

Rhode Island Census 2020
Get Out the Count Plan

**Final Report of the Rhode Island Complete Count Committee
to the Governor and General Assembly**

June 30, 2019



STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS

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June 30, 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 offices our final report on work of the State of the Rhode Island Complete Count Committee (RICCC), its members, and efforts to ensure that every single Rhode Islander is counted during the 2020 Census.

This report is intended to be a living document, an action plan, and guide for the work of the RICCC in the months to come, as we approach Census Day, April 1, 2020. Furthermore, the work of the RICCC and its partners will not end on April 1, 2020. It will continue well beyond April to ensure that the word is being spread about why the Census is important and how every individual living in Rhode Island on April 1, 2020, counts! Our State relies on an accurate, fair, and complete census count to receive our fair share of more than \$3 billion dollars in federal resources and programs for Rhode Island families. Information derived from the Census also helps local, state, and federal officials make critical decisions about the future of programs from education to transportation and from supportive services to our health system.

The RICCC has taken on the mission of developing the tools to make sure that every Rhode Islander is a part of the 2020 US 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, beyond the initial work of the Committee and its working groups, to utilize the financial and information resources that have been gathered to implement a strategy for Rhode Island's 2020 Census.

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

1. INTRODUCTION

About the Census

A fair and accurate Census is one of the most important activities that the US government conducts. Complete 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. The Census is conducted once every 10 years.

The importance of the Census is enshrined in our Constitution. The largest non-military mobilization of the federal government, this massive effort to “count everyone once, only once, and in the right place” is critical to our democracy for three primary reasons:

- Census data are used to reapportion seats in the House of Representatives and to draw legislative districts for state and local governments, ensuring fair political representation.
- Census data are used annually to allocate almost \$800 billion (\$3.8 billion for Rhode Island) in federal programs and resources to states and localities, and those numbers are set only once a decade.
- State leaders, businesses, and other decision-makers use Census data to make critical investment and economic decisions, track civil rights disparities and enforcement priorities, and make informed decisions about the needs of citizens.

2020 Census Challenges

The US Census Bureau is facing unprecedented challenges as it prepares for the 2020 Census. Among those challenges are:

- *Chronic underfunding:* Insufficient funding has caused the Census Bureau to delay or cancel key activities. The Bureau has made several decisions, including canceling pre-Census tests in all but one location; limiting the traditional in-person, pre-Census address canvassing; using the internet as the primary response option; and decreasing the Bureau’s presence by consolidating field offices.
- *IT systems:* The Government Accountability Office (GAO) has deemed the 2020 Census “at high risk” of failure due to delayed implementation of its technology systems. Cybersecurity, denial-of-service attacks, and infiltration of IT systems are top threats.
- *Citizenship question:* As of the writing this report, the Supreme Court has ruled that there will not be a citizenship question on the Census questionnaire. If a citizenship question is included it will, significantly depress participation, decrease accuracy, increase costs, and damage public trust. The controversy surrounding the question may have already affected our ability to attain a complete count.
- *Decreasing public trust:* There are serious confidentiality concerns with the Census and distrust of the government more generally. A lack of understanding about the strict confidentiality of Census results is pervasive.
- *Higher cost:* Americans are increasingly concerned about privacy and confidentiality of their data, resulting in the forecast of lower self-response. That, in turn, will require additional in-person follow up which increases the cost of conducting the Census.

- *Internet-first response:* Using the internet as the primary response option is a fundamental shift in administration of the Census. Questions around the digital divide remain.

When considered together, these challenges have caused some in the field to reduce the projected self-response rate for 2020 to 55% (down from 63.5% in 2010). These changes increase the potential of undercounting traditionally hard-to-count (HTC) and other vulnerable populations in the 2020 Census.

Importance to Rhode Island

These threats heighten the risk that the 2020 Census will fail to count every person in the US and in Rhode Island. Lower self-response rates would increase the cost of conducting the 2020 Census and would 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. Specific threats to Rhode Island include:

- *Reduced funding:* An incomplete or inaccurate count would affect the allocation of more than \$3.8 billion in federal funding to Rhode Island each year, approximately one third of the State’s annual budget. The effect of an undercount will last for a full decade. These funds are used to support vital community assets (highways, public safety, schools, hospitals), as well as programs for vulnerable Rhode Islanders such as special education, free and reduced school lunch programs, Medicaid, public housing, Low Income Housing Tax Credits, Head Start, and the Supplemental Nutrition Assistance Program (SNAP). The impact depends on who is undercounted. For example, highways depend on the total population, urban population, and median income, while special education uses the state’s share of children and children in poverty.
- *Unequal representation:* If the 2020 Census disproportionately undercounts certain communities, it may increase or perpetuate 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.
- *Economic impact:* Business leaders rely on Census demographic and economic data to inform economic development projections, marketing efforts, and investments. Inaccurate Census data have the potential to skew growth strategies for a decade.
- *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 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.

About the Rhode Island Complete Count Committee

On December 28, 2018, Governor Gina M. Raimondo signed [Executive Order 18-09](#) establishing the Rhode Island Complete Count Committee (RICCC).¹ 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.

¹ The Executive Order can be viewed at: <http://www.governor.ri.gov/documents/orders/ExecOrder-18-09-12282018.pdf>

The Committee will collaborate and coordinate with the United States Census Bureau 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 HTC populations could inform the outreach strategy, including local governments; the Rhode Island League of Cities and Towns; HTC 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 healthcare community. The Committee presently has 61 members (see Appendix A).

The Committee submitted an interim report to the Governor and General Assembly leadership on March 15, 2019. This outreach plan, due June 30, 2019, serves as the final report. The Committee will officially disband on December 31, 2020, at which point the Census process will have ended.

Between January and June 2019, the full Committee met a total of five times and organized its work through three working groups: Community Engagement, Strategic Partnerships, and Policy and Advocacy. Going forward, the RICCC's focus will shift to implementation of this plan.

2. Census 2020 Operations

End-to-End Test

Rhode Island has a unique advantage having been the sole location for the US Census Bureau's only end-to-end test in Providence County in 2018. That means roughly half of the state has already been exposed to Census operations. Rhode Island has several advantages having been through the test, including experienced Bureau staff. We have data indicating preferences in mode of self-response, by population, that will be helpful when tailoring outreach.

The end-to-end test reveals several challenges. The overall self-response rate was a dismal 52.3%.² Anecdotal evidence suggests some Rhode Islanders may need to be reminded that the previous iteration was only a test and they need to participate again. The statewide response represented by the creation of the RICCC and this report is, in part, due to the experience with the test.

The Questionnaire

The Census form asks basic questions about each person residing in the household including their age, whether they are of Hispanic origin, race, relationship to the person filling out the form, sex, and whether they own or rent the dwelling, as well as several operational questions.³ As noted, this is the

² The US Census Bureau emphasizes that the end-to-end test was not designed to maximize participation, but rather to test operations.

³ The questionnaire can be viewed at: <https://www2.census.gov/library/publications/decennial/2020/operations/planned-questions-2020-acs.pdf>

first Census where most households (95%) will be asked to complete the Census form online. Research by the Census Bureau indicates that people think the Census form takes significantly longer to fill out than it actually does. Most controversially, the US Department of Commerce has requested a citizenship question be included, though as of the writing of this report, there is not a citizenship question on the questionnaire.

Distribution and Timeline

The Census Bureau seeks to generate the largest possible self-response, with a majority completing the questionnaire online. Respondents will have three options: internet, paper, and phone. Fully 95% of households will receive an invitation to complete the form online. The Census Bureau expects that 60.5% of households will self-respond.

Each household will be mailed a unique ID that they will be asked to enter when completing the form online. It is not necessary for respondents to provide the ID (so-called “non-ID response”), which allows for outreach efforts to encourage participation at events, and other instances when the respondent might not have access to the unique ID. The Census Bureau will reconcile instances when it receives more than one completed form for a household.

The Census Bureau will send a total of five pieces of mail to households before they initiate contact as part of their Non-Response Follow-Up (NRFU). The first piece of mail will be sent between March 12 and March 20, 2020. A reminder will go out between March 16 – March 24. If a household does not respond by that point in time, a postcard will be sent between March 26 and April 3. Between April 8 and April 16, a letter will be sent along with a paper questionnaire. Finally, one more postcard will be sent between April 20 and April 27. Following that, Census enumerators will visit households for NRFU.

Table 1 (and Appendix B) provides key dates for activities conducted by the US Census Bureau:

Table 1: Census 2020 Timeline

Key Dates	Enumeration Strategies
August-October 2019	In-Field Address Canvassing: 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.
February-July 2020	Group Quarter Enumeration: 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.
March-July 2020	Internet Self-Response <ul style="list-style-type: none"> ● “Internet First” households (the vast majority) will receive an invitation in the mail to respond to the Census online. The Census Bureau estimates that 45% of households will respond via the internet. All non-responding households will receive a paper questionnaire. ● “Internet Choice” will invite households in areas with low internet coverage or connectivity to complete the Census online or via a paper

	<p>questionnaire. The Census Bureau anticipates about 20% of the households will receive the Internet Choice treatment.</p> <p>Non-Response Follow-Up</p> <ul style="list-style-type: none"> • 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 non-residential 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.
March-September 2020	Census Questionnaire Assistance: 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.
March 30-April 1, 2020	Service Based Enumeration: Service-based enumeration activities will be conducted during a three-day period at locations and outdoor sites including: <ul style="list-style-type: none"> • Shelters with sleeping facilities for people experiencing homelessness; • Soup kitchens or regularly-scheduled mobile food van stops; and • 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.
April 1, 2020	Census Day
July 2020	Census Bureau enumeration activities conclude July 31, 2020.
November 2020	Census Bureau completes count review.
December 2020	Census Bureau sends 2020 count results to the President.
March 2021	Census Bureau shares redistricting data with states.
April 2023	Final Census data released.

Languages

For the 2020 Census, the US Census Bureau plans to provide:

- The enumerator instrument, paper questionnaire, mailing, and field enumeration materials in Spanish.
- The Internet Self-Response Instrument and Census Questionnaire Assistance in 12 non-English languages: Arabic, Chinese, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog and Vietnamese.

- Language guides, language glossaries, and a language identification card in 59 languages: Albanian, American Sign Language, Amharic, Arabic, Armenian, Bengali, Bosnian, Bulgarian, Burmese, Chinese, Croatian, Czech, Dutch, Farsi, French, German, Greek, Gujarati, Haitian Creole, Hebrew, Hindi, Hmong, Hungarian, Igbo, Ilocano, Indonesian, Italian, Japanese, Khmer, Korean, Laotian, Lithuanian, Malayalam, Marathi, Navajo, Nepali, Polish, Portuguese, Punjabi, Romanian, Russian, Serbian, Sinhala, Slovak, Somali, Spanish, Swahili, Tagalog, Tamil, Telugu, Thai, Tigrinya, Turkish, Twi, Ukrainian, Urdu, Vietnamese, Yiddish, and Yoruba.

