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## Increasing Latino Participation Rates in the 2020 Census in Chelsea, MA

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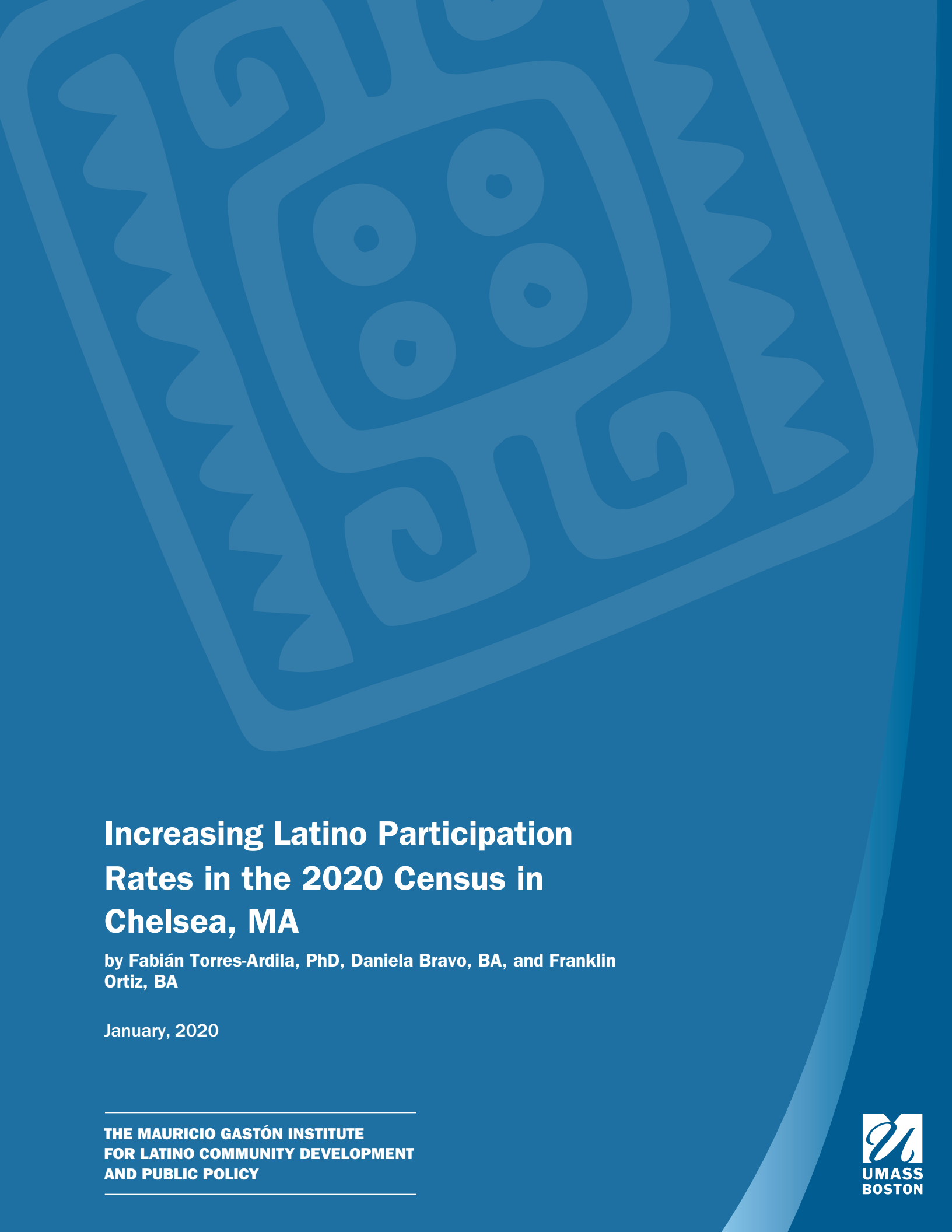
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# **Increasing Latino Participation Rates in the 2020 Census in Chelsea, MA**

by Fabián Torres-Ardila, PhD, Daniela Bravo, BA, and Franklin Ortiz, BA

January, 2020

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**THE MAURICIO GASTÓN INSTITUTE  
FOR LATINO COMMUNITY DEVELOPMENT  
AND PUBLIC POLICY**

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# **Increasing Latino Participation Rates in the 2020 Census in Chelsea, MA**

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## Table of Contents

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1.	Introduction .....	1
2.	Project Overview.....	4
3.	Methodology.....	6
	A. Research activities and data description .....	6
	B. Analysis of Qualitative Data.....	7
	C. Limitations.....	7
4.	Findings .....	8
	I. Perceptions of the census.....	8
	A. Lack of clarity about census goals and function (n=20).....	9
	B. What the census means and what it does (n=16) .....	11
	C. Awareness of consequences of participation in census (n=64).....	12
	II. Strategies to increase community outreach and census participation.....	14
	A. What is the message that the community should hear (n=54) .....	15
	B. What is the best timing for community outreach (n=5) .....	17
	C. Where and how should community outreach activities be conducted (n=69).....	17
	D. Who can be trusted to lead community outreach (n=44) .....	19
	III. Other concerns.....	20
	A. Fear of deportation (n=15).....	20
	B. Insufficient engagement with city government (n=16) .....	21
	C. Gentrification and affordable housing (n=19) .....	21
	D. Negative Interactions with local, state, and federal government (n=11) .....	22
	E. Quality of life issues (n=12) .....	22
5.	Discussion .....	23
6.	Recommendations and Conclusions .....	26
7.	Implementation of Recommendations .....	28
	1. Pre-census educational campaign:.....	28
	2. Outreach and census participation campaign:.....	31
	References .....	33
	Appendix A.....	34
	Appendix B.....	35

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# 1. Introduction

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The mission of the Gastón Institute at UMass Boston is to inform policymakers and the public about issues vital to the state's growing Latino community and to provide research, analysis, and information necessary for more effective public policy development. Officials from the city of Chelsea requested the Gastón Institute's help to develop messaging and strategies to increase the participation rates of the city's Latino residents in the upcoming 2020 Census. There is a need to have an accurate count of the residents in Chelsea and to increase their participation in the census because city officials estimate the city's actual population has increased by at least 10,000 people since the last census in 2010, which likely also had a significant undercount. The stakes are high for a city in need of more government funding to serve its growing and vulnerable population. The census count also determines the number of legislative representatives the city will have to advocate for its residents and their needs in the future. A low response rate in the 2020 Census could result in the loss of seats in the state legislature and diminished political power. (For Massachusetts overall, a census undercount will reduce its share of federal funds and could reduce its representation in the US House of Representatives.)

Historically, Chelsea has been a city of immigrants and the city's economy has depended on industries that employ immigrants. Chelsea played a key role in the manufacturing of sailing ships in the 1800s, and later became a leading manufacturer of rubber, adhesives, and shoes. Between 1864 and 1890, Russian and Eastern European immigrants, especially large numbers of Russian Jews, settled in Chelsea; by the 1930s nearly a third of the city's residents were Jewish. In 1919, 46% of the city's residents were foreign born, which was remarkable then, and today the city's foreign-born population is almost exactly the same, at 45.6 %.<sup>1</sup>

In the 2010 Census, even with an undercount, the population density in Chelsea was 16,036 people per square mile, ranking the city as the second-most densely populated city in Massachusetts. According to the 2017 American Community Survey the city's residents are 21.9% white alone, not Hispanic; 7.1% black or African American alone; 3.6% Asian; and 65.9% Hispanic<sup>2</sup>. In 46% of Chelsea households, the primary language is Spanish, with 44% of those households having at least some difficulty with English.<sup>3</sup> The majority of Chelsea's residents are Latinos, and they represent a diversity of Latino subgroups. According to 2010 Census of the Hispanic population in Chelsea: 18% were Salvadoran, 12% Puerto Rican, 8% Honduran, and 7% Guatemalan, with

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<sup>1</sup> <https://www.census.gov/quickfacts/fact/table/chelseacitymassachusetts/RHI225218#RHI225218>

<sup>2</sup> Op. cit.

<sup>3</sup> U.S. Census Bureau, 2017 1-Year Supplemental Estimates, Table K201601

smaller percentages of Mexicans, Dominicans, Cubans, Costa Ricans, Nicaraguans, and people from South American countries. Most importantly, in 2010 38% of Chelsea's population were foreign-born, which was the highest percentage of foreign-born residents in Massachusetts. This percentage has increased in 2017 to 47.3%.<sup>4</sup>

City leaders acknowledge that there was an undercount of Chelsea's undocumented and immigrant population in 2010. There is evidence from the 2010 Census, as well as from other surveys from the Census Bureau, that the city of Chelsea suffered a net undercounting of its population. In a study of 2010 Census rates, it was found that in the U.S., the population segment from 0 to 4 years-old had the highest net undercounting, 4.4%, of all population segments (O'Hare, 2019, p. 58) and there is anecdotal evidence that the same undercounting was present in the city of Chelsea. In addition, data from the Census Bureau indicate that Chelsea residents displayed a low response to the 2010 Census surveys, i.e. a so-called low self-participation rate in completing, or emailing back a paper questionnaire (Bates, 2017). The Census Bureau has identified that the self-response rate for the American Community Survey in the census tracts corresponding to the city of Chelsea, did not reach 40%. In fact, the city of Chelsea has been predicted to have a Low Response Score, or predicted Non-Response Rate, to the 2020 Census as high as 35%.<sup>5</sup>

The city of Chelsea presents a unique context for understanding the challenges of having an accurate census count of its population because the city has always been a "Gateway" city for immigrants and has been welcoming to immigrants. In June 2007 city officials and community leaders officially declared the city a "Sanctuary City," one that would not use its local police force to enforce federal immigration laws.<sup>6</sup> The Trump administration's executive order threatening to deny federal funding to Sanctuary cities suggests that making the case for participation in the census so that government funding can come to the Chelsea may not be a sufficient strategy for motivating participation. Whether Chelsea's status as a Sanctuary city makes it more or less likely that immigrants will participate in the 2020 Census remains to be seen. Furthermore, although the Trump administration's proposal to include a question about citizenship was defeated by the courts, their efforts to intimidate immigrants from participating in the census seem to be working. The fear of deportation among Latino immigrants is very high in Chelsea, so the current political climate will make it more difficult to have an accurate count of the city's immigrant population.

