

# Conducting the 2010 Census in Pennsylvania

Briefing to the Joint PA House Policy Committees

January 4, 2010

Harrisburg PA

*Philip Lutz*

*Assistant Regional Manager*

*Benjamin Ramos*

*Partnership Coordinator*

*Philadelphia Region*

*U.S. Census Bureau*

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## Our Job is to Count Everyone – Once!

- Constitutional Mandate
- 130 million housing units
- Thousands of group quarters
- Language challenges
- Coverage challenges

**“It’s In Our Hands....”**

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## HOW ARE PEOPLE COUNTED

- Fill Out and Return the 2010 Census Questionnaire Delivered to Your Home
- Complete the Individual Census Report in Group Quarters
- Be Counted in Service Based Facility or Outdoor Location

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## HOW ARE PEOPLE ARE MISSED

- Address is Missing From the Master Address File
- Person Completing the Form Does Not List Everyone in the Household
- Certain Populations Are Missed at Higher Rates than Others

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**RESPONSES ARE REQUIRED  
BY LAW**

**RESPONSES ARE PROTECTED  
BY LAW**

(U.S. CODE TITLE 13)

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## **CONFIDENTIALITY**

- Federal law protects the personal information respondents provide.
  - Answers are protected by law (Title 13, U.S. Code) and are strictly confidential.
- Information collected is used only for statistical purposes.
- Results released can not specifically identify anyone in any way.

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## Residency Rules Guide Where People are Counted

- Count People Once, Only Once, and in the Right Place
- "Usual Residence"-where you live or sleep most of the time (i.e., college students, etc.)

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## Major Census Activities in a Nutshell

- Address List Development
- Questionnaire Delivery
- Group Quarters Enumeration
- Service Based Enumeration
- Language Assistance
- Recruitment Efforts
- Partnership Efforts

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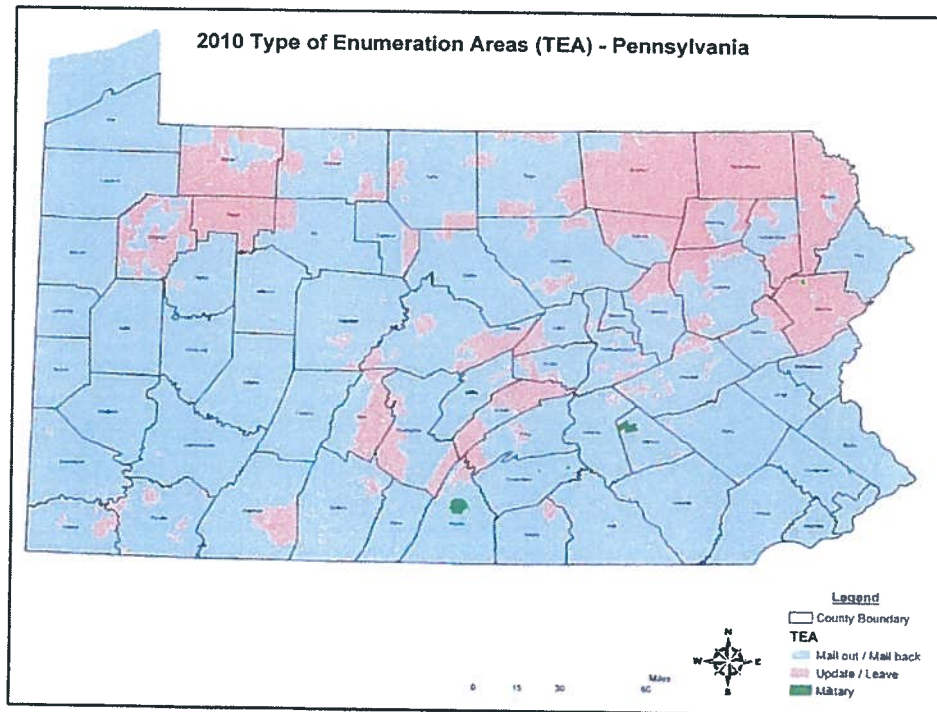
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## Questionnaire Delivery

- Questionnaires are delivered or mailed to all housing units in March 2010
  - March 8-10 Advance Letter
  - March 15-17 Questionnaire
  - March 22-24 Reminder Postcard
  - **APRIL 1, 2010** **CENSUS DAY**
  - April 6-15 Replacement Questionnaire

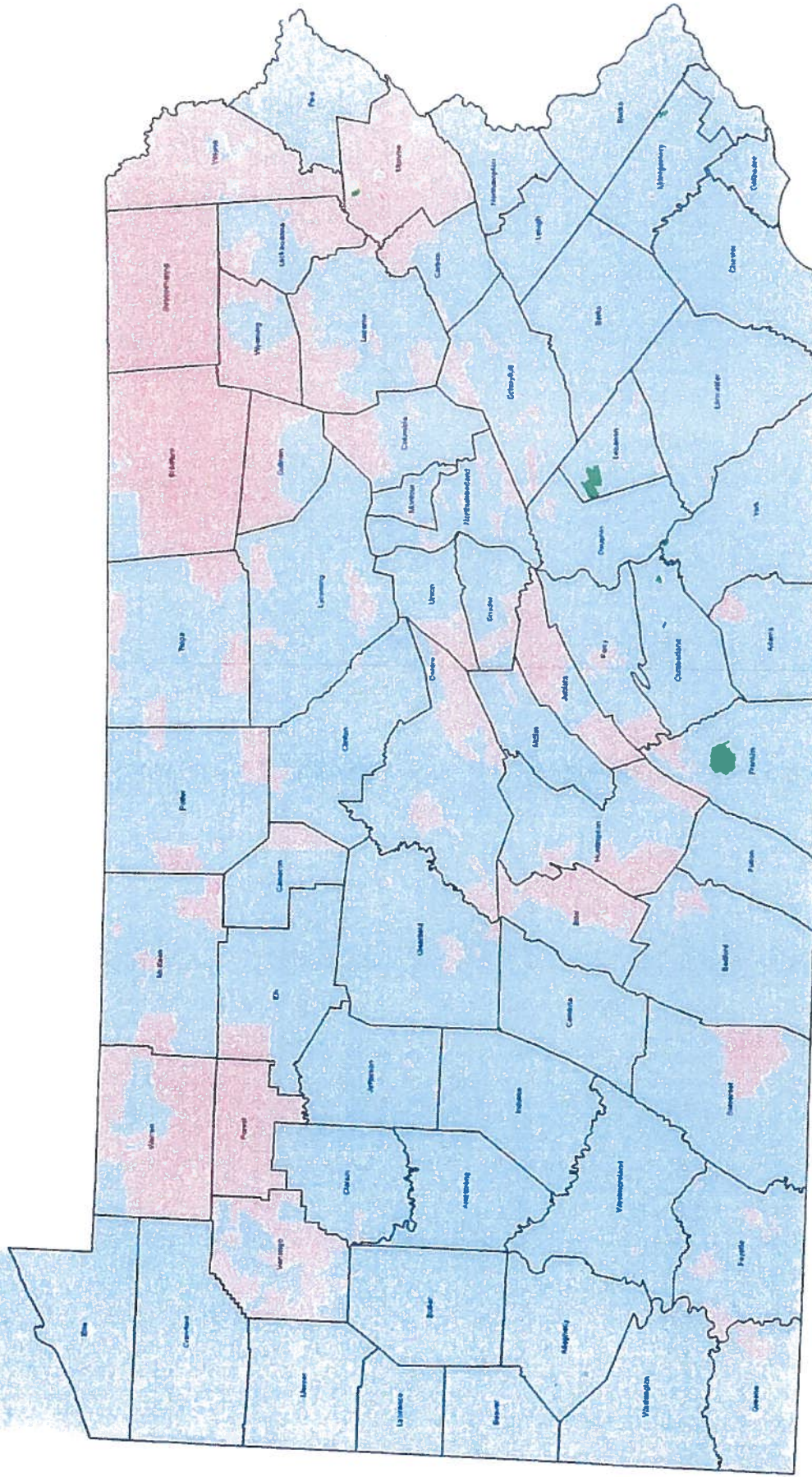
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**\*\*LARGER VERSION OF SLIDE 10\*\***

# 2010 Type of Enumeration Areas (TEA) - Pennsylvania



**Legend**

- County Boundary
- TEA**
- Mail out / Mail back
- Update / Leave
- Military



## 2010 Census Questionnaire

- **Easy:** Shortest census questionnaire in history. 8-10 topics questions, takes approximately 10 minutes to complete.
- **Safe:** By law, responses cannot be shared with anyone, including other federal agencies and law enforcement entities.
- **Important:** Census information helps determine locations for schools, roads, hospitals, job training, child-care and senior citizen centers, and more.

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## Group Quarters Enumeration

Group Quarters is the counting of persons in hospitals, college/university dormitories, military barracks, soup kitchens, homeless shelters, etc.

- Group Quarters Advance Visit early 2010
- Group Quarters Enumeration begins April 2010

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## 2010 Decennial Census Program Update

### Service-Based Enumeration (SBE)

- Conducted at service locations to provide an opportunity for people experiencing homelessness to be included in the census. These service locations include:
  - Shelters for people experiencing homelessness, soup kitchens, regularly scheduled mobile food vans, and Targeted non-sheltered outdoor locations.
- Census Bureau has designated :
  - March 29 - 31, 2010 is the shelter enumeration
  - March 30, 2010 to enumerate soup kitchens and regularly scheduled mobile food vans, and
  - March 31, 2010 to enumerate targeted non-sheltered outdoor locations.

