



**YOU**



**COUNT**

**CAMBRIDGE**

**CITY OF  
CAMBRIDGE**

**Plan for the  
2020 Census**

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## INTRODUCTION

The importance of a complete and accurate Census cannot be overstated. Mandated by the U.S. Constitution, the Census count impacts our most fundamental rights and ability to adequately plan for our collective future.

The Census determines how we will be represented in the US Congress and in the Massachusetts Legislature. It directly affects the allocation of over \$880 billion per year in federal assistance for neighborhood improvements, public health, education, social services, transportation, and much more. For Cambridge, it is estimated that over \$2,000 in federal funding per resident, per year is allocated based on Census data.

Census data serve as the basis for how we characterize and understand our community and its needs. Community leaders in both the public and private sectors rely heavily on the accuracy of Census data to make important decisions affecting the future of Cambridge. The importance of Census data pervades nearly all forms of decision-making. Government leaders rely on it for a host of local decisions, businesses rely on it in evaluating markets and choosing where to locate development, residents rely on local data in choosing where to live, and foundations and other philanthropic organizations rely on it as a primary basis for the funding decisions that enable many important community efforts to succeed.

## MISSION

**To count every resident in Cambridge and thereby secure a *fair allocation of government resources and accurate legislative representation.***

## OVERVIEW OF THE U.S. CENSUS

### WHAT IS THE CENSUS?

The Census ensures that every person is counted in the political process of the United States. The Constitution requires a count of the population every ten years to determine each state's number of seats in the U.S. House of Representatives for the next decade. This count also determines the number of Electoral College votes each State receives. Finally, census figures affect the allocation of more than \$880 billion in federal funding distributed to states each year neighborhood improvements, public health, education, social services, transportation and more.

## HOW WILL THE CENSUS BE CONDUCTED IN 2020?

Historically, the census has relied on mailed paper questionnaires and temporary field staff going door-to-door in neighborhoods and communities to count the population. The 2020 Census is the first time that the census will offer an online response option, although all households will have a choice to participate by phone or using a paper form, as well.

**When the census starts in 2020, about 80 percent of addresses will receive an invitation letter with instructions on how to respond online or by telephone using a unique ID. The remaining 20 percent of addresses — selected because they are less likely to have or use the Internet — will receive both an invitation letter (with a unique ID) and a paper questionnaire with postage-paid return envelope. After three mailed requests to complete the census online or by phone, unresponsive households will receive a paper questionnaire and return instructions in the fourth mailing.**

Online questionnaires will be offered in English plus 12 other languages (Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese). Telephone assistance will be available in the same languages. Paper questionnaires will be available only in English and bilingual English-Spanish; however, there will be instruction guides or videos available online in 59 non-English languages, including Braille and American Sign Language.

**Online Response:** All households will have the opportunity to complete the 2020 Census online (using computers, tablets, or smartphones), identifying themselves through either the unique ID included in the mailing or their household address. Libraries, city-owned buildings, and community gathering places will also offer online response kiosks for census submissions.

**Phone Response:** The 2020 Census will be the first U.S. census in which people can respond to the census by telephone with their unique ID or household address. Respondents can also call the toll-free Census Questionnaire Assistance (CQA) with questions about other response methods or about the census in general.

**Paper Questionnaire:** As noted above, only 20 percent of households will receive a paper questionnaire (with postage-paid return envelope) in the first census mailing. This “Internet Choice” mailing will include both a paper questionnaire and instructions on how to respond online or by telephone.

**While the self-response operation ends on April 30, 2020, households can self-respond using any of the methods above through the entire door-to-door follow-up operation, discussed next. Automation should allow the Census Bureau to remove a “late” self-response from the caseload, so that a census enumerator won’t have to visit in person.**

## NONRESPONSE FOLLOW-UP

On May 13, 2020, the Census Bureau will begin follow-up to count households or determine the status of housing units that did not self-respond. This is the costliest census operation, so the Census Bureau strives to obtain the highest self-response rate possible. In selected census tracts with high numbers of college students living off-campus, follow-up will begin around April 9, 2020.

**In-Person Enumeration:** Enumerators (census takers) will visit all non-responding households (that is, occupied housing units that haven't responded) at least once. If no one answers the door or if the "head of household" is unavailable, the enumerator will leave a "Notice of Visit" -- a note explaining the attempt and encouraging the occupants to self-respond. Unlike previous decennial censuses, census enumerators will use mobile devices (i.e. smartphones) to collect data, instead of the traditional pen and paper. Subject to the rules described below, enumerators can visit an unresponsive household up to six times.

