | Executive Director   |
| Gleason, Alyssa             | Governor's Commission On Disabilities                                | Public Education Coordinator                                 |
| Gonzalez, Herson            | Woonsocket - Calvary Worship Center                                  | Bishop   |
| Grebien, Donald             | City of Pawtucket  | Mayor  |
| Husband, Melissa            | Office of Secretary of State   | Deputy Secretary of State/Director of Administration         |
| Jabbie, Junior              | Banneker Industries  | President and Chief Executive Officer                        |
| Jerzyk, Matt                | City of Central Falls  | City Solicitor   |

|                          |   |  |
|--------------------------|---|--|
| Kubas-Meyer, Tanja       | Rhode Island Coalition for Children and Families                | Executive Director   |
| Marion, John             | Common Cause Rhode Island                                       | Executive Director   |
| Mejias, Oscar            | Rhode Island Hispanic Chamber of Commerce/ BETECH, Inc          | Executive Director/ Chief Executive Officer                          |
| Mellor, Karen            | Rhode Island Office of Library & Information Services           | Chief of Library Services  |
| Mitchell, Rhonda         | Newport Housing Authority                                       | Executive Director   |
| Nicolato, Cortney        | United Way of Rhode Island                                      | President & Chief Executive Officer                                  |
| Nocera, Lauren           | Thundermist Health Center                                       | Associate Vice President, Equity Initiatives and Program Development |
| Nota-Masse, Jeannine     | Cranston Public School  | Superintendent of Schools  |
| Preston, David           | New Harbor Group  | Founder and Owner  |
| Read, Dacia              | Executive Office of Health and Human Services                   | Chief of Staff   |
| Rodriguez-Masjoan, Delia | One Neighborhood Builders                                       | Resident Engagement Project Manager                                  |
| Rogers, TC               | Options Magazine  | Board Chair  |
| Rosen, Kayla             | Rhode Island Childrens Cabinet                                  | Policy Director  |
| Rosenberg, Marti         | Office of the Health Insurance Commissioner                     | SIM Director   |
| Seaberry, Jordan         | Institute for the Study and Practice of Nonviolence             | Director of Public Policy and Advocacy                               |
| Shavers, Claribel        | Rhode Island Housing  | Director of Leased Housing and Rental Services                       |
| Short, Susan             | Brown University Population Studies and Training Center         | Director and Professor of Sociology                                  |
| Shumate, Matt            | City of Providence, Office of Mayor Elorza                      | Deputy Chief of Staff  |
| Spears, Loren            | Tomaquag Museum   | Executive Director   |
| Stack, Nina              | Champlin Foundation   | Executive Director   |
| Strang, Victoria         | Interfaith Coalition  | Director and Lead Organizer  |
| Vincent, Jim             | NAACP Providence Branch   | President  |
| Waldron, Darrell         | Rhode Island Indian Council                                     | Executive Director   |
| White, Laurie            | Greater Providence Chamber of Commerce                          | President  |
| Williams, Jeffery        | King's Cathedral  | Bishop   |
| Wolanski, Nancy          | Grantmakers Council of Rhode Island                             | Director   |
| Womack, Chanda           | Alliance of Rhode Island Southeast Asians for Education (ARISE) | Founding Executive Director  |
| Yarn, Kasim              | Rhode Island Office of Veterans Affairs                         | Director   |

## Committee Structure



### Governance Working Group

*Co-chairs: Dr. Nicole Alexander-Scott and Central Falls Mayor James Diossa.*

Members includes co-chairs of committees and working groups

Responsible for ensuring that the Rhode Island Complete Count Committee achieves its goals for the state's participation in the 2020 census. Activities can include:

- Adopting a Shared Principles and Values Statement
- Approving a Statewide Census Outreach & Education Plan
- Holding monthly CCC meetings
- Supporting and monitoring committee and working group progress
- Developing group learning, census training, and other shared opportunities
- Making decisions on resources/ infrastructure for allocations

### Community Engagement & Education Coordination Working Group

*Co-chairs: John Marion and Jessica David*

Responsible for managing the development of a statewide census education and communications plan for Rhode Island, that is informed by the needs of hard to count populations in the state. Activities can include:

- Adopting a statewide map of targeted HTC communities and key populations
- Scheduling regular meetings with working groups on census activities through August 2020, to review progress of census preparations and implementation and share best practices on addressing challenges that arise in the field.
- Monitoring HTC outreach & education activities and events

- Working with the regional Census Bureau team to strengthen implementation plans at the state and local levels.

### **Strategic Communications Sub-Committee**

*Co-chairs: David Preston and Delia Rodriguez-Masjoan*

Responsible for recommending a statewide communications plan to support public education and awareness about the 2020 census. Suggested activities can include:

- Developing statewide and targeted earned and paid media plan, with an emphasis on communicating through ethnic or alternative media outlets to reach HTC populations
- Adopting a toolkit for communications & outreach on the 2020 census
- Identify Rhode Island-specific language/ communication needs for LEP residents, especially for LEP communities that lack Census Bureau language support, and developing communications strategies to support engaging these populations

### **Hard-To-Count Communities Outreach Sub-Committee**

*Co-Chairs: Marcela Betancur and Chanda Womack*

Responsible for informing the Complete Count Committee's efforts to engage, inform, and encourage key hard-to-count populations across the state to participate in the 2020 census. Suggested activities can include:

- Providing recommendations to the statewide census education and communications plan to bolster participation from hard-to-count populations.
- Support communications-related training and increased communications capacity for trusted messengers that have direct contact with HTC communities.
- Developing tools, resources, and other materials for addressing the unique needs or concerns of hard-to-count communities, to support public education and engagement of these communities.

### **Strategic Partnerships & Recruitment Working Group**

*Co-chairs: Tom Giordano and Karen Mellor*

Responsible for identifying and recruiting key stakeholders to support the 2020 census and to contribute to public engagement and education efforts to increase participation during the count. Suggested activities can include:

- Pursuing relationships and communication with key stakeholders, including state and local government officials, philanthropic partners, and other trusted messengers across the state
- Recruiting and deploying key stakeholders to engage in census activities, including business leaders, libraries, faith leaders, etc

### **Resource Development Sub-Committee**

*Co-chairs: Nancy Wolanski and Cortney Nicolato*

Responsible for advancing plans and opportunities to generate resources to support get-out-the-count activities across the state. Suggested activities can include:

- Planning and facilitating fundraising goals

- Advancing any pooled or aligned funding efforts to support the Statewide Census Outreach & Education Action Plan
- Recruiting philanthropic and other partners to participate in fund strategy
- Tracking and managing any in-kind donations/ support for the 2020 census

### **Government Strategies Sub-Committee**

*Co-chairs: Matt Jerzyk and Jeffery Dana*

Responsible for engaging with municipal governments and other state and local government agencies to facilitate and encourage participation in 2020 census public education activities. Suggested activities can include:

- Providing tools and resources for embedding census messaging in traditional services provided by agencies or other communications with the public
- Providing training and support to local towns and cities to plan census outreach events, resources, and other promotional materials
- Monitoring local census activities, and share information with other local Complete Count Committee efforts
- Maintaining a calendar of census public relations/education events

### **Policy Working Group**

*Chair: Senator Sandra Cano*

Responsible for helping the Complete Count Committee remain aware and informed of any national or state census policy issues that may impact the 2020 count, and for recommending any public positions for the Committee. Suggested activities can include:

- Monitoring and providing updates on national and state policy and advocacy topics, including citizenship question, RI-specific funding for the census
- Supporting and facilitating participation in any RI state advocacy and lobbying efforts to encourage the state to invest in the 2020 census
- Supporting and facilitating any activities/ responses related to the citizenship question

### **Other Committee Activities**

#### **Rhode Island Census Website**

The Rhode Island Complete Count Committee has developed a webpage, housed on the website of the Division of Statewide Planning. It is located at:

<http://www.planning.ri.gov/planning-areas/Census/census-2020.php>

This webpage will house all information about the RICCC, including a public calendar of committee, working team, and working group meetings and other census-related activities. It will also include census resources with links to helpful sites or documents, as well as documents produced as part of the Committee's work. The public is invited to share information and to track the work of the Complete Count Committee via this website, which will continue to evolve.

### **Public Meeting Notice Requirements**

The Rhode Island Complete Count Committee is subject to the Open Meetings Act (OMA), a Rhode Island law that gives the public the right to be present for meetings of public bodies. The law provides standards for holding meetings, as well as for the advertising, conduct, and record-keeping of these meetings.

All working groups and sub-committees must give written notice of their meetings, including the date, time, and location of the meeting and an agenda of what will be discussed, at least 48 hours before the meeting, excluding holidays and weekends. At a minimum, these notices must be posted on the [Secretary of State's website](http://sos.ri.gov) (sos.ri.gov) and at the office or building where the meeting will be held. You can use the Secretary of State's website to be automatically notified when meeting notices are filed by the Complete Count Committee or bookmark the RICCC section of the Secretary of State's website.

### **Funding for Census Get-Out-The-Count Activities**

The RICCC anticipates that its efforts will be funded through a combination of public funding and private investment to support get-out-the-count efforts. The Fiscal Policy Institute, State Voices, The Leadership Conference Education Fund, and Center for Urban Research at The Graduate Center / CUNY recently provided state complete count committees with an [analysis](#) of the cost to conduct census get-out-the-count activities for each state.

The analysis provides an established methodology to estimate the cost per state. The calculation is based on three factors: (1) the percentage of households that did not respond by mail for the 2010 census; (2) the cost of community-based organizations' outreach per hard-to-count person; and (3) the number of hard-to-count people who should get one of three levels of outreach: basic, at \$2 per person, moderate at \$25 per person, and intensive at \$75 per person.

Using this methodology, the cost to conduct get-out-the-count activities across the state of Rhode Island is \$1,949,734.

## Rhode Island Hard-to-Count Communities

| Rhode Island's Count Risk Factors                 |                  |
|---|------------------|
| Total Population                                  | <b>1,056,138</b> |
| Population in HTC areas                           | <b>255,037</b>   |
| Percentage in HTC areas                           | <b>24%</b>       |
| Population in Tracts NOT receiving census by mail | <b>830</b>       |
| Percentage households NO internet/ dial-up only   | <b>17.3%</b>     |

The goal of the census is to count "count everyone once, only once, and in the right place." But some areas and population groups are "hard to count", because they have low self-response rates, forcing the Census Bureau to send personnel to each non-responding household. This "non-response follow-up" can be difficult, time-consuming, and cost the state vital political representation and resources.

