2020 CENSUS
INFORMATION

Rhode Island Complete Count Committee
February 5, 2019
Who Are We?

Why Are We Here?
RI EXECUTIVE ORDER 18-09

Rhode Island Complete Count Committee

Dr. Nicole Alexander-Scott – RIDOH Director

Mayor James Diossa – City of Central Falls
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

- March: Census Bureau delivers questions to Congress
- April: Open 6 regional census centers
- October: Partnership specialists begin working for Census Bureau
- January: Begin enumeration in remote Alaska
- February: Group Quarters Operation begins
- March: Update Leave begins
- March: Internet Self-Response begins
- April 1: Census Day
- May: Nonresponse Followup begins
- December 31: Deliver apportionment counts to the President

2018

- Key census activities start in 2018 and continue through 2021
- January-March: Open 40 area census offices
- June-September: Open remaining 208 area census offices
- August: Conduct in-field Address Canvassing

2019

2020

2021

Operation and Implementation Phase

March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)
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
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.*

61% Internet
7% Phone
31% Mail

Languages Tested

(Russian English Korean Vietnamese Ladin Arabic Chinese Spanish)

(Those 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).

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?
## Census Advocacy 101

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>ADVOCACY</th>
<th>LOBBYING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting data, information, and examples</td>
<td>Articulating a stance on a particular policy or law</td>
<td>Requesting legislators take a specific legislative action</td>
</tr>
<tr>
<td>Communicating with the general public about a policy or law</td>
<td>Communicating with non-legislative bodies of government</td>
<td>Direct: Communicating with legislators on specific legislation</td>
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<tr>
<td></td>
<td></td>
<td>Grassroots: Urging the public to contact legislators on specific legislation (except ballot measures)</td>
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<td></td>
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</tr>
<tr>
<td>- General communication</td>
<td>- Nonpartisan analysis or research of a legislative issue.</td>
<td>- Influencing legislators to introduce legislation</td>
</tr>
<tr>
<td>- Informs the public about a regulation or law</td>
<td>- General communication</td>
<td>- Distributing materials to assist in passage or defeat of bill</td>
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<tr>
<td></td>
<td>- Acts that affect regulatory issues</td>
<td>- Directly encouraging public to support or oppose legislation</td>
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</tbody>
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**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
Governance Committee

- Community Engagement & Education Coordinating Committee
- Strategic Partnerships & Recruitment Committee
- Policy & Advocacy Committee

Sub-committees:
- Strategic Communications Sub-Committee
- Hard-To-Count Communities Outreach Sub-committee
- Resource Development Sub-committee
- Government Strategies Sub-committee

Rhode Island Complete Count Committee Structure
### Census Activities Timeline

|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|
| • Make Targeted Grants  
• Create Community Mobilization Plan  
• Develop Media Campaign Plan  
• Census Bureau Implementation Advocacy  
• Provide Technical Assistance | • Outreach & Education Activities  
• Get Out The Count efforts  
• Launch Communications Campaign  
• Support Questionnaire Assistance  
• Engage Strategic Partnerships  
• Promote Non-Response Follow-Up Effort  
• Legal Rapid Response Team | • Compile & report Census data  
• Evaluate effectiveness of Census Engagement Efforts |

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**Census Activities Timeline**
CONTACT INFORMATION

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