**Vacant Housing Units:** The Census Bureau will use administrative data, primarily from the U.S. Postal Service, local governments, and third-party commercial vendors, to identify vacant (and nonexistent) housing units. Those homes will still receive one in-person visit, to confirm vacancy status or determine if there is evidence of occupancy. The enumerator will leave a Notice of Visit if it appears the home is vacant but will not return to the home again. If an enumerator believes the housing unit could be occupied, the address will be moved to the regular NRFU workload so that one or more subsequent visits can be planned.

**Proxy Interview:** If three in-person attempts to count a household are unsuccessful, enumerators will attempt to conduct an interview with a reliable proxy respondent if they determine the proxy has enough knowledge of who lived in the housing unit on April 1, 2020.

Proxies can include:

- Neighbors,
- Relatives of the occupants,
- Landlords or building managers,
- Real estate agents and new occupants (if the residents moved around the time of Census Day),
- Local government employees (clerks, tax collectors and other administrative staff), and
- Utility workers or postal service employees.

Otherwise, enumerators will continue visits or calls to unresponsive households for a total of six "contact days" (and possibly more, if supervisors deem it necessary as the operation winds down) through the end of July

2020.

**Records Matching:** Once all attempts to count a housing unit through direct contact have been exhausted, the Census Bureau will attempt to use federal and state administrative records to fill in missing information. Examples of administrative records include:

- IRS documents (1040 Forms)
- Medicare and Medicaid records
- Social Security Numerical Identification System records
- U.S. Post Office data
- Supplemental Nutrition Assistance Program (SNAP)
- Records from previous Census Bureau surveys

If high-quality administrative data are not available, the Census Bureau will use statistical imputation methods to count households that appear to be occupied.

## CENSUS TIMELINE

### **September 2019 – April 2020**

Hiring of enumerators

### **January 2020**

Enumeration of remote Alaskan communities takes place

### **March 2020**

Census postcards are sent to most homes

### **March 12 – 20, 2020**

Mailing 1: Letter with info to take survey online (the majority of people will get this) or Letter + Paper Survey (20–25% of people based on demographic characteristics and Internet connectivity of a geographic area will receive this)

### **March 16 – 24, 2020**

Mailing 2: Reminder letter to non-respondents

### **March 26 – April 3, 2020**

Mailing 3: Postcard to non-respondents

### **April 2020**

Mailing 4: Letter + questionnaire to non-respondents

### **April 2020**

Mailing 5: “It’s not too late” postcard to non-respondents

### **March – August 2020**

Conduct self-response

**March – July 2020**

Conduct Internet self-response, including non-ID processing

**March – July 2020**

Conduct Census questionnaire assistance

**March – August 2020**

Conduct paper data capture

**April 1, 2020**

Census Day

**April – May 2020**

Conduct update leave

**May – July 2020**

Conduct non-response follow-up: Census enumerators visit addresses from the Census Master Address File that did not complete a Census questionnaire and collect information at the door

**May – July 2020**

Conduct non-response follow-up re-interview

**June – July 2020**

Conduct Group Quarters Advance Contact

**July 2020**

Conduct Group Quarters Service-Based Enumeration

**July – August 2020**

Conduct Group Quarters Enumeration

**Dec. 31, 2020**

The Census director delivers apportionment counts to the president

## OUR LOCAL EFFORT TO ENSURE AN ACCURATE COUNT

As outlined above, the US Census Bureau has designed a broad and far-reaching effort to gather Census information using telephone and online systems. In addition, local Census Offices will hire paid census-workers to go door-to-door seeking responses. At the local level, Cambridge is responsible for educating the general public about the importance of responding to these outreach efforts and for coordinating supplemental outreach capable of improving census response rates within our community.

## PROBLEMS TO BE ADDRESSED IN CAMBRIDGE

It is very important to count all Cambridge residents, and yet large portions of our community face obstacles to being accurately counted. Among these obstacles are:

- Lack of a permanent, easy-to-reach address among students, homeless individuals, and individuals who are residing outside of a legal lease
- Language barriers among immigrants with low English proficiency
- Obstacles to accessing written information due to illiteracy or disability
- Difficulty accessing technology among low-income households
- Time obstacles for shift workers
- Potentially lower levels of digital literacy and higher levels of isolation among elderly people, resulting in fewer opportunities to receive messaging about the importance of the Census
- Lack of a stable address for homeless children, foster children, and other young people at risk of homelessness
- Heightened fears of potential negative consequences of speaking with government officials among demographic groups who have experienced real or perceived threats of arrest, deportation, or eviction if they disclose details of their housing situation.
- Impact of highly-publicized data hacks resulting in increased suspicion toward any data collection efforts

These challenges are significant in Cambridge, given the diversity of our community. Although our household median income is high (\$89,145), the Census categories “Black” and “Hispanic” are historically under-counted due to disproportionate poverty within these groups. The 2020 Census relies heavily on internet response, but we estimate that approximately 11,000 residents live in a household that does not have an internet connection.