Census Bureau Operations in Rhode Island

Rhode Island is currently served by Deborah Smith, a Partnership Specialist. She works out of an Area Census Office (ACO) in Providence. That office has been staffed continuously since the 2018 End-to-End Test in Providence County and is at 33 Broad St., Second Floor. Census Bureau plans call for a total of three partnership specialists to cover the state. At peak operations, more than 1,000 employees will be engaged in non-response follow up.

3. RHODE ISLAND & THE CENSUS

Rhode Island’s Population

The goal of the Census is to “count everyone once, only once, and in the right place.” Rhode Island’s total population at last estimate was 1,056,138, distributed across 39 cities and towns and 244 census tracts.

Hard-to-Count Groups

Some areas and population groups are designated by the US Census Bureau as hard to count (HTC) 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 costly. HTC populations typically include people of color, children younger than age five, immigrants, urban and rural low-income households, limited-English speakers, single-parent headed households, renters, and young adults. Census tracts with 2010 mail return rates of 73% or less are officially designated as HTC.

There are also enumeration options that can cause certain populations to be HTC. For example, the 2020 Census will be the first digital decennial count, using an online system to collect responses. Areas with low internet coverage or connectivity may experience greater difficulty participating in the count. The American Community Survey estimates that 14.2% of Rhode Island households do not have internet access.⁴

Research by the National Association of Latino Elected Officials (NALEO) during the 2018 End-to-End Test conducted in Providence County showed that the use of internet-first response may affect

⁴ Source:

https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_1YR_S2801&prodType=table

participation by Latinos.⁵ Only 20% of Latino respondents, according to their research, responded via the internet. NALEO cautioned the Census Bureau to make additional preparations to accommodate the use of paper forms by the Latino population.

Additionally, 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 up to 8% higher undercounts.

Key facts about Rhode Island’s population:

- Rhode Island has 255,037 people living in HTC areas, the equivalent of 24% of its total population.
- Rhode Island has 61 census tracts (out of 244 total) defined as HTC.
- Twelve Rhode Island cities and towns have the most significant concentrations of HTC census tracts. (See Appendix C for more detail.)
- The entire city of Providence, with 31 census tracts with response rates ranging from 70.7% to 55.6%, is considered HTC.
- 14.2% of households have no internet access, and a significant portion of our HTC census tracts include households without adequate access to internet services to facilitate online participation.
- 830 people live in tracts not receiving Census by mail.

Table 2 provides data about Rhode Island’s HTC populations.

Table 2: Rhode Island HTC Populations

HTC Group	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 proficiency households	6% or 22,702 households <ul style="list-style-type: none"> ● 61% speak Spanish (13,795 households) ● 26% speak Indo-European languages (5,986 households) ● 10% speak Asian/Pacific Islander languages (2,245 households) ● 3% speak other languages (676 households)
Living in group quarters	4% or 2,663 people
Living in poverty	13% or 136,126 people
Living near poverty level (100%-200% of federal poverty level)	15% or 157,342 people

The Urban Institute estimated the likelihood of undercounts and overcounts for particular populations in three levels: high-risk, medium-risk, or low-risk.⁶ As Table 3 indicates, children up to age four are the

⁵ Source: https://d3n8a8pro7vhmx.cloudfront.net/naleo/pages/190/attachments/original/1544560063/ETE_Census_Report-FINAL.pdf?1544560063

⁶ Source: <https://apps.urban.org/features/2020-census/>

most likely group to be undercounted as a percentage of total population; Hispanics represent the largest absolute number of residents who may be undercounted under all three scenarios.

Table 3: Estimated Undercount/Overcount for Three Levels

Group	High-Risk (Percent/Number)	Medium-Risk	Group
White/Non-Hispanic	-0.02% (-200)	+0.33% (+2,500)	+0.75% (+5,700)
Black	-3.93% (-4,000)	-3.39% (-3,500)	-2.59% (-2,700)
American Indian/Alaska Native	-2.65% (-400)	-1.79% (-200)	-1.07% (100)
Asian American Pacific Islander	-1.58% (-700)	-1.24% (-600)	-0.78% (-400)
Hispanic	-3.60% (-6,400)	-2.88% (-5,100)	-2.11% (-3,800)
Children, up to age four	-6.29% (-3,600)	-5.6% (-3,200)	-4.58% (-2,600)
Children, age 5-17	-0.50% (-700)	-0.02% (-50)	+0.65% (+1,000)
Adults, age 18-29	-1.2% (-2,200)	-0.80% (-1,500)	-0.3% (-600)
Adults, age 30-49	-2.54% (-6,700)	-2.09% (-5,500)	-1.55% (-4,100)
Adults, age 50 or older	+0.74% (+3,000)	+1.09% (+4,500)	+1.46% (+6,000)

The most common languages spoken in Rhode Island other than English are Spanish, Portuguese, and Mon-Khmer, Cambodian. Languages spoken at higher than national average are Mon-Khmer, Cambodian; Laotian; and Portuguese⁷. Based on the diversity of Rhode Island residents, additional language support may be needed, particularly for the Mon-Khmer, Cambodian, French Creole, and other African languages.

In addition, the RICCC has identified several other populations as vulnerable to an undercount, including lesbian, bisexual, gay, transgender, or questioning (LGBTQ+), seniors, homebound people, people with disabilities, people of Portuguese descent, people experiencing homelessness, college students, and people in recovery.

Previous Counts in Rhode Island

In 2010, 78% of responding households returned their Census survey by mail, leaving 22% that required more costly enumeration activities. As demonstrated in Table 4, response rates varied from a low of 60% in Central Falls to a high of 85% in Barrington and Foster.⁸

Table 4: 2000 and 2010 Response Rates, By Municipality

Municipality	2000	2010
Barrington	88%	85%
Bristol	79%	77%
Burrillville	73%	76%
Central Falls	52%	60%
Charlestown	50%	73%
Coventry	82%	80%
Cranston	79%	76%

⁷ Source: <https://datausa.io/profile/geo/providence-ri/#demographics>

⁸ Source: <https://www.census.gov/cqi-bin/census2010/staterates.cqi>

Cumberland	83%	82%
East Greenwich	84%	82%
East Providence	77%	76%
Exeter	71%	84%
Foster	71%	85%
Glocester	69%	79%
Hopkinton	74%	77%
Jamestown	81%	78%
Johnston	78%	74%
Lincoln	83%	76%
Little Compton	80%	69%
Middletown	80%	76%
Narragansett	57%	71%
New Shoreham	N/A	N/A
Newport	69%	70%
North Kingstown	82%	79%
North Providence	75%	73%
North Smithfield	87%	81%
Pawtucket	65%	66%
Portsmouth	84%	77%
Providence	59%	62%
Richmond	72%	77%
Scituate	77%	80%
Smithfield	85%	81%
South Kingstown	66%	77%
Tiverton	84%	79%
Warwick	82%	78%
Warren	77%	74%
West Greenwich	77%	78%
Westerly	76%	72%
West Warwick	76%	75%
Woonsocket	71%	69%

The overall self-response rate (how many households responded to the Census mailings prior to non-response follow up) for the end-to-end test conducted in Providence County in 2018 was 52.3%. The Census Bureau emphasized that maximizing self-response was not the primary goal of the end-to-end test. However, it is useful to see in Table 5 how self-response rates and modes of response varied significantly by race/ethnicity and by housing tenure:⁹

Table 5: 2018 End-to-End Test Response Rates, By Race, Ethnicity, and Housing Status

Race	Self Response	By Internet	By Paper	By Telephone
White	68%	66%	28%	6%
Black	39%	54%	39%	7%
American Indian and Alaskan Native	44%	44%	48%	7%
Asian	59%	75%	22%	3%

⁹ Source: <https://www2.census.gov/cac/nac/meetings/2019-05/fontenot-update-on-2020-Census.pdf?#>

Native Hawaiian and other Pacific Islander	37%	69%	28%	3%
Two or more races	61%	70%	25%	6%
Some other race	38%	72%	21%	6%

Ethnicity	Self-Response	By Internet	By Paper	By Telephone
Hispanic	43%	59%	34%	7%
Non-Hispanic	67%	68%	27%	6%

Housing Tenure	Self-Response	By Internet	By Paper	By Telephone
Owned	75%	69%	26%	5%
Rented	48%	58%	34%	8%

4. OUTREACH PLAN

Goals

The Rhode Island Complete Count Committee (RICCC) is the first-ever effort by the State of Rhode Island to encourage participation in the Census. This effort is a partnership between state and local governments and the private and non-profit sectors to conduct comprehensive outreach and mobilization that leverages existing community assets to encourage Rhode Islanders, especially those who are least likely to participate, to complete the Census.

The RICCC has set the following goals for 2020 Census outreach:

1. Strive for 100% Census participation, particularly by HTC populations.
2. Empower our communities to build capacity so the outreach efforts can be sustained beyond the 2020 Census.

This plan outlines the awareness-building, outreach, and engagement activities so that 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.

Guiding Principles

Several principles guided the development of this plan:

- The Census 2020 Get Out the Count plan will have two levels of focus:
 - General public: The goal is for every Rhode Islander to be aware of the Census and its importance and committed to taking action when they receive the notice from the US Census Bureau. We will create and deploy a statewide brand to organize messaging, and the first phase of outreach activities will focus on raising awareness among the general public through events, earned and paid media, and partner/relationship-based messaging.
 - HTC and vulnerable-to-an-undercount communities: We will conduct targeted outreach to HTC communities, with community-specific messaging through trusted partners. This plan lays out individualized outreach plans for communities identified by the RICCC as

HTC, including: Black/African American, Latino/Hispanic, Native American, Asian American and Pacific Islander, Portuguese, LGBTQ+, children younger than age five, large families, people experiencing homelessness, college students, the homebound, people in recovery, seniors, immigrants and refugees, and people with disabilities. The plan also includes individualized outreach plans for sectors or service providers that touch large numbers of HTC people, including health and social service providers, housing providers, the education system, libraries, employers, state and local government, and the faith community.