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<sup>4</sup> U.S. Census Bureau, 2017 1-Year Supplemental Estimates, Table K200503

<sup>5</sup> Low Response Score (LRS) can be interpreted as a percentage of households predicted to NOT self-respond to the Decennial Census. The higher the LRS is in a census tract, the harder that area may be to survey. Source: U.S. Census Bureau, Response area Mapper, <https://www.census.gov/room>

<sup>6</sup> <https://bostonbarjournal.com/2017/08/09/sanctuary-cities-distinguishing-rhetoric-from-reality/>

Finally, another challenge in obtaining an accurate population count in Chelsea may be the city's unique geographical/spatial location, with three bridges connecting it to its neighboring communities (East Boston, Revere, and Everett), and the fact that it is so densely populated a total area of just 2.21 square miles.<sup>7</sup> Given that Chelsea is a somewhat insular community, where many neighbors are familiar with one another, there may be a tendency to be suspicious of “outsiders” and a census worker may find it particularly challenging to engage with Chelsea's residents.

For all these reasons, having an accurate count of the city of Chelsea's Latino population will require strategic organizing by government officials and community leaders. If there is an undercount of the population, especially of immigrants who live in Chelsea, there will be long-term and potentially devastating effects on the city's political power and less federal funding to address the needs of its Latino majority. We hope the results from this qualitative study will inform policies and recommendations to increase the participation of Chelsea residents in the upcoming 2020 Census. We hope the results will aid in developing culturally specific outreach strategies to inform residents about the potential benefits that census participation will bring in terms of increased funding to support the city's social services and infrastructure.

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<sup>7</sup> [https://en.wikipedia.org/wiki/Chelsea%2C\\_Massachusetts](https://en.wikipedia.org/wiki/Chelsea%2C_Massachusetts)

## 2. Project Overview

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This study contributes to an understanding of census participation by communities of color for the following reasons:

- **IN CITIES WITH HIGH IMMIGRANT POPULATIONS SUCH AS CHELSEA, CENSUS UNDERCOUNTING OF CHILDREN HAS BEEN PREVALENT.**

Studies have identified two main reasons why the undercounting of children in cities such as Chelsea is common. First, Chelsea has a large presence of complex households, defined as households other than “1) a single -parent householder with biological or adopted children; or 2) a married-couple household with biological or adopted children.” Complex households are far more likely to involve the undercounting of children than households that are not complex (10 per 1,000 compared with four per 1,000). Second, there is evidence that children of racial or Hispanic minorities have a greater risk of being missed in the census (O’Hare, Griffin, & Konicki, 2019). Since there is a large proportion of Latinos in Chelsea, we expect that the likelihood for undercounting children is high.

- **THE CITY OF CHELSEA PROVIDES AN IDEAL SETTING TO EXPLORE DIFFERENT EXPLANATIONS FOR WHY PEOPLE DO NOT RESPOND TO THE CENSUS.**

Meyer, Mok, and Sullivan (2015) have identified reasons for people not responding to the census. Some reasons are related to the understanding of the questions, others to incomplete or erroneous answers, whereas other reasons are tied to a lack of trust in government authorities (Meyer, Mok, & Sullivan, 2015). This project could help to shed light on reasons that are specific to the immigrant community in Chelsea, and in particular its large Latino community.

- **POLITICAL CONTEXT—ATTEMPTS TO INCLUDE A CITIZENSHIP QUESTION IN THE 2020 CENSUS MAY EXACERBATE UNDERCOUNTING EVEN MORE THAN IN THE PAST.**

This study took place during the Trump administration’s proposal to include a question about citizenship in the 2020 Census. There is a wide agreement that the effect of adding a citizenship question to the 2020 Census would have terrible adverse effects on the counting of minority communities. Already, people of color are undercounted; adding this question to the census would make people more afraid to participate in data collection. In particular, undocumented members of these communities may fear that census data will be used to facilitate their deportation (Norton, Levitt, & Levy, 2018). The Trump administration’s attempt to add a citizenship question was justified as a way to enforce the Voting Right Act<sup>8</sup>. However, civil rights advocates immediately went to court,

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<sup>8</sup> <https://www.npr.org/2018/03/26/597188221/2020-census-will-reinstate-question-on-citizenship-status>



denouncing the initiative as a veiled attempt to decrease the 2020 Census participation of Latino and other immigrant communities. In June 2019, the Supreme Court split on the issue, but a 5-4 majority sent the case back to the lower court for review,<sup>9</sup> effectively ruling out the citizenship question for the 2020 Census. Despite the fact that the citizenship question will not be included in the upcoming census, the attempts by the Trump administration to distinguish citizens from non-citizens seems to have further discouraged and increased anxiety and mistrust among immigrants and Latinos in cities such as Chelsea.

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<sup>9</sup> <https://www.wbur.org/hereandnow/2019/06/27/supreme-court-rules-citizenship-question>

### 3. Methodology

#### A. Research activities and data description

This study took the form of twelve 45-minute interviews and one focus group with mainly residents of the city of Chelsea. Participants were presented with an informed consent form approved by the Institutional Review Board (IRB) of the University of Massachusetts Boston and informed consent was obtained following the specifications of the IRB. (See Appendix B for Informed Consent form).

The interviews were conducted between June and August 2019 and included twenty individuals. Interview participants included a schoolteacher, community leaders, members of non-profit community organizations, a city employee, a state employee, and participants in an ESOL program. Of the total of 20 people who participated in the study, seven were males and 13 were females. Sixteen participants were residents of the City of Chelsea, while the remaining had ties with the city ranging from one year to 26 years (Table I).

TABLE I. DESCRIPTION OF STUDY PARTICIPANTS			
	GENDER	OCCUPATION	CHELSEA RESIDENT
PARTICIPANT 1	MALE	STATE STAFF	YES
PARTICIPANT 2	MALE	SCHOOL STAFF	NO
PARTICIPANT 3	MALE	CHELSEA NON-PROFIT	YES
PARTICIPANT 4	MALE	EMPLOYEE	YES
PARTICIPANT 5	FEMALE	CHELSEA NON-PROFIT	NO
PARTICIPANT 6	FEMALE	CHELSEA NON-PROFIT	YES
PARTICIPANT 7	FEMALE	CHELSEA NON-PROFIT	NO
PARTICIPANT 8	MALE	CHELSEA NON-PROFIT	YES
PARTICIPANT 9	FEMALE	CITY STAFF	YES
INTERVIEW 10	MALE	EMPLOYEE	YES
INTERVIEW 11	MALE	CITY STAFF	NO
INTERVIEW 12	FEMALE	LOCAL	YES
FOCUS GROUP (N=8)	FEMALE	DIFFERENT OCCUPATIONS	YES

Participants' recruitment involved the use of several methods: informal meetings with key members of the Chelsea community, direct requests for participation, and referrals by interviewees.

This so-called convenience sample allowed participants to provide a range of perspectives about the community's degree of engagement with the 2020 Census. Focus group participants were selected from a local provider of ESOL classes. No public announcements were made of the study, because during the time of the study, March 2019 to August 2019, the community, particularly the immigrant community, was under the threat of ICE raids and it was difficult to convene large groups of people to discuss the census. Both the interviews and the focus group were recorded and then transcribed by a group of research assistants at the Gastón Institute. To improve the quality and reliability of each transcription, each one was compared with automatic transcriptions carried out with the software program Trint.<sup>10</sup>

## **B. Analysis of Qualitative Data**

The research team carried out the qualitative analysis of responses to the interview questions by searching for emerging themes in the responses within the framework of thematic analysis. The thematic analysis allows for the segmentation and organization of the data in ways that facilitate searching for patterns that answer the main questions of the project.<sup>11</sup> In our analysis, after completion of transcriptions, the research team analyzed a subset of interviews with the purpose of creating an initial coding framework that could be applied to the interview and focus group data. The coding process was iterative: two different researchers coded each interview; frequent meetings between researchers were held to ensure both reliability and inter-coder agreement; when a revision of the coding framework was necessary, interviews were re-coded. The coding process and analysis were facilitated by the use of Microsoft Word and Excel.

## **C. Limitations**

This research study has some limitations. For starters, the number of participants we interviewed was small. This project did not include random sampling; instead, we used a snowball sampling technique whereby participants identified other participants to be recruited for interviews. Therefore, the findings reflect the perspectives of a small group of key informants and cannot be generalized to the larger city's population. Future research should focus on incorporating more resident voices, particularly voices of seniors, youth, community leaders, and local organizations in the discussion to make sure that more perspectives from the community are included.

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<sup>10</sup> <https://trint.com/>

<sup>11</sup> Given, L. M. (2008). *The SAGE encyclopedia of qualitative research methods* (Vols. 1-0). Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781412963909

## 4. Findings

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A total of 345 quotes were coded, analyzed, and classified. In relation to the goals of the project, we found that the participants' views were mostly organized around three themes that roughly correspond to the interview script (see Appendix A):

**1. Perceptions of the census:** This theme describes participants' views towards the importance of the census for the Chelsea community in the time period when the interviews were conducted.

**2. Strategies to increase community outreach and census participation:** This theme groups the main suggestions that interview participants consider important in order to increase outreach and participation of the Chelsea community during the 2020 Census.

**3. Other issues of concern to participants:** This theme describes other city issues that play an important role in the relationship of the community with Chelsea's local government and may play a role in the decision to participate in the census.