Through an accurate count of these and all of our populations, we can ensure that all communities within our city are fairly represented, and that Cambridge will be eligible to receive its fair share of federal and state funding to support all communities.

Population subgroups among low income households that the Complete Count Committee has identified as being harder-to-enumerate in Cambridge include the following:

- older adults,
- students living off-campus,
- immigrants and low English proficiency,
- people experiencing homelessness, and
- families with children under five.

These groups tend to be concentrated in certain geographic areas with high percentages of renters versus homeowners, and high percentages of minority and immigrant populations.

## OUR GOALS AND OBJECTIVES

The goals of Cambridge's 2020 US Census campaign are three-fold:

1. to help ensure the most complete and accurate count of Cambridge
2. increase digital literacy to empower that count
3. drive equitable outreach to vulnerable communities to ensure everyone is counted.

Cambridge is required to produce a complete and accurate count. The emphasis on internet response as the most efficient and cost-saving method of response demands that we invest in digital literacy and online access to ensure that all communities have an opportunity to respond online if they prefer that method. In addition, the diverse needs of our community compel us to invest in equitable offline outreach and engagement to ensure that everyone is counted.

## STRATEGIC GOALS

**Capture a complete and accurate count of Cambridge by achieving a self-response rate of 82%** In 2000, we achieved a self-response rate of 66 percent. In 2010, that rate was 74 percent. In 2020, we will continue the trend of an 8 percent increase per Census by:

1. Building a Census 2020 outreach campaign that will raise Census awareness among all residents using the knowledge, expertise and leadership of community residents.
2. **Conducting equity-driven, in-person outreach** to ensure that every community within Cambridge is engaged in the Census count.

## COORDINATING COMMITTEE

Meeting our goals requires a diverse set of strategies. To maximize our efficiency and

effectiveness, a coordinating committee has been formed to oversee the following broad activities:

1. **Develop modern, interactive, crowdsourced maps and resources** to educate stakeholders on areas of the city where residents disproportionately face obstacles to being counted.
2. **Build a network of trusted messengers** to meet people where they are and engage them in ways most understood by local communities;
3. **Market and widely communicate information about the 2020 Census** so that all of Cambridge is aware and understands the importance of a fair and accurate count;
4. **Organize our key institutions** to coordinate and combine outreach to critical populations and ensure that everyone is counted.
5. **Ensure the City's messaging** aligns with the state and federal messaging goals.
6. **Ensure that communities** that have been historically undercounted in past censuses are reached.

## STAKEHOLDER GROUPS

To plan for outreach and implement those plans to reach all residents of Cambridge, we've organized the remaining sections of this plan into stakeholder groups. Each will have information and activities in their section that focus on the people, groups, and communities they know best.

## OUTREACH TIMELINE

Each stakeholder group section below includes a basic timeline of activities they will complete in their outreach efforts. A master timeline of all outreach efforts can be found [here](#).

# NEIGHBORHOODS AND COMMUNITIES

## INTENDED IMPACT

Our communications/outreach efforts will:

- Combine efforts to increase impact while coordinating and streamlining efforts
- Educate and increase awareness about the 2020 Census while and managing expectations.

## KEY MESSAGING

Although individual resident groups may require additional messaging, these key points should be relayed to everyone:

- Respond to the 2020 Census to shape the future.
- It's about fair representation.
- Taking part is your civic duty.
- Everyone counts.
- Your data is safe. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.
- The available options for responding to make it easy for everyone to participate.
- Financial impact of not having a complete count on programs, particularly those that benefit hard to count populations
- The US Census impacts the resources and services the City of Cambridge, its departments, nonprofits partners, and more can provide to community members.
- Differentiate between Annual City Census and US Census
- The Census will not include any questions about your citizenship or the legal status of anyone in your household.

## COMMUNICATIONS AND OUTREACH ACTIVITIES

1. **Stakeholder Relations:** The City will engage stakeholders to solicit feedback and help raise awareness of the 2020 Census, ensuring open and effective lines of communication throughout the campaign development and execution phases.
2. **Advertising and Media:** With online options for responding now available, digital communication efforts can drive traffic to the online response tool. To strengthen our messaging, the City will create video

PSA's to air on Cambridge cable access channels, post online, and share with local media.

3. **Public Relations, Events, and Crisis Communications:** The City's strategy will help drive education and awareness efforts, particularly among hard-to-count audiences. We must also think about crisis preparedness and communications with information (and, regrettably, misinformation) spreading faster in this new digital environment that we may see try to delegitimize the census and depress response rates.
4. **Website Development and Digital Activities:** To narrow the digital divide, City will take a mobile-first approach to developing web properties that support the campaign. Using dynamic content, the city will tailor the experience to the needs of residents who lack reliable computer or internet and adjust the approach as campaign data become available.
5. **Social Media:** Social media outreach offers a unique opportunity to personally engage with the public. The City will leverage existing communication. Census channels and develop innovative approaches to promote the 2020 Census to Cambridge residents, explain why it's important, what they should expect to receive, when, and how to fill it out.