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## 2010 Decennial Census Program Update

### Additional Operations That Can Count People

- **Be Counted/Questionnaire Assistance Centers (BC/QAC)**
- People experiencing homelessness are also included in a variety of other living arrangements and will be enumerated during other 2010 Census operations.

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## Language Assistance

- Spanish / English Questionnaire
- Telephone Questionnaire Assistance
  - English
  - Spanish
  - Chinese
  - Korean
  - Vietnamese
  - Russian
- Language Assistance Guides (59 languages)
- Language Identification Flash Cards (59 languages)
- Multilingual Enumerators
- Questionnaire Assistance Centers
- Be Counted sites (6 languages)

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## Recruitment Efforts

- Approximately 3 million applicants needed
- Toll-free Jobs Line – 1-866-861-2010
- Recruiting Website
- Recruitment Advertising
- Local recruiting and testing
- Multilingual applicants needed

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## Partnership Efforts

- Complete Count Committees
- Promotional materials
- Specialized outreach to hard-to-count populations and communities
- Special Events – parades, festivals, community events
- Groundwork activities in 2008 and early 2009
- Mobilization of partners from mid-2009 through spring 2010

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## What Can Partners Do?

- Develop strategic mobilization campaign plans
- Strategize with other partners in joint outreach efforts
- Convene a 2010 Census Kick-off with key leaders
- Motivate high-level leaders to support census
- Mobilize community-specific Complete Count Committees
- Urge local constituents to apply for a census job
- Educate constituents about importance of being counted
- Publicize census participation through communication networks
- Publicize census participation at community-specific festivals, parades, and special events
- Distribute 2010 Census promotional materials

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## What Can Legislators do?



- Assist in recruiting census workers.
- Display and distribute census materials.
- Include information about the census in newsletters and mailings.
- Be Counted Sites/Questionnaire Assistant Centers
- Census In Schools program
- Publicize census participation through communication networks
- Support and Join Complete Count Committees

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## What Can State Agencies Do?

- Archives: Genealogy, Confidentiality, 72 years
- Workers Comp – Census is base line for CLF data
- Aging – Importance, planning, services, confidentiality, QAC
- Education – Census in the Schools, Adult Ed
- Health – Health Clinic outreach in HTC areas
- Disabilities – Encourage service providers to join CCCs, QACs
- PUC - Energy Assistance
- Housing – Confidentiality, Importance, Block Grants
- Veteran's Affairs – VA benefits
- Transportation – Roads, Mass Transit
- Public Defender – Confidentiality, Services
- And many more .....

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## 2010 Census Communications Plan

Integrated campaign contractor team led by  
DraftFCB and a dozen+ sub-companies

- The campaign's goals are to:
  - Increase mail response.
  - Improve overall accuracy and reduce the differential undercount.
  - Improve cooperation with enumerators.
- The campaign components will include:
  - National TV, radio, and print.
  - Local radio and print.
  - Earned Media
  - Interactive media and recruitment efforts.
- Target Audiences:
  - Diverse America- all persons who consume English language media
  - Black
  - Hispanic
  - Asian
  - American Indian and Alaska Native
  - Native Hawaiian and other Pacific Islander

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## Contact the Philadelphia Region Partnership Staff

U.S. Census Bureau  
Partnership & Data Services Program  
Philadelphia Regional Census Center  
1234 Market Street, Suite 340  
Philadelphia, PA 19107

215 717-1020

For more 2010 Census information:

[www.2010census.gov](http://www.2010census.gov)

Thank you!

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## PENNSYLVANIA LOCAL CENSUS OFFICES

- Allentown
- Altoona
- Beaver Falls
- Erie
- Feasterville
- Folecroft
- Greensburg
- Harrisburg
- Johnstown
- Lancaster
- Norristown
- Philadelphia (3)
- Pittsburgh
- Scranton
- State College
- Williamsport
- York

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## Questionnaire Delivery

- Questionnaires are delivered or mailed to all housing units in March 2010
  - March 8-10 Advance Letter
  - March 15-17 Questionnaire
  - March 22-24 Reminder Postcard
  - **APRIL 1, 2010 CENSUS DAY**
  - April 6-15 Replacement Questionnaire

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# United States Census 2010

## 2009

### July

S	M	T	W	T	F	S
			1	2	3	4
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12	13	14	15	16	17	18
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### August

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### September

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20	21	22	23	24	25	26
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## KEY 2010 CENSUS DATES

### JULY 2009

Address canvassing completed

### AUGUST 2009

Census in Schools materials arrive in schools

### OCTOBER 2009 - APRIL 2010

Census worker recruitment underway

### NOVEMBER 2009

New 2010 Census Web site launch

### FEBRUARY 2010 - APRIL 2010

Questionnaire Assistance Centers and Be Counted sites open to answer questions

### MARCH 2010

United States Postal Service (USPS) delivers census questionnaires

### October

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### November

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### December

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## 2010

### January

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### April

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### June

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APRIL 1, 2010

CENSUS DAY

Send your questionnaire back!

### MAY 2010 - JULY 2010

Census takers follow up with households that did not return questionnaires

### DECEMBER 31, 2010

U.S. Census Bureau delivers apportionment counts to the President

### July

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### August

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### September

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27	28	29	30			

### October

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### November

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### December

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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

# IT'S IN OUR HANDS

2010census.gov

## GET INVOLVED! HERE'S HOW:

- Announce partnership with Census Bureau
- Access free communications resources online
- Establish Joint a Complete Count Committee
- Support Census in Schools program
- Use 2010 Census drop-in articles in mailings
- Link to/from 2010census.gov
- Display/distribute 2010 Census promotional materials
- Plan event around mailout of census questionnaires
- Provide space for 2010 Census Be-Counted sites and Questionnaire Assistance Centers
- Discuss the importance of 2010 Census participation
- Encourage completion/return of questionnaires



## 2010 CENSUS: IT'S IN OUR HANDS

### Become a 2010 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:



- Ensure accurate census data, which guide funding decisions for your community and affect your representation in Congress.
- Assure people that it is important – and safe – to answer the census.
- Provide space for Questionnaire Assistance Centers and Be Counted sites.

### Take Action for Your Community and Country

As a Partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count.



### Partners can help by providing space for:

#### Questionnaire Assistance Centers

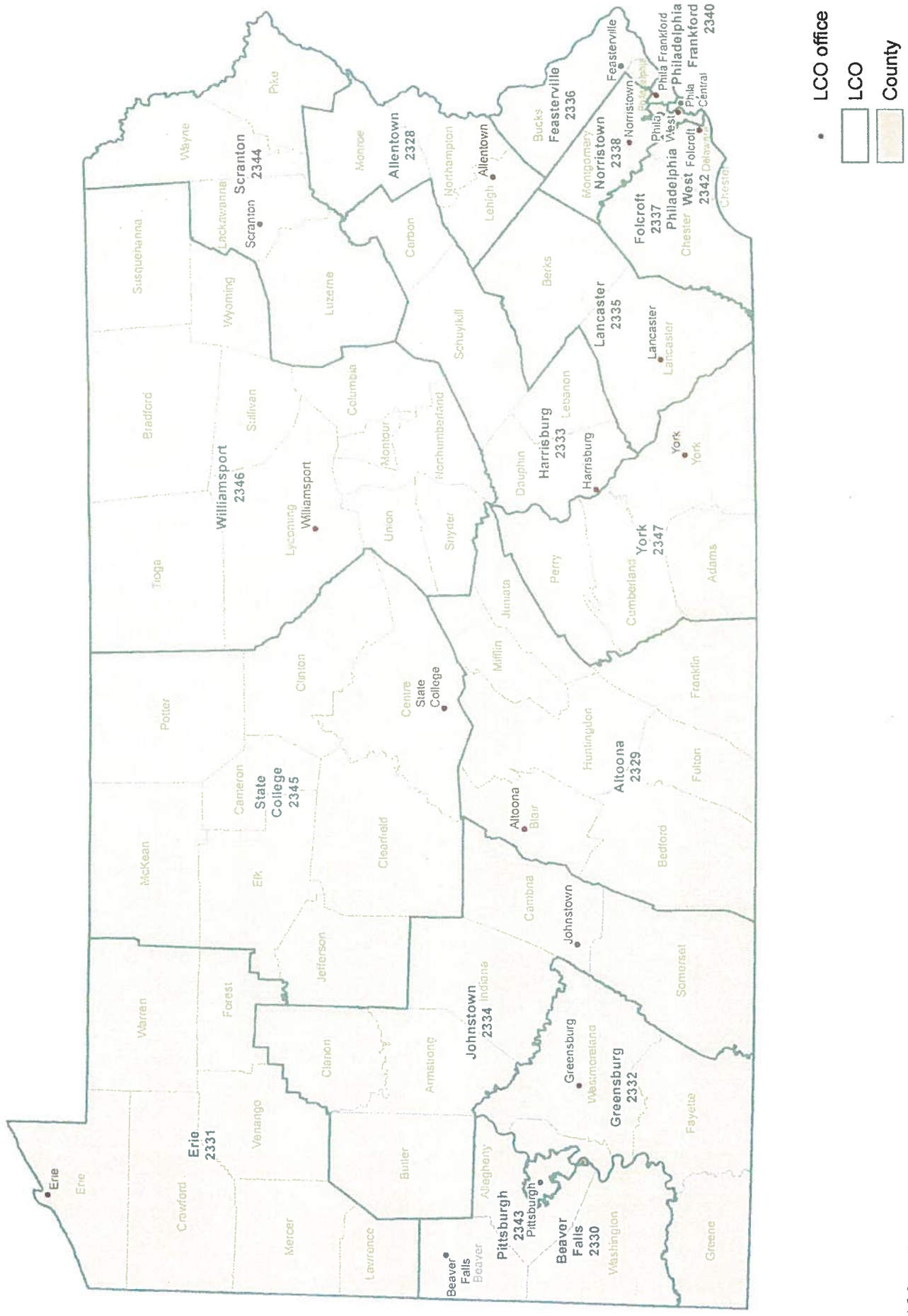
Questionnaire Assistance Centers (QAC) are established to assist people with completing their 2010 Census Questionnaire. They are established to answer general questions about the census, help those needing support in completing their census questionnaire, provide questionnaires in five languages in addition to English, and provide questionnaires to those who did not receive one in the mail.