Each theme, with its subthemes, is described in the following sections.<sup>12</sup>

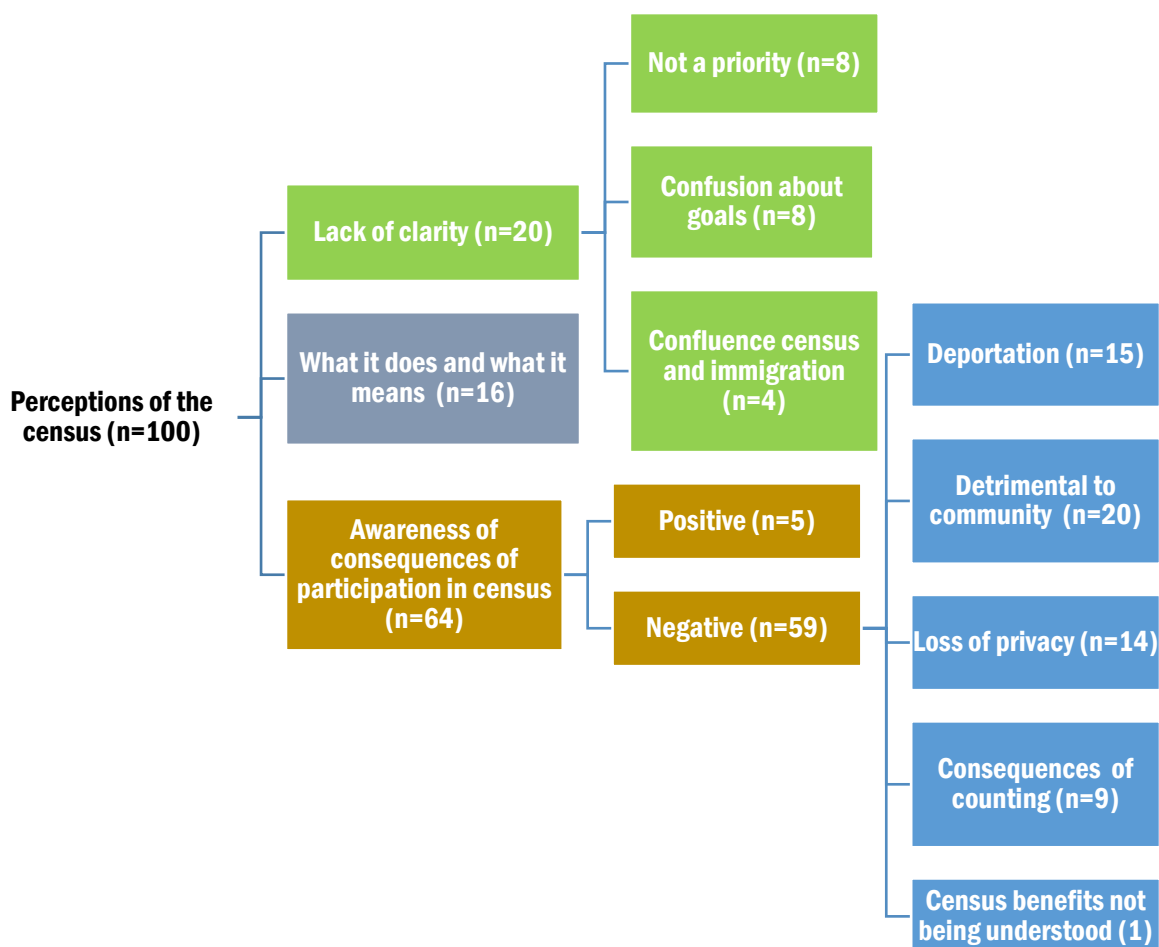
### I. Perceptions of the census

The most outstanding finding in this theme is that the community has mostly negative perceptions about participating in the census. Some reasons for this are the belief that completing a census questionnaire may lead to the deportation of participants, may bring loss of privacy, or may be generally detrimental to the well-being of the community. Crucially, these aspects are not all related to the issue of including a question about citizenship, but they are related to the likelihood that census participation may in some way attract additional scrutiny to the immigration status and housing arrangements of the participants. Many of these negative aspects are related to a lack of clarity about the purpose of the census, what legal protections census participants have or do not have, and who can participate in the census.

The "perceptions of the census" theme contains three subthemes that illustrate the points above: (a) lack of clarity, (b) what does the census mean and not mean, and (c) awareness of the consequences of census participation. Figure 1 is a graphic representation of the different subthemes; each subtheme is described below.

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<sup>12</sup> **Note.** The numbers in parenthesis indicate the number of quotes in that category. The text in brackets inside the quote adds context to the quote. The text in brackets at the end of each quote indicates the participant responsible for the quote. For example, [P6] means that the quote is from participant number six.



*Figure 1. Categories that encompass perceptions about the census. Numbers in parentheses indicate the number of quotes in each category rather than number of people.*

## A. Lack of clarity about census goals and function (n=20)

This theme captures the fact that the participant either lacks clarity about the 2020 Census, displays uncertainty about procedures for census participation, expresses beliefs that the community does not know about the census, and/or lacks clarity about the goals of the census.

- **CENSUS IS NOT A PRIORITY FOR THE COMMUNITY AND/OR THE PARTICIPANT (N=8)**

This subtheme captures participants' statements about their or the community's lack of involvement with census activities. Some participants expressed explicitly that the community is not prepared for the census:

*“so um from the practical, I don’t have a lot of data to support that [there is a concern about the census in the community],” [P1]*

Other participants express their own lack of attention to the census until being approached for an interview for this study:

*“I have not heard anything... I had done it 10 years ago and I think I heard back then a lot more on the employment piece and that the census was coming. But now I don't know if it's just really early, which I don't think it is. But I haven't heard a lot at all.” [P3]*

*“I’ve no idea, until you told me about the census obviously. That was the first time I heard anything, I guess people aren’t really paying attention to the census and stuff like that here.” [P8]*

*“You get educated but like you are not really looking out for the next upcoming census type of deal.” [P9]*

- **CONFUSION ABOUT THE CENSUS GOALS (N=8)**

This subtheme captures participants’ statements about their or the community’s confusion regarding the purpose of census, who can participate in it, and the benefits that participation may bring. Some participants point out explicitly that the goals of the census are not clear in the people’s minds:

*“You have people that don’t know that is ultimate what, what the census is supposed to be.” [P1]*

Other participants expressed their belief that the community does not identify the impact that the census will have in terms of future funds for the city:

*“There is a potential of lack of understanding how important the census is and impacting in local government in services and benefits to the city that impact their own family and individuals.” [P5]*

*“I don't think people know what the census does, like how that resulted in money and the community.” [P7]*

Other participants express doubts about who can participate in the census:

*“Y yo tengo bastantes años de vivir acá una vez me acuerdo que el papelillo que yo viví para notarse... pero creo yo de que eso es solo para los que tienen sus papeles en regla.” [Focus group participant]*

*“I have lived here many years, I filled the form once ...but I think that it [the census] is only for people who have their documents in order”*

- **CONFLUENCE BETWEEN CENSUS AND IMMIGRATION (N=4)**

This subtheme explores the connections that participants made between the census and tracking of the immigration status of census participants:

*“[My parents at the time] they didn't even understand the system of citizen versus residents right ... they filled that [the census] out. But. All that is to say that. The government has*

*always kept track. And so when the census came around that was just another piece of paper to fill out that big track.” [P3]*

*“So even though that [Citizenship question] was struck down people don't necessarily know that it was such that it was in the news and that was gonna be something that they have to fear. So I think that right now people don't, don't know that they're not going to answer a question about that.” [P6]*

*“If I am an undocumented person that is clear that the occupant of the house doesn't follow law, so how, how I am just curious as to how can I ... tell my community... “Participate in this”.” [P10]*

It is important to emphasize that only one participant explicitly showed awareness about the process to participate in the 2020 Census as an issue to consider.

## **B. What the census means and what it does (n=16)**

Participants seem to have a common understanding of the meaning of the census as a population count, with emphasis more on identifying the composition of the population than on counting the population for the assignment of federal or state resources.

- **CENSUS AS COUNTING OF POPULATION AND SUBPOPULATIONS (10)**

This subtheme explores participants' opinions about the census as a way to determine the demographic composition of the country:

*“To help them to get a more accurate count because historically in cities that are majority-minority there's an undercount.” [P3]*

*“The census is, you know is a term...[to] be able to determine hmm, the number of races that live amongst your city, I believe. Um they are able to count and see how the community is shifting from year to year and you know the affects and pros and cons of the community.” [P9]*

*“ Uhm, because I, I think it is important because the United States is account the people the different ... Yeah, how many the different countries have the population and I think this is important.” [Focus group participant]*

- **CENSUS AS COUNTING FOR RESOURCES DISTRIBUTION (6)**

This subtheme explores participants' opinions of the census as a means to determine level of resources:

*“[The census]... is just a count and that count is important because that count is you know a way that resources are going to come to the community.” [P2]*

*“Va a saber cuánto es la población a mantener la cantidad y cuántos...Cuánta ayuda más o menos el gobierno puede otorgar a la ciudad al Estado...” [Focus group participant]*

*“To know how many people are... and more or less how much help the government can give to the city and the state” [Free translation]*

## C. Awareness of consequences of participation in census (n=64)

This subtheme explores participants' perceptions about positive or negative effects of participating in the census. Participants' focused much more on the perceived negative consequences that census participation could potentially cause, rather than on the positive aspects of participation.

- **POSITIVE CONSEQUENCES (5)**

Few people expressed positive impacts of participation in the census in terms of the benefits for the city. When they did, they talked about how the potential funds can affect the life of the community:

*"um any kind of federal aid that we can have coming in is gonna be helping not just the school district, but the city as a whole." [P1]*

*"It's an interesting thing. On a lot different levels right. On one level it always performed the good of it as always. We need this for political. We need this for economics, we need this you know for. Just understanding what services we may or may not need and where we may need those services right?" [P3]*

- **NEGATIVE CONSEQUENCES (59)**

Participants identified four themes in relation to their perception about the potential negative consequences that census participation may have on either the people or the community as a whole, or because of an undercounting of certain community groups.