## PRIORITY NEIGHBORHOODS

Obstacles to being counted exist in pockets that are spread throughout the city. Resources for in-person, more targeted efforts will be directed to areas where median income and internet access are known to be lower, and to Senior Citizen housing.

The following map illustrates 2010 Mail-In response rates by Census Tract, highlighting municipal buildings and other community hubs that could be targeted for outreach:



- Begin marketing for Census-assistance locations

### **Winter 2019**

- Begin transition to monthly Census Events

### **Winter 2020**

- Attend winter community meetings to publicize Census

### **Spring 2020**

- Final marketing push
  - Fliers, Social Media, Print, Radio
  - Way finding/branding local Census-assistance locations
- Weekly Census Events

# HUMAN SERVICE PROVIDERS

## MISSION

Ensure a complete and accurate count of Cambridge's Hard-to-Count populations by engaging trusted messengers, identifying motivating messages and facilitating the completion of the Census form.

The Committee will identify trusted messengers within historically under-counted communities and equip them with the knowledge, messaging and outreach materials they need to motivate others to participate in the Census.

## STRATEGIES

Recent data hacks, the current political environment, the attempt to add a citizenship question, and hostility present toward immigrants, the fact that the Census will take place in the middle of a presidential campaign and general distrust in government pose huge challenges for a complete and accurate count in 2020. These difficulties compound the constant difficulties of reaching young children and hard-to-count populations.

The strategies adapted by the Committee take these challenges into account and make trusted messengers key to the overall strategies to improve the count:

Specific Activities aimed at building trust and participation include:

- Developing test messages that emphasize the specific impact of being under-counted on communities within Cambridge as well as the options for completing the Census
- Elicit feedback from members of historically-under counted communities to ensure materials are accurately translated and culturally appropriate for use in outreach
  - one-on-one outreach and community engagement activities
- Provide access points where individuals and households with different needs can easily and fully **complete the form**.

These three strategies are consistent across all communities that have been identified as historically under-counted, although the partners and avenues to reach each of the groups will differ.

## SPECIFIC POPULATIONS FOR TARGETED OUTREACH

The following communities and groups are especially likely to face

obstacles to being counted, including higher potential levels of mistrust of the Census process, and are therefore at greater risk of being under-counted:

- **African American males** between the ages of 18 to 29
- **Young children under the age of 5**, particularly those in (complex households such as young children in foster placement, homeless families “couch surfing”)
- **People with disabilities related to communication including the blind**, hard of hearing, deaf, and dyslexia communities
- **Individuals residing in shelters, hotels or on the streets**, including a disproportionate number of **LGBTQ Youth**
- **Isolated and lower-income elderly adults**
- **Immigrants and non-English speakers, particularly communities where literacy may be an issue in their home country, such as the local Haitian community.**

We must build relationships, rely on trusted voices and community partners, and leverage our relationships and outreach channels to get information out and motivate those who are hard-to-count to complete the form in 2020. There must be efforts to ensure they return their census form with all members living in the household at time of completion, including young children.

It is important to note that young children are frequently missed in Census counts, due to widespread confusion about whether or not they should be counted. Therefore, the committee must incorporate information about the importance of counting young children in all outreach efforts.

## OUTREACH STRATEGIES FOR TARGET POPULATIONS

### Young Children Under 5:

Young children have the highest net undercount of any other age group. They are therefore the most likely to be missed in 2020. The undercount of young children is a little different from other populations. Research has shown that 4 out of 5 young children are missed because the person filling out the form does not include them on it. The key to counting these children is messaging aimed broadly at their parents and caregivers. Activities will include the following.

1) Identifying trusted messengers and the organizations they are associated with:

- Pediatricians, public health nurses, children’s hospitals, federally qualified health centers, OB-GYNS, maternity wards, teen pregnancy programs
- School staff members, including Principals, teachers, and family liaisons
- Childcare providers and preschools
- Members of the clergy and lay leaders
- Home visiting providers
- Outreach workers from Agenda for Children Literacy Initiative, Center for Families, Public Housing, Community Engagement Team, public schools, etc.
- [Sister-to-Sister - Community Conversations](#)
- Businesses that sell diapers, baby food, and other young child items
- Libraries
- WIC and fuel assistance offices
- Birth to Third Grade Partnership member organizations including Early Intervention, Riverside Community Care and other government agencies that serve young children in particular