There are other enumeration operations that can also cause certain populations to be Hard to Count. Those enumeration operations include:

- **"Internet Choice"**: The 2020 census will be the first high-tech decennial count, using an online system to collect responses. Areas with low internet coverage or connectivity may experience greater difficulty in participating in the count.
- **Update/ Leave & Update/ Enumerate**: Areas without city-style addresses, in remote locations, or that have been affected by major disasters will not be mailed a census form. Instead, the Census Bureau will apply alternative enumeration practices that have previously resulted in more pronounced undercounts of up to 8%.

| Traditionally Undercounted Populations | Representation in Rhode Island's Population  |
|--|--|
| Hispanic or Latino                     | 15% or 157,342 people  |
| Black or African American              | 8% or 84,491 people  |
| Asian                                  | 4% or 42,246 people  |
| American Indian or Alaska Native       | 1% or 10,561 people  |
| Children under age 5                   | 5% or 52,807 people  |
| Foreign-Born Individuals               | 14% or 144,210 people  |
| Limited English Proficient Households  | 6% or 22,702 households <ul style="list-style-type: none"> <li>▪ <b>61% speak Spanish</b> (13,795 households).</li> <li>▪ <b>26% speak Indo-European languages</b> (5,986 households).</li> <li>▪ <b>10% speak Asian/ Pacific Islander languages</b> (2,245 households).</li> <li>▪ <b>3% speak other languages</b> (676 households).</li> </ul> |

### Limited English Proficiency Populations

Source: <https://datausa.io/profile/geo/providence-ri/#demographics>

For the 2020 census, the U.S. Census Bureau plans to provide the Internet Self-Response Instrument and Census Questionnaire Assistance in 12 non-English languages; enumerator instrument, bilingual paper questionnaire, bilingual mailing, and field enumeration materials in Spanish; and language guides, language glossaries, and language identification card in 59 non-English languages.

The Census Bureau will provide language guides, language glossaries, and a language identification card in the following languages:

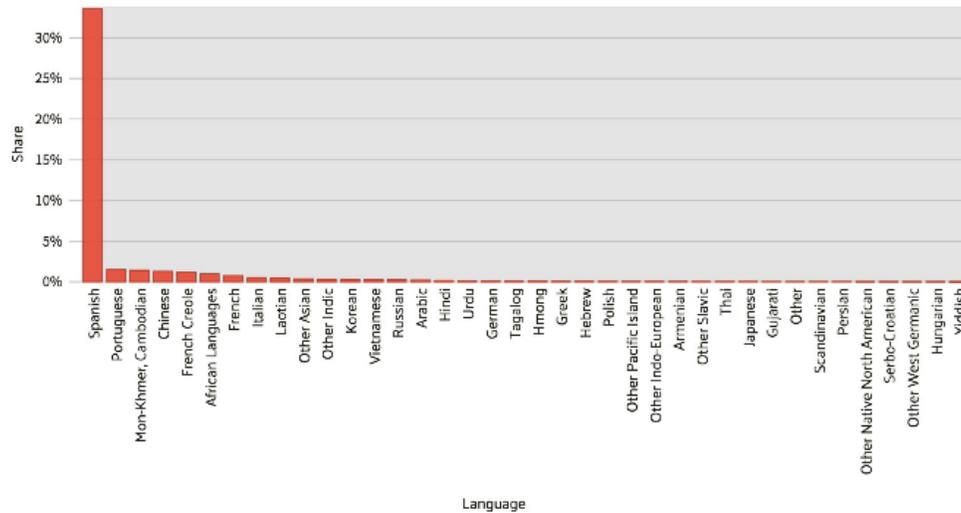
|                |                |                   |                   |                |                 |                        |
|----------------|----------------|-------------------|-------------------|----------------|-----------------|------------------------|
| Albanian       | Amharic        | <b>Arabic</b>     | <b>Armenian</b>   | Bengali        | Bosnian         | Bulgarian              |
| Burmese        | <b>Chinese</b> | Croatian          | Czech             | Dutch          | Farsi           | <b>French</b>          |
| <b>German</b>  | <b>Greek</b>   | <b>Gujarati</b>   | Haitian Creole    | <b>Hebrew</b>  | <b>Hindi</b>    | <b>Hmong</b>           |
| Hungarian      | Igbo           | Ilocano           | Indonesia         | <b>Italian</b> | <b>Japanese</b> | Khmer                  |
| <b>Korean</b>  | <b>Laotian</b> | Lithuanian        | Malayalam         | Marathi        | Navajo          | American Sign Language |
| Nepali         | <b>Polish</b>  | <b>Portuguese</b> | Punjabi           | Romanian       | <b>Russian</b>  |                        |
| Serbian        | Sinhala        | Slovak            | Somali            | <b>Spanish</b> | Swahili         |                        |
| <b>Tagalog</b> | Tamil          | Telugu            | <b>Thai</b>       | Tigrinya       | Turkish         |                        |
| Twi            | Ukrainian      | <b>Urdu</b>       | <b>Vietnamese</b> | Yiddish        | Yoruba          |                        |

The Census Bureau will translate the Internet Self-Response and Census Questionnaire Assistance into the following 12 non-English languages: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

In Rhode Island, the most common languages besides English are Spanish, Portuguese, and Mon-Khmer, Cambodian. Languages spoken at higher than national average include Mon-Khmer, Cambodian; Laotian; and Portuguese.

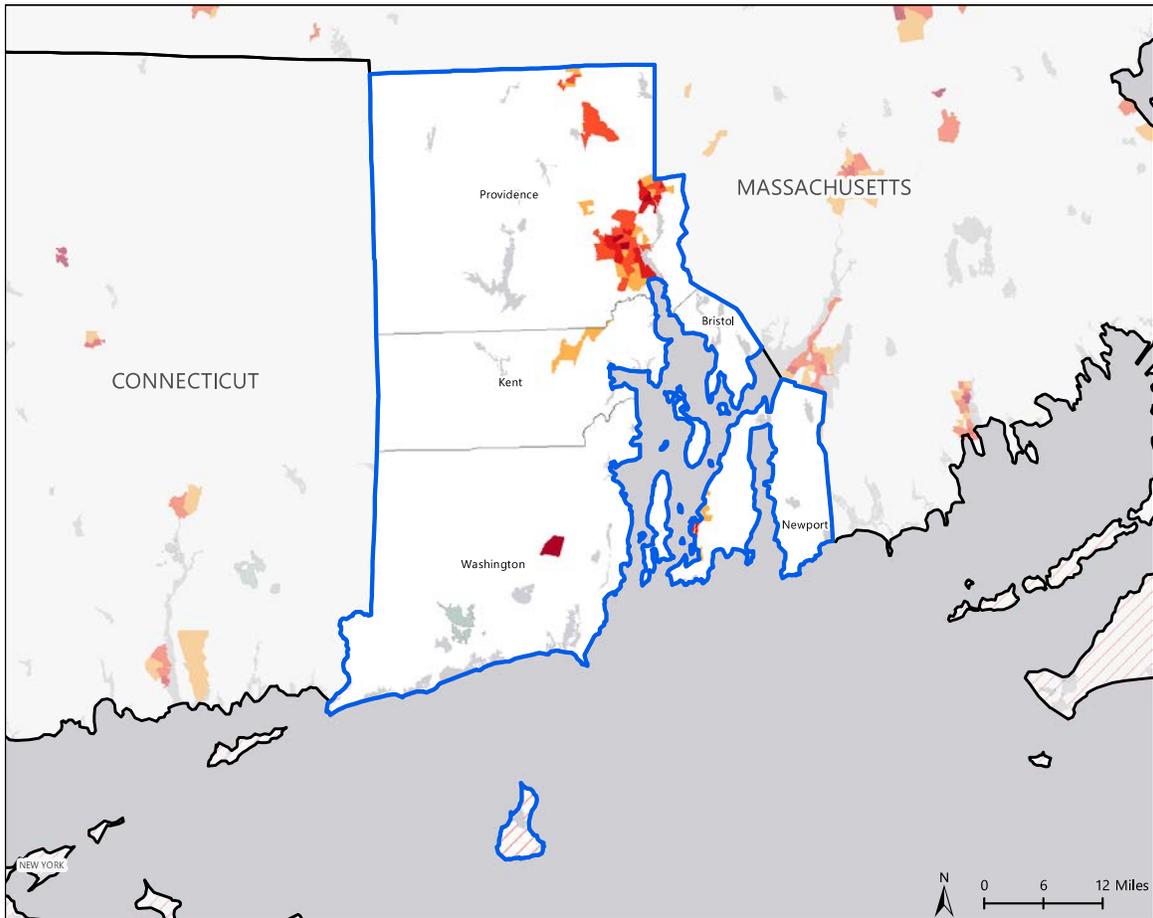
### Non-English Speakers in Providence, RI

The closest comparable data for the census place of Providence, RI is from the public use microdata area of Providence City PUMA, RI.



Dataset: ACS 5-year Estimate  
Source: Census Bureau

DATAUSA:



019.  
Data: U.S. Census Bureau

### Hard to Count Census Tracts in Rhode Island

Census Tracts with return rates of 75% or less are considered Hard to Count census tracts. Source: <https://www.censushardtocountmaps2020.us/>