### *Deportation (15)*

Explicitly identify that deportation will be a consequence of census participation:

*"...you know, people are afraid because there is a connection between this government... in particular for the community that is undocumented, in the environment and political environment that we live in, um, is, um, very, um um... people are very afraid [of participating]." [P5]*

*"The status [question] ... is definitely going to affect people's participation of the census. People are not going to be wanting to answer. Something that they think is going to identify them and their immigration status." [P6]*

*"[The census] has been has been very politicized, unfortunately, and it has to be used to create some form of fear right, 'Like Big Brother is coming to your house not just Big Brother, but ICE.'" [P11]*

*"En el pasado yo lo llene...Si. Pero ahorita no, no lo [he] llenado. Pero con eso de inmigración da miedo de dar toda la información de uno ." [Focus group participant]*

*"In the past I filled [the census form]. Right now, I have not. With that thing about immigration, it is scary to give one's information."*

### *Detrimental to community (20)*

Describe perceptions of generic harm to communities, in particular communities of color, due to census participation:



*"I do think that, um, the worry about, there are also some effects in a community just because of mass fear, everybody is worried, everybody is concerned, that has effects on the community. Whether it becomes an actual issue where people are being deported or whether immigration is being used against them ... the effects, the damages, right, you have a group of excellent people in the city of Chelsea who are so concerned or worried... you know, the damages are already done in a way." [P1]*

*"Y'know people are hearing from, um, their, um... y'know media outlets... um... conflicting information... and if you see a government that really trying to push something to be in... um... y'know like the citizens question to be in the census it can be definitely... uh... this a reason why and people will be more comp- uh... apprehensive to fill out that type of form." [P5]*

*"I would say that Latinx population there is fear of government to begin with and the stress of government and the census has been associated with the government." [P11]*

### ***Loss of Privacy and potential tracking of activities (14)***

This theme describes participants' negative perceptions about the potential loss of privacy by participating in the census. This includes the fear that census participation could allow some unknown entities (i.e. hackers) to track participants and bring potential retaliations from the government:

*"I don't think undocumented people are going to want to do it online... I could be wrong, would think that, because that creates a record right, even though paper is paper and still a record, online is sort of like I don't know where this went you know." [P3]*

*I think that people still fear it [the census after the citizenship question was eliminated.] ...*

*Like if someone's not documented they do something on their phone like it is that that's going to track them right. If it is they do it on a computer. Like is that going to be tracked to them. I mean so I think that there's still the fear of being, being like singled out or being like a light shown on for like not being documented." [P6]*

*"The census is like something I guess people think is like an invasion of their privacy, so it sucks. They're like they don't wanna give out stuff like that, their information and stuff, so I think a lot of people don't even pay attention to uh, like even if it's in [inaudible 10:51] like, uh we're not gonna do that, we're not gonna [inaudible 10:53] questions or whatever." [P8]*

*"Yeah. Yo pienso de que, pues es peligroso porque como no sabemos a dónde llega su información." [Focus group participant]*

*"Yeah, I think that it is dangerous [to fill out the census] because we don't know where your information goes."*

### ***Negative consequences of counting/undercounting (9)***

This subtheme expresses participants' concerns that the census will undercount certain communities and/or the census count will have negative consequences on the community:

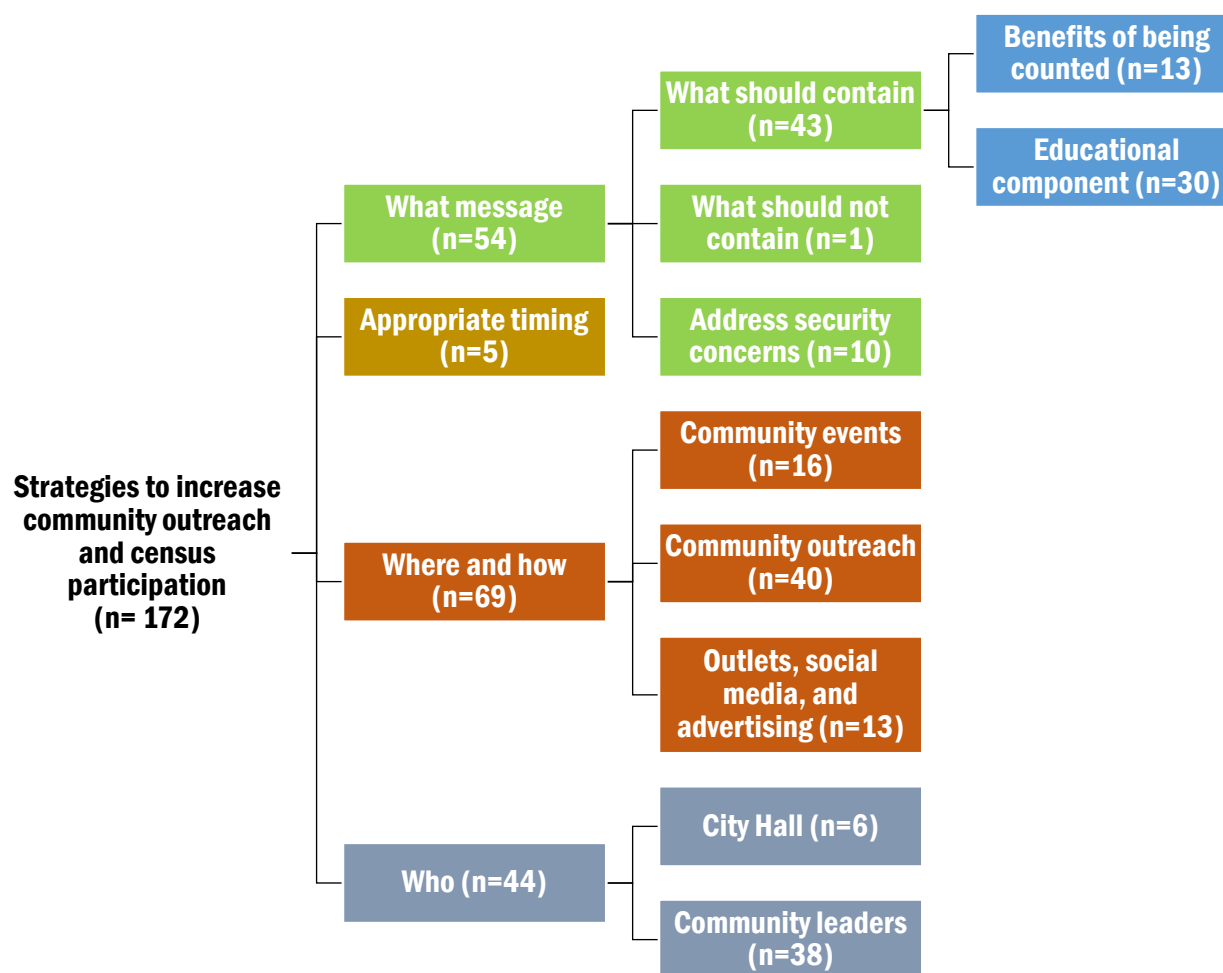
*"... There's a large amount of our population that is not accounted for... so there is not, a proportionate amount of resources given to Chelsea for the people that live here..." [P6]*

*"... if people are undercounted then like the school suffer and the infrastructure like we were affected long term yeah for 10 years because we're not getting the funds that we deserve." [P7]*

### *Census benefits not being understood (1)*

One participant expressed a strong opinion about the irrelevance of the census, indicating that there is historical evidence that the funds brought by the census have not reached the communities that need it the most, such as the Latino community and/or the immigrant community in general.

## **II. Strategies to increase community outreach and census participation**



**Figure 2.** Strategies to increase community outreach and census participation. Numbers in parenthesis indicate the number of quotes in each category.

This theme explores initiatives to ensure a wider census participation. The overarching idea is that the census outreach campaign should be carried out in ways that are inclusive, convey a simple message about the importance of the census, and use messengers with whom residents

already have established trusting relationships. The main subthemes capture the idea of what the message should be, how to convey the message, when, and by whom. Figure 2 shows the different themes and subthemes identified and the relation between them.

## **A. What is the message that the community should hear (n=54)**

This theme includes what participants identify as key elements of the message in a campaign to increase community participation.

- **WHAT SHOULD THE MESSAGE CONTAIN (n=42)**

This theme expresses the participants' beliefs about what should be included in the message of the census campaign in Chelsea. It includes both an educational component and the benefits that being counted would bring to the Chelsea community.

### *Educational component (n=30)*

This subtheme refers to the need to include in the campaign elements that explain what the census is in ways that allay community fears and confusion about its goals. For example, some participants feel strongly about educating the community about what the census process means to accomplish:

*"There could be a sheet that gets created that says you know in 2010 this was the count maybe in Massachusetts or maybe I don't know how detailed you can get it but maybe it could be per community and you know this is this is these are the results of real counts..." [P2]*

Other participants shared sentiments about the importance of trust, and how it is a key component in increasing census participation in Chelsea:

*"I think knowing your census rights I think come into a space that you trust with people that you trust. I think if somebody goes to your door and they hold up a census badge you might also make people scared to not open their doors. So I really think it's I think it's right like your rights..." [P7]*

In general, many participants agreed on the need to fully educate the community on the impacts that census would have on their day-to-day life. It should also seek to demystify erroneous information or community fears such as the census being shared with, for example, ICE officials or federal or local law enforcement.