- Messages designed to encourage participation will be communicated through multiple channels, with top-level messages targeted at the largest populations down to personalized messages delivered directly to members of HTC communities by trusted messengers. This will be done by developing specific outreach and mobilization strategies for HTC communities via individualized plans for distinct populations (i.e. young children, etc.) and sectors (i.e. education, etc.) (See Section 5 of this plan). Those strategies will be socially and culturally responsive and equitable to all Rhode Islanders.
- Trust is local. The closer the message/messenger is to the person, the better it will be received.
- Recognizing that grassroots and community-based organizations do not have excess resources, when needed, the plan will include developing capacity for groups to engage in outreach and mobilization. The budget recognizes that implementation of this plan will require development of a toolkit of supports for community-based outreach partners, to include training, technology assistance, and branded materials.
- Efforts to ensure a complete count in Rhode Island will happen in four phases, as outlined in Table 6:

Table 6: Phases of Rhode Island Census 2020 Efforts

Phase	Timing	Activities
Preparation -- by the RICCC	Through July 2019	<ul style="list-style-type: none"> • RICCC completes outreach plan and delivers to Governor Raimondo and legislative leaders. • RICCC advocates for state funding. • RICCC completes private fundraising. • RICCC develops branding assets and broad communications framework.
Education -- by the RICCC and community partners	July 2019 to March 2020	<ul style="list-style-type: none"> • Communications firm engaged • Media messaging refined and launched • Individualized plans finalized for sectors and populations • Advisory group for Rhode Island Census 2020 Fund established • Grants awarded to community organizations for outreach capacity • Sector-specific outreach launched

		<ul style="list-style-type: none"> • Census participation pledge launched • Field campaign planned
Activation of residents	March 2020 to August 2020	<ul style="list-style-type: none"> • Media messaging, sector-specific outreach, and population-specific outreach shifts to Census completion • Pledge fulfillment messages sent
Targeted follow-up	March 2020 to August 2020	Field campaign targeting HTC Census tracts responding to Census Bureau notice at low levels

- To the greatest extent possible, messaging and outreach will be customized to each geographic and demographic community. As a general rule, we envision taking advantage of the following types of outreach:
 - Event-based: We will coordinate with the US Census Bureau to have a Census presence at major events throughout the State and in particular communities.
 - Relationship-based: We will lean on trusted partners and messengers in the community, including government service providers.
 - Geographic-based: We will work through place-based entities and partners who have natural points of connection with Rhode Island residents.
 - Paid media: At select times, we will place advertisements in local media outlets.
 - Earned media: We will seek news coverage of the 2020 Census and its importance to Rhode Island across media platforms, with an emphasis on outlets that are accessed by HTC communities.

General Public Outreach

The first phase of public outreach (July 2019 to February 2020) focuses on educating the public about the Census. This includes informing the public about the importance of the Census (see below) and also countering incorrect information that exists regarding the Census. The Census Bureau has identified a general lack of knowledge about the purpose of the Census. Additionally, they have identified common misperceptions, including the belief that the Census is used to locate persons living in the country without documentation. The first phase of public outreach will focus on messages that explain the Census and dispel misperceptions.

One tactic that will be used for both the general public and specific communities and sectors will be a Census pledge. Research on voting behavior indicates that pledging to vote significantly increases the likelihood that a person actually votes.¹⁰ Outreach efforts will include a Census pledge with the possibility of employing a third-party vendor to send automated messages to those who have pledged once enumeration begins.

The Census Bureau has identified five key barriers that could prevent people from participating:¹¹

¹⁰ Source: <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0197066>

¹¹ Source: <https://www2.census.gov/programs-surveys/decennial/2020/program-management/final-analysis-reports/2020-report-cbams-study-survey.pdf>

- Concerns about confidentiality and the privacy of data
- Fear that completing the Census will have repercussions
- Distrust of the government
- Lack of efficacy
- Belief that participating in the Census will not benefit them personally

These barriers are key to understanding how the outreach plan can encourage participation. The Bureau has identified the most important motivating factor for participation is funding for public services. The types of funding that rated most highly with survey respondents according to the Census Bureau research were public safety, healthcare, and roads. These themes will be incorporated in the messaging developed for outreach.

The second phase of public outreach (March 2020 to August 2020) will focus on encouraging individuals to participate. Messages targeted to specific populations and sectors will tie public services important to those sectors and populations to Census participation. (See Appendix D for a summary of national message research specific to HTC communities.) Additional messages about the confidentiality of Census data will be used to reassure Rhode Islanders that participating will not harm them or their community.

The third phase of public outreach (March 2020 to August 2020) will include a field campaign targeting Census tracts that contain HTC populations and are responding at low rates. Real-time information from the Bureau about underperforming tracts will guide where the canvass occurs.

Table 7: General Public Outreach

Goals	Raise awareness of the upcoming Census Encourage participation in the Census Dispel myths about the Census
Strategies	Advertising Event-based outreach Mass media (earned and paid)
Tactics	
Tailored messaging	Broad themes of raising public awareness followed by encouraging participation; Emphasis on privacy of Census data.
Community-specific media	All statewide and local media, including print and broadcast
Trusted partners	Statewide voices from the nonprofit, faith sectors and well-known Rhode Islanders
Vehicles for outreach	Mass media Events, festivals, etc.
Specific needs	Pamphlets, paraphernalia, translation, event set-up
Key dates, timeline	Large community events (i.e. PVD Fest, Bristol 4 th of July, Gaspee Days)

Individualized HTC and Vulnerable Community Outreach Plans

Each individualized HTC community has its own outreach plan. Each of the individualized plans contain targeted messaging, community-specific media, trusted partners and messengers, and key dates and opportunities for outreach. Members of the RICCC, and others, provided the content for the individualized plans.

It is the responsibility of the RICCC and the advisory group to the Census 2020 Fund to coordinate the individualized outreach plans. Outreach will occur in at least two phases: education and activation.

Education will occur through event and relationship-based work, and some will be conducted by community-based groups that are funded by the Census 2020 Fund. Activation will occur through the text messaging pledge and the targeted field campaign. See Section 5 for more detailed plans.

Individualized Sector/Provider Outreach Plans

Each individualized sector/provider has its own outreach plan. Each of the individualized sector/provider plans contain outreach opportunities and connection points. Members of the RICCC, and others, provided the content for the individualized plans.

It is the responsibility of the RICCC and the advisory group to the Census 2020 Fund to coordinate the individualized outreach plans for the various sectors and providers. Outreach will focus on education and activation. Education will occur through the various providers reaching their clientele during both phases of the Census outreach. See Section 5 for more detailed sector/provider outreach plans.

PLEASE NOTE: This is intended to be an evolving, actionable document. As such, we expect that it will be constantly updated and revised. If you have suggestions for outreach opportunities and partners that are not mentioned, please contact: Vincent.Flood@doa.ri.gov.

5. INDIVIDUALIZED PLANS

For HTC and Vulnerable Communities:

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
Black/African-American	<p>Black adults age 35 or older have a generally positive impression of the US Census and the importance of participating in it. Black millennials are the least likely to recognize the importance of the Census and of participating.</p> <p>Black adults who are not inclined to participate believe:</p> <ul style="list-style-type: none"> • It will not make a difference to their community. • The government has other ways to obtain the information. • The questions are intrusive. <p>Most Black adults are generally aware of the Census, but many are not aware of how Census data are used and how it impacts their communities.</p> <p>Messages that focus on the impact that the Census has on communities, through funding of important government programs, are particularly compelling.</p> <p>Being specific about the impact that the Census has on ensuring that communities get their fair share, both in federal dollars and for specific programs, serves as a very compelling reason to participate.</p> <p>For those who completed the Census TEST, specific messaging around the purpose of the test and the need for EVERYONE to complete the Census by April 1 is key.</p>	<ul style="list-style-type: none"> • Peter Wells (<i>In Another Opinion</i> on RIPBS, Providence American) • Jim Vincent Show • 101.1 FM (For millennial Blacks) • YouTube news • Facebook and Instagram advertising (To connect with the demographic as this is where many people get their news now) • Podcast - advertising (This is where people verify the news) • www.DiversityInc.com • EthnicOnline.Net • Sirius Radio – The Urban View 	<p>Local organizations:</p> <ul style="list-style-type: none"> • NAACP • Urban League of Rhode Island • Black churches • Ministers Alliance of Rhode Island • Direct Action for Rights and Equality (DARE) • Barbershops and hair salons • Medical professionals • AARP • Black Theatre Groups (Mixed Magic Theatre, Rites & Reasons Theatre) • Black sororities and fraternities (The Divine Nine) • Prince Hall Masons of Rhode Island • Black funeral homes <p>Individuals (national):</p> <ul style="list-style-type: none"> • Michelle Obama and Oprah <p>Individuals (Local):</p>	<p>Online completion is viewed positively but could be a challenge for those who do not use the internet regularly</p> <p>There may be a need for translations for populations that do not speak English well: Cape Verdean Creole, West African languages and dialects, Caribbean languages (Non-Hispanic)</p> <p>A glossary of terms for those unfamiliar with the Census and its terminology</p>	<p>June 1, 2019: NAACP breakfast</p> <p>June 2020: NAACP breakfast</p>

¹² Some names of individuals not listed because they have not agreed to participate in outreach activities at this writing. Additional groups may be added as the outreach plan continues to evolve. Any group can contact the Complete Count Committee to participate. .

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
	<p>Messaging that reaches individuals on WHY this Census is important to them</p> <p>Sticking with a base of core messaging, and then customizing with specific messaging related to the community (e.g. specific concerns or services).</p> <p>If a citizenship question is included, that will require an extra level of messaging. How these messages are provided is important, too (via trusted partners as seen in column 4).¹³</p>				
Hispanic/Latino	<p>Latinos have a generally positive view of the Census. Hesitation, fear, and cynicism developed when they saw the actual questionnaire.</p> <p>Lack of confidence that the data would be kept confidential</p> <p>75% prefer to complete the census on a paper form.</p> <p>More than 64% prefer that a Census worker not come to their home.</p> <p>Citizenship question raised serious concerns about data confidentiality; increased immigration enforcement has made people fearful about interactions with law enforcement and the government.</p> <p>Any message is better than none.</p> <p>The message should come from different sources and should be consistent.</p>	<p>Radio:</p> <ul style="list-style-type: none"> • Poder 1110 • Latino Public Radio • Mega 94.9 • Mega 102 • Mega 100.3 • Radio Renacer <p>Social Media:</p> <ul style="list-style-type: none"> • Rhode Informa (Dr. Pablo Rodriguez) • Providence en Español • Acontecer Latino • Chapincito media <p>Printed Newspaper:</p> <ul style="list-style-type: none"> • Acontecer Latino • American News • El Guatemalteco • Nuevos Horizontes • Nueva Inglaterra Magazine <p>Telemundo en Español</p> <p>Mass media push (radio, print, social media, tv)</p> <p>Facebook ads – bilingual</p>	<p>Family members are most trusted messengers, especially women</p> <p>School-aged children are messengers (since many times they are tasked with having to translate for family)</p> <p>Grassroots, Latino organizations and cultural organizations:</p> <p>Oscar Mejias Rhode Island Hispanic Chamber of Commerce 407-435-5845 mejiasalex@hotmail.com</p> <p>National Association of Hispanic Realtors/Rhode Island Chapter Sam Alba 401-640-0036 samuel.alba@ymail.com</p> <p>Providence Sports and Leadership Kennedy Arias 401-263-9453 kennedyarias@gmail.com</p> <p>Providence Community Library Carolina Briones, Outreach Director</p>	<p>Translated, branded outreach materials</p> <p>Translation vendors</p>	<p>Salsa nights, Central falls (Summer 2019)</p> <p>Toy Giveaway in Providence</p> <p>Back to school events</p> <p>Venezuela Independence Day/Flag raising, TBD 2019</p> <p>July 19, 2019: Colombian flag raising, Central Falls City Hall</p> <p>July 20, 2019: Colombian-American celebration, Downtown Pawtucket</p> <p>July 25, 2019: Día de la Constitución - Puerto Rican flag raising, Rhode Island State House</p> <p>July 26, 2019: Puerto Rican Constitution Day flag raising, Central Falls City Hall</p> <p>July 26, 2019: Latino Summer Network - Rhode Island Hispanic Chamber</p> <p>July 27, 2019: Fiesta Puerto Rico, La Galería, Rhode Island Latino Arts</p>

¹³ As of this writing the citizenship will not be included on the questionnaire.