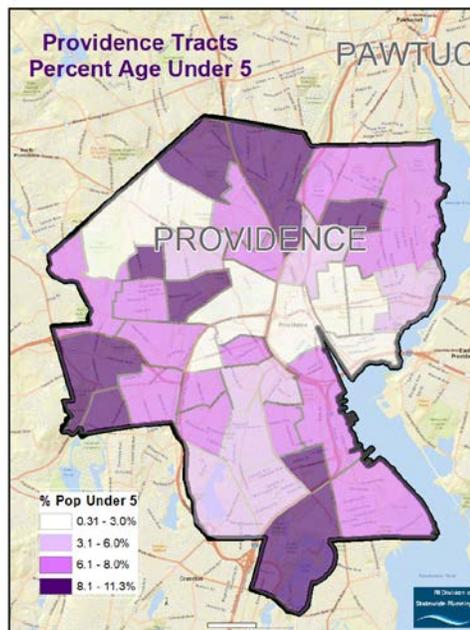
| Cities/Towns with Large HTC Populations | HTC Census Tract   | Total Population | Percent Households Return Census Form | Percent Latino | Percent Black | Percent Asian | Percent American Indian or Alaska Native | Percent Children Under Age 5 | Percent Foreign -Born | % Households WITHOUT adequate internet service |
|---|--|------------------|---------------------------------------|----------------|---------------|---------------|--|------------------------------|-----------------------|--|
| Central Falls                           | 0111.00  | 4,071            | 63.4%                                 | 65%            | 20%           | -             | -  | 6%                           | 52%                   | 30.1%  |
|   | 0110.00  | 5,439            | 70.3%                                 | 71%            | 18%           | -             | 3%                                       | 10.5%                        | 41%                   | 35.4%  |
|   | 0109.00  | 5,071            | 70.8%                                 | 59%            | 19%           | 4%            | 2%                                       | 11%                          | 27%                   | 29.3%  |
|   | 0108.00  | 4,814            | 66.6%                                 | 60%            | 27%           | 2%            | 3%                                       | 9%                           | 35%                   | 32.6%  |
| Cranston                                | 0135.00  | 4,693            | 72.9%                                 | 27%            | 9%            | 5%            | 1%                                       | 4%                           | 18%                   | 14.2%  |
|   | 0137.01  | 4,071            | 68.8%                                 | 21%            | 6%            | 9%            | 2%                                       | 8%                           | 21%                   | 10.2%  |
| Kingston                                | 0514.00  | 5,620            | 48.8%                                 | 10%            | -             | 5%            | 1%                                       | -                            | 7%                    | 9.6%   |
| Lincoln                                 | 0115.00  | 6,768            | 69.8%                                 | 2%             | 1%            | 4%            | -  | 7%                           | 7%                    | 14.5%  |
| Middletown                              | 0402.00  | 1,308            | 70.2%                                 | 11%            | 19%           | 13%           | -  | 10%                          | 25%                   | 8.4%   |
| Newport                                 | 0412.00  | 2,218            | 64.1%                                 | 9%             | 19%           | 4%            | 3%                                       | 7%                           | 7%                    | 27.3%  |
|   | 0410.00  | 1,674            | 71.5%                                 | 4%             | 4%            | 2%            | 2%                                       | -                            | 19%                   | 25.2%  |
| New Shoreham                            | 0415.00  | 791              | 100% U/L                              | 2%             | 2%            | 2%            | 1%                                       | -                            | -                     | 8.8%   |
| North Providence                        | 0121.04  | 4,358            | 72.8%                                 | 6%             | 14%           | 3%            | 1%                                       | 5%                           | 13%                   | 20.0%  |
| Pawtucket                               | 0160.00  | 3,611            | 66.1%                                 | 33%            | 28%           | 2%            | 7%                                       | 9%                           | 31%                   | 18.3%  |
|   | 0153.00  | 2,190            | 67.3%                                 | 32%            | 27%           | -             | 2%                                       | 12%                          | 23%                   | 28.6%  |
|   | 0154.00  | 2,548            | 64.4%                                 | 38%            | 30%           | 2%            | 3%                                       | 7%                           | 43%                   | 25.0%  |
|   | 0167.00  | 3,828            | 64.6%                                 | 23%            | 30%           | 2%            | 1%                                       | 9%                           | 30%                   | 19.9%  |
|   | 0166.00  | 2,011            | 64.3%                                 | 30%            | 30%           | -             | 2%                                       | 4%                           | 31%                   | 16.8%  |
|   | 0164.00  | 4,588            | 60.6%                                 | 30%            | 36%           | 2%            | 2%                                       | 10%                          | 34%                   | 29.2%  |
|   | 0161.00  | 4,769            | 57.4%                                 | 26%            | 39%           | 2%            | 2%                                       | 8%                           | 31%                   | 22.6%  |
|   | 0151.00  | 4,860            | 60.4%                                 | 37%            | 38%           | 2%            | 4%                                       | 8%                           | 35%                   | 28.1%  |
| 0152.00                                 | 2,820  | 72.5%            | 50%                                   | 22%            | -             | 1%            | 6%                                       | 38%                          | 49.7%                 |  |
| Providence                              | The entire city of Providence is Hard to Count, with 31 census tracts with response rates ranging from 70.7% to 55.6%, and a diverse population that includes many of the Hard to Count populations: people of color, children under 5 years old, immigrants, low-income households, renters, and young adult "Millennials". |                  |                                       |                |               |               |  |                              |                       |  |
| West Warwick                            | 0202.00  | 4,341            | 70.7%                                 | 3%             | 5%            | 6%            | -  | 8%                           | 2%                    | 19.6%  |
|   | 0223.00  | 4,055            | 72.6%                                 | 5%             | 1%            | 7%            | 1%                                       | 6%                           | 17%                   | 29.2%  |
| Woonsocket                              | 0176.00  | 2,855            | 69.1%                                 | 26%            | 25%           | 8%            | 7%                                       | 7%                           | 12%                   | 25.8%  |
|   | 0178.00  | 2,332            | 71%                                   | 24%            | 11%           | -             | 1%                                       | 5%                           | 16%                   | 32.1%  |
|   | 0179.00  | 3,026            | 69.7%                                 | 13%            | 15%           | 3%            | -  | 6%                           | 5%                    | 36.1%  |
|   | 0183.00  | 1,884            | 67.5%                                 | 17%            | 23%           | 4%            | 1%                                       | 6%                           | 14%                   | 22.6%  |
|   | 0182.00  | 2,660            | 72.4%                                 | 17%            | 12%           | 18%           | -  | 8%                           | 19%                   | 24.0%  |
|   | 0181.00  | 2,917            | 71%                                   | 28%            | 12%           | 3%            | -  | 14%                          | 11%                   | 24.8%  |

## Hard-To-Count Focus: The City of Providence

The City of Providence is one of the hardest to count communities in Rhode Island. In total, it includes 31 census tracts that are designated as “Hard-To-Count” (HTC). Eighty-two (82) percent of the city’s population (or 146,169 people) live in HTC tracts based on 2010 mail response rates. The average mail response rate was 67 percent and the lowest mail back rate was 56 percent.

The residents of Providence also include many traditionally hard-to-count population groups including: highly mobile people, college students, racial and ethnic minorities, non-English speakers, low-income households, people experiencing homelessness, undocumented immigrants, people with mental or physical disabilities, people who do not live in stable housing or who live in complex households, senior citizens, and children under the age of 5 years old.

The complexity of the population in Providence ensured that in 2018, it became the one-and-only location that the Census Bureau conducted a completed “End-to-End” practice test of the full decennial census. In April 2019, the Census Bureau intends to share results and data from the End-to-End test with the RICCC.



## The Impact of a Citizenship Question on Response Rates

On the evening of March 26, 2018, Secretary of Commerce Wilbur Ross announced that he had directed the Census Bureau to add an untested and unnecessary question to the 2020 census form, which would ask the citizenship status of every person in America. [Qualitative evidence](#) suggests the addition of the question will significantly decrease household willingness to participate in the census, increase the risk that the count will fail to produce an “actual enumeration” of the U.S. population, distorting this vital data, and the Census Bureau [conservatively estimates](#) that the additional of the new question will increase the cost of the count by \$27.5 million.

The City of Providence includes high number of immigrant households and residents. According to the 2016 American Community Survey, at least 30 percent of the population of Providence is foreign-born. That includes 53,565 foreign-born residents in a city of 178,851 people.

[Independent analysis](#) shows the potential effect of including a question on citizenship in the 2020 Census. In 2016, the nonresponse rate for the citizenship question on the American Community Survey was 5.7 percent in Rhode Island. Nonresponse rates were highest in the central city or principal cities of metro areas at 7.2 percent, and lowest outside metro areas at 5.0 percent.

Nonresponse rates also varied greatly by racial differences. Asians alone or in combination have the highest nonresponse rate at 8.1 percent, followed by Latinx at 7.4 percent. The internet nonresponse rate for foreign-born Blacks was 15.4 percent. If the question on citizenship status is included in the 2020 questionnaire that goes to every household, the impact will be potentially devastating for participation in the city of Providence.

## Census Bureau Activities and Draft Complete Count Committee Timeline

### **Key Census Bureau Census 2020 Activity Dates**

The Census Bureau seeks to generate the largest possible self-response, with a majority completing the census questionnaire online. Respondents will have three options: internet, paper, and phone.

Approximately 60.5 percent of households are expected to self-respond. Below are the key dates for Census Bureau enumeration activities that will be conducted between August 2019 – August 2020.

| KEY DATES      | ENUMERATION STRATEGIES   |
|----------------|--|
| Aug – Oct 2019 | <p><b>In-Field Address Canvassing</b></p> <ul style="list-style-type: none"> <li>The Census Bureau will conduct Limited In-Field Address Canvassing in 2019 for those areas where address updates cannot be obtained or verified or areas that are undergoing rapid change. Census Bureau staff will go door-to-door to verify, classify, and update living quarters, as needed.</li> </ul>  |
| Jan – Jul 2020 | <p><b>Update/Enumerate</b></p> <ul style="list-style-type: none"> <li>Update/Enumerate will occur in remote areas that have unique accessibility challenges, primarily in Alaska, but including select American Indian areas that request to be enumerated in person during the initial visit. Census Bureau field staff update the address and feature data and enumerate respondents in person using paper address registers and paper maps. All completed questionnaires, address registers, and maps are delivered or shipped back to the area census office for data capture and digitizing.</li> </ul>                         |
| Feb – Jul 2020 | <p><b>Group Quarter Enumeration</b></p> <ul style="list-style-type: none"> <li>The Census Bureau will use eResponse Data Transfer to allow client-level data from group quarter administrators to be electronically submitted in a standardized template to the Census Bureau. These data will be accepted in lieu of the Individual Census Questionnaire if data are of sufficiently high quality and completeness.</li> </ul>  |
| Mar – Apr 2020 | <p><b>Update/Leave</b></p> <ul style="list-style-type: none"> <li>Update/ Leave enumeration activities will occur in areas without city-style addresses, use post office boxes, or have been affected by major disasters. Enumerators will update the address, leave an Internet Choice self-response package, but will not try to enumerate the unit.</li> </ul>  |
| Mar – Jul 2020 | <p><b>Internet Self-Response</b></p> <ul style="list-style-type: none"> <li>“Internet First” households will receive an invitation in the mail to respond to the census online. The Census Bureau estimates that 45 percent of households will respond via the internet. All non-responding households will receive a paper questionnaire</li> <li>“Internet Choice” will invite households in areas with low internet coverage or connectivity, to complete the census online or via a paper questionnaire. The Census Bureau anticipates about 20 percent of the households will receive the Internet Choice treatment.</li> </ul> |

### **Non-Response Follow-Up**

- Enumerators will visit each non-responding housing unit to complete an interview using an automated application on a smartphone. The number of contact attempts will be controlled within the automated instrument, and best-time-to-contact modeling will be used in the creation of the daily assignments.
- Federal administrative records will be used to remove vacant and nonresidential addresses and enumerate households that do not respond and are not able to be contacted. Administrative records will be used to enumerate up to 6.5 million of the approximately 60 million non-responding addresses that are expected

Mar – Sep 2020

### **Census Questionnaire Assistance**

- The Census Questionnaire Assistance will be provided at Local Area Offices and will include paper, online and telephone support. The telephone option will answer respondent questions about the census and allow respondents to complete a census interview over the telephone. Respondents are presented with a self-service Interactive Voice Response system of automated responses to Frequently Asked Questions and may opt for a customer service representative for help completing the questionnaire.

Mar 30 – Apr 1,  
2020

### **Service Based Enumeration**

- Service-Based Enumeration activities will be conducted over a three-day period that ends on April 1, 2020, Census Day at locations and outdoor sites including:
  - Shelters with sleeping facilities for people experiencing homelessness.
  - Soup kitchens or regularly-scheduled mobile food van stops
  - Targeted non-sheltered outdoor locations.
  - Enumeration at Domestic Violence Shelters will be conducted by personnel specially trained to protect the safety of respondents at these locations.