## 2. Welcome and onboard trusted messengers:

- Offer webinars, meetings, one-on-one conversations and resources such as [countalkkids.org](#)
- Invite them to think about their networks and outreach vehicles and how they can leverage relationships and current vehicles to disseminate and reach HTC communities.
  - Make resources available to better understand the issue and what is at stake; [countalkkids.org](#).
  - Develop messaging targeted to parents, guardians and caregivers of young children. Make sure to include concrete examples that show how the Census benefits their young children, families and communities.
  - Develop materials that trusted messengers can easily disseminate through outreach vehicles and that they can make available where they connect with families.
    - Social media messages to reach youth and young parents.
  - Make materials available to government offices and local partners to disseminate to places where parents of young children frequent.
    - Partner with education providers: schools, early childcare centers, Early Head Start, Head Start.
    - Libraries can provide an education and outreach vehicle and places where they can complete the form.
    - Partner with health care providers: Pediatrician offices, hospitals, urgent care centers, community clinics, home visiting providers.
    - Buses/bus stops/MBTA
- *Provide access so individuals and households with different needs*

*can easily complete the form.*

- Set up stations in local libraries that are manned by staff who can help individuals complete their forms.
- Establish Census technology stations/kiosks in places that parents frequent: clinics, schools, churches, community corner store, recreation centers, youth centers, etc.
- Provide mobile technology such as tablets, along with in-person assistance in government offices and other places frequented by people with young children.
- Provide support for those who need help completing the form. Having folks who can provide support in-language is going to be critical. Schools may be helpful here.
- *Share anticipated Count All Kids fact sheet on the logistics of when and how to fill out the form*

### **Youth Over the Age of 5 From Complex Households** (Foster youth, LGBTQ youth, homeless or unstably housed, etc.)

- *Build trust with individuals, families and communities.*
  - Work with Cambridge Family and Children's Services that runs group homes for foster youth, Y2Y Network, Transition House and other family shelter providers as a means to educate and provide access.
  - Educate individuals, families and communities on the importance of the Census and motivate them to participate, provide concrete examples.
  - Provide access so individuals and households with different needs can easily complete the form

### **African American Youth ages 18-29:**

African American young adult men also have a very high undercount rate.

- *Build trust with individuals, families and communities.*
  - Identify trusted messengers and organizations that can help reach them.
    - Engage youth through our existing networks and discuss with them the best channels for connecting with their colleagues.
    - Engage out of school time organizations to enlist the ideas and energy of youth for outreach efforts.
    - Identify benefits to young people for participating
- *Educate individuals, families and communities on the importance of the Census and motivate them to participate, provide concrete examples.*

- Conduct focus groups to develop messaging that will be effective for this population
- Develop materials that trusted messengers can easily disseminate through outreach vehicles.
  - Develop social media content: visual graphics for Instagram.
- Disseminate information through current outreach channels.
  - Youth text messaging party: Hold a texting party and have youth and young adult text their friends and network.
- *Provide access so individuals and households with different needs can easily complete the form.*

People with disabilities and special needs (e.g., blind, hard of hearing and deaf)

- *Build trust with individuals, families and communities. Educate individuals, families and communities on the importance of the Census and motivate them to participate*
  - *provide concrete examples.*
- *Provide access so individuals and households with different needs can easily complete the form*
- *Ensure Accessibility - TTY, Braille, ASL, Video communication methods*

### **Individuals Experiencing Homelessness:**

People experiencing homelessness who do not otherwise live in a household temporarily will not self-respond the way households will. The Census is timed closely with the Homelessness Point-in-Time (PIT) count. The city will need to differentiate between the two and create messages that the PIT count is not the Census. The method used in the US Census for counting homeless people involves two components:

- *Working with shelter providers and other types of group quarters to count individuals receiving their services.*
- *Conducting Service-based Enumeration. This process requires coordination with local service providers and also identifying targeted outdoor locations where service recipients can be counted.*
- *These counts will take place on March 30-April 1 only. The city and service providers will be making contact with 2020 Census staff during the fall to make sure the list of sites/facilities/food vans, etc. that enumerators will visit in 2020 is comprehensive and up-to-date.*
- *Build trust with individuals, families, and communities.*
  - Churches that often provide homeless services
  - Food banks
  - Community clinics, urgent care centers,

- Federally Qualified Health Centers
  - Families temporarily residing in other locations but receiving transportation to Cambridge through McKinney-Vento Act supports
- *Educate individuals, families and communities on the importance of the Census and motivate them to participate- provide concrete examples.*
- *Partner with the Police Department Homeless Outreach Team, and other service providers.*
- *Meet regularly with representatives from the Multi-Service Center, C.A.S.P.A.R., Cambridge Health Alliance, Home Start and others as needed.*
  - Educate organizations that provide homeless services on the Census and the importance of getting an accurate count of the homeless
- *Provide access so individuals and households with different needs can easily complete the form.*
  - Canvass the streets with tablets to count folks on the streets.