#### Be Counted Sites

The Be Counted (BC) Program provides a means for persons to be included in Census 2010 who may not have received a census questionnaire, who believe they were not included on a census questionnaire or who are without conventional housing on Census Day (April 1, 2010). BC sites are not staffed with census representatives and only serve as a location to pick up a 2010 Be Counted Census Questionnaire.

QAC/BC Sites are open from March 19 through April 19, 2010, or earlier if located in areas that do not receive normal mail delivery.

# 2010 Local Census Offices (LCO) in Pennsylvania





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It's In Our Hands

# 2010 Census Constituent FAQs

## **1. When will the census forms be delivered?**

The form package, which will consist of the initial form, a cover letter and a return envelope, will be delivered between March 15 and March 17, 2010, in areas where the United States Postal Service delivers the census forms for the Census Bureau. Census Bureau workers will deliver forms between March 1 and April 30, 2010, in all other areas.

## **2. Who should fill out the census form?**

The head of household should complete the form on behalf of every person living in the residence on April 1, 2010, including relatives and non-relatives. The person filling out the form should include information about all household members (including himself/herself and infants) who live and sleep at the address most of the time. The person also should include people who are staying there on April 1, 2010, who have no permanent place to stay. The Census Bureau is required by the U.S. Constitution to count everyone living in this country, regardless of immigration or citizenship status.

## **3. What should I do after I get the form?**

Fill out the form in blue or black ink and mail it back in the enclosed, postage-paid envelope as soon as possible.

## **4. What if I lost my return envelope?**

If your postage-paid envelope is lost or missing from your package, mail your completed form to:

U.S. Census Bureau  
National Processing Center  
1201 East 10th Street  
Jeffersonville, IN 47132

## **5. How will the 2010 Census differ from previous censuses?**

In 2010, every residence will receive a short form of just 10 questions. More detailed socioeconomic information previously collected through the decennial census will be asked annually of a small percentage of the population through the American Community Survey. To learn more about the American Community Survey, visit [www.census.gov/acs](http://www.census.gov/acs).

# 2010 Census Constituent FAQs

## 6. How are census data used?

Census data determine the number of seats each state will have in the U.S. House of Representatives. Census data also help determine the allocation of federal funds for community services, such as school lunch programs and senior citizen centers, and new construction, such as highways and hospitals. Every year, the federal government distributes more than \$400 billion to local, state and tribal governments based on census data.

## 7. How does the Census Bureau count people without a permanent residence?

Census Bureau workers undertake extensive operations to take in-person counts of people living in group quarters, such as college dormitories, military barracks, nursing homes and shelters, as well as those who have been displaced by natural disasters.

## 8. How long will it take to complete the form?

One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.

## 9. What questions are asked on the 2010 Census form?

Four general questions are asked about the household:

- ▲ If the housing unit is owned or rented
- ▲ Telephone number
- ▲ How many people live in the residence
- ▲ If any additional people who lived at the residence on April 1, 2010, were not included

And for each household member, we ask:

- ▲ Name
- ▲ Sex
- ▲ Age and date of birth
- ▲ Relationship to the person who owns or rents this residence
- ▲ Whether this person is of Hispanic origin
- ▲ Race
- ▲ If this person sometimes lives or stays elsewhere

# 2010 Census Constituent FAQs

## **10. Do I have to respond to the 2010 Census?**

Yes, your participation in the 2010 Census is vital and required by law. Title 13 section 221 of the United States Code requires your response. Title 13 also requires that the Census Bureau keep respondents' answers confidential and uses them only for tabulations that do not reveal any personal data about individuals or households.

## **11. What happens if I don't respond?**

Although the law makes it a crime not to answer the decennial census, the American Community Survey and other mandatory censuses, and authorizes the courts to impose a fine of up to \$5,000 for failure to respond, the Census Bureau views this approach as a last resort. Rather than emphasizing or seeking the imposition of penalties, we encourage response by explaining the importance of the questions we ask and how the information benefits the community.

## **12. Can I get paid to complete this form?**

No, your participation is required by law.

## **13. What is the due date for returning the form?**

Households should complete and mail back their forms upon receipt. Ideally, all forms will be returned by Census Day on April 1, 2010. Census workers will visit households that do not return forms to take a count in person.

## **14. Can I respond on the Internet?**

No, this option is not available. Please complete and mail back your census form so we can get a complete and accurate count in 2010.

## **15. What type of assistance is available to help people complete the form?**

2010 Census form language assistance guides are available in at least 59 languages. Questionnaire Assistance Centers (QAC) also will assist those unable to read or understand the form. A Teletext Device for the Deaf (TDD) program will help the hearing impaired. Contact your Regional Census Center for more details about the types of assistance available and for QAC locations.

## **16. Why do you want our names?**

We request names for the following reasons:

- ▲ To help ensure people are not counted twice in the census.
- ▲ To help eliminate simple errors like counting "Mary Jones" as a male.

# 2010 Census Constituent FAQs

- ▲ To allow you, and only you, to obtain a record from the Census Bureau at a later time if necessary for proving age, citizenship or family relationship. Some people need this information to qualify for Social Security benefits, to obtain passports and to have official proof for other purposes.

Although names are requested, the Census Bureau treats names the same as other census information provided — it is protected by law and strictly confidential. Information collected is used for statistical purposes only; the Census Bureau cannot publish or release information that would identify you or your household.

## **17. Why do you need my telephone number?**

We may need to clarify your form responses. If we have a telephone number, we may be able to do this without having to send a census worker to your home. Your telephone number is kept confidential, as are all your responses.

## **18. Why does the Census Bureau ask about race and Hispanic origin?**

The Census Bureau collects race data in accordance with guidelines provided by the U.S. Office of Management and Budget and these data are based on self-identification. The racial categories included in the census form generally reflect a social definition of race recognized in this country, and are not an attempt to define race biologically, anthropologically or genetically. In addition, it is recognized that the categories of the race item include racial and national origin or socio-cultural groups. People may choose to report more than one race to indicate their racial mixture, such as "American Indian and White." People who identify their origin as Hispanic, Latino or Spanish may be of any race. In addition, it is recognized that the categories of the race item include both racial and national origin or socio-cultural groups. You may choose more than one race category.

Information on race is required for many federal programs and is critical in making policy decisions, particularly for civil rights. States use these data to meet legislative redistricting principles. Race data also are used to promote equal employment opportunities and to assess racial disparities in health and environmental risks.

## **19. Why doesn't the race question include more categories?**

The race categories are those that are approved for data collection purposes by the U.S. Office of Management and Budget. For more information, visit the Office of Management and Budget Web site at: [www.whitehouse.gov/omb/fedreg/1997standards.html](http://www.whitehouse.gov/omb/fedreg/1997standards.html).

# 2010 Census Constituent FAQs

## **20. Why does the census form have room for only six people?**

The Census Bureau decided to use a six-person form for the 2010 Census based on extensive research that indicated that most households contain six or fewer people. Given the small number of households with seven or more people, it is less expensive for the Census Bureau to follow up with those households than it is to produce, print and mail a form with space for seven or more people.

## **21. Do we count Americans living abroad?**

Yes, in some cases. The 2010 Census counts will include federal employees (military and civilian) and their dependents living overseas with them that can be assigned to a home state.

These data are provided to the Census Bureau by the employing federal departments and agencies through their administrative records. However, private U.S. citizens living abroad who are not affiliated with the federal government (either as employees or their dependents) will not be included in the overseas counts. These overseas counts are used solely for reapportioning seats in the U.S. House of Representatives.

## **22. What if this address is not a residence or home?**

If there is an apartment, mobile home, room or group of rooms where people live or stay at this address, then a household member who is at least 15 years of age can fill out and return the form by mail in the postage-paid envelope provided. If the address is nonresidential or if people do not live or stay at that address, then do not complete the form. A census worker will visit the address to verify that it is nonresidential and remove the address from the master address list. If you receive additional letters or forms in the mail, simply ignore them.

## **23. What if the housing unit at the address is vacant on Census Day?**

If the housing unit is vacant on Census Day, then do not complete the form. A census worker will visit the address and collect information from a knowledgeable respondent on the status of the unit. If you receive additional letters or forms in the mail, simply ignore them.

