

# **2020 CENSUS INFORMATION**

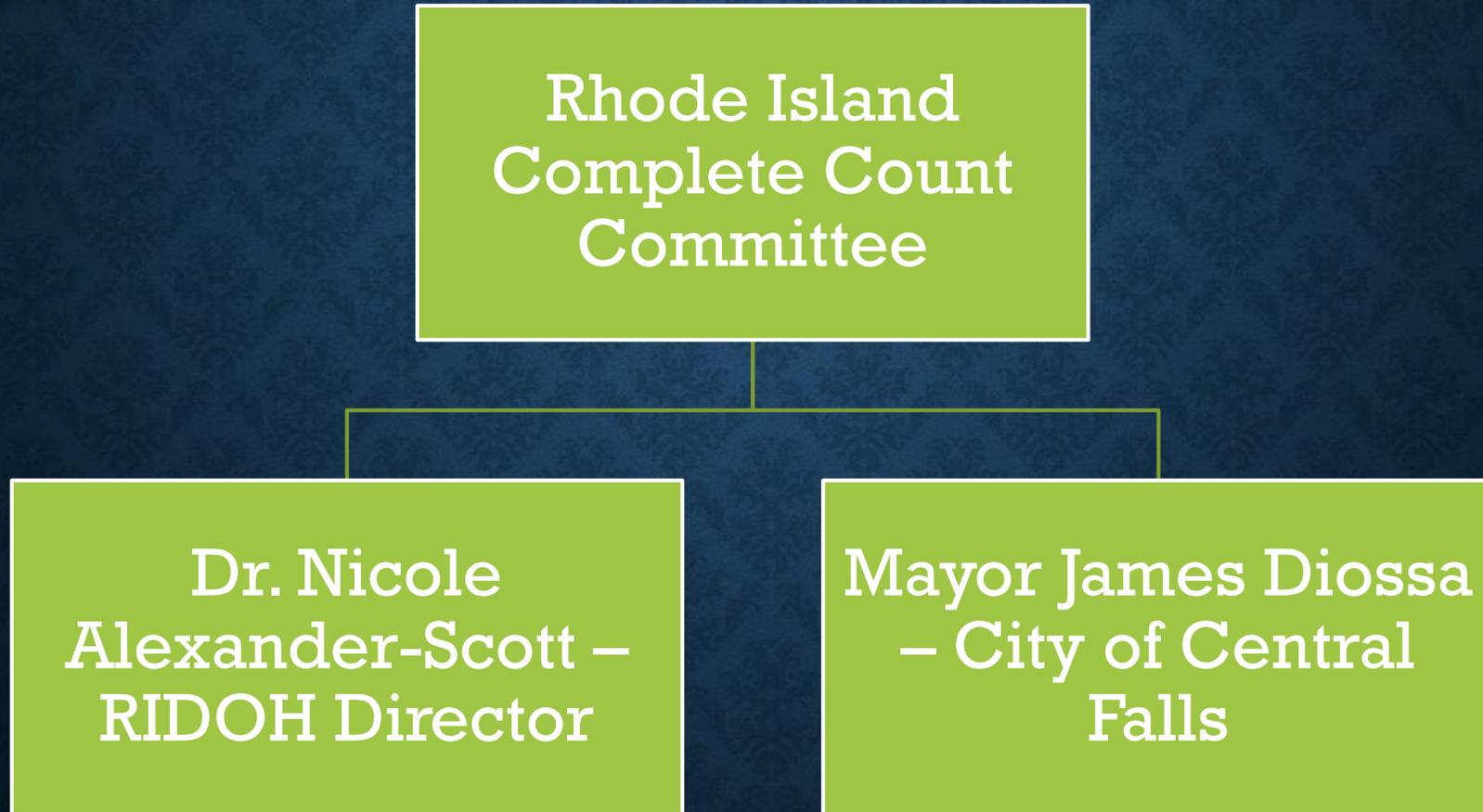
Rhode Island Complete Count Committee

February 5, 2019

**Who Are We?**

**Why Are We Here?**

# RI EXECUTIVE ORDER 18-09



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

## **WHAT IS A COMPLETE COUNT COMMITTEE?**

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

# COMPLETE COUNT COMMITTEE/SUB-COMMITTEE EXAMPLE ACTIVITIES

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

# COMMITTEE MISSION AND PURPOSE

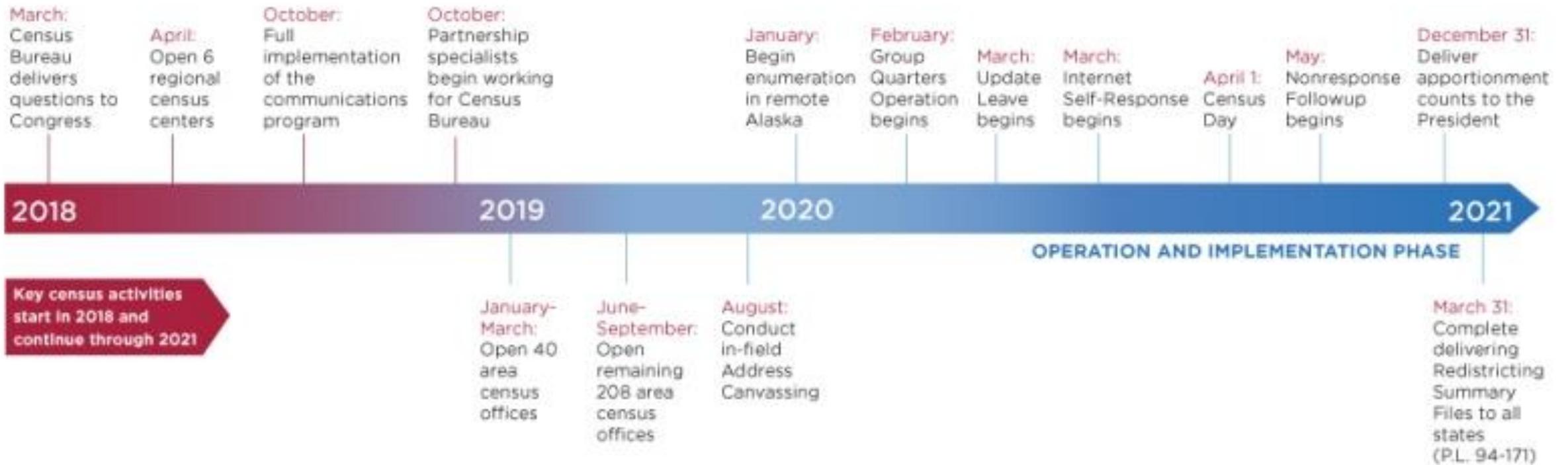
- Achieve the primary goal of the **2020 Census**
- Build strategy for each subcommittee
- Promote the importance of the **2020 Census**
- Encourage and support participation in the **2020 Census**
- Assist in developing **2020 Census** messaging and materials using available resources
- Look for events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