#### **Young Adults:**

- *Build trust with individuals to engage their families*
  - Middle and high school students
  - Young adults age 18-29
- *Educate individuals on the importance of the Census and motivate them to encourage their families to participate*
- *Provide access so individuals and households with different needs can easily complete the form.*
- *Provide information about Census Outreach Worker jobs and US Census jobs*

#### **Older Adults:**

- *Build trust with individuals, families and communities.*
  - Senior Centers
  - Council on Aging
  - Somerville Cambridge Elder Services
- *Educate individuals, families and communities on the importance of the Census and motivate them to participate, provide concrete examples.*
- *Provide access so individuals and households with different needs can easily complete the form.*
  - Provide outreach in the lobbies of senior living centers. Have a

table at weekly bingo nights or other events that are held for Older Adults.

## TIMELINE

### Fall 2019

- Attend stakeholder meetings and events to distribute Census information
- Providers begin educating patients, students and parents of young children on the importance of being counted

### Winter 2020

- Prepare for special Census count of individuals experiencing homelessness
- Census posters and information posted in human services provider public places
- Begin online Census demonstration presentations

### March- April 2020

- “Fill out the form parties” with clients/patients of various providers and early childhood education centers
- General Tactics/Increasing Awareness of Census Importance
  - Human Services providers are trusted influencers for hard to count populations. To aid providers in encouraging, educating and supporting their clients successfully the Committee will:
    - Develop a human services focused Census toolkit with training on use that has talking points by hard to count population (Older Adults, youth under 5, etc.)
  - Connect with organizations, central committees, and candidates doing electoral get-out-the-vote work during the primaries
    - Encourage them to at least discuss or flag the census as part of their civic duty in April

# IMMIGRANT/LIMITED ENGLISH PROFICIENCY

## MISSION

Ensure a complete and accurate count of historically under-counted Cambridge's Hard-To-Count populations communities by engaging trusted messengers, identifying motivating messages and facilitating the completion of the Census form in 2020 in HTC households and communities.

The Committee will identify trusted messengers for each target population, equip them with the knowledge, messaging and outreach materials they need to motivate their community members to participate in the 2020 Census. They will also use their networks and relationships to disseminate information and ensure that their partners and the individuals that they serve are aware of the Census and understand what their children, families and communities gain or lose if they do or do not complete the form.

## STRATEGIES

The Committee will implement an engagement strategy to address barriers to completing the online Census questionnaire and support access to alternative formats when needed. The Committee has identified the following barriers to Census participation: illiteracy, digital illiteracy, no Internet access, transience/non-permanent residence, language barriers, and lack of understanding of the purpose and function of the Census, confidentiality concerns and overall mistrust of the process.

Existing Census participation barriers are rooted in economic disadvantage, and/or individuals living in high density ethnic enclaves. The Committee will overcome these barriers through an engagement strategy focused on community stakeholders trusted in the community while conveying the importance and direct benefit of completing the Census questionnaire.

Immigrants & Individuals with Limited English Proficiency:

The Committee will rely on community stakeholders to increase awareness of the importance of the Census. In addition, the Committee will focus on messaging and information dissemination through communication channels such as ethnic media and social media.

## COMMUNITY STAKEHOLDERS

### Strategies to engage community stakeholders will include the following:

- *Development of a local network of community stakeholders to support one or more of the following:*
  - Overcome the digital divide by agreeing to establish Census Technology stations/kiosks
  - Access to computers (if any) to fill out the form
  - Assist with information sharing and education by participating on a train the trainer event to educate residents about the census and encourage them to participate
  - Host community events to highlight the importance of the Census
  
- *Host a citywide community meeting/event kicking off outreach. The event will seek to provide information, job opportunities, partner opportunities*
  - Establish a multilingual Census Outreach Worker group to help with outreach efforts such as door knocking, attending community events
  - Train library staff on how to work with Limited English Proficient seeking questions about the Census
  - Coordinate with Cambridge Public Schools ELL department to disseminate information to parents
  - Partner with Community School Coordinators to assist with outreach.
  - Develop and promote outreach materials in businesses frequented by New American

## OBSTACLES FOR IMMIGRANT COMMUNITIES

According to the 2013-17 American Community Survey, Cambridge has over 31,000 foreign born residents, 28% of the City's total population. Cambridge residents come from a wide array of countries across the world. The largest group, almost 13,000 individuals, came from Asia. Over 4,000 were born in Chinese speaking countries (including China, Hong Kong and Taiwan) and another 2,200 are from India. Cambridge also continues to be home to large numbers of European immigrants though no one country predominates. The Caribbean and Africa each contribute over 2,000 residents, while 3,700 were born in Latin America.

While English is native language of some immigrants, for most that is not the case. In addition, many native born family members speak the family's native language when with family. Overall, 35% of the population of Cambridge speaks a language other than English at home, almost, 40,000 residents in total. Furthermore, 7.5% of the city's population, over 8,000 residents, do not speak English well and almost 2,500

households do not include any members who are proficient in English.