Apr 1, 2020

### **Census Day**

Jul 2020

### **Census Bureau enumeration activities conclude July 31, 2020**

Nov 2020

### **Census Bureau completes count review**

Dec 2020

### **Census Bureau sends 2020 count results to the President**

Mar 2021

### **Census Bureau shares redistricting data with states**

Apr 2023

### **Final census data released**

## Draft Complete Count Committee Timeline

The Rhode Island Complete Count Committee is in the process of developing its timeline and description of activities that will be conducted to support and encourage communities across the State of Rhode Island to participate in the upcoming 2020 Census. As part of its deliberations, the Committee is reviewing census activities that are planned in other states across the nation and the expected timeframe in which they will be conducted. Below is a brief description of the type of activities that will occur between now and December 2020.

### PHASE I: Census Preparation (April 2019 – August 2019)

| Activity                           | Descriptions   |
|------------------------------------|--|
| Awareness and Technical Assistance | <ul style="list-style-type: none"> <li>• Create materials to educate communities on the importance of maintaining participation rates and, ideally, increasing counts in hard-to-count communities.</li> </ul>   |
|                                    | <ul style="list-style-type: none"> <li>• Develop tools and conduct trainings - Educational opportunities and materials will be provided to increase the capacity of nonprofits across the state to engage in the 2020 Census.</li> </ul>   |
|                                    | <ul style="list-style-type: none"> <li>• Assist local municipalities to partner with the Census Bureau and develop public education strategies, organizing the state complete count committee, and promoting general and targeted awareness and participation in the 2020 census.</li> </ul> |
| Community Mobilization Plan        | <ul style="list-style-type: none"> <li>• Recruit trusted community organizations and leaders to engage their constituents.</li> </ul>  |
|                                    | <ul style="list-style-type: none"> <li>• Work with government officials to avoid duplication of efforts and enhance government’s communication and outreach efforts to ensure a complete count.</li> </ul>   |
|                                    | <ul style="list-style-type: none"> <li>• Form a statewide network of nonprofits to facilitate outreach, awareness and implementing strategies to ensure a complete count.</li> </ul>   |
| Media Campaign                     | <ul style="list-style-type: none"> <li>• Develop a statewide communications strategy to include mainstream and ethnic media campaign efforts that coordinate with on-the-ground activities.</li> </ul>   |
|                                    | <ul style="list-style-type: none"> <li>• Fund a communications firm to develop messages and communication strategies to reach lower response communities.</li> </ul>   |
| Census Bureau Advocacy             | <ul style="list-style-type: none"> <li>• Work with the Census Bureau’s regional office to locate Questionnaire Assistance Centers in neighborhoods that have large numbers of HTC residents.</li> </ul>  |
|                                    | <ul style="list-style-type: none"> <li>• Monitor and provide recommendations to enhance the Census Bureau’s local enumeration plans.</li> </ul>  |
|                                    | <ul style="list-style-type: none"> <li>• Advocate for local governments to play an active role in promoting census participation.</li> </ul>   |

|                       |   |
|-----------------------|---|
| Make Targeted Grants. | <ul style="list-style-type: none"> <li>• Identify and fund anchor organizations to facilitate community partnerships capable of working with networks of lower response communities from throughout the state.</li> </ul> |
|                       | <ul style="list-style-type: none"> <li>• Direct resources to community-based groups working to ensure a fair and accurate count in hard-to-count neighborhoods, towns and rural areas.</li> </ul>                         |
|                       | <ul style="list-style-type: none"> <li>• Establish a pooled or aligned fund to support organizing and participation in the 2020 census.</li> </ul>  |

**PHASE II: Census Public Education & Mobilization Campaign (August 2019 – July 2020)**

| Activity                             | Descriptions   |
|--------------------------------------|--|
| Outreach and educational activities. | <ul style="list-style-type: none"> <li>• Organize events to publicize the census.</li> </ul>   |
|                                      | <ul style="list-style-type: none"> <li>• Conduct outreach at places with large numbers of HTC residents (e.g., senior centers, street fairs, churches, etc.).</li> </ul>   |
|                                      | <ul style="list-style-type: none"> <li>• Support community-based campaigns that complement the Census Bureau’s activities, such as:               <ul style="list-style-type: none"> <li>○ Conducting targeted phone-banking and door-to-door outreach activities in neighborhoods with very low mail response rates/ canvassing community events</li> </ul> </li> </ul> |
|                                      | <ul style="list-style-type: none"> <li>• Distribute and display census information in public spaces/ to entities with significant public facing resources</li> </ul>   |
|                                      | <ul style="list-style-type: none"> <li>• Educate communities on the importance of maintaining participation rates and ideally increasing counts in hard-to-count communities</li> </ul>  |
|                                      | <ul style="list-style-type: none"> <li>• Provide trainings and tools for nonprofits on effective outreach tactics</li> </ul>   |
| Get Out The Count                    | <ul style="list-style-type: none"> <li>• Support nonprofits GOTC efforts in communities and track their activities to share lessons learned and promote peer learning.</li> </ul>  |
|                                      | <ul style="list-style-type: none"> <li>• Engage nonprofits/advocates serving hard-to-count constituencies, incl. Native Americans, refugees, and migrants</li> </ul>   |
|                                      | <ul style="list-style-type: none"> <li>• Enhance capacity of interested municipalities to support a complete count.</li> </ul>   |
|                                      | <ul style="list-style-type: none"> <li>• Engage community organizations to deploy people to neighborhood businesses (beauty salons, barbershops, etc.) in the weeks leading up to census day</li> </ul>  |
|                                      | <ul style="list-style-type: none"> <li>• Engage homeless advocates to educate/mobilize people in shelters</li> </ul>   |
| Communications                       | <ul style="list-style-type: none"> <li>• Engage in earned media activities, with an emphasis on communicating through ethnic or alternative media outlets that reach HTC populations.</li> </ul>   |
|                                      | <ul style="list-style-type: none"> <li>• Launch Communication and Mobilization Plan &amp; continue providing support to the complete count committee partners</li> </ul>   |
|                                      | <ul style="list-style-type: none"> <li>• Educate &amp; engage independent community and ethnic newspapers</li> </ul>   |
|                                      | <ul style="list-style-type: none"> <li>• Create online/ digital content to counter census misinformation, promote census storytelling</li> </ul>   |
|                                      | <ul style="list-style-type: none"> <li>• Develop complimentary flyers, swag to distribute at community events</li> </ul>   |

|                                   |   |
|-----------------------------------|---|
| Support questionnaire assistance. | <ul style="list-style-type: none"> <li>• Work with settlement houses, nonprofit federations, and service organizations (especially multilingual entities) to train caseworkers, receptionists and other frontline staff to be census navigators to assist people in completing and returning their census forms</li> </ul>  |
|                                   | <ul style="list-style-type: none"> <li>• Address concerns or issues that are important to specific HTC communities, such as assuring residents that their questionnaires are completely confidential and cannot be shared with other government agencies or private parties.</li> </ul>   |
|                                   | <ul style="list-style-type: none"> <li>• Engage libraries to support multi-lingual census navigators</li> </ul>   |
| Strategic Partnerships            | <ul style="list-style-type: none"> <li>• Recruit participation and engagement from a wide range of stakeholders including business leaders, chambers of commerce, little league sports associations, etc. to increase public awareness and promotion regarding participating in the census, particularly for engaging key hard to count populations: <ul style="list-style-type: none"> <li>○ Encourage public school teachers/ PTAs to discuss the census in class and help families learn about the importance of the census.</li> <li>○ Engage faith-based community organizing networks to educate/mobilize people at congregation services</li> <li>○ Engage child care centers to educate/mobilize parents</li> </ul> </li> </ul> |
|                                   | <ul style="list-style-type: none"> <li>• Collect, analyze and visualize data - Partner with universities across the state to provide local communities with data to assist their efforts in reaching hard-to-count populations</li> </ul>   |
|                                   | <ul style="list-style-type: none"> <li>• Work with policymakers on the local, state and federal levels to encourage adequate funding, design and implementation of the Census.</li> </ul>   |
|                                   | <ul style="list-style-type: none"> <li>• Coordinate philanthropic census-related activities with appropriate government entities, including the Bureau’s regional office, and state and local government officials</li> </ul>   |
| Nonresponse follow-up phase       | <ul style="list-style-type: none"> <li>• CBO assistance during this follow-up phase remains important to achieving an accurate count. CBOs should continue their outreach efforts, urging their constituents to cooperate with census workers and to reassure them that their information will remain confidential.</li> </ul>  |
|                                   | <ul style="list-style-type: none"> <li>• Continue to engage settlement houses, nonprofit federations, and service organizations (especially multilingual serving entities) to train frontline staff to be census navigators to assist people in completing and returning their census forms</li> </ul>  |
| Legal Rapid Response Team         | <ul style="list-style-type: none"> <li>• Create a network of pro bono legal service providers, nonprofit legal service providers, and social service providers to respond to misuse of the census process, fraudulent activity, and any operations that create barriers to participation by immigrants, refugees or protected classes.</li> </ul>   |

**Phase III: Post-2020 Census (August 2020 – December 2020)**

- Compile and report 2020 Census responses.
- Monitor census data reported to White House and states, particularly reporting on certain hard to count populations

## Appendix A: Complete Count Committee Meetings Agendas and Minutes

### Rhode Island Complete Count Committee Meeting Tuesday, February 5, 2019 (5:00 to 7:00pm)

*RIDOH (3 Capitol Hill, Providence, RI 02908) DOC - Lower Level*

#### Agenda

- 1) Call to Order
- 2) Welcome-Introductions (30 min)
  - a) Co-Chairs
  - b) Committee Members
  - c) Support Staff
- 3) New Business
  - a. Committee Mission/Purpose (*Co-Chairs*) (5 min)
  - b. Staffing, Report Outs, Executive Order (*Joe Sacks*) (5 min)
  - c. Reasons the Census Is Critical (*Staff Presentation*) (5 min)
  - d. Hard to Count Population Overview (*Staff Presentation*) (5 min)
  - e. Overview of 2018 End-to-End Test in Providence County, RI (*John Marion*) (10 min)
  - f. 2020 Census Timeline (*Christine Harley*) (5 min)
  - g. Non-Profit Involvement (*Christine Harley*) (5 min)
  - h. Subcommittees (*handout to be provided*) (20 min)
- 4) Upcoming Dates and Homework Assignments (25 min)
  - a. Meetings for All Subcommittees in February
  - b. Census Solutions Workshop
- 5) Announcements (5 min)
- 6) Adjournment

*Any individual requiring a reasonable accommodation in order to participate in this meeting should contact Thomas Mannock, Ph. D at 401-222-6377 (voice) or #711 (R.I. Relay) as soon as possible prior to the meeting. Any individual requiring the services of an interpreter should contact Michael Moan at 401-222-1236 (voice) as soon as possible.*

Cualquier persona interesada en recibir servicios de interprete para esta reunion debe ponerse en contacto con Michael Moan, 401 -222-1236 tan pronto como sea posible.