## **24. We are all visitors at this address. Should we fill out the form?**

No, include only those people who live or stay there most of the time. But if you have no other permanent place to stay, you should fill out the form. If no one lives there most of the time, then enter a zero in question one for the number of people. Do not mark any other items. Please return the form in the enclosed postage-paid envelope.

# 2010 Census Constituent FAQs

## **25. I returned my completed form but a census worker still visited my home. Why?**

We may not have received your form in time to update the census worker's assignment, or your form may have been delayed or lost in the mail. When this happens, we instruct the census worker to collect your information anyway to remove the risk of not receiving your information.

## **26. But won't I get counted twice that way?**

No, the Census Bureau has procedures to eliminate duplicate forms. There is an ID number associated with each household's form. This prevents us from counting you more than once.

## **27. Why was I visited multiple times?**

Quality checks are used to assure our procedures are working and that staff is doing the job as assigned. These checks require that some households be visited several times.

## **28. Do I fill out the form if I'm moving out before April 1, 2010, or if the unit will be vacant on April 1, 2010?**

No, please do not complete the form. The census counts people where they live on April 1, 2010; look for a form to be delivered to your new address.

## **29. Why don't you collect the information on the housing unit when you update the address list?**

The household information reported must pertain to Census Day, which is April 1, 2010. The address updating operation takes place April 2009 through July 2009, to leave time for processing, updating our address list and mailing the forms.

## **30. Why did I receive a bilingual form?**

We are providing this form in areas where census data suggest there are many Spanish speakers who could benefit from receiving a form in Spanish as well as English. We believe this will help respondents complete the form with limited assistance from the Census Bureau.

## **31. How do I make corrections on the form?**

If the error is in a write-in box, carefully draw a line through the incorrect entry and write the correct information as close as possible to the entry you lined through. This way, the person who reviews your form will know what you intended. If you checked the wrong box, just draw a line through it and mark the correct box for the question.

# 2010 Census Constituent FAQs

## **32. Is information shared with Immigration and Customs Enforcement, the Internal Revenue Service, courts or the police?**

No, individual census records are not shared with anyone, including government agencies or private organizations. It is against the law for the Census Bureau to give personally identifiable information about an individual to any other individual or agency until 72 years after it is collected for the decennial census. After 72 years, the individual census records are sent to the National Archives where they are made public primarily for genealogical research.

## **33. What are “Be Counted” forms?**

Be Counted forms are census forms that are available at various community locations for use by people who either did not receive a census form in the mail or who believe they were not otherwise included on any other census form. Be Counted forms will be available in English, Spanish, Chinese, Korean, Vietnamese and Russian. The form should be picked up and mailed back in the attached postage-paid envelope. The deadline for mailing a Be Counted form is May 1, 2010.

## **34. Why does the Census Bureau send out so many mailings?**

We find that this is cost effective overall. Getting households to return their form on time is the key factor for conducting a successful census. When people do not return their forms by mail, we must send a census worker to their household to obtain their answers. Many times this requires multiple visits, which can be very expensive.

The Census Bureau estimates for each percentage point of the population that does not return a form during the 2010 Census, it will cost approximately \$80-90 million to have census workers make personal visits to obtain the missing information. Conversely, if the mail-return rate increases, then the non-response follow-up workload will decrease, reducing the cost of the census by approximately \$80-90 million for each percentage point of reduction. On the other hand, if the mail-return rate decreases, then the non-response follow-up workload will increase, costing an additional \$80-90 million for each percentage point of increase.

Our “multiple contact” mailing strategy was developed to get the highest mail-return rate possible. Our studies have shown that mailing a letter telling you that a form is on the way and, after the forms have been mailed out, sending a postcard reminding you to respond increases the mail-return rate. We have found that the second mailing, or replacement mailing, increases the rate of mail return by about 7 percent to 10 percent and eliminates the need to send census workers to many homes, thereby saving millions of taxpayer dollars.

# 2010 Census Constituent FAQs

## **35. I've heard talk about the American Community Survey. What is it and why are you conducting it?**

The American Community Survey is part of the Decennial Census Program. While the 10-year census counts the number of people who live in the United States, the American Community Survey shows how people live — our education, housing, jobs and more.

The American Community Survey asks essentially the same questions that used to be on the long form of the census, except it is conducted throughout the year and throughout the decade. This allows the Census Bureau to produce new data every year, instead of only once every 10 years. So, while the old "long form" was a once-a-decade snapshot of an area — one that grew increasingly faded with age — the American Community Survey takes a new picture every year, creating a year-by-year look at how the area is changing.

In Puerto Rico, the American Community Survey is called the Puerto Rico Community Survey.

For additional information about the American Community Survey, visit [www.census.gov/acs](http://www.census.gov/acs).

## **36. Why did I receive a form for both the 2010 Census and a form for the American Community Survey?**

Every household in the country will receive a 2010 Census form so that we can provide an official count of the entire U.S. population to Congress. However, your address happens also to be a part of the sample of addresses the American Community Survey is surveying.

Both the 2010 Census and the American Community Survey are vitally important to ensure your community receives government funding for education, transportation, neighborhood improvements and much more. Please fill out and mail back your 2010 Census form and your American Community Survey form. Your participation in each also is required by law.

## **37. When will data from the census be available?**

The population counts will be delivered to the President of the United States within nine months of Census Day (on or before Dec. 31, 2010), as required by law. This report will show the apportionment population counts by state, and the number of seats in the U.S. House of Representatives apportioned to each state.

# 2010 Census Constituent FAQs

Public Law (P.L.) 94-171 requires the Census Bureau to provide only counts of the total population for a variety of geographic areas to be used for the redistricting process. In addition, other data items, such as race, ethnicity, voting age and housing unit tallies, are included in this data set. P.L.94-171 also requires these data be delivered to each state no later than April 1, 2011.

Other data products such as demographic profiles, summary files of aggregated data and reports will be released on a flow basis from April 2011 through September 2013.

More detailed population and housing information is available annually from the American Community Survey. Visit [www.census.gov/acs](http://www.census.gov/acs) for more information.

**A more complete database of questions and answers is available on [2010census.gov](http://2010census.gov).**

# 10 QUESTIONS MINUTES

TO DEFINE WHO WE ARE AS A NATION

## The Census: A Snapshot

- **What:** The census is a count of everyone residing in the United States.
- **Who:** All U.S. residents must be counted—both citizens and non citizens.
- **When:** You will receive your questionnaire in March 2010 either by U.S. mail or hand delivery. Some people in remote areas will be counted in person.
- **Why:** The U.S. Constitution requires a national census once every 10 years to count the population and determine the number of seats each state will have in the U.S. House of Representatives.
- **How:** Households should complete and mail back their questionnaires upon receipt. Households that do not respond may receive a replacement questionnaire in early April. Census takers will visit households that do not return questionnaires to take a count in person.

## A Complete Count: The Importance of Census Data

- Every year, the federal government allocates more than \$400 billion to states and communities based, in part, on census data.
- Census data are used to determine locations for retail stores, schools, hospitals, new housing developments and other community facilities.
- Census data determine boundaries for state and local legislative and congressional districts.

## 2010 Census Questionnaire: Easy, Important and Safe

- With only 10 questions, the 2010 Census questionnaire takes approximately 10 minutes to complete. Households are asked to provide key demographic information, including: whether a housing unit is rented or owned; the address of the residence; and the names, genders, ages and races of others living in the household.
- By law, the Census Bureau cannot share an individual's responses with anyone, including other federal agencies and law enforcement entities.

United States<sup>®</sup>  
**Census  
2010**

## CENSUS HISTORY

The first census took place in 1790 to determine the number of seats each state would have in the U.S. House of Representatives. The census also was created to gain a better understanding of where people lived and to establish patterns of settlement as the nation grew.

## ABOUT THE CENSUS BUREAU

The Census Bureau was established in 1902. Today, in addition to administering the census of population and housing, the Census Bureau conducts more than 200 annual surveys, including the American Community Survey, the Current Population Survey and economic censuses every five years.



**We move  
forward when  
you send it  
back!**

# 2010 Census Key Dates

## February – March 2010

Census questionnaires are mailed or delivered to households.

## March – April 2010

Be Counted program is implemented. Census questionnaires are available at select public sites for individuals who did not receive one by mail.

## April 1, 2010

CENSUS DAY

## May – July 2010

Census takers visit households that did not return a questionnaire by mail.

## Dec. 31, 2010

By law, the Census Bureau delivers population counts to the President.

## March 2011

By law, the Census Bureau completes delivery of redistricting data to states.

# Frequently Asked Questions

## 1. Q. Who should fill out the census questionnaire?

**A.** The individual in whose name the housing unit is owned or rented should complete the questionnaire on behalf of every person living in the residence, including relatives and non-relatives.

## 2. Q. How will the 2010 Census differ from previous censuses?

**A.** In 2010, every residence will receive a short questionnaire of just 10 questions. More detailed socioeconomic information previously collected through the decennial census will be asked of a small percentage of the population through the annual American Community Survey. To learn more about the American Community Survey, visit [www.census.gov](http://www.census.gov).

## 3. Q. How are census data used?

**A.** Census data determine the number of seats each state will have in the U.S. House of Representatives. Census data also can help determine the allocation of federal funds for community services, such as school lunch programs and senior citizen centers, and new construction, such as highways and hospitals.