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
	<p>Messages that participation is “convenient, safe, and required” had the most positive response.</p> <p>Messages about the role of Census data to provide funding for local schools and community programs are the most effective.</p> <p>Immigrants: 75% responded to “convenient, safe, and required”.</p> <p>Women: 57% respond to the “civic and community duty” message.</p> <p>Younger than 40: 53% would definitely participate with “resistance” message.</p> <p>Families with kids:</p> <ul style="list-style-type: none"> ● Households with kids younger than 17: 11% would not count kids, or don’t know ● Households with kids younger than four: 15% would not count them, or don’t know 		<p>401-274-4145, ext. 1705 Cbriones@provcomlib.org</p> <p>The Guatemalan Center Tiana Ochoa 401-316-1472 tianaocchoa@gmail.com</p> <p>Puerto Rican Professional Association Ivette Solivan 787-235-3868 solivanivette@yahoo.com</p> <p>Hispanic United Development Organization (HUDO) Emelda Benitez 401-255-6783 emsoph1@yahoo.com</p> <p>Sociedad Cultural Colombo Americana Gabriel Martinez 401-487-6731 pathinmar@gmail.com</p> <p>Fuerza Laboral Heini Maldonado 401-585-1535 heiny@fuerza-laboral.org</p> <p>Guatemalan Soccer League Abelardo Hernandez (also a long-time neighborhood activist in Olneyville) 401-569-8823 abelardo09@hotmail.com</p> <p>Blackstone Valley Merchants Association Gloria Rubio 401-725-0797 Gloriarubio@cox.net</p> <p>Women’s Leadership Institute (youth organization) Sandra Lake 401-497-9465 extraordinarywoman4@hotmail.com</p>		<p>July 28, 2019: Puerto Rican Festival BayFest, India Point Park</p> <p>July 28, 2019: Peruvian Independence Day celebration, Providence City Hall</p> <p>August 9, 2019: Ecuador flag raising, Rhode Island State House</p> <p>August 11, 2019: Dominican Parade of Rhode Island, starts at the corner of Thurbers Avenue and Broad Street</p> <p>August 11, 2019: Dominican Festival of Rhode Island, Roger Williams Park</p> <p>August 17-18, 2019: Annual Bolivian Festival de la Virgen De Urkupiña, Rhode Island State House lawn</p> <p>September 8, 2019: Annual Festival Guatemala, Roger Williams Park</p> <p>September 21, 2019: Annual Heritage Festival, Pawtucket Armory</p> <p>September 26, 2019: II Latino Contractors Summit - Rhode Island Hispanic Chamber</p> <p>December 6, 2019: Annual Breakfast - Rhode Island Hispanic Chamber</p>

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
			<p>ECO/Arts Delia Rodriguez 401-290-8170 dcrodmas@gmail.com</p> <p>Partido Revolucionario Moderno / Seccional RHode Island Palmenio Pacheco 401-368-6955</p> <p>Progreso Latino Mario Bueno mbueno@progresolatino.org</p> <p>Social and professional activities and organizations Rhode Island Professional Latino Association Puerto Rican Professionals Assoc.</p> <p>Cultural organizations can be helpful as gatekeepers and messengers, especially to reach people during community events and festivals</p> <p>Gatekeepers/messengers (same as above orgs)</p> <ul style="list-style-type: none"> • Churches/places of worship • Nurses, doctors, health providers • People who speak for the children or the schools • College Crusade – they serve thousands of students and have regular meetings/events with families that are very well attended • RIFLI • Johnny Leyva (young, successful contractor on the executive board of the Rhode Island Builders Association) 401-641-9609 sales@heroicaconstruction.com <p>Evangelical churches that have large gatherings:</p>		

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
			<p>Vision Evangelica Community Service Center (big church and community center across from Bomes Theater) Rev. Israel Mercedes 401-639-2914 revisraelmercedes@gmail.com</p> <p>Rev. Santo Escobar (top opinion leader among pastors, big player in the pro-life movement) 401--219-2007 revescobar@hotmail.com</p> <p>Nueva Generacion Cristiana (North Providence church with large, middle-class Latino following) Rev. Luis Suarez 401-213-3340 lesuarez67@hotmail.com</p>		
Native American	<p>Generally low awareness of how Census data are used.</p> <p>Few concerns about Census but about data accuracy and distrust on data use/misuse; Emphasize information kept confidential and secure.</p> <p>Racism against American Indians causes many to “code switch” to represent as other races</p> <p>Generally unconcerned about the citizenship question but felt immigrants would not participate</p> <p>Most prefer to participate by mail or internet</p> <p>Inspire hope for the future without compromising Native pride. “Speak for the generations of Native people before us and for those yet to come” is most compelling.</p>	<p>Podcasts: All My Relations, Native Opinions</p> <p>Electronic communication (email, social media: Facebook, Twitter, Instagram, youth 18-28 Snap Chat) Native blogs</p> <p>Native newsletter</p> <p>Direct mail</p> <p>Hand outs (brochures/flyers/postcards/magnets)</p>	<ul style="list-style-type: none"> • Rhode Island Indian Council • Tomaquag Museum • Tribe leaders • Native American museums • Urban Indian centers • Events (Pow Wows, tribal social gatherings, and community meetings) • Churches (Narragansett Indian Church, Native People First Church of God) • Native American programs for higher education • Narragansett Tribal Health Center • Emergency walk-in clinics, hospitals, and other medical providers • Narragansett Tribal Social Services Department • Narragansett Education Department and JOM K-12 program • Narragansett: Hand in Hand Daycare • Narragansett Youth Group (teen-20s) • Homeless shelters • Soup kitchens 	<p>There’s a need to create ambassadors</p> <p>Better understanding of tribal documentation</p> <p>Understand differences between rural and urban Indians</p> <p>Direct outreach person to person</p> <p>Info Tables at Tribal events</p> <p>Small postcards with key info to pass out or magnets to website – something in their hands</p> <p>A specific outreach person to travel to Native community events/homes to educate and later support census</p>	<p>Tomaquag Museum’s weekly children’s hour, Wednesdays, 10 a.m. -11 a.m. through August</p> <p>June 22, 2019: Tomaquag Museum, Strawberry Thanksgiving, 10 a.m. - 2 p.m.</p> <p>July 20-21, 2019: Rhode Island Indian Council Pow Wow (US Census Bureau will have a table)</p> <p>August 10-11, 2019: August Meeting Pow Wow, 10 a.m. - 8 p.m., Charlestown</p> <p>August 30-September 1: Rhythm and Roots Festival, Charlestown</p> <p>September 28, 2019: Tomaquag Museum Smithsonian Day, 10 a.m. - 2 p.m.</p> <p>October 5, 2019: Tomaquag Museum Cranberry Thanksgiving, 10 a.m. - 2 p.m.</p> <p>October 18, 2019: Tomaquag Museum Honoring and Cultural Showcase, 5 p.m. - 10 p.m., URI</p>

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
	<p>Messages should foster positive patriotism – “fulfilling civic duty” is more compelling than “required by law” (seen as government oppression).</p> <p>Highlight specific benefits that participation yields for Native communities: schools, housing, healthcare facilities and roads, better political visibility and representation.</p> <p>Access to resources</p> <p>Be counted as Native American/ American Indian</p> <p>Stop erasure of our people</p> <p>Name your tribal affiliation/Tribal Nation citizenship</p> <p>Support sovereignty of your Tribal Nation</p> <p>Support funding that goes to tribes via states</p>				<p>December 7, 2019: Nikkommo, 10 a.m. - 2 p.m.</p> <p>Winter 2020: Tribal socials</p> <p>April 2020: Brown Spring Thaw Pow Wow</p>
<p>Asian American and Pacific Islander (AAPI)</p>	<p>Awareness of the Census is low: 55% had not heard about Census.</p> <p>Knowledge is highest among younger AAPIs and first or second generation immigrants.</p> <p>67% say they will certainly or probably participate in census.</p> <p>Indian, Chinese, and Japanese Americans most likely to participate.</p> <p>Prefer participating online or by paper; do not want Census worker coming to their home.</p> <p>48% of AAPIs are concerned about the addition of citizenship question. 59%</p>	<p>Top medium to encourage participation is mail followed by TV ads</p>	<p>Community and cultural events</p> <p>Temples and religious gatherings</p> <p>Asian markets/restaurants</p> <p>Social service organizations (Center for Southeast Asians, Southside Cultural Center)</p> <p>Community/youth orgs (Alliance of Rhode Island Southeast Asians for Education, Providence Youth Student Movement, Sista fire, Hmong, United, Cambodian Society of Rhode Island, Laotian Community Center)</p> <p>National Orgs (Laotian American National Alliance, Southeast Asian Resource Action)</p>	<p>Translated, branded outreach materials</p> <p>Elders need face to face interaction and outreach</p>	<p>April-May (Southeast Asians New Year celebrations)</p> <p>October (Hmong New Year)</p> <p>July-August (summer program outreach)</p>