***The next meeting is tentatively scheduled Tuesday, March 5, 2018 (5:00pm to 7:00pm). Meetings will take place on the first Tuesday of the month through June 2019.***

**MINUTES OF MEETING  
RHODE ISLAND COMPLETE COUNT COMMITTEE**

**DATE: February 5, 2019**

**TIME: 5:00 PM**

**LOCATION: Rhode Island Department of Health  
Department Operations Center (DOC)**

**ATTENDANCE:**

| <b>Member</b>                              | <b>Present</b> | <b>Alternate or Designee Present</b> |
|--|----------------|--------------------------------------|
| Alexander-Scott, Nicole (Co-Chair)         | X              |                                      |
| Diossa, James (Co-Chair)                   | X              |                                      |
| Cano, Sandra (State Senator)               | X              |                                      |
| Williams, Anastasia (State Representative) |                |                                      |
| Anderson, Donnie                           |                |                                      |
| Ankoma, Angie                              | X              |                                      |
| Bah, Omar                                  | X              |                                      |
| Betancur, Marcela                          | X              |                                      |
| Brady, Meredith                            | X              |                                      |
| Burke Bryant, Elizabeth                    | X              |                                      |
| Byrne, LeeAnn                              | X              |                                      |
| Cloutier, Kathleen                         |                |                                      |
| Connell, Kathleen                          | X              |                                      |
| Crowley, Patrick                           | X              |                                      |
| Dana, Jeffery                              | X              |                                      |
| Daniels, Brian                             | X              |                                      |
| Dann-Messier, Brenda                       |                | Kimberly Bright                      |
| David, Jessica                             | X              |                                      |
| Egan, Dan                                  | X              |                                      |
| Falck, Emmanuel                            | X              |                                      |
| Feyisitan, Rilwan                          | X              |                                      |
| Flum, Rachel                               | X              |                                      |
| Flynn, Joseph Molina                       | X              |                                      |
| Fraley, Marie                              | X              |                                      |
| Frumerie, Caitlin                          | X              |                                      |
| Giordano, Tom                              | X              |                                      |
| Gleason, Alyssa                            | X              |                                      |
| Gonzalez, Herson                           | X              |                                      |
| Grebien, Donald                            | X              |                                      |
| Husband, Melissa                           | X              |                                      |
| Jabbie, Junior                             |                |                                      |
| Kubas-Meyer, Tanja                         | X              |                                      |
| Marion, John                               | X              |                                      |
| Mejias, Oscar                              | X              |                                      |

|                          |   |             |
|--------------------------|---|-------------|
| Mellor, Karen            | X |             |
| Mitchell, Rhonda         | X |             |
| Nicolato, Cortney        |   | Called in   |
| Nocera, Lauren           | X |             |
| Nota, Jeanine            | X |             |
| Preston, David           | X |             |
| Read, Dacia              | X |             |
| Rodriguez-Masjoan, Delia | X |             |
| Rogers, TC               | X |             |
| Rosen, Kayla             | X |             |
| Rosenberg, Marti         |   |             |
| Seaberry, Jordan         | X |             |
| Shavers, Claribel        |   | Erin Taylor |
| Short, Susan             |   |             |
| Shumate, Matt            | X |             |
| Spears, Loren            |   |             |
| Stack, Nina              | X |             |
| Strang, Victoria         |   |             |
| Vincent, Jim             | X |             |
| Waldron, Darrell         | X |             |
| White Laurie             | X |             |
| Williams Jeffrey         | X |             |
| Wolanski, Nancy          | X |             |
| Womack, Chanda           | X |             |
| Yarn, Kasim              | X |             |

**Staff:** Joseph Sacks, Governor’s Office; Ada Amodi, RI Department of Health; Cheryl Leclair, RI Department of Health; Jim Coyne, RI Department of Health; Mike Dexter, RI Department of Health; Joseph Wendelken, RI Department of Health; Vin Flood, Statewide Planning; Kim Gelfuso, Statewide Planning; and Christine Soyong Harley, 2020 Consulting (Remote Attendance)

**Public:** Nia Villareau, Office of US Senator Whitehouse; Annie Pease, Office of US Congressman Cicilline; Julio Paz, Office of US Congressman Langevin; Erin Arcand, Office of US Senator Jack Reed; Daimar Colon, Central Falls City Hall; Debb Smith, U.S. Census; and Kyle Bennett, United Way of Rhode Island

- 1) **Call to Order:** The meeting was called to order at 5:00 p.m.
- 2) **Welcome & Introductions:** All those in attendance at the meeting introduced themselves by name and by affiliation.
- 3) **New Business:**
  - a. **Committee Mission/Purpose:** It was noted that the primary goal of the 2020 Census is to count everyone once, only once, and in the right place. It was noted that volunteer committees have been established across the nation to increase awareness and motivate residents to respond to the Census. These committees help ensure a complete and accurate count. The mission and purpose of the Rhode Island Complete Count Committee (RICCC) is to achieve the primary goals of the U.S. Census; build strategy

for each subcommittee; promote the important of the 2020 Census; assist in the development of 2020 Census messaging and materials using available resources; and look for events and opportunities to deliver the 2020 Census message and identify messengers. It was noted that the count will be difficult if it includes a citizenship question. There are multiple lawsuits pending and we will not know if the citizenship question will be included until late in the process.

- b. **Staffing, Report Outs, Executive Order:** It was noted that this meeting represents the first meeting of the Complete Count Committee created by the Governor's Executive Order 18-09. It was noted that The Honorable James Diossa, Mayor of Central Falls, and Dr. Nicole Alexander Scott, Director of the Rhode Island Department of Health are the Co-Chairs of the Rhode Island Complete Count Committee. The Complete Count Committee will include sub-committees. Christine Harley will serve as a consultant who will help Rhode Island develop its state plan. It was noted that the governor has included \$150,000 in the proposed budget to support Census activities. There will also be a full-time staffer. An interim report is due by March 2019 and the final report is due in June 2019. The interim report will be a summary of the Complete Count Committee and subcommittee structures and the final report will be the state plan for moving forward. Efforts are underway in the legislature to raise the amount of funding for Census activities. Senator Cano asked the Committee members for support at the hearings during this legislative session.
- c. **Reasons the Census is Critical:** It was noted that there are many reasons why the Census is critical. Census data is used to distribute over \$700 billion annually in federal funds to state, local, and tribal governments (\$3 billion to Rhode Island); determine the number of seats each state has in the U.S. House of Representatives; provide insight into governments, business, communities and groups for planning purposes; and define congressional and state legislative districts, school districts, and voting precincts. The 2020 Census will be the first to offer options for internet and phone responses.
- d. **Hard to Count Population Overview:** It was noted that some populations are harder to count than others. Previous Census data shows that Rhode Island's hard to count populations include children under age five; racial and ethnic minorities; non-English speakers; immigrants; renters and residents who move often; those in alternative or overcrowded housing units; those in gated communities and publicly inaccessible multi-family units; persons displaced by natural disasters; persons experiencing homelessness; young mobile adults; and single parent headed households. The University of Rhode Island and the surrounding area, in particular, is reflective of students in higher education institutions in Rhode Island and is a particularly hard to count population.
- e. **Overview of 2018 End-to-End Test in Providence County, RI:** In 2018, the Census conducted a Census test in Providence County. The test results showed that 52.3% of households responded to the test survey on their own, without any public awareness activities, surpassing the goal for the test set by the Census Bureau. Sixty-one percent

of the respondents completed the survey on line. The test results showed that the Census Bureau was able to successfully automate processes for recruiting, hiring, and training; reduce workload by using administrative records to eliminate vacant housing units first; optimize routing of field staff assignments; and capture and transmit interview data safely and securely. The test was an overwhelming success considering that no one was told it was happening.

- f. **2020 Census Timeline:** Key highlights of the 2020 Census operational timeline were presented. From June to September 2019, the Census will open area offices. In August 2019, in-field address canvassing will occur. In March 2020, the internet self-response process will begin. April 1, 2020 is Census Day. In May 2020, non-response follow-up will take place and on December 31, 2020, apportionment Census data will be delivered to the President. It was noted that the Census process has a short timeframe, further impacted by the Government shutdown and lack of resources at the federal level.
- g. **Non-Profit Involvement:** The Complete Count Committee is made up of representatives of local governments, hard to count populations, K-12 and higher education, senior citizens, the business community, the philanthropic community, the faith community, the health care community, and organized labor. The involvement of the non-profit community will be critically important to Rhode Island's Complete Count activities since they are trusted by the communities they serve. Christine Harley led a discussion of the differences between education, activism, and lobbying to assist member individuals and organizations in avoiding pitfalls. The Census Bureau relies on community leaders to count as many people as possible.
- h. **Sub-Committees:** It was noted that several subcommittees will be formed; each one led by one or more chairs. There will be three phases involved in the Census activities timeline. Phase I will focus on planning and preparation, Phase II will focus on public education & mobilization, and Phase III will focus on post-count evaluation. The Co-Chairs will be responsible for making decisions, creating the subcommittees, assuring that the work moves forward in accordance with the intent of the Executive Order, and implementing the state plan. Christine presented a proposed subcommittee structure for the Committee's consideration. Discussion of the proposal followed. Questions were asked and answered.

Questions included: Does the proposal reflected work in other states? (Answer: it is slightly different but reflects other states' best practices; this proposal recognizes the makeup of the Committee and contains the information flow closely so as not to foster separation of subcommittee work from other subcommittee work and from the work of the Committee); How will we reach hard to reach populations when we cannot promise them that there will not be a citizenship question? (answer: it is still important to do our best to engage them to be counted; we need to be transparent with them; we can tell them that the Census does not share information with other agencies); and What happens if a person refuses to answer the citizenship question – will it still count? (Answer: yes).

Dr. Alexander-Scott asked Christine to send the Committee members summaries of the subcommittee roles and functions and the power point used in the meeting. The Committee members were asked to identify which days would be best for them to meet and for their contact information. This information was collected at the end of the meeting. It was announced that the next meeting would take place on March 5, 2019.

**4) Upcoming Dates and Homework Assignments**

a. **Meetings for All Sub-Committees in February:** It was announced that the next full Committee meeting would take place in March, but that all subcommittees should meet in February, if possible.

b. **Census Solutions Workshop:** There will be several Census Solutions workshops, which is one way to design methodology for reaching hard to count groups. The Committee will be kept up to date as to when and where they will take place.

5) **Announcements:** The Census Bureau is actively engaged in the hiring process right now and they are especially interested in hiring people who reflect the communities being counted. For more information, see: <https://2020census.gov/jobs>

6) **Adjournment:** The meeting was adjourned at 7:00 P.M.