### *Benefits of being counted (n=13)*

This subtheme refers to participants' interest that the message needs to be more explicit about the benefits that census counting will bring to the city. Some participants expressed a strong sense that it is a person's responsibility to be counted:

*“Something that says you know you know “es tu dinero ”... “es tu recurso” it's your resource you know if you're not counted you're not going to get a resource...Like pointing to responsibility like it's your duty, it's your responsibility to be counted...” [P2]*

*“...saying hey if you don't do this we can't count you as a number...which means we can bring more money into our schools. You can bring more money into our community...The sidewalks need to get done. I wish my child had. x ,y, z program in the school, but we can't do that unless you get the money...” [P4]*

Other participants expressed the conviction that the information about the benefits of census participation could be communicated to the community through educational means:

*“Por ejemplo se podría ayudar como haciendo organizaciones a darles pláticas a darles orientación a las personas... dar orientación para saber que [el censo] es una ayuda para los niños para las escuelas para la comunidad de medicinas médicos para actividades fuera para los niños.” [P13]*

*[English Translation] “For example, it could help if organizations could provide political talks to provide advice to people...provide advice to let them know that [the census] can provide resources for the kids, for the schools. For the community so that people can have their medicines and doctors, for activities for the kids” [P13]*

- **WHAT THE MESSAGE SHOULD NOT INCLUDE (N=1)**

This subtheme conveys the participant's own beliefs about what should not be included in the census campaign in Chelsea. The participants mostly focused on explaining that the message should be around the benefits of being counted, rather than the benefits of congressional representation:

*“...They [the Chelsea residents] are not going to care about...you know state congressional representation. They are not going care about that...but that the regular folk are gonna be wary of participating. And I think they're going to be motivated by knowing that if we make sure that we're all counted, we're gonna get what we deserve in this city.” [P2]*

- **SECURITY CONCERNS (10 QUOTES)**

Several interviewees expressed their concern for security and privacy threats that the census may present:

*“You want to create a better way to do this and to create the confidence around this. You have to ensure people anonymity. And the way that you ensure anonymity is the technology.” [P3].*

Other participants indicated lack of trust, and how that potentially affects census participation outcomes:

*“implement [the census] in a way that makes everybody feel secured about the information they givin' out. The census could be tricky here, and it's every 10 years so, it's not like people are seeing these people come to your house all the time ... It's like, are you really from the census group?” [P8]*

*"I think that people feel more comfortable with paper because so once you do something digital you know that it's going to go all over the place." [P10]*

## **B. What is the best timing for community outreach (n=5)**

*This theme refers to the importance of choosing good timing for outreach and education activities:*

*"If you were to make sure that it [educational campaign] was timed well with when the census was sent out, so that it could be like the messages delivered, and here's the census, that'd be tremendously effective." [P1]*

*"The sooner the better. So you can have a strategic plan behind it...you have people that already trust this because they've been doing it for a long time. But those people that are in between like especially with the whole political thing. Those people have put themselves on the other side not necessarily wanting to do this." [P9]*

## **C. Where and how should community outreach activities be conducted (n=69)**

This theme includes suggestions about the best ways to increase outreach to community sectors that traditionally have been undercounted.

- **COMMUNITY EVENTS AND SPACES (N=16)**

This subtheme refers to the utilization of trusted community spaces to create events where census outreach activities can happen to increase participation:

*"...get people together in one location...hitting some of the community hotspots, going to the high school, going to some of the middle schools...have something out on the lawn of city hall...Bellingham square...and have different events there, um like physical events there." [P1]*

*"... Like places in the city where people go to for services if they had the census, I think that that's going to help get people to fill up the census." [P7]*

*"...something they can do is like have like festivals and carnivals here for the community, they bring everybody together ,so they can just fill out the survey basically...Bringing everybody together seeing your friends, your family right there that eases up like [anxiety]... it's not a big deal, it's just like a survey." [P8]*

- **2. COMMUNITY OUTREACH (N=40 )**

This subcategory explains what, according to the participants beliefs, are the best strategies to reach the different populations living in Chelsea to increase census participation. Some participants suggest creating strategies that involve a humanistic approach that will resonate emotionally with residents:

*"I think I think that's a really engage a way to engage human emotion you know, and people respond I think that way." [P2]*

Other participants suggest more explicit outreach strategies such as using multiple languages and translations in trusted community places or have census staff from diverse ethnic backgrounds:

*“...making sure that [flyers are] in multiple languages right not just English and Spanish but we also have Vietnamese who also have other languages that are in the city making sure because it's not just the Spanish speaking Latin American population...” [P6]*

*“Providing interpretation or people that are culturally informed or understands the norms of our community... concern about serving people with or the participation of people with low socioeconomic potentially going to places like the food pantries, soup kitchens, doing campaigns around there.” [P11]*

*“...first thing maybe would be like have a Latino come to your house, not make it be like a white person or whatever, or somebody who doesn't speak their language...somebody speak Spanish to them so they can understand.” [P8]*

One participant also brought up the fact that outreach strategies must also consider people with low literacy in the community.

Several participants suggested that the outreach efforts should be carried out by introducing the message among certain community members (e.g., school students) or through social media as an outreach tool:

*“You know introduce it [census] to some of the kids in school so they can spread the message back to their parents. Have a teacher-parent conference and then kind of bring that in that topic slowly, because at the end of day it doesn't reach the ears of the parents.” [P9]*

*“I think is that important that we need to do all hands-on deck and invest all the resources we can to make sure. But it again it has to be collaborative effort. It has to be, it has to be ‘con gente’ [with people], and with people that are really like rooted and connected...and everybody, every neighbor knows who that person is.” [P12]*

- **OUTLETS, SOCIAL MEDIA, AND ADVERTISING (13 QUOTES)**

This subtheme refers to outreach strategies that use all media available such as television, newspaper, and radio advertisements, as well as employing social media properly to reach the community. Many participants also referred to identifying trusted community or national voices to deliver those messages to the community:

*“I think people watch like Telemundo and Univision and listen to the radio, I think you need to have trusted voices that just repeats the story over and over again...Television, you know radio and print, flyers.” [P2]*

*“...put up any ads that are promoting that [the census is] coming... We could be promoting that. Yeah a little bit of everything and we could put it in English and Spanish as well. Any other language would*

*be provided...So anything, anything to help increase the people and make sure that the word is getting out there.” [P4]*

One participant suggested the creation of a task force, which:

*“... could be essential in creating a campaign that talks about, the real facts [of the census] ... and doing the push whether is email, social media, a video, the radio...” [P12]*

## **D. Who can be trusted to lead community outreach (n=44)**

Participants stressed the importance of the people who transmit the message. In their opinion, the Chelsea community will trust people with whom they already have established relations and trust.

### **• CITY HALL INVOLVEMENT (N=6)**

Participants identified the importance for City Hall staff to be involved in the process of reaching out to the community during a census campaign:

*“...if city hall was able to manage or able to get a room, you know, there’s no reason that they couldn’t take over a classroom or two classrooms...or the gym, set all the tables, set up food on one side...take the census...There’s no reason that that couldn’t work. If city hall was willing to fund some of the bill.” [P1]*

*“...Be it funding or maybe they can get volunteers from City Hall to join an agency to help do this [census outreach campaign]. The advertising about it coming out but also multiple languages...for even just taking the top three banners flyers maybe city hall having events.” [P4]*

### **• COMMUNITY LEADERS AND ORGANIZATIONS (N=38)**

Participants also identified that trusted community leaders and organizations should be in charge of delivering messages to the community around increasing census participation, rather than having people or organizations with which the community has not built a relationship:

*“Maybe the chief does a message to the community and says you know, we have, we have this many officers. We have this many resources...Maybe Tom can say a message and maybe Gladys can say a message, all the executive directors can have a message saying if we don’t, this is what we do... if we don’t have an accurate count that we means we get less money...” [P2]*

*“I think uniting a lot of community organizations that work with the population of Chelsea is a good start. There a lot of nonprofits that the community of Chelsea has, you know involved the population from education job training to you know therapy... involving community activist, community leaders to hosts events.” [P9]*

Other participants conveyed the fact that community organizations should collaborate with each other to effectively deliver census messages to the city:

*“We should be able to work together and work as a team and that doesn’t happen now. But I think it could just it would have to be some type of lead agency, lead person to organize it all and maybe even offer the training.” [P4]*



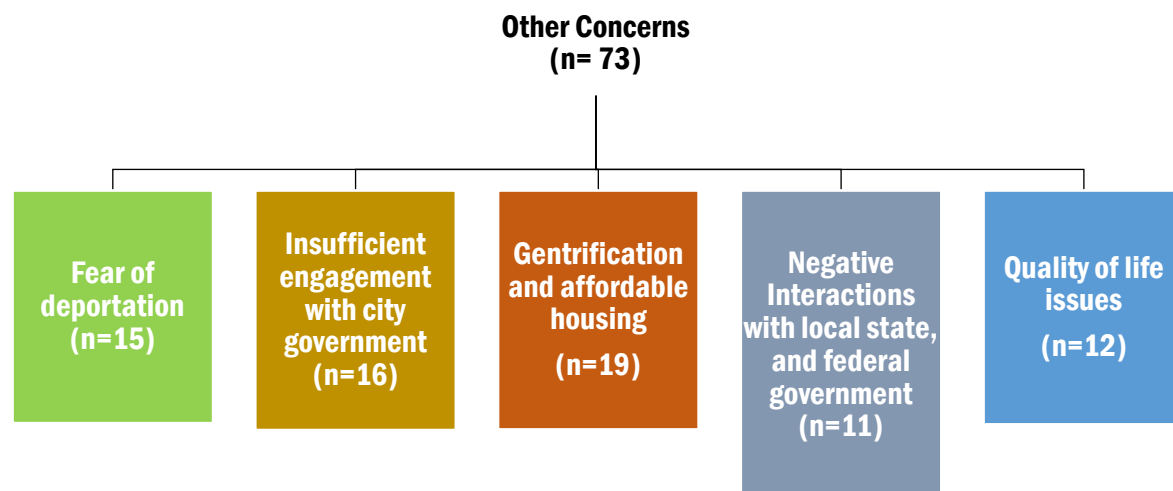
Several participants emphasized that community organizations and leaders play a pivotal role because community residents already trust those organizations:

*“I think you know like trusted people in the community, like community based organizations or churches or city leaders that know people in the community or know who maybe had concerns with their immigration documentation like building trust with them and saying like I'm gonna help you fill out the census...” [P7]*

*“So for undocumented, one of the strategies I mention early was working with organization that focus on serving with that population, you can look at, you know, pro bono lawyers, groups that [provide] legal support...” [P11]*

### III. Other concerns

This theme groups participants’ perceptions about the issues that the community cares about, and that may directly or indirectly affect their participation in the census.



