

United States[®]
Census
2010



“IT’S IN OUR HANDS”

USCENSUSBUREAU

Purpose

To promote the 2010 Census and create partnerships throughout Alexandria to increase participation and achieve an accurate and complete count of all people living in the city.

Agenda

- Overview of the Census
- 2010 Census Timeline
- Partnership Program
- Complete Count Committee

Why Do We Conduct the Census?

The U.S. Constitution (Article 1, Section 2) mandates a headcount every 10 years

The first census was conducted in 1790 and has been carried out every 10 years since then

Why Should Everyone Participate in the Census?

- Apportion the 435 seats in the U.S. House of Representatives
- Appropriate \$300+ billion annually in federal funds to state and communities
- Redistricting of state legislatures, county / city councils, and voting districts

What Has Changed Since 2000?

- Only use the short form for the 2010 Census. Ten easy questions and it takes only 10 minutes to complete.
- Long form is used throughout the year. It is referred to as the American Community Survey.
- Use of handheld computers with GPS to update addresses.



2010 Census Timeline

Fall 2008	Recruitment begins for local offices
Spring 2009	Address Canvassing
Fall 2009	Recruit Enumerators
March 2010	Questionnaires are mailed out
April 1, 2010	Census Day
July 2010	NRFU to households
Dec. 31, 2010	Population counts delivered to the President's desk
March 2011	Census Bureau delivery of redistricting data to states

Who is Counted?

Everyone living in the United States. The correct place to count people is where they usually live and sleep.

The Population Count

- Mail Out/Mail Back process with self-enumeration
- “Short form” only for 2010 Census
- Group Quarters such as hospitals, prisons, colleges, nursing homes, get forms delivered by enumerators

“Short Form”

10 Questions:

of people in household, type of dwelling, rent vs. own, telephone #, sex, age, DOB, Hispanic origin, race

5 Languages Other Than English:

Chinese, Korean, Russian, Spanish, and Vietnamese

It's Safe, Easy, and Important!

Title 13, U.S. Code safeguards an individual's privacy--Information used only for statistical purposes

Census Bureau employees cannot share respondent information (background checks and lifetime sworn oath)

Disclosure is a felony--penalty for wrongful disclosure is up to five years imprisonment and/or a fine up to \$250,000

How Do We Reach Everyone?

□ **Communications Campaign**

Paid advertising

Local promotional efforts

□ **Complete Count Committees**

Diverse team charged to develop/implement a locally based outreach /awareness campaign for 2010 census

□ **Partnership Program**

Partner with local governments, organizations, etc.

Focus on hard to count population

The Partnership Program

“2010 CENSUS SUCCESS WILL RELY HEAVILY ON PARTNERS”

- 600+ Partnership staff nationwide
- Motivate people to fill out and send in the census questionnaire in timely manner
- Focus on Hard-to-Count population

Hard-to-Count Populations

- ❑ Minority groups (e.g., African American, Latino, Asian)
- ❑ Low income / disadvantaged
- ❑ Speak language other than English
- ❑ Displaced / homeless
- ❑ High crime areas
- ❑ Rural areas
- ❑ Gated communities

Targeted Partners

- ❑ State / Local / Tribal Governments
- ❑ Faith-Based Organizations
- ❑ Businesses
- ❑ Schools
- ❑ Community-Based Organizations
- ❑ Media Outlets
- ❑ Grassroots entities

The Partnership Agreement

- Acknowledges entity as an official 2010 Census partner
- Itemizes ways to get involved and support the 2010 Census
- Documents achievements of partners and the overall Partnership Program
- Provides access to Partner Support Program

Partnership Program Strategies

- **Complete Count Committee**
- Language Assistance Program
- Census in Schools Program
- Be Counted Sites
- Telephone Questionnaire Assistance
- Questionnaire Assistance Centers
- Partner Support Program (PSP)
- “Partner with Us” Promotional Materials

Complete Count Committee (CCC)

- The CCC is a diverse team of community leaders charged to develop/implement a locally-based outreach and awareness campaign for 2010 census
- The CCC primary focus is to increase awareness and motivate residents to respond -- to ensure everyone is counted!

CCC Strategies For Success!

- Place census messages in water bills, etc.
- Place census banners, posters, and other signage in highly visible public places
- Sponsor a “census booth” at carnivals, festivals -- especially cultural/ethnic events
- Include 2010 Census logo on newsletters, web sites, brochures, letterheads
- Implement special events – e.g., Census Day Parade
- Develop a Census Calendar – ask groups to choose a month to sponsor census activities

CCC Suggested Timeline

- | | |
|----------------------|---|
| Feb-Dec 2009 | Establish and Organize CCC
Receive Census Training
Create Action Plan
Sponsor Census Activities Each Month |
| Jan 2010 | Hold Monthly Meetings
Finalize Plans for Census Day (April 1 st) |
| Feb 2010 | Develop/Finalize Plans for NRFU |
| Mar 2010 | Countdown to Census Day! |
| April 2010 | Implement Census Day Activities |
| May-July 2010 | Encourage Cooperation w/ Census Workers
Celebrate Your Success!! |

Support the 2010 Census

- Become a Census Partner
- Sign a Partnership Agreement
- Get involved in a Complete Count Committee (CCC)
- Help emphasize the importance of Census participation

IT'S IN OUR HANDS !!!

THANK YOU !!!

For additional information, material or to arrange partnership opportunities, please contact:

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