Respectfully Submitted,

Cheryl LeClair



**Rhode Island Complete Count Committee  
Governance Committee Meeting  
Monday, February 25, 2019 - 9:00 to 10:00 am  
Rhode Island State House – Senate Lounge (Second Floor)**

**Agenda**

1. Call to Order
2. Welcome-Introductions (5 min)
3. Organization & Purpose:
  - a. Purpose of Governance Committee (5 min)
  - b. Responsibilities of the Chairs (5 min)
  - c. Working Group Meetings and Membership (5 min)
4. Interim Report (10 min)
5. Big Issues Looking Forward (10 minutes)
  - a. Funding
  - b. Data Needs
  - c. Agenda for March RICCC Meeting
6. Administrative Issues (10 min)
  - a. Meeting Space
  - b. Food
  - c. Census Day at the State House
  - d. Monthly Meetings Enough? When?
7. Announcements (5 min)
8. Adjournment

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Cualquier persona interesada en recibir servicios de intérprete para esta reunión debe ponerse en contacto con Michael Moan, 401-222-1236 tan pronto como sea posible.

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**COMPLETE COUNT COMMITTEE  
Governance Committee Meeting**

**February 25, 2019  
MINUTES**

Members Present:

|   |                                    |
|---|------------------------------------|
| Nicole Alexander Scott, Co-Chair        | RI Department of Health            |
| Matt Jerzyk (representing Mayor Diossa) | City of Central Falls              |
| Rep. Anastasia Williams                 | RI House of Representatives        |
| Jeffrey Dana                            | City of Providence                 |
| Jessica David                           | RI Foundation                      |
| Tom Giordano                            | Partnership RI                     |
| Karen Mellor                            | RI Office of Library & Information |
| Services                                |                                    |
| John Marion                             | RI Common Cause                    |
| Delia Rodriguez-Masjoan                 | One Neighborhood Builders          |
| Nancy Wolanski                          | Grantmakers Council of RI          |
| Chanda Womack                           | ARISE                              |

Members Absent:

|                  |                     |
|------------------|---------------------|
| Marcela Betancur | LPI                 |
| Sen. Sandra Cano | Rhode Island Senate |
| Cortney Nicolato | United Way          |
| David Preston    | New Harbor Group    |

Staff:

Meredith Brady- RI Division of Statewide Planning  
Vincent Flood- RI Division of Statewide Planning  
Roberta Groch, AICP - RI Division of Statewide Planning  
Cheryl LeClair- RI Department of Health  
Joseph Sacks- Governor's Office

Guests:

Christine Harley- 2020 Consulting (consultant to RICCC)  
Mark Plumey- US Census Bureau  
Debb Smith- US Census Bureau

- 1. Call to Order:** Dr. Alexander Scott called the meeting to order at 9:09AM.
- 2. Welcome/Introductions:** Members introduced themselves, stated what group/agency they represented, and what committee they were co-chairing.

### 3. Organization and Purpose:

- a) **Purpose of Governance Committee-** An organizational chart of the RI Complete Count Committee (RICCC), including the Governance Committee and all other committees, was distributed. The purpose of the Governance Committee is to ensure that all the co-chairs are communicating with each other and to provide best practices to the committees, sub-committees, or “working groups,” as they will now all be called.
- b) **Responsibilities of the Chairs-** Co-chair need to coordinate their work as closely as possible and communicate with each other. A list of each working group and its members was sent to all chairpersons. The chairpersons are responsible for organizing their own meetings. Any additions or updates to the membership lists should be sent to all co-chairs. Being on these working groups is a significant time commitment: some people are on multiple working groups. Co-chairs need to decide how much people can do and if there are gaps in their working groups’ membership: at their first meeting, co-chairs can solicit suggestions from their group and are empowered to decide who else they will include. Names of proposed additional members should be sent to Dr. Alexander Scott and Mayor Diossa first (along with Meredith Brady and Joe Sacks) for consensus on who should be added to each working group. Some working groups may want to meet more frequently than once a month.
- c) **Working Group Meetings and Membership-** All meetings of working groups must have an agenda posted on the Secretary of State website two full business days (forty-eight hours) before the meeting: RI Department of Health (RIDOH) staff can assist with this. All working groups should have a meeting scheduled by March 5 and should hold their meeting before March 15. The group reviewed the committee structure sheet: each working group should be prepared to report out at the full RICCC meeting on March 5.

The co-chairs for each of the working group discussed their goals:

#### Community Engagement & Education (Co-chairs: John Marion and Jessica David):

The Community Engagement co-chairs have a call scheduled with their “sub”-working group chairs for February 28 to discuss what role they will play: these “sub” groups are where the real work will occur. There was a discussion about the large amount of information from the US Census that RICCC members are receiving: Mr. Marion said the Government Strategies group said they would tackle this issue. It was agreed that a website housed in the RI Division of Statewide Planning would be the repository of this information.

#### Strategic Communications (Co-chairs: David Preston and Delia Rodriguez-Masjoan):

This working group will look at how best to communicate to the community through ethnic media: for example, there are different kinds of Spanish spoken in the State. They will discuss how to coordinate with the Hard-to-Count group: a media plan will be laid out that identify communication needs and outlets. They will also tap into small ethnic groups.

Hard-to-Count Communities Outreach (Co-Chairs: Chanda Womack and Marcela Betancur):

Ms. Womack said that their group could help inform the co-chairs of the other groups. Ms. Womack mentioned the tight timeline of the RICCC and the need to identify the other Hard-to-Count stakeholders who are not represented on the RICCC. There was a discussion about funding that might be available from foundations to help with the work of all the working groups.

Strategic Partnerships & Recruitment (Co-chairs: Karen Mellor and Tom Giordano):

This group is going to create goals and map out a strategy to achieve them: they will set a calendar for the rest of the year.. They will also try to determine whom they can partner with: libraries and faith-based organizations will be included. The group will try to tap into existing stakeholder meetings to meet people where they already are.

Resource Development (Co-chairs: Cortney Nicolato and Nancy Wolanski):

Ms. Wolanski said that raising money is a key goal of their working group: they will talk to the philanthropic community. However, there needs to be clear parameters for the spending of the funds: funders will want to know what the RICCC's intentions are before they give and where the money will be spent. Dr. Alexander Scott suggested that they speak with the Hard-to-Count and Communications groups regarding funding needs.

Government Strategies (Co-chairs: Matt Jerzyk and Jeffrey Dana):

The co-chairs will identify what other members are needed for their group. They will look to build a system that will insert Census 2020 information into areas where customer interaction is already taking place in the State, local governments and school departments. These groups may provide in-kind resources. Their group has their first meeting on March 1. They would like to see a master calendar for all the working groups.

Policy & Advocacy (Co-chair: Sen. Sandra Cano):

A second co-chair has not yet been confirmed for this group: the RICCC Co-chairs have already reached out to someone and are waiting to hear back.

4. **Interim Report:** The deadline for the first report to the Legislature of the RICCC may be moved from March 1, 2019 to March 15, 2019. Joe Sacks from the Governor's Office will draft the report.

5. **Big Issues Looking Forward:**

- a) **Funding-** Ms. Harley said that RI has a significant population of residents who do not have the resources for online participation: this and the specter of the citizenship questions could undermine the count. Messages around the amount of funding that the State receives as a result of the Census will be the most impactful. Ms. Harley is creating a document about hard-to-count communities in RI that will be sent out to the group.

There was a discussion about how funds will be distributed for the RICCC and who will manage them: what will the money be used for? Will the RICCC have a logo that can go on publicity materials, pencils, tote bags, etc.? Or will the RICCC rely on the US Census Bureau for materials? The general feeling was that the group cannot rely on

the Federal government to do the marketing: it must be done in-house. How much did RI spend on the 2010 Census? Ms. Brady stated that the RICCC's consultant, Christine Harley, has a concept for funding that she is working on.

The funds raised should go to an established fund: the Rhode Island Foundation or United Way can serve this purpose. This issue should go before the RICCC as part of their March 5 agenda. There was a discussion about the request for proposals (RFP) process for the funds by community groups: many local groups do not have experience writing responses to RFPs: this must be taken into consideration.

- b) **Data Needs-** Website content management was discussed.
- c) **Agenda for March RICCC meeting-** Dr. Alexander Scott said that Ms. Harley will share her report at the March 5 RICCC meeting. The committees/working groups will also report out on their work. It was agreed that Ms. Smith will have a standing agenda space to share her on-going work. Ms. Smith summarized the work she has been doing in Rhode Island on behalf of the US Census during the past few months. She will provide materials for to the group and will be added to the Governance Committee email distribution list.

Several questions were raised: what are the groups' achievable goals? What does success look like? What is the timeline for the group? What are the milestones? These issues will be discussed at the March 5 RICCC meeting.

#### 6. **Administrative Issues:**

- a) **Meeting Space-** Rep. Williams suggested that future meetings could be held at the John Hope Settlement House in Providence.
- b) **Food-** This issue was not discussed.
- c) **Census Day at the State House-** This event may be held on April 2, 2019.
- d) **Monthly Meetings-** Meetings will be held the first Monday of each month at 9AM. The next meeting will be Monday, March 25, 2019 from 9AM-10AM: the location will be determined.

7. **Announcements:** There were no announcements.

8. **Adjournment:** The meeting was adjourned at 10:12AM.

Respectfully submitted,

Roberta Groch



**Rhode Island Complete Count Committee  
Government Strategies Committee Meeting  
Friday, March 1, 2019 – 4:00 p.m.**  
*Providence Law Department  
444 Westminster Street, 2<sup>nd</sup> Floor Conference Room*

**Agenda**

1. Call to Order
2. Welcome-Introductions (5 min)
3. Organization & Purpose:
  - a. Complete Count Committee Structure (10 min)
  - b. Purpose of Government Strategies Committee (10 min)
  - c. Current Membership & Suggested Additions (10 min)
4. Governmental Outreach & Education
  - a. Target governmental entities (10 min)
  - b. Creating a governmental toolkit (5 min)
5. Meeting Schedule for 2019 (5 min)
6. Announcements (5 min)
7. Adjournment

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**Rhode Island Complete Count Committee**  
**March 5, 2019 – 5:00 to 7:00 pm**  
*Department of Administration, One Capitol Hill, Conference Room 2A*

**Agenda**

1. Call to Order
2. Welcome-Introductions – Co-Chair Comments (5 min)
3. Approval of February 5, 2019 Minutes (5 min)
4. US Census Bureau Update (5 min)
5. Division of Statewide Planning Update (5 min)
6. Governor’s Office – RICCC Interim Report (10 min)
7. Consultant Report Out - Christine Harley (10 min)
8. Working Team/Group Chairs – Report Out – What’s Your Focus? (30 min)
9. Discussion Items
  - a. What Does Complete Count Committee Success Look Like? (20 min)
  - b. Building a RICCC Timeline (20 Min)
10. Announcements & Follow-Up (events, to-do, etc.) (10 min)
11. Adjournment

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**Rhode Island Complete Count Committee  
Strategic Communications Working Group Meeting  
March 7, 2019 – 4:30 pm  
Conference Room 2A, Department of Administration,  
1 Capitol Hill, Providence, RI 02908  
Agenda**