## MESSAGING AND COMMUNICATION CHANNELS

Messaging targeting New Americans must find accessible, culturally-appropriate and non-intimidating language to explain that Federal Laws protect the confidentiality of Census responses, which prohibit the sharing of identifiable information to any other individual or agency at any level of government, including immigration enforcement agencies, or using census data for any purpose other than compilation of anonymous statistics, including determination of eligibility for government benefits. In addition, messaging should create awareness of the consequences of undercounting and the impact to families and children.

- Undercounting New Americans in the 2020 Census could impact federal funding to programs such as Head Start, WIC, CHIP, and SNAP to mention a few.
- Messaging also should make clear that every person living in the U.S./Cambridge, regardless of citizenship, immigration or legal status, is counted in our census.
- Lastly, information needs to be made available in the city's core languages: Spanish, Portuguese, Haitian Kreyol, Amharic, Arabic, Bangla, and Traditional Chinese

Identifying trusted ethnic media to reach New Americans will be critical to overcome barriers related to language and ease concerns related to confidentiality. To that end, the Committee will compile a list of ethnic media outlets based on the city's core languages and identified multiple communication channels preferred by immigrant populations such as Facebook, Whatsup and Wechat.

## STRATEGIES ON MESSAGING AND INFORMATION SHARING:

Although a citizenship question will not be included, concerns and fears may remain. Messaging should focus on confidentiality laws and how the question is not asking participants to provide information regarding immigrant or legal status.

- **Highlight:**
  - the potential impact on programs geared towards children and the overall well-being of families
  - Census Separate Question approach to Hispanic origin and race
  - the importance of documenting relationship of each person – including children - in a household.
  - the importance of reporting the number of children in the household. This is particularly important as Latinos believe that young children do not need to be reported on the census form.
  - how the form has only 10 questions.
  - March 2020 as every household will receive a mailing from the U.S. Census Bureau with instructions and an ID number to visit their website. Upon logging onto the Bureau's website, each household will fill out a simple 10-question form. This ID number is needed to ensure respondents only fill out the form once.
  - confidentiality laws and consequences (up to 5 years in jail and \$250,000 in fines) should Census Bureau employees illegally release information how all households will have the option of responding on-line, by telephone, or using a paper questionnaire, and emphasize key dates in 2020
- **Develop:**
  - multilingual messaging that can be disseminated through various media outlets
  - multilingual materials and posters for community centers, bus stops, laundromats, businesses
  - multilingual PSAs showing people how to fill out the form and contacting the Census Bureau's toll-free lines in 12 non-English languages + English
  - social media tools via Facebook, WhatsApp, Wechat and text messaging to share information
  - a list of social media influencers to amplify information

- **Partner:**
  - With national organizations focusing on minority groups such as NALEO Educational Fund to access additional customized resources to promote participation.
  - with additional ethnic media outlets (print, radio, and television stations) to disseminate information.

## TIMELINE

### Fall 2019

- Conduct focus groups with Community Engagement Team to gather LEP feedback regarding the action plan
- Identify list of ethnic media outlets and social media channels
- Build network of community stakeholders
- Distribute Census information at festivals and community events
- Release multilingual Census materials
- Train CET outreach workers on Census toolkit materials-This should be expanded to any nonprofits working in a targeted way with immigrant populations that can help- examples: De Novo, Enroot, South Asian Workers Center

### January 2020

- Conduct public education workshops and presentations
- Begin recruitment of Census Outreach Workers
- Attend activities/events organized by the network of community stakeholders
- Begin promoting the Census through media and social channels

### February 2020

- Begin hosting community events led by Outreach Workers
- Census posters and information in public places
- Begin promoting the Census through media and social channels
- Work with Cambridge schools and community school coordinators to send information about the census to parents

### March- April 2020

- Continue public education workshops and presentations
- Coordinate weekly messages about the Census via social media (WhatsApp, Wechat, Facebook and text message)

# BUSINESSES AND INSTITUTIONS

## MISSION

Ensure a complete and accurate count of Cambridge's Hard-to-Count populations by engaging trusted messengers, identifying motivating messages and facilitating the completion of the Census form in 2020 in HTC households and communities.

The Committee will involve the business community and other institutions in Cambridge in the process of raising Census awareness among **business owners, employees, customers, students, faculty, and communities in the hard-to-count areas of the city.**

To be able to convey the Census message and increase response rate, the Committee established the following goals:

- **Develop processes to get Cambridge businesses** and their employees engaged in the importance of the Census;
- Develop **outreach mechanisms** for employers in the City to convey the Census message;
- Develop approaches to **reach out to students & staff**; and
- **Connect with vendors that provide services** to businesses and institutions in Cambridge.