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
	<p>Indian Americans and 60% Korean Americans.</p> <p>Positive messages: The Census makes sure our community gets its fair share of resources. My community needs resources and government services. It's key to equality for all people in the US.</p> <p>"My community needs resources" resulted in highest switch to likely completion, followed by "Census data is critical for our children's future".</p> <p>For women, messaging on children's future results in positive shift toward participation.</p>		Center)		
Portuguese	<p>Portuguese-American Leadership Council of the US (PALCUS) has created a National CCC working directly with the US Census Bureau. The national campaign "Make Portuguese Count™" was launched in October 2018 and covers 50 states and Puerto Rico. It has the support of the Foreign Ministry of Portugal with its Ambassador and Consulates in the US</p> <p>In Rhode Island, as across the nation, the reaction to participating in the 2020 Census has been overwhelmingly positive. Because of the lack of an ancestry question in 2010, the Portuguese, as an ethnic group, have not had a "complete count" in more than 20 years rendering it virtually invisible. The lack of data about US residents of Portuguese ancestry hampers the ability to make our case when writing grants for Portuguese language education and when seeking advocacy and representation by elected officials in Congressional caucuses, the State</p>	<p>PALCUS Website: www.palcus.org/makeportugueseaccount</p> <p>Make Portuguese Count Facebook page with outreach of over 100,000 to date https://www.facebook.com/MakePortugueseCount/</p> <p>Use Hootsuite to manage social media across Facebook, Twitter, Instagram</p> <p>Database of more than 200 news outlets nationwide and in Portugal</p> <p>Local Portuguese-language: RTPi (Radio and Television of Portugal) The Portuguese Channel O Jornal (print and online) Portuguese Times (print and online) WJFD-FM Radio Voz do Emigrante Radio</p> <p>Video PSAs to be produced</p> <p>Posters, flyers, pamphlets, campaign</p>	<p>Embassy of Portugal and Consulates</p> <p>Institute for Portuguese and Lusophone World Studies at Rhode Island College</p> <p>Portuguese-American Elected Officials and Caucus Members</p> <p>Portuguese-American celebrities, journalists, community Leaders as ambassadors to produce video PSAs:</p> <p>Social service organizations</p> <p>Key opportunities in Rhode Island: Day of Portugal (DOP) events:</p> <ul style="list-style-type: none"> - Regular Meetings - Miss DOP - Golf tournament - Flag raising in six cities - State House ceremonies - Festival w/ PVD Fest - DOP Parade - Portuguese Night at McCoy w/ New England Revolution soccer 	<p>Bilingual, hard-copy materials in European Portuguese for English Language Learners (ELL)</p> <p>Interpretation services for online and hard-copy self-response to Census questionnaire</p> <p>Access to computer banks to assist in online self-response</p>	<p>Five Phase Plan:</p> <ul style="list-style-type: none"> - Raising Awareness: Oct 2018 - ongoing - Building the Network: January 2019 - September 2019 - Educating the Community: September 2019 - January 2020 - Mobilizing the Community: January 2020 - June 2020 - Reporting to the Community: 2022

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
	<p>General Assembly, and City/Town Councils and School Committees. Studies show the Portuguese vote at a rate 20% higher than the national average which warrants the attention of elected officials.</p> <p>Participating in the 2020 Census is a matter of “Portuguese Pride” and is the prime motivating factor to completing the census questionnaire but only if responses under Race/Origin can be coded and tabulated by writing in <i>Portuguese</i> under race. There is no line, box, or option for Portuguese, so the community will have to be educated as to how to respond.</p> <p>Concern that Portuguese will only be counted as White race and not Black / Afro-American or Asian or Hawaiian Islander as many are mixed because of worldwide lusophone diaspora. The OMB has specifically classified Portuguese as White.</p> <p>Concern that Portuguese will not be counted again. There were no data in 2010 in spite of a write-in campaign.</p> <p>The citizenship question has not been a factor, or even raised to PALCUS. According to ACS data, 93% of Portuguese are US citizens nationwide although there may be pockets of higher numbers of undocumented residents in some areas of the country.</p> <p>Emphasize to the community to be aware of and address:</p> <ul style="list-style-type: none"> - Children younger than age five - Relatives who are homebound, in nursing homes and assisted living - Students domiciled in college dormitories 	<p>buttons</p>	<p>team</p> <p>Identified 66 Portuguese social, civic, faith-based, and academic groups in Rhode Island of which 25 have registered as Affiliated Organizations with the campaign meetings, festivals, and events for each organization.</p> <p>Especially work with Portuguese language national churches to convey message in Portuguese</p> <p>Three captains recruited and signed on to work with the organizations.</p> <p>Youth Outreach Program:</p> <ul style="list-style-type: none"> - Engage young people to assist families in online self-response; - Engage Portuguese language classrooms in Census civics lessons so that children become messengers to the home - Enlist high school students as Junior Captains - Enlist college students as MPC interns 		

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
LGBTQ+	<p>Attorneys, advocates, activists, and service providers use Census data to press decision-makers for change, to show the needs of their communities, and to enforce civil rights.</p> <p>Every 10 years, the federal government attempts to count every person living in the country for the US Census. However, certain populations are inevitably undercounted. Transgender and queer people, LGB people, people of color, immigrants, people who are experiencing homelessness, people living in rural areas, people with low incomes, renters, single-parent households, people with limited English proficiency, and young children are overwhelmingly undercounted in the Census. Meanwhile, White people and homeowners tend to be overcounted.</p> <p>Overcounts of privileged people and undercounts of marginalized people reinforce systems of power and oppression in this country.</p> <p>Though the Census does not explicitly ask about gender identity or sexual orientation, LGBTQ+ people exist within all the different populations that are undercounted and underserved. It is important for us to be counted in the 2020 Census to ensure that our communities have fair access to democracy and social services funding. We are part of this country and we need to be represented.</p>	Options magazine PUE RICKY TV Database, list serves Social media	<p>Specific organizations and businesses:</p> <ul style="list-style-type: none"> • RI PRIDE • QTR (PrYsm) • Black and Pink • YPI • Bar owners (Downtown Providence) • PRIDE board • Rhode Island Coalition for the Homeless • Gay Straight Alliance • PVD Fest • RI Uprise • Juneteenth Event (DARE) • AIDS Project RI <p>Specific ambassadors</p>	<p>Bodies, volunteers, staff</p> <p>Tech supplies</p> <p>Print materials</p>	<p>June 15, 2019: RI PRIDE</p> <p>June TBD, 2020: RI PRIDE</p>
People experiencing homelessness		Street Sights Street Sheets	Rhode Island Coalition for the Homeless Rhode Island Homeless Advocacy Project	Materials Messages	TBD: Point in Time Count. Best way for us to do full count of Rhode Islanders experiencing homelessness and avoid counting people more than once.

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
			<p>Homeless Bill of Rights Defense Committee</p> <p>Shelters, especially with outreach teams (WARM, House of Hope, Crossroads, etc.)</p> <p>Food pantries and meal sites</p>	<p>Partner staff/volunteer trainings</p> <p>Computers/Tablets</p> <p>Materials in multiple languages, sizes/formats</p>	
<p>Children younger than age five and their families</p>	<p>Considering the Census will happen online, older children in a household may be the primary individuals in families completing the application.</p> <p>Also, many parents of young children may have sufficient phone/online skills if the system is actually user-friendly.</p> <p>Remind families to include babies, even newborns, in their response. Sometimes people forget to include babies or think that kids younger than age five are not relevant for Census.</p> <p>Young children are more likely to live in complex, multi-family households, including grandparent-led households, foster families, and shared custody arrangements.</p> <p>Young children are more likely to live in low-income families and are more diverse as a group than older children and adults, and more likely to live in HTC neighborhoods.</p>	<p>Coordinated campaign (perhaps with content created by a vendor?)</p> <p>Documents:</p> <ul style="list-style-type: none"> • Posters • Tips for completing the census • Stories to put in newsletters • Sample posts/tweets <p>All Rhode Island formal media outlets informal outlets</p> <p>Video through social media Radio/TV shows; Sponsored Facebook ads to reach parents of babies and children younger than age five</p> <p>KidInfo is good way to reach parents. The Rhode Show on Channel 12 has a regular segment for parents that is sponsored by Children’s Workshop/Cadence. Maybe Rhode Show could do daily reminders?</p> <p>Social media posts that can be adapted for Rhode Island are being developed by the Partnership for America’s Children as the national hub for materials directed at young children younger than age five with key focus on children of color, children from immigrant families, and low-income children.</p>	<p>Trusted Partners:</p> <ul style="list-style-type: none"> • Pediatricians and nurses • Birthing hospitals (focus on Women & Infants - I would do all with key message being to include your baby in the Census) • Health centers • Family Home Visitors • Early Intervention • Behavioral Health (mental health and substance abuse) providers • Foster care and adoption support organizations • WIC • Providers of food, clothing, and other concrete resources • Child Care and Pre-K teachers/leaders (child care centers, family child care, Head Start, Early Head Start, Pre-K, private-pay early childhood education) • SEIU Family Child Care • WIC providers • KIDSNET users tend to care about counting kids • Libraries <p>Key Opportunities:</p> <ul style="list-style-type: none"> • Supermarkets • Bus stops • Gym/YMCA/YWCA • Baby supply stores • Visits to DHS offices 	<p>Materials</p> <p>Messages</p> <p>Partner staff/volunteer trainings</p> <p>Computers/Tablets</p> <p>Materials in multiple languages</p>	<p>Early Learning Council Meetings (January/March/June/September)</p> <p>RICCF monthly member meetings, member events</p> <p>Local implementation team meetings for Family Home Visiting</p> <p>CCAP all-provider meetings</p> <p>Rhode Island Child Care Directors Association and Business Owners of Child Care meetings</p> <p>Early Intervention provider meetings</p> <p>Rhode Island Head Start Association meetings</p> <p>Children’s Cabinet meetings</p> <p>Meetings of Parents Leading for Educational Equity (PLEE)</p> <p>Meetings of Latino and African American, Native American Community and other diverse organizations throughout the state</p>

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
			<ul style="list-style-type: none"> • WIC Offices • Child Support Office • CCAP communications • Newborn letters from RIDOH • Appointments with social service and mental health workers in home or in the office • Summer meal sites • Faith-based sites including churches, synagogues, and mosques <p>Key messengers to build awareness:</p> <ul style="list-style-type: none"> • Rhode Island KIDS COUNT • BrightStars • Rhode Island Coalition for Children and Families (RICCF) • CAP Associations • Head Start, Child Care directors, SEIU, and EI Provider Associations • RIDOH KIDSNET newsletter • COZs • PTAs/PTOs • HEZs, • State Birth through Age 8 Interagency Public Affairs Team • RIAAP • RIDE - families with older kids may have little ones as well • 2-1-1/United Way • Governor’s Children’s Cabinet 		
College students	Students count where they reside on April 1, 2020	College newspapers Student organizations Emails from institutions Social media Offices of off-campus housing	Colleges and universities: <ul style="list-style-type: none"> • Brown University • Johnson & Wales University • Bryant University • Salve Regina University • Providence College • University of Rhode Island • Rhode Island College • Community College of Rhode Island • Roger Williams University 	Materials with tailored messages	Fall orientation Class registration deadlines