## 4. Q. What kind of assistance is available to help people complete the questionnaire?

**A.** 2010 Census questionnaire language assistance guides are available in a variety of languages. Questionnaire Assistance Centers (QAC) will also assist those unable to read or understand the questionnaire. Large-print questionnaires are available to the visually impaired upon request, and a Teletext Device for the Deaf (TDD) program will help the hearing impaired. Contact your Regional Census Center for more details about the types of assistance available and for QAC locations.

## 5. Q. How does the Census Bureau count people without a permanent residence?

**A.** Census Bureau workers undertake extensive operations to take in-person counts of people living in group quarters, such as college dormitories, military barracks, nursing homes and shelters, as well as those who have been displaced by natural disasters.

For more information about the  
2010 Census, go to [2010census.gov](http://2010census.gov).



2010 CENSUS  
IT'S IN OUR HANDS



# 2010 CENSUS: IT'S IN OUR HANDS

## *What You Need to Know About the Census in Schools Program*

Children are powerful voices in their homes. And the 2010 Census has the potential to impact the future of every child's community.

The U.S. Census Bureau and Scholastic Inc., have teamed up to create a Census in Schools program for the 2010 Census. The Census in Schools program will provide educators with resources to teach the nation's students about the importance of the census, so children can deliver this message to their families. The program will engage America's youth to ensure every child and every household member is counted in 2010.

### **Census in Schools: Who will the program reach?**

The program will reach the following audiences within the 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa:

- Students, kindergarten through 12th grade
- Educators
- School administrators
- Teachers
- Household members of school-age children
- Educational organizations

### **What does the Census in Schools program offer educators and students?**

- Educational materials for students in kindergarten through 12th grade, correlated to national standards for math, social studies, geography and language arts.
- Teachers' guides, which include lesson plans, event ideas and census data to teach students and their families about the census' role in U.S. history, current events and more.
- An interactive, user-friendly Census in Schools Web site, featuring memory games, word finds, state facts, coloring pages, research project ideas and more.

[www.census.gov/2010census](http://www.census.gov/2010census)



## 2010 CENSUS: *It's In Our Hands*

### How can you use the Census in Schools program?

#### Administrators and educators:

- ✦ Integrate Census in Schools materials and lesson plans into your curriculum.
- ✦ Teach students about the history and importance of the nation's census and underscore how a complete count benefits their communities.
- ✦ Ask Parent Teacher Associations and Parent Teacher Organizations to get involved in raising awareness of the 2010 Census.
- ✦ Spread the news about the 2010 Census through school Web sites, newsletters and parent-teacher conferences.

#### Educational organizations:

- ✦ Become an official Census Bureau partner for the 2010 Census.
- ✦ Send notices about the Census in Schools program to members.
- ✦ Publish articles about the program in newsletters and on your organization's Web site.
- ✦ Encourage school administrators to endorse the Census in Schools program nationwide.

### 2010 Census Timeline: Key Dates

<b>Summer 2008- Spring 2009</b>	Establish partnerships between Census Bureau and educators/Inform educators of Census in Schools program plans and ideas
<b>Early 2009</b>	Launch the Census in Schools Web site
<b>Fall 2009</b>	Roll out the Census in Schools program
<b>January 2010 - March 2010</b>	Host National Census in Schools Week celebrations (Schools will identify a week during this timeframe to implement their respective program activities)
<b>April 1, 2010</b>	Recognize Census Day with projects, lessons and games

For more information about the 2010 Census, please go to [www.census.gov/2010census](http://www.census.gov/2010census).

# United States<sup>®</sup> Census 2010

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## The Census: A Snapshot

- **What:** The census is a count of everyone residing in the United States.
- **Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- **When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day. More detailed socioeconomic information will be collected annually from a small percentage of the population through the **American Community Survey**.
- **Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- **How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

## A Complete Count: The Importance of Census Data

- Every year, the federal government can allocate more than \$300 billion to states and communities based, in part, on census data.
- Religious organizations and institutions use census data to determine locations for new facilities, secure grants and connect with potential new members.
- Census information guides funding decisions for important community facilities, such as schools, hospitals, child-care centers, and more.
- Census data can be used to write proposals for grants that benefit your organization/institution.
- Census data affect your voice in Congress as well as the redistricting of state legislatures, county and city councils and voting districts.

## 2010 Census Questionnaire: Quick, Easy and Confidential

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

## THE 2010 CENSUS IS IMPORTANT.

It determines the distribution of more than \$300 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

## YOU CAN MAKE A DIFFERENCE.

As an influential faith-based organization leader, you can ensure the people you represent are fully counted. With your help, the Census Bureau will continue to produce accurate data, which will directly affect the quality of life in your community.



## Become a 2010 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- ▲ Ensure accurate census data, which guide funding decisions for your community and affect your representation in Congress.
- ▲ Spread the word about temporary census jobs in your community.
- ▲ Assure people that it is important - and safe - to answer the census.

## Take Action for Your Community and Country

As a partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count. You can:

- ▲ Notify members of your community about census job openings and help boost your local economy.
- ▲ Include information about the 2010 Census in newsletters, bulletins and Web sites.
- ▲ Conduct "Census Sundays" and devote a few minutes to building a greater understanding of the purpose and benefits of the census. Share the message that census participation is both important and safe.
- ▲ Provide space for Be Counted sites and Questionnaire Assistance Centers or for testing and training census employees.
- ▲ Work with schools and family service centers in your community to spark conversations with children and families about the importance of the 2010 Census.
- ▲ Create a Complete Count Committee (CCC) in your area and invite other influential leaders to join the effort to increase census participation.

## 2010 Census Timeline: Key Dates

<b>Fall 2008</b>	Recruitment begins for local census jobs for early census operations.
<b>Spring 2009</b>	Census employees go door-to-door to update address lists nationwide.
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## A Complete Count: The Importance of Census Data

- Every year, the federal government can allocate more than \$300 billion to states and communities based, in part, on census data.
- Increased participation in the census will result in more accurate data that media outlets can trust and share with the public in articles and reports.
- Census information helps determine locations for schools, roads, hospitals, job training, child-care and senior citizen centers, and more.
- Census data determine how many seats each state will have in the U.S. House of Representatives as well as the boundaries of legislative districts.

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2010 CENSUS  
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## Become a 2010 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- Assure people that it is important - and safe - to answer the census.
- Ensure more accurate census data.
- Spread the word about temporary census jobs in your community.

## Take Action for Your Community and Country

As a partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count. You can:

- Include 2010 Census information, events and announcements in your news coverage, PSAs and on your Web site.
- Invite Census Bureau representatives to participate in events hosted by media.
- Meet with 2010 Census spokespeople and help communicate news of the census to a wider audience.
- Join a Complete Count Committee (CCC), an organized group of other influential community leaders in your area dedicated to increasing participation in the census.

## 2010 Census Timeline: Key Dates

<b>Fall 2008</b>	Recruitment begins for local census jobs for early census operations.
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- **Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- **How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

## A Complete Count: The Importance of Census Data

- Every year, the federal government can allocate more than \$300 billion to states and communities based, in part, on census data.
- Census data can be used for writing grant proposals.
- Community planners and governments rely on census data to determine where there is a need for additional social services and funding.
- Census data can help you estimate the number of potential volunteers in your community and the number of residents who may need your services.

## 2010 Census Questionnaire: Quick, Easy and Confidential

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

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2010 CENSUS  
IT'S IN OUR HANDS

## Become a 2010 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- ▲ Ensure accurate census data, which guide funding decisions for your community and affect your representation in Congress.
- ▲ Spread the word about temporary census jobs in your community.
- ▲ Reassure your community it is safe to answer the census.

## Take Action for Your Community and Country

As a partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count. You can:

- ▲ Answer questions and help people overcome misconceptions about the 2010 Census. Share the benefits of being counted and reassure your community their questionnaire responses are confidential.
- ▲ Include 2010 Census information in newsletters, on bulletin boards, in lobbies and online.
- ▲ Help recruit applicants for 2010 Census positions, providing jobs to those in need in your community.
- ▲ Provide space for Be Counted sites and Questionnaire Assistance Centers or for testing and training census employees.
- ▲ Issue a proclamation or other public endorsement of the 2010 Census.
- ▲ Create a Complete Count Committee (CCC) in your area and invite other influential community leaders to join you in the effort to increase census participation.

## 2010 Census Timeline: Key Dates

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## A Complete Count: The Importance of Census Data

- Businesses use demographic and economic census data to locate retail stores, new housing and other facilities.
- Every year, the federal government can allocate more than \$300 billion to states and communities based, in part, on census data.
- Census data guide local decision-makers on where to build new roads, hospitals, housing, schools and more.
- Census data determine representation in the U.S. House of Representatives and in state and local governments.

## 2010 Census Questionnaire: Quick, Easy and Confidential

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
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## Take Action for Your Community and Country

As a partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count. You can:

- ▲ Include 2010 Census information in mailers, circulars, employee communications and online.
- ▲ Serve as a spokesperson for media interviews and other engagements.
- ▲ Encourage other businesses, and your state and local affiliates, to sign on as partners or join a Complete Count Committee (CCC), an organized group of other influential leaders in your area who are committed to increasing participation in the census.
- ▲ Provide space for Be Counted sites, Questionnaire Assistance Centers or for testing and training census employees.
- ▲ Issue a public endorsement of the 2010 Census.
- ▲ Conduct meetings or other events to encourage participation in the census.