# WHY THE CENSUS MATTERS

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

# 2020 CENSUS TIMELINE

## 2020 Census Operational Timeline



# DESIGN FOR 2020 CENSUS

## The 2020 Census: A New Design for the 21<sup>st</sup> Century

### Motivate People to Respond

**Conduct a nation-wide communications and partnership campaign**

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



TELEPHONE AND PAPER SELF-RESPONSE



NONRESPONSE FOLLOWUP



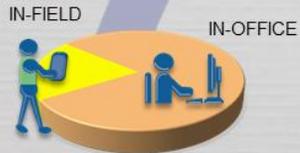
INTERNET SELF-RESPONSE



Count Everyone Once  
In the Right Place

### Establish Where to Count

**Identify all addresses where people could live**



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

### Count the Population

**Collect data from all households, including group and unique living arrangements**

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

### Release Census Results

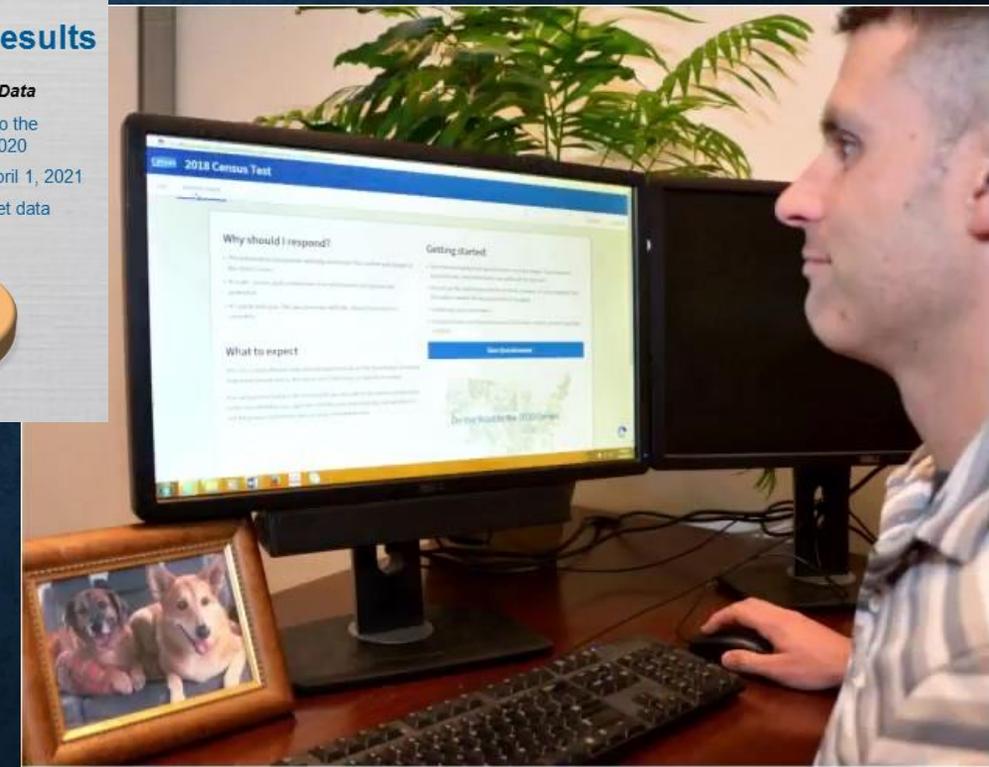
**Process and Provide Census Data**

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data



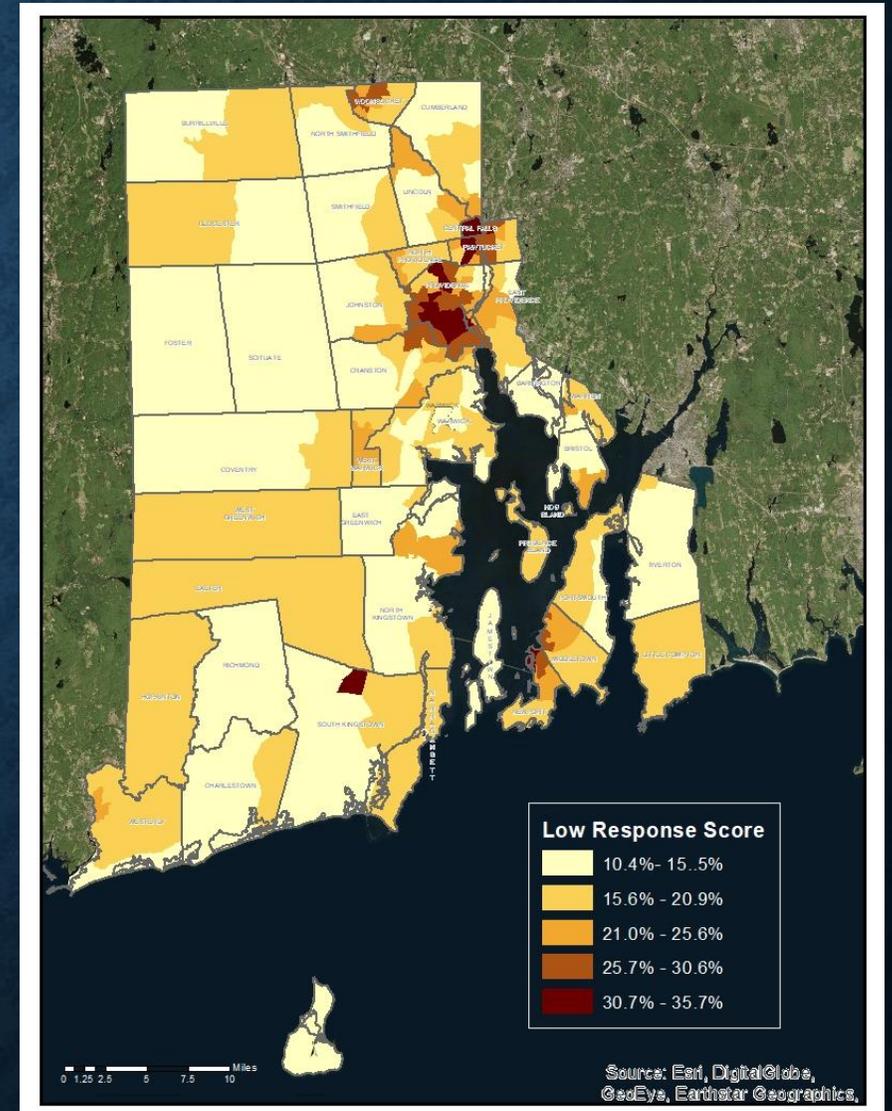
The 2020 Census will be the first to offer options for internet and phone responses.

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



# HARD-TO-COUNT POPULATIONS

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



# PROVIDENCE COUNTY 2018 END-TO-END TEST

## 2018 Census Test

Providence County, Rhode Island



**We Need Your Answers!**

# 2018 Census Test

Thank You Providence, RI



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

All systems deployed and integrated effectively.

## Response Rate

# 52.3%

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