1. Call to Order
2. Goals of the Subcommittee
3. Establishing a communications construct
  - a. Message
  - b. Content
  - c. Audiences
  - d. Delivery platforms
4. Timing
  - a. 2019 Assembly session
  - b. 2019 post-session
  - c. 2020 Q1, pre-Census Day
  - d. 2020 Census Day and beyond
5. Next steps
  - a. Schedule regular meetings
  - b. Topics for next meeting – prepping communications vendor requirements, budgeting, etc.
6. Adjournment

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*Please call (401) 222-6496 from the foyer of the 3<sup>rd</sup> Floor for admittance to the Division of Statewide Planning if you arrive earlier or later than 3:40-3:50 pm .*



**Rhode Island Complete Count Committee**  
**Hard-To-Count Communities Outreach Working Group**  
**Friday, March 8, 2019 - 2pm-4:00pm**  
**Nonviolence Institute, 265 Oxford St, Providence**

**Agenda**

- I. Call to Order
- II. Welcome-Introductions (30 min)
  - a. Why did you select this workgroup?
  - b. How do you think you can best contribute?
- III. Establishing Community Norms (10 min)
- IV. Establishing Workgroup Goals (60 min)
  - a. Goals for this workgroup from Governance Committee
  - b. What is missing?
  - c. Strategies for each goal?
- V. Administrative Asks (15)
  - a. Establish upcoming meeting dates for 2019
  - b. Meeting space
  - c. Food
- VI. Announcements (5 min)
- VII. Adjournment

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**Rhode Island Complete Count Committee  
Resource Development Working Group Meeting**

**March 11, 2019 - noon**

*United Way of Rhode Island, 50 Valley Street, Providence, RI*

**Agenda**

1. Call to Order
2. Welcome-Introductions (5 min)
3. Organization & Purpose (5 min)
4. Additional Committee Members (10 min)
5. Strategy and Planning (45 minutes)
6. Announcements (5 min)
7. Adjournment

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**Rhode Island Complete Count Committee  
Strategic Partnerships &  
Recruitment Working Group Meeting  
Wednesday, March 13, 2019 – 12:00 PM  
*Office of the Treasurer, State House Room 131***

**Agenda**

1. Call to Order
2. Welcome-Introductions (5 min)
3. Organization & Purpose:
  - a. Overview of committee responsibilities (5 min)
  - b. Establish goals for the group (5 min)
  - c. Brainstorming tactics to achieve goals (5 min)
4. Assigning Tasks (10 min)
5. Scheduling Follow Up Meetings (5 min)
  - a. Bi-weekly meetings
  - b. Convenient dates and locations
6. Adjournment

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**Appendix B: Presentation from First RI Complete Count Committee Meeting**

**2020 CENSUS  
INFORMATION**

Rhode Island Complete Count Committee

February 5, 2019

Who Are We?

Why Are We Here?

**RI EXECUTIVE ORDER 18-09**



**THE PRIMARY GOAL OF THE 2020 CENSUS  
IS TO COUNT EVERYONE ONCE, ONLY ONCE,  
AND IN THE RIGHT PLACE.**

**WHAT IS A  
COMPLETE  
COUNT  
COMMITTEE?**

- Volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the Census.
- CCC's serve as state and local "census ambassador" groups to help ensure a complete and accurate count

## COMPLETE COUNT COMMITTEE/SUB-COMMITTEE EXAMPLE ACTIVITIES

- Establish an advertising campaign:
  - Post Census related information on websites and social media
  - Print materials
  - Run PSAs on local media outlets
- Translate Census materials
- Provide a Census Bureau Presence
  - Create 2020 Census events
    - Media Kick-Offs
    - Outreach events (Recruiting and Response)
    - Provide a space for Census Bureau staff at local events

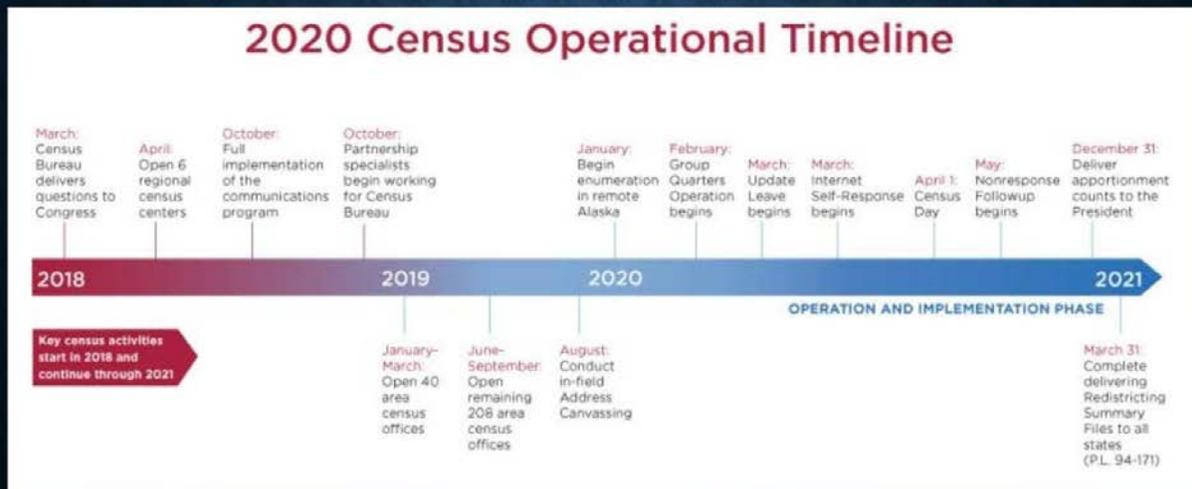
## COMMITTEE MISSION AND PURPOSE

- Achieve the primary goal of the **2020 Census**
- Build strategy for each subcommittee
- Promote the importance of the **2020 Census**
- Encourage and support participation in the **2020 Census**
- Assist in developing **2020 Census** messaging and materials using available resources
- Look for events and opportunities to deliver the **2020 Census** message and identify messengers

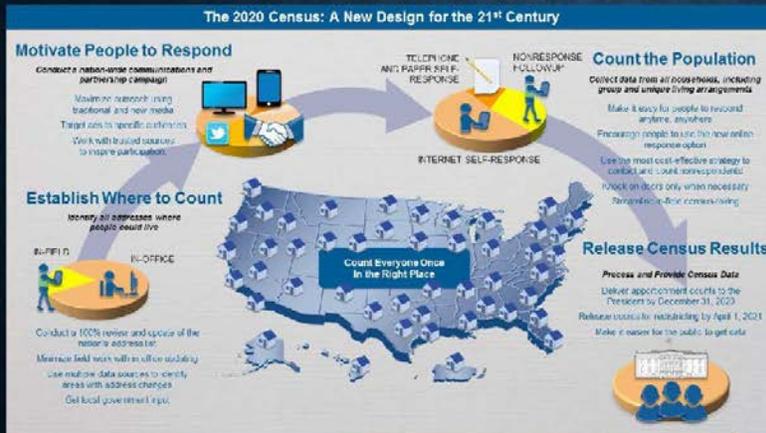
## WHY THE CENSUS MATTERS

- Distribution of over \$700 billion annually in federal funds back to tribal, state and local governments
- Determines the number of seats each state has in the U.S. House of Representatives
- Provides insight to governments, business and community planning groups for planning purposes
- Defines congressional and state legislative districts, school districts and voting precincts

## 2020 CENSUS TIMELINE



# DESIGN FOR 2020 CENSUS



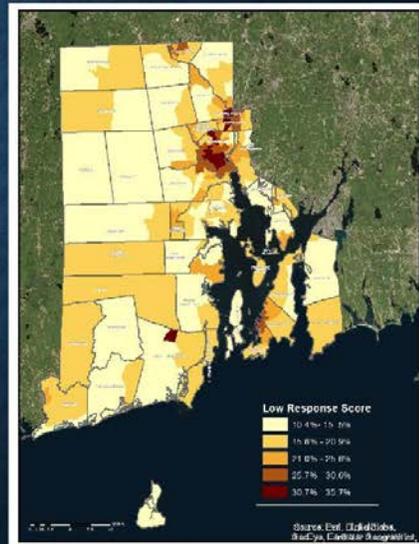
The 2020 Census will be the first to offer options for internet and phone responses.



The Census Bureau has increasingly relied on its partnerships with state and local governments to update its Master Address File (MAF) and ensure that every living quarter in the U.S. is included in the census universe.

## HARD-TO-COUNT POPULATIONS

- Children under 5 years old
- Racial and ethnic minorities
- Non-English speakers
- Immigrants
- Renters and residents who move often
- Alternative or overcrowded housing units
- Gated communities and publicly inaccessible multifamily units
- Persons displaced by natural disasters
- Persons experiencing homelessness
- Young mobile adults
- Single-parent headed households



# PROVIDENCE COUNTY 2018 END-TO-END TEST

## 2018 Census Test

Providence County, Rhode Island



**We Need Your Answers!**

## 2018 Census Test

Thank You Providence, RI



The **2018 Census Test** is the culmination of more than a decade of research and the last major milestone before the **2020 Census**.

All systems deployed and integrated effectively.

Response Rate

**52.3%**

More than half of all households responded to the test on their own (surpassing our goal for the test).



Of those who responded on their own, **6 in every 10** did so online.\*



Arabic Russian Vietnamese  
**English** Tagalog Korean  
 Chinese Spanish

**Languages Tested**

(These languages were tested for phone response. Additional languages totaling 12 non-English languages will be available for internet and phone response in the 2020 Census.)

\* Percentages do not add to 100 due to rounding.

Note: This graphic excludes households who received hand-delivered questionnaires rather than mailed materials (less than 1 percent of households).

## PROVIDENCE COUNTY 2018 END-TO- END TEST

Those who did not respond to the mailed questionnaire on their own were visited by one of the **700+ census takers** hired for the 2018 Census Test.

The **test results showed** the Census Bureau was able to **successfully:**



- Automate** processes for recruiting, hiring and training.
- Reduce** workload by using administrative records to eliminate vacant housing units first.
- Optimize** routing of field staff assignments.
- Capture and transmit** interview data safely and securely.

Seems Like a Lot of Work!