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
			Association of Independent Colleges and Universities Offices of off-campus housing		
Homebound			Meals on Wheels Libraries		
People in recovery					
Seniors			AARP Assisted Living – is there a council? Senior Centers - is there a council?		June 20, 2019: Age Friendly RI: Power Up 2019, 8 a.m. - noon, Crowne Plaza
People with disabilities	<p>Messaging should contain info on programs that could be hurt by cuts to federal funding.</p> <p>Reassurance that they will not be targeted/information will not be shared.</p> <p>Basic explanation of what the census is/why it is important.</p> <p>Emphasize the multiple opportunities to fill out the census and ways to do so.</p>	<p>-Local newspapers</p> <p>-Facebook pages of trusted partners and community organizations</p> <p>-Word of mouth and presence at partner events is the most effective way to reach this population.</p>	<p>Rhode Island Developmental Disabilities Council</p> <p>Rhode Island Cross Disability Coalition</p> <p>Ocean State Center for Independent Living</p> <p>Community Provider Network of Rhode Island (CPNRI)</p> <p>Rhode Island Parent Information Network (RIPIN)</p> <p>Advocates in Action</p> <p>Parent Support Network of Rhode Island</p> <p>National Association for Mental Illness (NAMI), Rhode Island chapter</p> <p>Gina Macris (advocate of the I/DD community; has a popular blog)</p> <p>Sherlock Center</p> <p>Special Olympics Rhode Island chapter</p> <p>National Federation of the Blind, Rhode Island Chapter</p>	<p>Information needs to be clear and concise</p> <p>All printed materials should have large print and braille options, and high-color contrast with easy-to-read fonts</p> <p>In-Sight and NFBRI are good resources for ensuring that materials are accessible to people who are blind/have low vision</p> <p>All digital materials should be screen-reader accessible; there are several free online tools that will scan webpages for accessibility</p>	<p>Rhode Island Governor’s Commission on Disabilities annual public forums: July 22, 2019, 4 p.m. - 6 p.m., Barrington Public Library July 23, 2019, 3:30 p.m. - 5:30 p.m., Peace Dale Public Library July 24, 2019, 3 p.m. - 5 p.m., Warwick Public Library July 25, 2019, 3 p.m. - 5 p.m., Rhode Island School for the Deaf July 25, 2019, 5:30 p.m. - 7:30 p.m., Middletown Public Library Dates are subject to change. An updated schedule will be released by July 1</p> <p>TBD: OSCIL Lunch and Learns (monthly) -These are typically held in Warwick on the last Wednesday of the month and in Pawtucket on the last Thursday</p> <p>TBD: Meetings of the Commission for the Deaf and Hard of Hearing; contact Pam Zellner for dates/times/location</p> <p>TBD: Cross Disability Coalition Meetings (monthly) -Typically held the first Monday of the month from 1 p.m. – 3 p.m. at the Warwick Public Library</p>

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
			<p>In-Sight</p> <p>Rhode Island Commission for the Deaf and Hard of Hearing</p> <p>Christina Battista, community advocate</p> <p>State Rehabilitation Council (affiliated with the Office of Rehabilitation Services)</p> <p>TechAccess</p> <p>Senior centers</p> <p>Libraries</p> <p>Library for the Blind and Physically Handicapped (Talking Books Library, Rhode Island Office of Library and Information Services)</p> <p>Community Action agencies (full list found at https://www.ricommunityaction.org/member-services/)</p>		<p>September 2019: Independent Living Conference (hosted by OSCIL)</p> <p>December 2019: RIPIN Annual Conference</p> <p>December 2019: Assistive Technology Annual Conference (hosted by TechAccess)</p>
Immigrants and refugees	<p>See above</p> <p>Messages that participation is “convenient, safe, and required” had the most positive response.</p> <p>Messages about the role of Census data to provide funding for local schools and community programs are the most effective.</p> <p>Citizenship question raised serious concerns about data confidentiality; increased immigration enforcement has made people fearful about interactions with law enforcement and the government.</p>	<p>www.freedomnewspaper.com</p> <p>Jim Vincent Show</p>	<p>Dorcas International</p> <p>Refugee Dream Center</p> <p>Progreso Latino</p> <p>Roger Williams University Immigration Law Clinic</p> <p>Alliance to Mobilize our Resistance (AMOR)</p>	<p>Interpreters</p> <p>Transportation to meetings for refugees</p> <p>Translation of documents to local languages</p> <p>Community awareness sessions</p>	

Community	Messaging	Media	Trusted Partners, Key Opportunities ¹²	Specific Needs	Key Dates
	Know your Rights awareness sessions				

For Specific Sectors and Providers:

Sector/Provider	Distribution in Rhode Island	Population Reached	Outreach Opportunities	Connection Points	Needs
Housing providers	26 public housing authorities 179 Section 8 private contracts with developers	11,010 Section 8 voucher holders 9,201 public housing residents 15,043 assisted under project-based rental assistance with private entities (179 contracts)	Family self sufficiency coordinators Service coordinators HEZ and Working Cities Challenge Community partners (CCAP) Case managers Churches Prepare people in advance, dispel myths In-person meetings Newsletters, community events	Regional collaborations – e.g. Newport Partnership for Families Public Housing Association Continuum of Care (Rhode Island Housing) Statewide outreach orgs (e.g. RICH, Rhode Island Housing, Housing Network) Community-development corporations Public Housing Authorities: annual certifications Section 8 owners: Annual certifications	Laptops, portable wireless devices People for events (stipends), preferably peer outreach Translated materials Posters for sites Flyers -- tailor size for outreach workers Training for partners Template messages Looping video messages
Health and social service providers	10 community health centers, 33 locations around the State (city, suburban, rural); In 2017, community health centers served 171,208 residents Community mental health centers Rhode Island Free Clinic Clinica Esperanza Seven HEZs (core cities, suburban, and rural) serving 460,000+ residents Five regional prevention coalitions	Low to moderate income Rhode Islanders Limited English speakers Refugees and new arrivals In 2018-2019, RICAA agencies combined served 20% of the State population and received referrals from more than 70% of United Ways 211 calls	Healthcare providers, CHWs, and staff are trusted messengers Personal interactions by provider at all points of contact throughout the flow of services Locations are available for kiosks or wifi enabled computers Methods: <ul style="list-style-type: none"> Has email capabilities for clients not affected by general (HIPPA issues) in most cases 	Rhode Island Coalition for Children and Families Rhode Island Health Center Association Community health centers Rhode Island Works Provider Home Visiting programs Hasbro Children’s Hospital Meeting Street School	Standard promoted materials (translated when possible) Easily accessible resource person for questions Administration funds would be helpful Presentation to convince leadership that this is important (with Rhode Island-specific info) Swag, buttons, recognition for providers and CHWs

Sector/Provider	Distribution in Rhode Island	Population Reached	Outreach Opportunities	Connection Points	Needs
	<p>covering all counties</p> <p>Six accountable entities, three managed care organizations</p> <p>230 WIC sites, WIC store vendors, 12 local agencies, 25 WIC sites</p> <p>Rhode Island Association of Community Action Agencies is a trade association for seven Community Action Agencies serving all 39 cities and towns. All seven agencies have Community Health workers (CHWs); three have health centers and dental clinics, all are part of, or are leads for, Health Equity Zones across the State.</p>		<ul style="list-style-type: none"> • Online presence • Texting • Pamphlets • Checklists <p>Community learning centers</p>		
Education	<p>There are 66 public Local Education Agencies (LEAs) or districts in Rhode Island. These include:</p> <p>32 regular school districts (single municipalities)</p> <p>Four regional school districts (more than one municipality)</p> <p>Four State-operated schools (statewide)</p> <p>One regional collaborative</p> <p>23 charters</p>	144,000 K-12 public school students	<p>Presentations should be made to the listed connection points</p> <p>http://www2.ride.ri.gov/Applications/MasterDirectory/Organization_List.aspx</p> <p>School Committee Association has annual training at Rhode Island College in late summer/early fall</p> <p>Most schools have a back-to-school orientation for staff; flyers could be distributed</p> <p>Many schools have back-to-school events for parents/students. Superintendents could be helpful here.</p> <p>Both teacher unions communicate with their members regularly. Having them share materials for back to</p>	<p>NEARI http://neari.org/ Contact: Pat Crowley pcrowley@neari.org</p> <p>RIFTHP https://www.rifthp.org/ Contact: Frank Flynn RIFTFrank@aol.com</p> <p>RIDE http://ride.ri.gov/Default.aspx Contact: Andy Andrade andy.andrade@ride.ri.gov</p> <p>Rhode Island League of Charter Schools http://richarterschools.com/ Keith Olivera</p> <p>Rhode Island Association of Principals http://www.riasp.org/</p> <p>Rhode Island Association of School Committees https://www.ri-asc.org/ Contact: Tim Duffy tduffy@ri-asc.org</p>	<p>Meeting with RIDE to set up presentation for the Board of Education</p> <p>Times to meet with School Committee Association and Superintendents Association</p> <p>Literature for teacher unions to share with members</p>

Sector/Provider	Distribution in Rhode Island	Population Reached	Outreach Opportunities	Connection Points	Needs
			<p>school and in the spring of 2020 is a good idea.</p>	<p>Rhode Island Association of Superintendents http://rissaonline.org/ Contact: Tim Ryan tprtgo@cox.net</p> <p>Youth-serving organizations (Young Voices, English for Action, Providence Student Union) Out-of-school providers (PASA, RIASPA) Rhode Island School Counselor Association https://www.rischoolcounselor.org/</p>	
Libraries	<p>70 public library facilities throughout the state (48 systems)</p> <p>150+ school, academic, other libraries</p>	1,052,000	<p>Prepare for increased use of library computers and the internet</p> <p>Post information about the Census to raise awareness in libraries, on library websites, social media, book return slips</p> <p>Promote through school librarians, especially in urban core</p> <p>Train library staff to fight misinformation</p> <p>Embed Census workers/volunteers at libraries during peak hours to facilitate response</p> <p>Develop count-a-thon events at libraries</p> <p>Incorporate Census information into digital literacy trainings</p> <p>Include messaging on book slip returns</p>	<p>Office of Library and Information Services (OLIS) – OLIS has statewide reach and partners with the following organizations:</p> <p>Rhode Island Library Association</p> <p>Ocean State Libraries (public library consortium)</p> <p>Rhode Island State Library</p> <p>Academic libraries</p>	<p>Create a Library Complete Count Sub-Committee</p> <p>Toolkit of flyers, template messages, online graphics</p> <p>Workshops for libraries on Census process, opportunities for engagement</p> <p>Funding for technology (tablets), outreach, materials</p>

Sector/Provider	Distribution in Rhode Island	Population Reached	Outreach Opportunities	Connection Points	Needs
Employers			<p>Include information about the Census in regular mailings or communications</p> <p>Provide employers with an easy-to-access/easy-to-deploy toolkit of resources to share with employees</p>	<p>Rhode Island Department of Labor and Training (DLT) Office of the Secretary of State 16 local chambers of commerce</p>	<p>Toolkit of flyers, template messages, etc.</p>
Government	39 municipalities	All Rhode Island residents	<p>Include information about the Census in regular communications.</p> <p>Post information about the Census in all office buildings, particularly the offices where residents interact the most (tax collection, canvassing, clerk).</p> <p>Use municipal websites and social media to direct residents to a State Census website for more information. During the Count itself, provide direct links to complete the Census online.</p> <p>Provide RICCC with feedback on entities that interact with HTC populations in their city/town.</p> <p>Identify significant municipal events and festivals that should be on the statewide RICCC outreach calendar.</p> <p>Create local Complete Count committees.</p> <p>Provide internet access stations on location at municipal buildings (may require funding to do so)</p> <p>Host in-person meetings about the Census.</p> <p>Distribute information at community events.</p> <p>Robo-calls</p>	See compiled outreach spreadsheet	<p>Template messages for social media, newsletters, app notifications, robocalls with a specific timeline</p> <p>Printed materials</p> <p>Template resolution</p> <p>Technology for internet access stations</p> <p>Local data on Census tracts and previous participation rates</p>