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## A Complete Count: The Importance of Census Data

- Every year, the federal government can allocate more than \$300 billion to states and communities based, in part, on census data.
- Census data guide planning for new hospitals, roads, job training centers, schools and more.
- Census data are used to determine the need for additional social services, block grants and other grant programs essential to many communities.
- Census data inform a diverse range of local initiatives, from justifying the need for an after-school program to designating urban revitalization areas.

## 2010 Census Questionnaire: Quick, Easy and Confidential

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### YOU CAN MAKE A DIFFERENCE.

As an influential elected official, you can raise awareness of and encourage participation in this historic event. By doing so, you can help your constituents receive their fair share of federal funds, census jobs and congressional representation.



2010 CENSUS  
IT'S IN OUR HANDS

## Become a 2010 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- ▲ Spread the word about temporary census jobs in your community.
- ▲ Ensure accurate census data, which inform important funding decisions you make on behalf of your community.
- ▲ More accurately represent your constituents' interests.

## Take Action for Your Community and Country

As a partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count. You can:

- ▲ Issue a proclamation or other public endorsement of the 2010 Census.
- ▲ Conduct "town hall" meetings or other events to encourage census participation.
- ▲ Help recruit census workers in your community.
- ▲ Provide space for Be Counted and Questionnaire Assistance Centers or for testing and training census employees.
- ▲ Create a Complete Count Committee (CCC) in your area and invite other influential community leaders and elected officials to join you in the effort to increase census participation.

## 2010 Census Timeline: Key Dates

<b>Fall 2008</b>	Recruitment begins for local census jobs for early census operations.
<b>Spring 2009</b>	Census employees go door-to-door to update address lists nationwide.
<b>Fall 2009</b>	Recruitment begins for census takers to support peak workload in 2010.
<b>February - March 2010</b>	Census questionnaires are mailed or delivered to households.
<b>April 1, 2010</b>	Census Day
<b>May - July 2010</b>	Census takers visit households that did not return a questionnaire by mail.
<b>December 2010</b>	By law, Census Bureau delivers population counts to the president for apportionment.
<b>March 2011</b>	By law, Census Bureau completes delivery of redistricting data to states.



**A COMPLETE AND ACCURATE COUNT  
IS IN OUR HANDS.**

**For more information about the 2010 Census, go to [2010census.gov](http://2010census.gov).**

# Complete Count Committee Guide

Issued November 2008

D-1280



**IT'S IN OUR HANDS**

[www.census.gov/2010census](http://www.census.gov/2010census)

U S C E N S U S B U R E A U

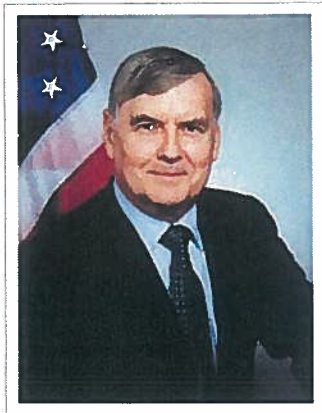
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

United States  
**Census  
2010**

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*Message  
From the Director  
U.S. Census Bureau*

Every decade since 1790, the U.S. Census Bureau has conducted a constitutionally mandated census to determine the number of people living within the United States and our territories. These data are used by our nation's leaders to help make vital decisions on behalf of all residents, including reapportionment and redistricting. Census data also affect how more than \$300 billion in federal funds are distributed to tribal, state, and local governments each year.

One of the primary goals of the 2010 Census is to increase the national mailback response rate. This not only reduces the overall cost of the census, but it also increases the accuracy of these data as well. Tribal, state, and local governments, as well as community and business organizations can help us achieve this goal by bringing local knowledge and expertise to the process.

The Complete Count Committee is a major vehicle for planning and implementing local, targeted efforts that will uniquely address the special characteristics of your community. The role of the Complete Count Committee will be to plan and implement local outreach efforts to publicize the importance of the 2010 Census. The work of this committee will be innovative, exciting, and rewarding.

The 2010 Census Complete Count Committee Guide provides guidelines for the active involvement of government officials, community leaders, and businesses in promoting the 2010 Census to residents in your area. The guide suggests a structure for organizing a local campaign, provides examples of activities that may be implemented, and gives a timetable for these activities. If you have any questions about the guide or how to get started forming your own Complete Count Committee, please refer to the back of this guide for your local Census Bureau Regional Office or visit [www.census.gov/2010Census](http://www.census.gov/2010Census).

Your participation in the 2010 Census program is voluntary. However, many government officials and community leaders understand that their participation is vital to help ensure an accurate and complete count of their community.

The Census Bureau is strongly committed to the most accurate and efficient census in 2010. With your help, we will ensure every resident is counted once—only once—and in the right place. We look forward to partnering with you to obtain an accurate count for your community.

Sincerely,

A handwritten signature in black ink that reads "Steve H. Murdock". The signature is written in a cursive, flowing style.

Steve H. Murdock



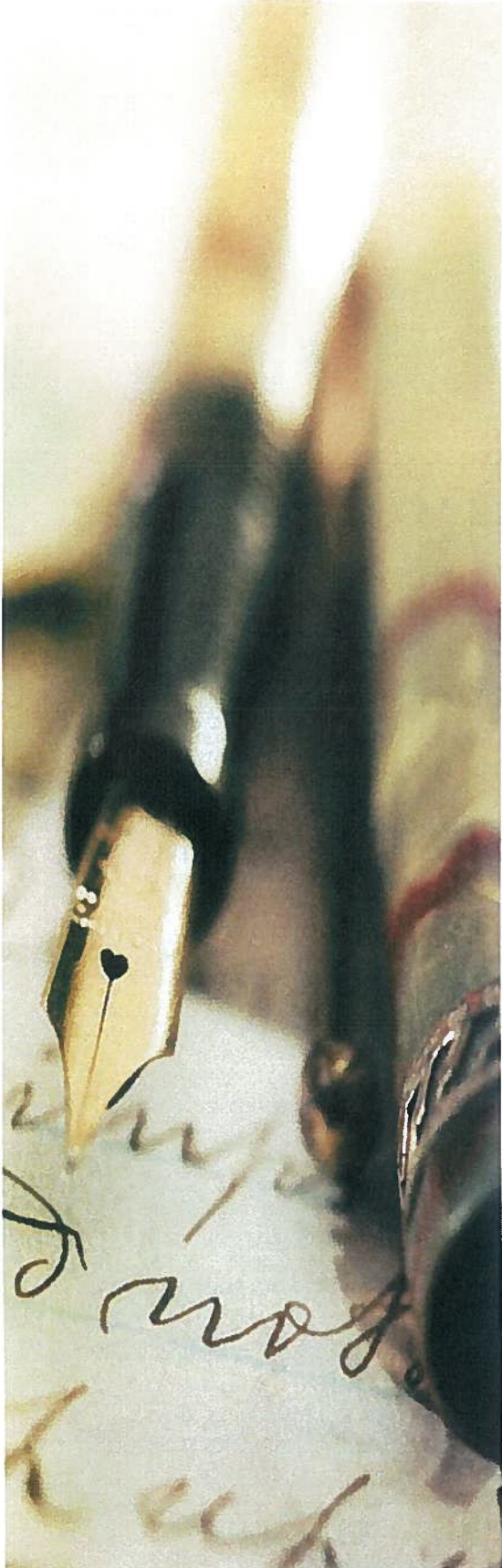
## WHY DO WE TAKE THE CENSUS?

- The U.S. Constitution (Article I, Section 2) mandates a headcount every 10 years, of everyone residing in the United States: in all 50 states, Puerto Rico, and the Island Areas. This includes people of all ages, races, ethnic groups, citizens, and noncitizens. The first census was conducted in 1790 and has been carried out every 10 years since then.
- The next census occurs in 2010. The population totals from this census will determine the number of seats each state has in the House of Representatives. States also use the totals to redraw their legislative districts.
- The U.S. Census Bureau must submit state population totals to the President of the United States by December 31, 2010.
- The totals also affect funding in your community, and data collected in the census help inform decision makers how your community is changing. Approximately \$300 billion in federal funding is distributed to communities each year.

### ***Will the 2010 Census be the same as 2000?***

No, there are some important changes:

- 2010 Census will be short form only—just 10 easy questions.
- The long form is now part of the annual American Community Survey.
- Handheld computers with Global Positioning System will be used to check our address list in 2009.



## HOW ARE CENSUS DATA USED?

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### *Census data are widely and wisely used.*

Determining congressional seats and federal funding is just a hint of the many important uses of census data. Take a look at examples below and refer to the appendix for even more uses of census data. (See Appendix A: 50 Ways Census Data Are Used.)

- The federal government uses population data to allocate funds in a number of areas:
  - ♦ Title I grants to educational agencies (school districts across the nation)
  - ♦ Head Start programs
  - ♦ Women, Infants, and Children (WIC) (food grants)
  - ♦ Public transportation
  - ♦ Road rehabilitation and construction
  - ♦ Programs for the elderly
  - ♦ Emergency food and shelter
  - ♦ Empowerment zones
- The data help the private sector as well as state and federal governments determine where jobs and job programs are needed.
- Census data help potential homeowners research property values, median income, and other demographic information about a particular community.
- Corporations use population data for market research to determine locations for commercial enterprises, such as food stores, pharmacies, and other essential services.