**Figure 3.** This theme describes participants’ perceptions of what are the main issues that the Chelsea community cares. Numbers in parentheses indicate the number of quotes in each category rather than number of people.

#### A. Fear of deportation (n=15)

This theme identifies interviewees’ perceptions that the community is afraid to participate in any civic activities because they could face potential deportation or other immigration-related consequences. Some participants pointed out the current administration’s efforts to control immigration:



*“Gee, we don't have to listen to them and we could go around them, the evidence of how they've been treating and attacking immigrants from the consequences they've shown that they're willing to inflict upon beings which is what some people have recalled that his concentration camps.” [P3]*

Sometimes participants express this theme by pointing out that some groups are afraid of even attending ongoing daily activities:

*“But I think when it comes down to a federal level, when people hearing there's going to be raids that hour or something, people don't come out, they don't go to schools, they don't send the kids to schools, they don't go to appointments, they don't go to the store. It's like a ghost town. Whenever we hear things like that [from] somebody.” [P4]*

*“...People and [at] Chelsea are really fearful of participating in anything civically because of their documentation status and because of what the federal government is doing right now.” [P7]*

## **B. Insufficient engagement with city government (n=16)**

This theme captures the degree to which participants are unaware of City Hall government structures, services, and knowledge about City Hall interactions with community and the support that it provides to local organizations:

*“In fairness to everyone, because when you have all these little community nonprofits who run off grants and they're doing one hundred and ten percent to try and get that community out, but they're very limited in the funds and or staffing it's like city hall needs to step it up and participate and contribute as well.” [P4]*

*“There is misconception and lack of understanding [of how] government and the United States works right, and the separation of local, state, federal especially when you put into context of Latin American, how and the fear some of [the] factors that drove people to come here.” [P11]*

## **C. Gentrification and affordable housing (n=19)**

This theme explores the concern that participants expressed about the impact that housing development in the city of Chelsea is causing, such as rent increases, lack of affordable housing, and overall cost of living increases:

*“But I think that right now the biggest one [issue] that is hurting us is the cost of living, whether it be not just the housing but like everything like everything from transportation to eating, the grocery shopping, all the basic cost of living is increasing a lot, it's displacing a lot of people in Chelsea.” [P6]*

*“An example of the impact of displacement is when we opened up one of our thirty four unit buildings a couple of weeks ago. So we had 34 units and we populate them by the lottery. And so we had almost 4000 people that applied for 34 units.” [P12]*

*“And, um, this rent in Chelsea [is] no good because [it's] too expensive. My house, 4 bedroom- \$2,300 is very too expensive. A lot of money. Too much. Yeah, no change. Every month they say \$50, every month \$50, every month \$50, I don't know. Chelsea, too expensive.” [Focus group participant]*

## D. Negative Interactions with local, state, and federal government (n=11)

This section discusses the effect of traumatic events that people have had with government agencies, not only in their own countries -particularly from Central and South America - but also here in the United States:

*"I do see however that the city is a little too focused on public safety. It feels a little like a penal colony with all the cameras and the restrictive ordinances with regards to capital there's no place here to dance, which is very typical of the Latino community." [P3]*

*"All the history doesn't go away, all the trauma they experience [in their countries of origin] and the distrust, the generational, cause it's just not one generation it's not going [to] go away, so there's need to be a understanding that you have to [be] constantly working towards building trust with certain population like the Latinx population and increasing their trust in government." [P11]*

*"I was reading The New York Times yesterday, but this is a guy born and raised in Dallas, brown, got caught up in ICE raid which could happen to us. I mean I don't carry my passport with me, or my birth certificate. And so anyway so he got, he got wrapped up in an ICE raid and wound up in Mexico, his first time in Mexico, even though he's Mexican-American."*

*[P12]*

## E. Quality of life issues (n=12)

This theme focuses on the issues affecting Chelsea residents every single day such as pollution, trash, rats, and many others issues that may cause health or living problems for residents.

*"Chelsea is one of the city that's most impacted by environmental injustice because we're a low income community, a community of color, we have hosted so many of the region's like industrial burdens so 100 percent of the jet fuel that's used at Logan International Airport is stored in tanks on the Chelsea Creek's, 70 to 80 percent of the region's heating fuel, road salt for 350 communities, thousands and thousands of trucks coming into and out of the community ... as a result all of that pollution is exacerbating folks public health concerns."*

*[P7]*

*"En las calles hay basura, hay bolsa de toda clase. Porque yo digo como nada menos [que] ayer, yo le digo[sic] a una persona con quien yo iba caminando "¡Ay, como está [de sucio]" !"*

*[P13]*

[English Translation] *"The streets are full of trash, all kinds of bags. Only yesterday, I said to a person that I was walking with, "How dirty it is!"*

## 5. Discussion

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Historically, census participation in the city of Chelsea has always been low (Kissam, 2017), which has led to the city's residents being undercounted in previous censuses. The results of this project highlight some of the reasons as to why the undercount has been prevalent in the city, but also what culturally appropriate outreach strategies can be implemented in Chelsea in order to increase resident participation in the upcoming 2020 Census.

In light of this historical problem of the census undercount in Chelsea, this report has three main findings: 1) Perceptions about the census, 2) Strategies to increase community outreach and census participation, and 3) Other concerns. To understand these findings in the wider context of survey participation, we use Tourangeau's (2014) framework of hard-to-survey populations, which describes the kind of population subgroups that are more likely to be undercounted in census-type surveys. In the context of this study, the most relevant sub-groups are:

- a) Groups that are *hard to locate*, mainly because they are marginalized and prefer to stay hidden (such as undocumented immigrants);
- b) Groups that are *hard to contact*, because they are a highly mobile population;
- c) Groups that are *hard to persuade*, because they are highly suspicious of the government's motives; and,
- d) Groups that are *hard to interview* because of language barriers, low literacy, or a combination of both.

The presence of these groups in Chelsea explains not only the historic undercounting in census-type surveys, but also the patterns of responses in the "Perceptions of the census" theme. We documented that according to participants, Chelsea residents tend to have their own definitions and understandings about the census's goals and purpose. Moreover, it was interesting to uncover that most of the participants' awareness about the census is influenced by other concerns, including immigration-related issues, negative interactions with local government, and gentrification of the public space. As a result, it was not surprising to find that most of the perceptions of participating in the census were negative, with only a few exceptions. Consequently, study participants believe that subgroups of immigrants or low-income people will require additional strategies for outreach in order to facilitate their participation in the census. This study's findings are in line with the Meyer et al. analysis of household surveys, as it clearly indicates that fear of negative repercussions from national surveys impedes full participation by many householders (Meyer, Mok, & Sullivan, 2015).

This project sought to find ways for Chelsea to increase outreach and census participation through culturally appropriate strategies. Many of the strategies suggested by the participants emphasize collaborating with community-based organizations and other advocacy groups already working in Chelsea. In addition, participants believe the message to the residents needs to focus on the positive aspects that participation would bring to the Chelsea community through participation in the 2020 Census. The potential benefits recognized by the participants included funding for schools, programs for children and youth, funding for parks and infrastructure, and health services. In addition, participants stressed that because Chelsea as a city with a high number of immigrants, both documented and undocumented, the outreach strategies need to include ways to ensure that every resident, regardless of legal status, knows that they can and should participate in the 2020 Census. These strategies also need to ensure that all residents feel safe that their information will not be shared with any federal or local law enforcement agencies, especially the Department of Homeland Security. The focus of this message should clearly convey to residents that federal law ensures that census data is confidential and protected, and none of their responses can be shared with law enforcement or immigration authorities (The 2020 Census and Confidentiality Factsheet, 2019).

In addition, participants acknowledged that a pivotal strategy for outreach and 2020 Census participation needs to include an aggressive educational and outreach approach. Because there is a lot of confusion and misunderstanding about the purpose of the census, a culturally relevant approach is necessary. This includes informing, educating, and doing outreach to the residents in the languages that they speak, by people they know, in the spaces that they frequent, and feel safe, such as schools, healthcare facilities, and *bodegas* (stores). Both the educational component and outreach needs to be conducted before residents receive their Census forms in March of 2020.

Finally, the campaign for outreach and participation must be carried out by trusted community-based organizations, their leaders, and other advocates already known in the community. Many participants believe that census staff not only need to be people of color or Latino, but also that the staff and outreach materials need to be in multiple languages and census workers should represent different racial/ethnic/linguistic backgrounds. Because Chelsea is a tight-knit community, the participants also suggested collaborating with specific local organizations such as the Chelsea Collaborative, The Neighborhood Developers, Green Roots, Chelsea Public Schools, Chelsea Police Department, and Chelsea City Hall. Many of the participants express their opinion that Chelsea City Hall needs to be more involved in the census outreach campaigns and work more closely with all of the community organizations in Chelsea.

Based on these findings, we formulate four important strategic points to keep in mind in an outreach campaign to increase 2020 Census participation:

- a) Build trust: City Hall officials need to work harder to gain, or re-gain, the trust of some members of the community, as well as increase their presence in places where community members gather.
- b) Maintain a simple and clear message: one that explains what the census is, who needs to complete it, and why it needs to be completed.
- c) Reassure residents that information provided for the 2020 Census will not be used against them. In particular, no government (local or federal) will have access to this information.
- d) Find the appropriate messenger: One that is not only connected to the community but also that the community already trusts.

In the next section, some recommendations are offered to facilitate outreach and 2020 Census participation.