How Are We Going to Move Forward?

| EDUCATION  | ADVOCACY  | LOBBYING  |   |
|--|---|---|---|
| Presenting data, information, and examples   | Articulating a stance on a particular policy or law   | Requesting legislators take a specific legislative action   |   |
| Communicating with the general public about a policy or law  | Communicating with non-legislative bodies of government   | Direct: Communicating with legislators on specific legislation  | Grassroots: Urging the public to contact legislators on specific legislation (except ballot measures) |
| <ul style="list-style-type: none"><li>• General communication</li><li>• Informs the public about a regulation or law</li></ul> | <ul style="list-style-type: none"><li>• Nonpartisan analysis or research of a legislative issue.</li><li>• General communication</li><li>• Acts that affect regulatory issues</li></ul> | <ul style="list-style-type: none"><li>• Influencing legislators to introduce legislation</li><li>• Distributing materials to assist in passage or defeat of bill</li><li>• Directly encouraging public to support or oppose legislation</li></ul> |   |

Census Advocacy 101

# RHODE ISLAND COMPLETE COUNT COMMITTEE

## Membership Representation

- Local Governments
- Hard-to-Count Populations (Minority, Low Income, Youth)
- K-12 and Higher Education
- Senior Citizens
- Business Community
- Philanthropic Community
- Faith Community
- Health Care Community
- Organized Labor



Rhode Island Complete Count Committee Structure

| Phase I: Planning & Preparation<br>(Feb – Aug 2019)  | Phase II: Public Education & Mobilization<br>(Sept 2019 – Aug 2020)   | Phase III: Post-Count Evaluation<br>(Aug – Dec 2020)  |
|--|---|---|
| <ul style="list-style-type: none"> <li>• Make Targeted Grants</li> <li>• Create Community Mobilization Plan</li> <li>• Develop Media Campaign Plan</li> <li>• Census Bureau Implementation Advocacy</li> <li>• Provide Technical Assistance</li> </ul> | <ul style="list-style-type: none"> <li>• Outreach &amp; Education Activities</li> <li>• Get Out The Count efforts</li> <li>• Launch Communications Campaign</li> <li>• Support Questionnaire Assistance</li> <li>• Engage Strategic Partnerships</li> <li>• Promote Non-Response Follow-Up Effort</li> <li>• Legal Rapid Response Team</li> </ul> | <ul style="list-style-type: none"> <li>• Compile &amp; report Census data</li> <li>• Evaluate effectiveness of Census Engagement Efforts</li> </ul> |

## Census Activities Timeline

### CONTACT INFORMATION



U.S. Department of Commerce  
U.S. Census Bureau  
Washington, DC 20233

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## Appendix C: Census Resources & Materials

### Area Census Offices – Schedule and Locations

| Providence ACO Recruitment and Hiring for the 2020 Census |                                   |
|---|-----------------------------------|
| Timeline for Recruiting and Hiring - 2020 Census          |                                   |
| <b>Wave 1- Address Canvassing Operation</b>               |                                   |
| Recruitment and Hiring Overall                            | July 30, 2018-June 7, 2019        |
| Select Recruitment Managers                               | July 30, 2018-August 20, 2018     |
| Recruiting Kickoff  | September 7, 2018                 |
| Select Recruiting Assistants                              | October 22, 2018-October 26, 2018 |
| Selects ACO Managers                                      | January 1, 2019-March 31 2019     |
| Select ACO Staff  | January 1, 2019-March 31 2019     |
| Train Recruiting Assistants                               | January 1, 2019-January 31, 2019  |
| Recruiting for Address Canvassing Operation               | January 7, 2019-June 7, 2019      |
| Select Census Field Managers                              | May 20, 2019-May 31, 2019         |
| Train Census field Managers                               | July 22, 2019                     |
| Select Listers  | June 10, 2019-June 19, 2019       |
| Train Listers   | August 9, 2019                    |
| Start Address Canvassing Operations                       | August 19, 2019                   |
| <b>Wave 2 - Non-Response Follow-up Operation</b>          |                                   |
| Recruitment and Hiring Overall                            | June 2019-February 2020           |
| Select Recruitment Managers                               | June 2019                         |
| Select Recruiting Assistants                              | June 2019                         |
| Selects ACO Managers                                      | July 2019                         |
| Select ACO Staff  | July 2019                         |
| Train Recruiting Assistants                               | August 2019                       |
| Recruiting for Non-Response Follow-up Operation           | September 2019-February 2020      |
| Select Census Field Managers                              | February 2020                     |
| Train Census field Managers                               | March 2020                        |
| Select Enumerators/Census Takers                          | March 2020-April 2020             |
| Train Enumerators/Census Takers                           | May 2020-June 2020                |
| Start Non-Response Follow-up Operation                    | May 2020-July 2020                |

Wave 1 ACO: Providence, RI. Opened: March 2017

Wave 2 ACOs: Taunton, MA; Boston, MA; Quincy, MA; Hartford, CT; New Haven, CT; Danbury, CT.

Expected to Open: July 2019 - September 2019

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Be a part of History!**

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**1-855-JOB-2020  
(1-855-562-2020)**

Federal Relay Service: (800) 877-8339 TTY / ASCII  
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Form D-448  
September 2018

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## 2020 Census Management Jobs

### Administrative Manager

The U.S. Census Bureau is seeking qualified, experienced managers within the local area.

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March 2018

## Preparing for the 2020 Census: Estimating Outreach Costs for Hard-to-Count Communities

States will play an important role in helping to promote an accurate 2020 Census, but they can't do it alone. Achieving a fair and accurate 2020 Census will require states to invest in community-based organizations (CBOs) as partners to ensure that trusted voices in local communities reach skeptical people about why it is important to fill out the census form.

Historical trends tell us that not every household will submit their responses to the census questionnaire on their own ("self-response") for various reasons. These areas and populations are considered "hard-to-count" and will require additional outreach and education efforts ("Get Out the Count") by local trusted voices to ensure they are counted fully and accurately when the U.S. Census Bureau sends enumerators into the field to talk to each household one-by-one ("non-response follow up" or NRFU).

Below is an established methodology for estimating how much money would be needed to ensure a robust self-response and non-response follow-up outreach strategy by community-based groups. **The same calculation for each state is available by choosing the state from the drop-down menu in Tab 1 of the related Excel sheet.**

The calculation is based on three factors:

**1. The percentage of households that did not respond by mail for the 2010 Census (Mail Non-Return Rate).** This number assumes that community outreach efforts in 2020 will need to maintain the 2010 self-response rate and also persuade hard-to-count householders either to provide census responses on their own or to participate in NRFU. This includes populations that have traditionally been undercounted or are at risk of being undercounted in 2020, such as people in households with limited English language ability, people with low incomes, people of color, immigrants, single parents of young children, and people living in rural areas and/or on tribal lands.

**2. The cost of CBO outreach per hard-to-count person.** The Fiscal Policy Institute conducted a survey of 32 community-based organizations and found the average cost per hard-to-count person of three levels of outreach: basic (\$2/person), moderate (\$25/person), and intensive (\$75/person). Costs may vary by state, but this is a good guideline.

**3. The number of hard-to-count people who should get each level of outreach.** The standard for this analysis has been that 100 percent of hard-to-count people get basic outreach, 10 percent get moderate outreach, and 5 percent get intensive outreach. You can use this standard or vary it for your state.

Sample data below for **New York**. Choose your state in the associated Excel sheet.

|  |  |                     |
|--|--|---------------------|
| Total Population   | 19,849,399                                 |                     |
| 2010 Census Mail Non-Return Rate   | 24%  |                     |
| Hard to Count Population<br>(Total Population in State x 2010 Census<br>Mail Non-Return Rate in State) | 4,797,289                                  |                     |
| Basic CBO outreach (\$2 per person)  |  |                     |
| Share receiving<br>this level of<br>outreach   | Number receiving this<br>level of outreach | Cost at \$2/person  |
| 100%   | 4,797,289                                  | \$9,594,579         |
| Moderate CBO outreach (\$25 per person)  |  |                     |
| Share receiving<br>this level of<br>outreach   | Number receiving this<br>level of outreach | Cost at \$25/person |
| 10%  | 479,729                                    | \$11,993,224        |
| Intensive CBO outreach (\$75 per person)   |  |                     |
| Share receiving<br>this level of<br>outreach   | Number receiving this<br>level of outreach | Cost at \$75/person |
| 5%   | 239,864                                    | \$17,989,835        |
| <b>Total State Funding to Community Based<br/>Organizations</b>  | <b>\$39,577,638</b>                        |                     |

## Appendix D: Analysis of Rhode Island End-To-End Test

The NALEO Educational Fund conducted an analysis of the Rhode Island End to End Test, [\*The Last Chance to Get It Right\*](#).

From the Executive Summary, the authors found:

“Each decennial census is a one-time effort, and therefore the census Bureau undertakes extensive testing to identify potential challenges in advance. From March to July 2018, it conducted major components of its “dry run,” the End-to-End (E-T-E) Test, in Providence County, Rhode Island. The public’s experience with the E-T-E has serious implications for the success of the 2020 census, and this report is an independent assessment of the E-T-E test. It has a three-part design: a survey of 918 residents who took the test, interviews with local civic leaders, and interviews with elected officials.



Key themes ran through all three groups. Among them were concerns about the government’s intentions in asking for and using information, challenges with online questionnaire response, and concern about effective communication about the importance and purpose of the enumeration. In detail:

### RESIDENTS

- Overwhelmingly, residents agreed that a census citizenship question will decrease participation in the 2020 census.
- Spanish-language outreach and accessibility is imperative. Nearly half (42%) of Latino households that participated in the E-T-E did so in Spanish.
- Personal networks and community-based organizations are the best means to spread information.
- Most Latinos preferred to take part in the E-T-E by mail and in-person, rather than online.

### CIVIC LEADERS

- The public is uncertain about the importance of the, especially for members of hard to reach communities.
- Many fear and mistrust the federal government’s plans for the data.
- Civic leaders face challenges in conveying census information to residents.

### ELECTED OFFICIALS

- Residents overall mistrust and fear the federal government and census workers.
- A great many residents tell elected officials that they fear abuse of the citizenship question and the targeting of undocumented households.
- A variety of challenges exists to community outreach and engagement.
- Support for completing the E-T-E test online was often absent.
- Local residents face barriers in working for the U.S. Census Bureau.

The report recommends:

- The Administration or Congress must eliminate the citizenship question.

- The Census Bureau’s outreach and enumeration strategies must take into account Latinos’ preferences for responding to the questionnaire.
- The Bureau must have effective strategies to reach Spanish-dominant residents and support them in completing the questionnaire.
- The Bureau must provide clear, consistent communication early on with civic and community partners and elected officials about its plans for an accurate count.
- The Bureau’s outreach and partnership strategies should include community education and training for the staff members and volunteers at local community-based organizations that have regular and trusted contact with residents, especially in hard to reach communities. Outreach by the Bureau, community organizations, and other partners should involve the “trusted messengers” and personal networks that will most effectively reach Latinos and other hard-to-count populations.
- Congress must appropriate enough funding to ensure an accurate census. State and local governments, philanthropic institutions and businesses should also provide resources for community education and assistance efforts.”

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<sup>i</sup> Abowd, J. ( 2018) *Technical Review of the Department of Justice Request to Add Citizenship Question to the 2020 Census*. Washington, DC: U.S. Department of Commerce. <http://www.osec.doc.gov/opog/FOIA/Documents/AR%20-%20FINAL%20FILED%20-%20ALL%20DOCS%20%5bCERTIFICATION-INDEX-DOCUMENTS%5d%206.8.18.pdf#page=1289>

<sup>ii</sup> Abowd, 2018