## ARE CENSUS DATA REALLY CONFIDENTIAL?

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- **ABSOLUTELY!**

- Your answers are protected by law (Title 13 of the U.S. Code, Section 9) and are strictly confidential. It is illegal for the Census Bureau, or its employees, to share your personal information with any other government agency—not law enforcement, IRS, Welfare, FBI, Immigration, etc.
- No court of law, not even the President of the United States, can access your individual responses.

1953—During the Truman administration, the White House had to undergo renovation. It was necessary to relocate the President until the renovation was completed. The Secret Service requested from the Census Bureau information on residents living in the proposed relocation area for the purpose of performing background checks. However, because census data are **ABSOLUTELY CONFIDENTIAL**, even to the President, the request was denied. President Truman spent his exile at Blair House.

- Census workers must pass security and employment reference checks and are highly motivated to protect your answers. All Census Bureau employees are subject to a **\$250,000 FINE AND/OR A 5-YEAR PRISON TERM** for disclosing any information that could identify a respondent or household.

1980—Armed with a search warrant authorizing them to seize census documents, four FBI agents entered the Census Bureau's Colorado Springs office. No confidential information was ever released because a census worker held off the agents until her superiors resolved the issue with the FBI.



## WHAT IS A COMPLETE COUNT COMMITTEE (CCC)?

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### *How Does a Complete Count Committee Work?*

Now that you are familiar with what a census is and why we conduct a census every 10 years, you can appreciate how much work is required to count every resident living in the country. The Census Bureau cannot do this alone. We require the assistance of partners—individuals, groups, and organizations across the nation that can help us build awareness about the census, why it is important, and encourage their community to participate. One very effective way to accomplish this is through **Complete Count Committees**.

### *What Is a Complete Count Committee?*

A **Complete Count Committee (CCC)** is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census and motivate residents in the community to respond. The committees work best when they include a cross section of community representatives from government agencies, education, business, religious organizations, and the media. The CCC is charged with developing and implementing a plan designed to target the unique characteristics of their community.

**Complete Count Committees (CCCs)** come in different types and sizes, depending on how they are organized and where they are located. The following table gives you an idea of the types and sizes that are most common.

Type of CCC	Responsible Body	Size	Location
State	State government	Large	Statewide
Local	Local government (Regional, County, City, Town)	Large, Medium, or Small	Urban, Rural, or Suburban
Community	Community organization/leader	Large, Medium, or Small	Urban, Rural, or Suburban

Government-sponsored CCCs may have a state, regional, or local focus, and operate within the jurisdiction of their highest elected official(s). Local government CCCs may include more than one jurisdiction. Community-sponsored CCCs may be organized by a community group or a coalition of community groups. A CCC may also be assumed by or assigned to an existing committee or group such as a city planning board, a regional planning commission, or a local community committee.

Once the CCC members have been identified, chairpersons may wish to divide the members into subcommittees based on the activities that the committee plans to undertake. For example, a media subcommittee may be formed to identify local officials and other persons of influence to record public service announcements (PSAs) and appear on local television and radio shows about the census. A second subcommittee might be on education, targeting the schools, colleges, and universities with promotional materials and ensuring that the Census in Schools materials are being used by schools across the state. Another may be a business subcommittee that targets businesses and encourages them to post census materials and sponsor local events. Other possible subcommittees may include a faith-based focus to reach religious groups in a community or a youth focus to target organizations providing services to children, such as Head Start or day care centers. The type of subcommittee created is really based on the needs of the community the CCC serves or the focus of committee outreach. Tailor subcommittees to meet the community needs. Examples of subcommittees and what they do are covered under "What is the subcommittee structure of a Complete Count Committee?" on page 15.

The common thread among all CCCs is that they are a team.

CCCs are a team:

- Charged with influencing members of their community to complete the 2010 Census questionnaire in a timely and accurate manner.

- Of community members that will lead their community in the promotion of a 2010 Census awareness campaign from now through October 2010.

### Why Form a Complete Count Committee?

A **Complete Count Committee** should be formed to:

- Increase the response rate for residents mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each **Complete Count Committee** member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2010 Census awareness.

The CCC speaks the language of its community, therefore establishing an information highway that even the Internet cannot rival—neighbor informing neighbor.

The CCC makes sure each resident is aware of the importance of an accurate census count.

### How Do You Organize a Complete Count Committee?

Based on the previous table, there are three types of Complete Count Committees, state government-sponsored, local government-sponsored, or community-sponsored. Let's take a look at each of these and review the differences between the committee types and sizes. Knowing what the differences are will help determine how to form your Complete Count Committee.

### State Government Complete Count Committees

The Governor of the state, who appoints individuals to serve as members on the committee, typically creates state Complete Count Committees. The committee may be chaired by an individual designated by the Governor, such as the Governor's Liaison or staff from the State Data Center. State CCCs may be fairly large with anywhere from 20 to 100 members. The committee members should be representative of the residents of the state and have

the time and commitment needed for a successful committee. State CCCs typically have members from various state agencies, local government agencies, schools, churches, media, and community organizations. Tap groups or organizations that will best help you implement and achieve your goals. State CCCs may operate with or without a subcommittee structure. Examples of subcommittees and what they do are covered under "What is the subcommittee structure of a Complete Count Committee?" on page 15.

State CCCs often have a better understanding of the economic impact of a complete count and are highly motivated to develop a comprehensive outreach plan. They tend to have more resources (funds and/or staff) to support a CCC.

### ***Examples of State Complete Count Committee Strategies***

Several states organized Complete Count Committees in Census 2000, and we can look to them for best practices. The important thing to remember is to do the best you can with the resources you have. Here are some suggested strategies that worked well for them:

- Allocate state funds for implementation of the state CCC.
- Develop an action plan.
- Assign staff to work with the state CCC.
- Set clear, achievable goals and objectives.
- Identify targets (populations or areas) for aggressive outreach through—
  - ♦ direct community outreach—touching as many people as possible through swap meets, sports events, festivals, parades, etc.
  - ♦ strategic partnerships with counties, schools, state agencies, and community-based organizations.
  - ♦ a state media campaign with a catchy slogan. Example: California state CCC in 2000 used the slogan "California, You Count!"
- Coordinate activities with local CCCs throughout the state.
- Develop a state 2010 Census Web site with links to the Census Bureau Web site.
- Create promotional materials and items for populations or areas identified.
- Create events in key areas where none exist.

### ***Sample Activities of State Complete Count Committees***

#### **2008–2009**

- Allocate funds to conduct CCC outreach.
- Encourage local governments to form Complete Count Committees.
- Develop a list of barriers or concerns that might impede the progress of the 2010 Census in your state, such as pockets of populations speaking a language other than English, recent immigrants, and significant numbers of children under age 18. Explore ways/activities to address or overcome these barriers.
- Develop and implement activities to involve state government employees in 2010 Census awareness campaign.
- Include the 2010 Census logo and messages on letterhead, brochures, newsletters, and Web site.
- Display census information/materials in all state government buildings.
- Sponsor a contest to create a state slogan and/or mascot for promoting the 2010 Census.

#### **January–March 2010**

- Add census messages to meetings and correspondence.
- Implement major promotional events around mailout of questionnaires and nonresponse follow-up.
- Provide information on federally funded programs that have benefited the state.
- Saturate targeted areas with census information that is easy-to-read and understand.
- Change telephone hold messages in state offices to remind residents to complete and return their questionnaire immediately.

#### **April 2010**

- Have government employees answer the phones with a 2010 Census message.
- Change telephone hold messages in state offices to one that encourages residents to cooperate with the census workers that may come to their home if they don't return their questionnaire.

## May–July 2010

- Prepare final report of committee activities and provide a copy of your report to your regional census contact person.

## Local or Tribal Government Complete Count Committees

Local Complete Count Committees are formed by the highest elected official in that jurisdiction, such as a mayor, county commissioner, tribal leader, or regional chairman. The highest elected official may appoint a chair of the CCC and may then appoint residents of the community to serve as members of the CCC. Members appointed could be representative of a cross section of the community, be willing and able to serve until the census is over, and help implement a creative outreach campaign in areas that may pose a challenge in 2010. Members could include persons from the areas of education, media, business, religion, and community groups. Most local government CCCs are small to medium size depending on the jurisdiction. A town may have a small committee with only 3–5 members, while a city CCC may be medium to large size with anywhere from 10 to more than 100 members, depending on the size of the city or tribe.

Both county and regional CCCs, since they cover a larger geography, tend to be larger in size with 20–50 members. The size and number of members depends on what works best for each jurisdiction and what will make the most effective and successful committee. Mayors, county commissioners, and heads of regional boards understand the importance of getting a complete and accurate census count and how census data impacts their communities. In previous censuses, experience has shown that local government CCCs are more productive with subcommittee structure.

Examples of subcommittees and what they do are covered under “What is the subcommittee structure of a Complete Count Committee?” on page 15.

### *Examples of Local and Tribal Complete Count Committee Strategies*

Nationwide, there were 11,800 Complete Count Committees formed in Census 2000, and the majority of them were local government committees. Here are some suggested strategies that worked for them:

- Allocate funds for the CCC, and assign a staff person to work with the committee.

- Set clear, achievable goals and objectives.
- Identify areas of the community that you want to target, either a geographical area or a population group that might be hard to count.
- Use a “grassroots” approach, working with community-based organizations and groups who have direct contact with residents, especially those who may be hard to count.
- Create promotional materials and products customized for your area.
- Implement special events such as a Census Day “Be Counted” parade.