## 6. Recommendations and Conclusions

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These recommendations incorporate the analysis in the previous section. Each seeks to address the main strategic points formulated in the last section, (i.e., to regain community trust in city officials, to maintain a clear message about the census that is focused on the benefits of census participation, to guarantee that 2020 Census participants feel safe from negative consequences from census participation, and to ensure that the message is carried out by people and organizations with which the community have already established relations).

1. **Create a coalition that expands the collaboration between City Hall and local organizations.**

The city government should expand its collaboration with community-based organizations, non-profits, and social service providers and other advocacy groups such as Chelsea Collaborative, The Neighborhood Developers, and Green Roots that are already working with the community. A wider collaboration between these organizations could help City Hall officials to:

- Reach out to hard-to-reach subgroups
- Identify venues to meet the community and bring the census message
- Advise about culturally and linguistically appropriate ways to talk about the message on the census
- Advise about the right timing for outreach activities.

2. **Include an educational component in the census campaign.** The findings of this study indicate that the campaign to increase community participation in the 2020 Census should be accompanied by an educational campaign that targets both community partners and the community at large about the census's goals, its effect on the community, and how to participate in the 2020 Census. The focus of the educational campaign should be on the development of simple messages about the 2020 Census, such as

- Why is it happening now?
- How will it happen?
- Who can participate?
- What do people need to do to participate?

3. **Keep a unified simple message during the census campaign.**

- Focus on benefits: How does the Chelsea community benefit from participation?

- Dispel fears about the intrusion of privacy and increase awareness about federal measures to protect identity.
4. **Identify trusted, key members of the community to bring the message about 2020 Census participation.** In particular, reach out to well-known community residents and other community advocates who have already established trusting relationships with the communities and that are recognized by the public at large.
  5. **Use different media (such as radio, social media, press, television, etc.) to reach out to different segments of the population.** Participants highlighted the fact that there are communities in Chelsea that rely upon different media sources such as newspapers and printed press; others get their news through social media, while for others, radio is the main source of news. This is especially true for certain immigrant communities in Chelsea (such as the Somali or Brazilian immigrants.)
  6. **Provide places where groups can complete their census questionnaire.** The city should have places such as schools, libraries, and/or public spaces that people in the community could use to complete their census forms. These places must be staffed with community members who can be trusted to inform residents about the procedures to complete the 2020 Census form; members who are culturally sensitive and linguistically prepared to engage with members of the community when necessary.
  7. **Create a City Hall website that centralizes all materials to promote 2020 Census participation.** In this way, partners of community-based organizations, city officials, as well as other advocates can find a centralized place with materials that contain the messages developed by the coalition of community-based organizations.

## 7. Implementation of Recommendations

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We conclude with recommendations for a social campaign to promote census participation for the Latino community in Chelsea. The campaign implements many of the recommendations discussed in the previous section. The name of the campaign is ***“Censo 2020: ¡Aquí estamos y contamos!”*** It consists of two interconnected elements a) an educational component, which attempts to address misconceptions about the census, and b) an informative component, which will attempt to address questions about how to participate in the census, where to find support to complete the census questionnaire, and support for understanding the process of participation.

In addition, we believe that the social campaign for census participation and outreach should be carried out in two stages. In the first stage, we will carry out a pre-census educational campaign with the purpose of clarifying for the residents, particularly Latinos, some of the misconceptions about the census. The second campaign stage will take place around the time that census forms are distributed across the city, to ensure not only that residents submit them in time, but also that the forms are completed appropriately.

The main ideas of the campaign are to produce a simple message that focuses on explaining to the Latino community the goals of the census and the benefits of participating, as well as to give assurances that there will not be negative consequences from sharing their information with the U.S Census Bureau.

### 1. Pre-census educational campaign:

This stage of the campaign will consist of informational material that aims to increase the community's awareness about the census and its proximity. It could begin in December 2019 and take place during the months of December 2019 to March 2020. Some examples of the kind of printed material to use can be found in the following pages:



## 2020 U.S. CENSUS

# ¡Aquí Estamos y Contamos!



¿Qué es el Censo del 2020? El Censo del 2020 es una encuesta que cuenta a todas las personas en los 50 estados, Distrito de Columbia y cinco territorios de los EE. UU.

¿Para que el Censo del 2020? Más que un conteo, es una oportunidad para asegurar más recursos para nuestras escuelas, carreteras, personas de la tercera edad, etc. y darle forma al futuro de nuestra ciudad

¿Quién puede participar? Todos los residentes de la ciudad de Chelsea pueden participar: ciudadanos, refugiados, e todos los inmigrantes sin importar el estatus migratorio.

¿Quieres saber más sobre como participar en el Censo?

[www.ChelseaCensus2020.gov](http://www.ChelseaCensus2020.gov)



William Francis Galvin  
Secretary of the Commonwealth  
Massachusetts 2020 Census Liaison

For more information:  
[www.ma2020census.org](http://www.ma2020census.org)  
1-833-MA1-2020 (1-833-621-2020)  
[ma2020census@sec.state.ma.us](mailto:ma2020census@sec.state.ma.us)

Scan to read more  
on how census  
affects your  
community.



I. Sample of Educational Campaign flyer in Spanish for the Campaign “¡Aquí Estamos y Contamos!” The purpose is to create awareness of the upcoming April 2020 Census by informing why is happening now and who can participate.

## 2020 U.S. CENSUS

# ¡Aquí Estamos y Contamos!



¿Qué es el Censo del 2020? El Censo del 2020 es una encuesta que cuenta a todas las personas en los 50 estados, Distrito de Columbia y cinco territorios de los EE. UU.

¿Quién puede participar? Todos los residentes de la ciudad de Chelsea pueden participar: ciudadanos, refugiados, e todos los inmigrantes sin importar el estatus migratorio.

Es importante que participes. Si todos participamos:

- Habrá mas recursos para nuestros niños y niñas en las escuelas
- Habrá más recursos para nuestra gente de la tercera edad
- Habrá mas recursos para carreteras y servicios públicos

¿Quieres saber más sobre como participar en el Censo?

[www.ChelseaCensus2020.gov](http://www.ChelseaCensus2020.gov)



William Francis Galvin  
Secretary of the Commonwealth  
Massachusetts 2020 Census Liaison

For more information:  
[www.ma2020census.org](http://www.ma2020census.org)  
1-833-MA1-2020 (1-833-621-2020)  
[ma2020census@sec.state.ma.us](mailto:ma2020census@sec.state.ma.us)

Scan to read more  
on how census  
affects your  
community.



## II. Sample of Educational Campaign flyer in Spanish for the Campaign “¡Aquí Estamos y Contamos!”

## 2. Outreach and census participation campaign:

This stage of the campaign will take place in the months of February through April 2020 in preparation for census day on April 1, 2020. The purpose is to create awareness about the format of census forms, different ways to reply to the request for participation, and ensure that census forms are filled in the most precise way, including the precise count of children.



¿Qué es el Censo del 2020? El Censo del 2020 es una encuesta que cuenta a todas las personas en los 50 estados, Distrito de Columbia y cinco territorios de los EE. UU.

Ayúdanos a contar. Usa tu código o tu teléfono para acceder el formulario del censo. Son sólo XX preguntas y tus respuestas van a ayudar a incrementar los recursos para las escuelas, salud, y otros servicios públicos de nuestra ciudad.

¿Qué pasa con sus respuestas? Su información personal es **confidencial**. La ley federal protege su información y sus datos sólo se usarán con fines estadísticos.

¿Quieres saber más sobre el Censo?  
**www.ChelseaCensus2020.gov**



William Francis Galvin  
Secretary of the Commonwealth  
Massachusetts 2020 Census Liaison

For more information:  
[www.ma2020census.org](http://www.ma2020census.org)  
1-833-MA1-2020 (1-833-621-2020)  
[ma2020census@sec.state.ma.us](mailto:ma2020census@sec.state.ma.us)

Scan to read more  
on how census  
affects your  
community.



III. Sample of Educational Campaign flyer in Spanish for the Campaign “¡Aquí Estamos y Contamos!” informing residents about what to expect when the census forms arrive.

## 2020 U.S. CENSUS

# ¡Los niños también cuentan!



¿Qué es el Censo del 2020? El Censo del 2020 es una encuesta que cuenta a todas las personas en los 50 estados, Distrito de Columbia y cinco territorios de los EE. UU.

¿Quién puede participar? Todos los residentes de la ciudad de Chelsea pueden participar: ciudadanos, refugiados, e todos los inmigrantes sin importar el estatus migratorio.

Es importante que cuentes a los niños en tu casa. Entre más preciso el conteo:

- Habrá mas recursos para nuestros niños y niñas en las escuelas
- Habrá más recursos para nuestra gente de la tercera edad
- Habrá mas recursos para carreteras y servicios públicos

¿Quieres saber más sobre como participar en el Censo?

[www.ChelseaCensus2020.gov](http://www.ChelseaCensus2020.gov)



William Francis Galvin  
Secretary of the Commonwealth  
Massachusetts 2020 Census Liaison

For more information:  
[www.ma2020census.org](http://www.ma2020census.org)  
1-833-MA1-2020 (1-833-621-2020)  
[ma2020census@sec.state.ma.us](mailto:ma2020census@sec.state.ma.us)

Scan to read more  
on how census  
affects your  
community.



IV. Sample of Educational Campaign flyer in Spanish for the Campaign “¡Aquí Estamos y Contamos!” informing residents about the importance of counting all children in the house.