Sector/Provider	Distribution in Rhode Island	Population Reached	Outreach Opportunities	Connection Points	Needs
			<p>App notifications</p> <p>City/town resolutions to encourage participation</p>		
Adult probationers and parolees		Criminal offenders statewide	<p>Provide laptops on location (would require funding).</p> <p>Host in-person meetings.</p> <p>Mention during home visits.</p> <p>Host community events.</p> <p>Include census information in exit interviews and paperwork.</p>		<p>Template messages, with a specific timeline</p> <p>Printed materials</p> <p>Technology for internet access stations</p>
Active and retired State employees	60,000 active employees and retirees (state, teachers, some municipal)		<p>Social media (office and Treasurer)</p> <p>Newsletter called <i>Compass</i> sent to 60,000 members of the retirement system about quarterly</p> <p>Could potentially include hard copy handouts when team does outreach for other programs (e.g. Unclaimed Property, etc.) but would need to discuss specifics</p>	LeeAnn Byrne	<p>Template messages for social media, newsletter, with a specific timeline</p> <p>Printed materials</p>
Rhode Island Children's Cabinet		Child advocates; 10 State agencies that all have unique touchpoints with Rhode Islanders; youth groups	<p>Coordinate government agencies in using their communications opportunities to promote the Census.</p> <p>Support outreach targeted to parents of young children to ensure all infants and toddlers are counted.</p> <p>Support State agencies in using their engagement opportunities to promote taking the Census. For example, field offices can provide opportunities to take the Census; home visitors can help people take the Census; etc.</p>	Kayla Rosen	<p>Template messages, with a specific timeline</p> <p>Printed materials, in multiple languages</p> <p>Toolkit for home visitors</p>

Sector/Provider	Distribution in Rhode Island	Population Reached	Outreach Opportunities	Connection Points	Needs
Faith community			<p>Ask religious and lay leaders to speak about the Census from the pulpit.</p> <p>Include in church bulletins, electronic newsletters, social media</p> <p>Religious and lay leaders can serve as messengers, translators, and advocates.</p>	<p>Rhode Island Interfaith Coalition</p> <p>State Council of Churches</p> <p>Ministers Alliance of Rhode Island</p>	<p>Toolkit of template messages and graphics, translated</p>

6. BUDGET

Rhode Island established a \$1.2 million fundraising goal for this Get Out the Count plan. The purpose of the funds is to support awareness-building, outreach, and engagement activities so that every Rhode Islander will be aware of the importance of participating in the Census and will feel safe, invested, and motivated to participate in the 2020 count.

Background

The budget was determined using nationally accepted assumptions for outreach costs, as follows:

Table 8: Cost of Outreach by Type

Type of Outreach	% of Population	Total People	Cost per Person	Total
Basic	100%	1,056,138	\$0.50	\$528,069
Moderate	100% of HTC population	255,037	\$2.00	\$510,074
Intensive	5% of HTC population	12,752	\$10.00	\$127,520

Sources

As of June 30, 2019, \$1,235,000 has been secured in contributions and commitments, as follows:

Public Sector

State of Rhode Island	\$500,000
Federal Highway Administration matching funds allocated through the fiscal year 2020 Unified Planning Work Program	\$200,000

Philanthropic and Private Sectors

Rhode Island Foundation	\$250,000
United Way of Rhode Island	\$125,000
Individual donors	\$80,000
Blue Cross Blue Shield of Rhode Island	\$30,000
Neighborhood Health Plan of Rhode Island	\$25,000
Nellie Mae Education Foundation	\$25,000

Additional contributions are being accepted to the Rhode Island Census 2020 Fund at the Rhode Island Foundation.

Uses

The Complete Count Committee anticipates allocating the \$1.2 million as follows¹⁴:

\$375,000	Communication services, including the management of the external communications for the State's Census outreach, creation and printing of Census outreach materials in multiple languages, and production and purchasing of advertising.
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¹⁴ Numbers are approximate.

\$335,000	Non-partisan field campaign, focused on educating residents of HTC communities about the importance of the Census and encouraging their participation. A campaign manager will coordinate the work of approximately five captains; those captains will train and manage field staff. The Census Bureau provides real-time data regarding the response rates from Census tracts throughout the State. The field campaign will target low-response Census tracts using that data.
\$325,000	Grants to community-based groups to support capacity for person-to-person outreach. These groups will be chosen for the level of trust and respect they have within HTC communities and their ability to reach key populations. We expect that many of those community groups will recommend members for employment as part of the field operation.
\$100,000	\$100,000 will be used to purchase software and technology needed for outreach. ¹⁵
\$25,000	Event-based outreach, including tabling at festivals and fairs
\$75,000	Miscellaneous expenses

Table 10 describes the anticipated timeline for spending funds.

Table 10: Anticipated Timeline for Spending

Dates	Spending
July - August 2019	Enter into contract with communications firm under Master Price Agreement (MPA)
July 2019 - July 2020	Various other costs associated with outreach
September 2019 - March 2020	Re-grant to community groups
September 2019 - July 2020	Engage management of field campaign
March 2020 - July 2020	Field operations

Fund Management

The Division of Statewide Planning will administer the funds allocated to Division of Statewide Planning in the fiscal year 2020 budget, along with the Federal Highway Administration (FHWA) matching funds allocated through the fiscal year 2020 Unified Planning Work Program. The expenditure of the funds will be determined with the advice of the Governance Committee of the RICCC and will follow federal and state purchasing and reporting requirements.

Private and philanthropic contributions will be managed through the Rhode Island Census 2020 Fund, a non-endowed component fund of the Rhode Island Foundation. The Foundation is a public charity 501(c)(3). The Rhode Island Foundation will administer the fund in collaboration with a community

¹⁵ The RICCC will test the efficacy of different technological approaches to outreach before committing the full amount.

advisory committee. This includes receipting all gifts to the Fund, processing payments on a timely basis, and reporting.

7. EVALUATION AND LEARNING

One of the goals of this outreach plan is to provide feedback in real time so adjustments can be made throughout the process and to build capacity for the future. This is the first-ever effort by Rhode Island to promote Census participation and the process has already resulted in much learning.

Therefore, it is important to track progress and learning throughout this process. Evaluation would be aided by tracking indicators such as:

- Progress of the outreach campaign, particularly into HTC communities. We know that success is dependent on timely implementation of key activities, such as expanding partnerships and key hires, and will develop a timeline to help guide activities and increase accountability.
- Census 2020 self-response rate
- Response rates in HTC census tracts and among HTC sub-populations
- Rhode Island receives its appropriate level of federal funding using 2020 data

Various activities in the outreach plan will allow us to evaluate its performance. If we use a Census pledge as part of our outreach, we will be able to track participation and evaluate how different community partners and modes of outreach performed. The non-partisan canvass will also be able to use Census Bureau data on mail response to determine the effectiveness of their outreach.

Additionally, at the conclusion of Census 2020 we will evaluate the totality of the effort and prepare for future efforts:

- Lessons learned on operations of the outreach campaign (How did people and groups work together to plan and execute? How much money was raised and deployed?)
- Infrastructure left in place for 2030 Census

APPENDIX A: Rhode Island Complete Count Committee

Committee Member	Organization
Alexander-Scott, Nicole	Co-Chair, Director, Department of Health
Diossa, James	Co-Chair, Mayor, Central Falls
Cano, Sandra	State Senator
Williams, Anastasia	State Representative
Anderson, Donnie	Rhode Island Council of Churches
Ankoma, Angie	United Way
Bah, Omar	Refugee Dream Center
Belisle, Carolyn	Blue Cross and Blue Shield of Rhode Island
Betancur, Marcela	LPI
Brady, Meredith	Director of Statewide Planning
Burke Bryant, Elizabeth	KIDS COUNT
Byrne, LeeAnn	Rhode Island Office of the General Treasurer
Byrne, Tim	UA 51 Plumbers
Cloutier, Kathleen	Dorcas International
Connell, Kathleen	AARP
Crowley, Patrick	NEARI
Dana, Jeffery	City of Providence
Daniels, Brian	League of Cities and Towns
Dann-Messier, Brenda	Office of the Postsecondary Commissioner
David, Jessica	Rhode Island Foundation
Egan, Dan	Association of Independent Colleges and Universities
Falck, Emmanuel	SEIU 32BJ
Feyisitan, Rilwan	Providence CAP
Flum, Rachel	Economic Progress Institute
Flynn, Joseph Molina	
Fraley, Marie	PALCUS
Frumerie, Caitlin	Rhode Island Coalition for the Homeless
Giordano, Tom	Partnership RI
Gleason, Alyssa	Governor's Commission on Disabilities
Gonzalez, Herson	Calvary Worship Center (Woonsocket)
Grebien, Donald	Mayor, City of Pawtucket
Husband, Melissa	Rhode Island Office of Secretary of State
Jabbie, Junior	Banneker Industries
Jerzyk, Matt	City of Central Falls
Kubas-Meyer, Tanja	Rhode Island Coalition for Children and Families
Marion, John	Common Cause Rhode Island
Mejias, Oscar	Rhode Island Hispanic Chamber of Commerce
Mellor, Karen	Rhode Island Office of Library and Information Services
Mitchell, Rhonda	Newport Housing
Nicolato, Cortney	United Way

Nocera, Lauren
Nota, Jeannine
Preston, David

Read, Dacia
Rodriguez-Masjoan, Delia
Rogers, TC
Rosen, Kayla
Seaberry, Jordan
Shavers, Claribel