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



**61%**  
Internet

**7%**  
Phone

**31%**  
Mail

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

## Languages Tested

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

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

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

# PROVIDENCE COUNTY 2018 END-TO-END TEST

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

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



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

**Seems Like a Lot of Work!**

**How Are We Going to Move Forward?**

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

# Census Advocacy 101

# RHODE ISLAND COMPLETE COUNT COMMITTEE

## Membership Representation

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



# Rhode Island Complete Count Committee Structure

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

# Census Activities Timeline

---

# CONTACT INFORMATION



census.gov  
@uscensusbureau

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

**Deborah Smith**  
*Partnership Specialist*  
New York Regional Census Center

Mobile: 415-882-9773  
deborah.smith@2020census.gov



2020 CONSULTING

Christine Soyong Harley  
Founder and Consultant  
410-844-1458

[CHarley@2020Consulting.org](mailto:CHarley@2020Consulting.org)

**Vin Flood**

**Supervising Planner**

**Division of Statewide Planning**

**401-222-1243**

**[vncent.flood@doa.ri.gov](mailto:vncent.flood@doa.ri.gov)**

**Meredith Brady**

**Associate Director**

**Division of Statewide Planning**

**401-222-6496**

**[meredith.brady@doa.ri.gov](mailto:meredith.brady@doa.ri.gov)**