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## Appendix A

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### Questionnaire

#### *For residents*

1. Are you originally from Chelsea? If not where are you from?
2. How long have you been a resident of Chelsea?
3. What are your thoughts about the community?
4. Are there any important/ any issues that you believe affect the community?
5. What do you know about the Census/ What do you know about the purpose of the Census?
6. Have you or your family completed 2010 U.S. census? If no, what are the reasons why?
7. Are you aware of the upcoming 2020 Census?
  - a. Do you have any concerns about the upcoming 2020 Census and why?
  - b. Do you have any concerns about how the 2020 Census will impact your community?
8. Will you participate in the 2020 Census? Why yes or not?
  - a. What would it take to change your mind about the Census, what kind of safety net do you/community needs?
9. How do you think we can help increase the Chelsea residents' participation in the 2020 Census?
10. Would you consider being part of the 2020 Census outreach plan?
11. Final thoughts or comments

#### *For Community Leaders*

1. Are you originally from Chelsea? If not where are you from?
2. How long have you been a resident of Chelsea?
3. How long have been a city councilor
4. What do you feel are the issues that directly impact the city of Chelsea?
5. Given what has transpired around the 2020 Census how you think the city of Chelsea will be affected?
6. What is the city of Chelsea doing to increase resident participation in the 2020 Census?
7. Final thoughts or comments?



## Appendix B

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### Consent Form (English and Spanish)

Study Title: ***Increasing Latino Participation Rates in the 2020 Census in Chelsea, MA***

UMass Boston Institutional Review Board Protocol # 2019111

#### **Study Purpose:**

We invite you to participate in the “*Increasing Latino Participation Rates in the 2020 Census in Chelsea, MA*” project by the Gastón Institute at UMass Boston and the City of Chelsea. The goals of the project are 1) to understand the reasons why Latino and other immigrant communities may be hesitant to participate, and 2) to obtain feedback from leaders in the community on potential strategies to increase participation in the upcoming Census 2020.

This study will give you the opportunity to share your perspectives regarding your experience as a community leader and the community’s stance towards census participation through an interview with researchers at UMass Boston. Researchers will take any measures necessary to guarantee that your contributions are kept confidential and cannot be tied to any individual participating. Any personal identifying information will be kept confidential and stored in a secure location.

#### **Description of Procedures:**

This project involves the audio-taping of participation in an interview. Neither your name nor any other identifying information will be associated with the audiotape or the transcript. Only the research team will be able to listen to the tapes.

#### **Informed Consent:**

Your participation in this study is voluntary and if at any time you would like to withdraw from participation you may do so without jeopardizing your participation in the study in any way. You may refuse to answer any specific question in the interview or decline to participate in the interview altogether by informing the researcher.

#### **Anonymity:**

Your participation in this research is confidential. That is, the information gathered for this project will not be published or presented in a way that would allow anyone to identify the participants. Information gathered for this project will be stored in a locked file cabinet and only the program staff and the research team will have access to the data.

#### **Risks and Benefits:**

The tapes will be transcribed by the researcher or member of the research team and erased once the transcriptions are checked for accuracy. Transcripts of your participation may be reproduced in whole or in part for use in presentations or written products that result from this

study. Neither your name nor any other identifying information (such as your voice or picture) will be used in presentations or in written products resulting from the study. Immediately following the interview, you will be given the opportunity to have your participation erased from the tape if you wish to withdraw your consent to taping or participation in this study.

If you have any questions or concerns, please contact Dr. Fabián Torres-Ardila, at [Fabian.Torres-Ardila@umb.edu](mailto:Fabian.Torres-Ardila@umb.edu). If you have any questions or concerns about your rights as a research participant, please contact a representative of the Institutional Review Board (IRB), at the University of Massachusetts, Boston at (617) 287-5374 or at [human.subjects@umb.edu](mailto:human.subjects@umb.edu).

### **Voluntary Participation**

By signing this form you are consenting to:

- ☐ having your interview taped;
- ☐ to having the tape transcribed;
- ☐ use of the written transcript in presentations and written products.

By checking the box in front of each item, you are consenting to participate in that procedure.

This consent for taping is effective until the following date: 4/31/2021. On or before that date, the tapes will be destroyed.

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Signature of Participant

Date

Signature of Researcher

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Printed Name of Participant  
Researcher

Date

Printed Name of



## **Título del estudio:**

### **Aumento de las tasas de participación latina en el Censo 2020 en Chelsea, MA**

Protocolo de la Junta de Revisión Institucional de UMass Boston # 2019111

## **Propósito del estudio:**

Lo invitamos a participar en el proyecto "Aumento de las tasas de participación latina en el Censo 2020 en Chelsea, MA", realizado por el Instituto Gastón de la Universidad de Massachusetts en Boston (UMass Boston) y la ciudad de Chelsea. Los objetivos del proyecto son 1) comprender las razones por las cuales las comunidades latinas y otras comunidades inmigrantes pueden dudar en participar en el censo del 2020, y 2) obtener comentarios de los líderes de la comunidad sobre posibles estrategias para aumentar la participación en el próximo Censo 2020.

Este estudio le dará la oportunidad de compartir sus perspectivas con respecto a su experiencia como líder comunitario y la postura de la comunidad hacia la participación en el censo del 2020 a través de una entrevista con investigadores de UMass Boston. Los investigadores tomarán las medidas necesarias para garantizar que sus contribuciones se mantengan confidenciales y no puedan vincularse a ninguna persona que participe. Cualquier información que contenga identificación personal se mantendrá confidencial y se almacenará en un lugar seguro.

## **Descripción de los procedimientos:**

Este proyecto implica la grabación de audio de la participación en una entrevista. Ni su nombre ni ninguna otra información de identificación se asociará con la cinta de audio o la transcripción. Solo el equipo de investigación podrá escuchar las cintas.

## **Consentimiento informado:**

Su participación en este estudio es voluntaria y si en algún momento desea retirarse de la participación, puede hacerlo sin poner en peligro su participación en el estudio de ninguna manera. Puede negarse a responder cualquier pregunta específica en la entrevista o negarse a participar en la entrevista por completo informando al investigador.

## **Anonimato:**

Su participación en esta investigación es confidencial. Es decir, la información recopilada para este proyecto no se publicará ni presentará de una manera que permita a cualquier persona identificar a los participantes. La información recopilada para este proyecto se almacenará en un archivador cerrado y solo el personal del programa y el equipo de investigación tendrán acceso a los datos.

## **Riesgos y beneficios:**

Las cintas serán transcritas por el investigador o miembro del equipo de investigación y borradas una vez que se verifique la precisión de las transcripciones. Las transcripciones de su participación pueden reproducirse total o parcialmente para su uso en presentaciones o productos escritos que resulten de este estudio. Ni su nombre ni ninguna otra información de identificación (como su voz o imagen) se utilizarán en presentaciones o en productos escritos resultantes del estudio. Inmediatamente después de la entrevista, se le dará la oportunidad de borrar su participación de la cinta si desea retirar su consentimiento para grabar o participar en este estudio.

Si tiene alguna pregunta o inquietud, por favor comuníquese con el Dr. Fabián Torres-Ardila ([Fabian.Torres-Ardila@umb.edu](mailto:Fabian.Torres-Ardila@umb.edu)) Si tiene alguna pregunta o inquietud sobre sus derechos como participante de la investigación, comuníquese con un representante de la Junta de Revisión Institucional (IRB), en la Universidad de Massachusetts, Boston, al (617) 287-5374 o en [human.subjects@umb.edu](mailto:human.subjects@umb.edu).

### Participación voluntaria

Al firmar este formulario, usted acepta:

- ☐ que su entrevista sea grabada;
- ☐ a que se transcriba por escrito la grabación;
- ☐ uso de la transcripción escrita en presentaciones y otros escritos.

Al marcar la casilla frente a cada elemento, usted acepta participar en ese procedimiento.

Este consentimiento para la grabación es efectivo hasta la siguiente fecha: 4/31/2021. En esa fecha o antes, las cintas serán destruidas.

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Firma del investigador

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Fecha

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Firma del Investigador

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Nombre impreso del participante

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Fecha

---

Firma del participante

The Mauricio Gastón Institute for Latino Community Development and Public Policy at the University of Massachusetts Boston conducts research on and for the Latino population in New England since 1989. Our goal is to generate the information and analysis necessary to develop a more inclusive public policy and to improve Latino participation in the policy-making process.

This report contains the findings of a qualitative study carried out between June and November of 2019 to inform outreach practices and provide recommendations for increasing the participation of Chelsea residents in the upcoming 2020 Census.

## About the Authors

**Fabián Torres-Ardila** is the Associate Director of the Mauricio Gastón Institute. Dr. Torres-Ardila holds a PhD in mathematics from Boston University. He has many years of experience providing professional development workshops to STEM teachers who work with English Language Learners. At the institute, Dr. Torres-Ardila conducts research that examines the current issues facing Latino communities, such as Latino participation in the STEM pipeline and socio-linguistic factors in K-12 education. As part of the Institute's team, Dr. Torres-Ardila diligently works to ensure that the Institute supports the development of Latino community leadership through partnerships with local groups.

**Daniela Bravo-Terkia** holds a BA in Anthropology and Cognitive Sciences from the University of Massachusetts Boston and completed a graduate certificate program at UMass Boston in Gender, Leadership, and Public Policy in 2019. Currently, Daniela is a staff member at the Mauricio Gastón Institute for Latino Community Development and Public Policy.

We hope the findings will aid in developing culturally specific outreach strategies to inform Chelsea residents, as well as residents of similar communities, about the potential benefits that maximum census participation will bring to the city and its residents.

One of the goals of the Gastón Institute is to be responsive to the needs of the Latino and policy communities through the research we undertake. Please feel free to contact us with suggestions or requests for specific information.

Her research interests focus on the intersection of cognition and culture, particularly how a person's background and experiences impact their perceptions of racism, prejudice, and decision-making.

**Franklin Jesús Ortiz** holds a BA in Communication, with a minor in Africana Studies, from the University of Massachusetts Boston. He is currently pursuing a MS in Urban Planning and Community Development, also at UMass Boston. As someone who cares about affordable housing, he has carried out independent study projects and service projects around gentrification and community development. Franklin is currently a Research Assistant at the Mauricio Gastón Institute for Latino Community Development and Public Policy. His research interest are community and economic development, and public policy as it affects today's housing market.



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