## STRATEGIES

Based on these goals, the following strategies and actions were identified:

- **Increase Census Recognition among Business Owners & Institutions, their employees and students:**
  - Attend monthly/quarterly commerce meetings and job fairs.
  - Identify HR contact for businesses and institutions to include Census message with paychecks for large employers
  - Allow employees to complete the Census form during work hours and to use work computers and telephones to do so if those are the preferred methods of response.
- **Direct Communication with Customers & Employees:**

- Include Census messages in newsletters and e-blasts that are e-mailed or mailed to customers and employees.
- Add Census link to businesses & institutions' websites to promote the Census.
- Use signage in buildings to remind people to respond to the census.
- Develop signs to be placed in student dorms, libraries, and throughout student campuses.

## TARGET PARTNERS

Local events to promote the Census will be identified by the Committee at subsequent meetings which will be included in a monthly Census calendar of events.

## TIMELINE

Special events will need to be arranged between September 1, 2019 and April 1, 2020 to provide Census outreach among significant businesses and institutions.

### Fall 2019

- Create list of Partners and Organizations
- Create list of local social media influencers
- Develop presentation for business owners
- Conduct business education workshops/presentations
- Distribute Census information at festivals and community events

### Winter 2020

- Continue business education workshops and presentations
- Post Census posters and information in businesses
- Post Census information in:
  - Mail blasts,
  - Lobbies/waiting rooms, and
  - Common areas such as break-rooms.

### March- April 2020

- Allow employees to complete census during work day, if needed

# CIVIC AND COMMUNITY ORGANIZATIONS

## MISSION

Ensure a complete and accurate count of Cambridge's Hard-to-Count populations by training trusted messengers, spreading motivating messages, and providing resources and locations to complete the Census form in 2020 in HTC communities.

The Committee will involve public and private institutions or resources in Cambridge in the process of raising Census awareness among students, faculty, parishioners, and communities in the hard-to-count areas of the city.

To be able to convey the Census message and increase response rate, the Committee established the following goals:

- Develop processes to get public and private institutions and their employees engaged in the importance of the Census;
- Develop outreach mechanisms for employers in the City to convey the Census message;
- Develop approaches to reach out to students & staff; and
- Connect with vendors who provide services to the general public in Cambridge.

## STRATEGIES

Based on these goals, the following strategies and actions were identified:

### **Activating Primary and Secondary Schools:**

- **Identify:**
  - Strategy for pre-schools and day care centers.
  - Opportunities to partner around special events throughout 2019 - 2020.
  - Opportunities to get Census 2020 on the agenda at Open House, Parent-Teacher conferences and other events.
  - Opportunities to set up Census 2020 "stations" at local schools, staffed by volunteers.
  - Engage youth on civics and train them to do census engagement. Get them to educate their peers and communities on the importance of the census and why they should make sure to complete the form and include everyone living in the household.

### **Activating Higher Education Groups:**

- **Work with:**
  - Student groups to advertise the Census; possibly train volunteers to distribute information
  - Resident hall advisors to set up informational sessions during Fall 2019 and Spring 2020
- **Identify:**
  - Campus based student organizations to serve as liaisons – particularly Student-Government.
  - Key leadership and networks that could serve as thought partners and leadership.
  - Marketing opportunities, working with college newspapers and radio stations.

### **Activating Faith Institutions:**

- **Identify:**
  - Religious leadership in and around HTC communities
  - Locations that can be used for workshops, training sessions, and forums
- **Convene** work group of faith leaders and their participants to develop tailored information and outreach
- **Coordinate with:**
  - Existing programs that touch on HTC communities, or tie into State/Federal funding
  - Planned events within these groups that could become Census-themed or sponsored

## TARGET PARTNERS AND POPULATIONS

The Committee targets several population groups and communities in Cambridge, including:

- **College students** living off campus;
- **Families with children;**
- **Faith** based organizations;
- **Public sector services** patrons, including the public library system.

The committee is taking particular care to pay attention to the digital divide – Cambridge residents who may face the greatest difficulty with 2020 online forms due to a lack of digital access.

## TIMELINE

### **Fall 2019**

- Outreach to potential partners (college, family, and faith-based

- groups) to identify specific strategies begins.
- Train-the-trainer sessions for staff, volunteers and others who will engage with community members during this activation phase begins.
  - The Committee should partner with students or other groups to spread the word
  - Public education workshops/presentations: Census education workshops or classes should begin with an urgent call to action.
    - Establish Libraries as Census Resource Centers

### **Winter 2020**

- During this period of intensive outreach, partner organizations should provide assistance to residents in completing their forms. This can include hosting and/or staffing Census informational tables at strategic points throughout the City.

### **Spring 2020**

- Continue public education workshops and presentations
- Heavy marketing to college/university populations in weeks leading up to Census
  - Establish on-campus Census Resource Center