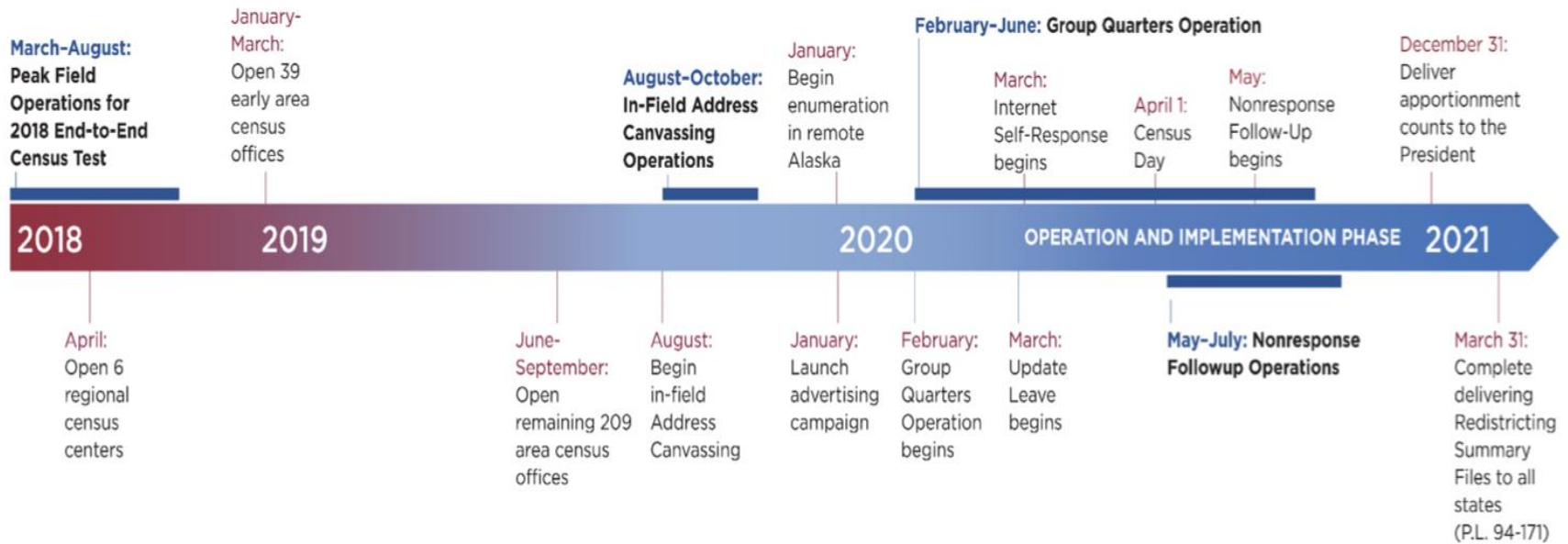
Short, Susan
Shumate, Matt
Spears, Loren
Stack, Nina
Strang, Victoria
Vincent, Jim
Waldron, Darrell
White, Laurie
Williams, Jeffery
Wolanski, Nancy

Womack, Chanda
Yarn, Kasim

Thundermist Health
Superintendent, Cranston Public Schools
New Harbor Group
Chief of Staff, Executive Office of Health and Human
Services
One Neighborhood Builders
Options RI
Rhode Island Children's Cabinet
Institute for the Study and Practice of Nonviolence
Rhode Island Housing
Brown University Population Studies and Training
Center
Office of Mayor Jorge Elorza
Tomaquag Museum
Champlin Foundation
Interfaith Coalition
NAACP
Rhode Island Indian Council
Greater Providence Chamber of Commerce
Bishop, King's Cathedral
Grantmakers Council of Rhode Island
Alliance of Rhode Island Southeast Asians for Education
(ARISE)
Director, Rhode Island Office of Veterans Affairs

APPENDIX B: TIMELINE

2020 Census
Where are We Now



APPENDIX C: Hard to Count (HTC) Census Tracts in Rhode Island¹⁶

Census Tracts with return rates of 75% or less are considered HTC census tracts.

Cities/Towns with Large HTC Populations	HTC Census Tract	Total Population	Percentage of Households Return Census Form	Percentage Latino	Percentage Black	Percentage Asian	Percentage American Indian or Alaska Native	Percentage Children Younger Than Age 5	Percentage Foreign-Born	Percentage 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%	

¹⁶ Source: <https://www.censushardtocountmaps2020.us/>

Providence	The entire city of Providence is HTC, with 31 census tracts with response rates ranging from 70.7% to 55.6%, and a diverse population that includes many of the HTC populations: people of color, children younger than age five, 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%

APPENDIX D: Summary of National Census Message Research

	U.S. Census Bureau 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS)	African Americans	Latino	Asian Americans (AAPI)	Native Americans	Middle Eastern/North African
Methodology	U.S. Census Bureau Research conducted February to April 2018 Methodology: <ul style="list-style-type: none"> 50,000 households in all 50 states and DC; 17,500 responded Oversampled Asian, Blacks, Latinos, and other races 42 focus groups, 11 audiences; 16 non-English languages 	Color of Change Research conducted February – April 2018	NALEO Research conducted April 11 – May 9, 2018	Asian Americans Advancing Justice AAJC Research conducted April 2018 Languages included Chinese (Mandarin), Urdu and Hindi, Korean, Cambodian, Vietnamese and Hmong, Tagalog	National Congress of American Indians Research conducted July – August 2018	The American-Arab Anti-Discrimination Committee and the Arab American Institute Research conducted July – August 2018
Key Findings	Only seven in 10 said likely to respond to Census questionnaire. In 2010, the actual response was 10 points lower than the 2008 survey measure Knowledge about funding from Census data is low (45% overall but less for race/ethnic groups) Barriers to participation: apathy and efficacy, concerns about data confidentiality and privacy, fear of repercussions, distrust in government, few perceived personal benefits Believe the Census benefits the community (54%) over them personally (37%) 62% Latinos believe this	Black adults older than 35 have a generally positive impression of the US Census and the importance of participating in it. Black millennials are the least likely to recognize the importance of the Census and of participating in it. Black adults who are not inclined to participate believe: <ul style="list-style-type: none"> It will not make a difference to their community. The government has other ways to obtain the information. The questions are intrusive. 	Latinos have generally positive view of the Census Hesitation, fear, and cynicism developed when they saw the actual questionnaire. Lack of confidence that the data would be kept confidential. 75% prefer to complete the census on a paper form. More than 64% prefer that a Census worker not come to their home.	Awareness of the Census is low: 55% had not heard about Census. Knowledge is highest among younger AAPIs and first or second generation immigrants. 67% say they will certainly or probably participate in census. Indian, Chinese, and Japanese Americans are most likely to participate. Prefer participating online or by paper; do not want Census worker coming to their home	Generally low awareness of how Census data are used. Few concerns about Census but about data accuracy and distrust on data use/misuse Racism against American Indians cause many to “code switch” to represent as other races.	32% of Arab Americans do not plan or are unsure about participation in Census. 17% unsure or would not count children in household. 9% of immigrants would not include children. 57% worried about “giving personal information”; 65% of US-born respondents. 66% concerned about online security. 51% US born and 58% foreign born prefer online participation. Prefer Census worker not come to home.
Reaction to Changes	Citizenship question may be major barrier to participation. Government distrust = 59% federal, 55% state, 47% local	Online completion <ul style="list-style-type: none"> Viewed positively Challenge for those who do not use the internet regularly Country of origin Mixed perception; plurality do not think it will affect participation Non-citizen immigrants do not think will deter participation, but could deter undocumented immigrants’ participation Citizenship question <ul style="list-style-type: none"> Black adults are more likely to think is a good idea; also believe 	Citizenship question <ul style="list-style-type: none"> Raised serious concerns about data confidentiality All participants discussed increased immigration enforcement that have made people fearful about interactions with law enforcement and the government. 	48% AAPIs concerned about the addition of citizenship question 59% Indian Americans and 60% Korean Americans	Generally unconcerned about the citizenship question but felt immigrants would not participate. Most prefer to participate by mail or internet. Emphasize information kept confidential and secure.	28% unlikely or unsure if they will respond to citizenship question. Arab Americans are aware that in 2004, Census Bureau gave data to US Department of Homeland Security about where Arab Americans live, by city and ZIP code 48% were concerned government would use data against them. 54% thought data would be used to “profile” them, including 60% women and 70% of Muslims

		<p>fewer people will participate if included.</p> <ul style="list-style-type: none"> Non-citizen immigrants are divided but believe it would discourage undocumented immigrant participation. 				
Best Message	<p>Funding for Public Services (30%)</p> <p>Black (34%), Latino (33%), Asian (27%)</p> <p>Hospitals/healthcare (94%), fire departments (94%), police departments (92%), roads/highways (92%), enforce civil rights laws (86%), schools/education (85%), civic duty (82%), better future (81%)</p> <p>Civic duty (25%)</p> <p>Contributes to a better future for my community (17%)</p> <p>Determines the number of my state’s elected representatives (9%)</p> <p>Motivating conditions: Information about the census and impact, tangible evidence, connection to future, assuring people that participation is safe</p>	<p>Clearly demonstrate the impact that the census will have on communities.</p> <p>Most Black adults are generally aware of the Census, but many are not aware of how Census data are used, and how it impacts their communities.</p> <p>Messages that focus on the impact that the Census has on communities through funding of important government programs are particularly compelling.</p> <p>Being specific about the impact that the Census has on ensuring that communities get their fair share, both in federal dollars and for specific programs, serves as a very compelling reason to participate.</p>	<p>Any message is better than none.</p> <p>Messages that participation is “convenient, safe, and required” had the most positive response.</p> <p>Messages about the role of Census data to provide funding for local schools and community programs are the most effective</p> <p>Immigrants: 75% responded to “convenient, safe, and required”</p> <p>Women: 57% responded to the “civic and community duty” message</p> <p>Younger than 40: 53% would definitely participate with “resistance” message</p> <p>Families with kids:</p> <ul style="list-style-type: none"> Households with kids younger than 17: 11% would not count kids, or don’t know Households with kids younger than age four: 15% would not count them, or don’t know 	<p>Positive messages: The Census makes sure our community gets its fair share of resources; My community needs resources and government services; It’s key to equality for all people in the US.</p> <p>“My community needs resources” resulted in highest switch to likely completion, followed by “Census data are critical for our children’s future.”</p>	<p>Inspire hope for the future without compromising Native pride.</p> <p>“Speak for the generations of Native people before us and for those yet to come” is most compelling.</p> <p>Messages should foster positive patriotism – “fulfilling civic duty” is more compelling than “required by law” (seen as government oppression).</p> <p>Highlight specific benefits that participation yields for Native communities: schools, housing, healthcare facilities and roads, better political visibility and representation</p>	<p>69% “community will benefit if your community participates in Census”</p> <p>71% likely to participate if told Census “determines funding for state and local services”.</p> <p>71% likely to participate if told Census is “safe, easy, and just a few clicks online”.</p> <p>72% likely to participate if assured Census “protects personal data and your identity is anonymous”.</p> <p>New immigrants responded to “Stand up for your community” as positive feeling.</p>
Trusted Messengers	<p>Organizations working to benefit the community</p> <p>Religious institutions</p>	<p>Individuals: Michelle Obama and Oprah</p> <p>Black elected officials and Black organizations</p> <p>Cable TV and local TV, but social media is the top news source for millennials</p>	<p>Family members are most trusted messengers, especially women</p> <p>Nurses, doctors, health providers, and Latino community organizations</p> <p>People who speak for “the children” or “the schools”</p> <p>Elected officials are least trusted</p> <p>Spanish-speakers: Spanish-language media</p> <p>Younger participants: Social media</p>	<p>Top medium to encourage participation is mail followed by TV ads.</p> <p>After messaging, women and those younger than 45 shift toward participation is 13% but shift from participations is 12%</p> <p>For women, messaging on children’s future results in positive shift toward participation</p>	<p>Trusted community resource centers (schools, social services, hospitals)</p>	<p>Family members</p> <p>Healthcare providers</p> <p>Teachers/Local educators</p> <p>People from religious organizations (not leaders but peers)</p> <p>Notices at the Post Office</p> <p>Arab American organizations</p> <p>Social media not trusted</p> <p>Religious leaders polled ninth as trusted</p>