### *Sample Activities of Local Complete Count Committees*

#### 2008–2009

- Develop a list of barriers or concerns that might impede the progress of the 2010 Census in your local area, such as recent immigrants, non-English speaking groups, high crime areas, and communities with gated residents. Explore ways/activities to address or overcome those barriers.
- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.
- Place census messages in water bills, property tax bills, and other correspondence generated by the jurisdiction.
- Develop and implement activities to involve local government employees in 2010 Census awareness campaign.
- Encourage corporations to become official sponsors of your census activities.
- Have census banners, posters, and other signage placed in highly visible public locations.
- Include the 2010 Census logo and message on bus schedules, brochures, newsletters, and your local jurisdiction Web site.
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Sponsor a contest to design a sticker or poster promoting the 2010 Census.
- Have census information available during voter registration drives.

## January–March 2010

- Add a census message to all meetings, events, and correspondence.
- Provide information on federally funded programs that have benefited the community.
- Plan a major promotional event around the mailout of census questionnaires.
- Saturate public access areas with easy-to-read and understandable census information customized for your community.
- Ask elected officials to encourage residents to complete and return questionnaires immediately.
- Place a census message on all municipal marquees urging residents to complete and return their questionnaires.

## April 2010

- Place public service announcements in local media encouraging residents to cooperate with census workers.

## Community Complete Count Committees

Community Complete Count Committees are often formed in areas that do not have a government CCC or areas that may require a more targeted outreach approach. Community CCCs may be formed by a community group/organization or a coalition of several organizations. For example, an organization in a predominantly elderly community may want to form a community CCC in order to build awareness among that population and encourage them to respond when questionnaires are delivered. A tenant's association may form a committee to educate tenants about the census and help those needing assistance in completing their questionnaire. Community CCCs identify their own chair and committee members. They may choose residents who are influential leaders or gatekeepers in the community to serve as members or others that will help accomplish the goals of the committee. Community CCCs are usually small to medium in size with anywhere from 5 to 25 members depending on the sponsoring organization(s) and the size of the community it represents.

Small committees may not need subcommittees, however, larger committees may find this structure helps them focus and work more effectively.

## Examples of Community Complete Count Committee Strategies

A number of organizations formed community Complete Count Committees in Census 2000. Some examples of these organizations are Community Action groups, Hispanic Service Center, Delta Sigma Theta Sorority, and Human Development Commission. Here are some suggested strategies that worked for them:

- ♦ Set clear, achievable goals and objectives for your committee.
- ♦ Identify what your committee will focus on. Some examples include increasing the response rate in public housing communities among cultural/ethnic groups in your area or among students in colleges/universities, outreach and promotion to youth or elderly in the community, or a global approach if no other CCCs are in the area.
- ♦ Develop an action plan that will include activities, events, etc., which will support your efforts and help you meet your goals and objectives.
- ♦ Create promotional materials that appeal to your focus areas, if resources are available.
- ♦ Implement special events that will generate interest and participation in the census.

## Sample Activities of Community Complete Count Committees

### 2008–2009

- Identify organizations in the community that can provide space for Questionnaire Assistance Centers and will serve as a Be Counted site. Pass this information on to your census contact person.
- Make a list of community-based organizations in your area. Hold a meeting with leaders of the organizations and solicit their help in creating a census awareness campaign targeted for community residents.
- Check the community calendar in your area for events. Contact event organizers to see if you can have a census table or pass out census materials to increase awareness.
- Plan and solicit sponsors for a "Census Day/Night Street Festival" in late 2009. Think of creative games or activities where census information can be incorporated.
- Develop a 2009 Census Activity Calendar, ask organizations to choose a month in which they will sponsor census activities or promote census awareness.

- Ask organizations to include a census article or message in all of their publications from April 2009 to August 2010.

### **January through March 2010**

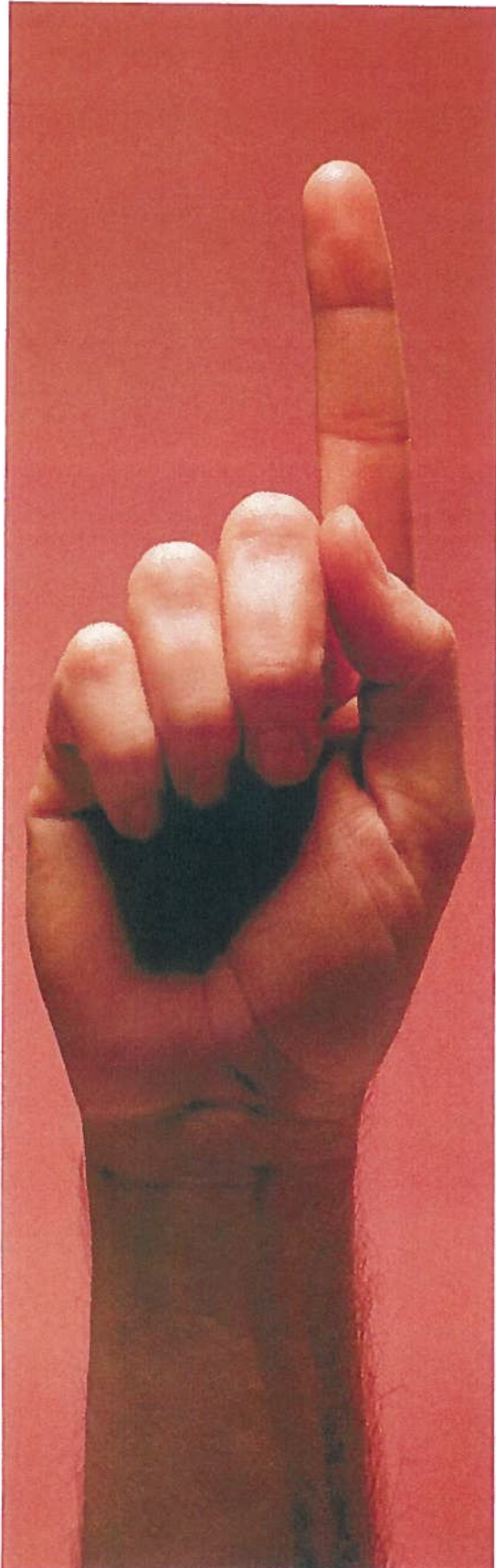
- Encourage organizations to include 2010 Census on the agenda of their meetings, workshops, or conferences.
- Distribute/post fliers announcing the delivery of the census questionnaire at busy locations in the community.
- Check with your census contact person about the locations of Questionnaire Assistance Centers and Be Counted sites in your community. Get signs from the contact person with the days and times the centers will be open. If signs are not available, make and post them as a committee project.
- Sponsor a "Little Miss/Mr. Census" contest and have the winners complete and mail a "symbolic" census questionnaire.

### **April 2010**

- Encourage residents to complete and mailback their census questionnaires.
- Plan a Census Day event to motivate community response.
- Check with your census contact person about response rates for your community. If rates are low, plan special events or activities to motivate residents to respond.
- Remind residents if they don't mailback their questionnaire a census worker may come to their home. Encourage residents to cooperate with census workers.

### **May 2010**

- Continue to encourage community residents to cooperate with census workers.
- Evaluate what worked best for your community and briefly report this information to your census liaison.
- Celebrate your success and thank all those involved in making it happen.



## WHEN SHOULD A COMPLETE COUNT COMMITTEE ORGANIZE?

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### *Get Organized RIGHT NOW!*

- Although the 2010 Census questionnaires will not be delivered to households until mid-March of 2010, the census awareness campaign should start TODAY. Residents will begin to experience, by the end of 2008, some type of census operation such as address listing. These operations are necessary to verify the accuracy and location of each address in the United States.
- The immediate formulation of a **Complete Count Committee** will ensure that local residents are kept abreast of the various census operations before the information is nationally circulated.
- The more informed residents are about the 2010 Census operations, the better their understanding of the census process becomes, thus increasing their willingness to be a part of the successful enumeration in 2010.



## WHAT IS THE SUBCOMMITTEE STRUCTURE OF A COMPLETE COUNT COMMITTEE?

### *The Structure*

- The Census Bureau regional staff will serve as a liaison or an informational resource.
- The operation of the Complete Count Committee flows from the highest elected official or community leader to the chairperson, the committee members, and/or to the community at large.
- The highest elected official or community leader appoints a chairperson. The chairperson is the liaison or main source of contact between the Complete Count Committee and the Census Bureau.
- The chairperson collaborates with the highest elected official or community leader to select subcommittee chairs.
- The Complete Count Committee should involve every aspect of a local community in its subcommittee structure—government, education, faith-based, media, community-based organizations, business, and recruiting.  
**The U.S. Census Bureau does not manage the Complete Count Committee.**

The following are examples of a typical subcommittee structure. Other subcommittees may be formed based on the focus of the CCC or the needs of the community. Examples of other subcommittee topics are migrant and seasonal farmworkers, children/youth services, immigrants, senior services, and the disabled community.

**Government subcommittee**—Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs, free space

for Questionnaire Assistance Centers, and identifying other resources for CCC activities.

**Education subcommittee**—Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use Census In Schools materials.

**Faith-based subcommittee**—Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2010 Census awareness and participation.

**Media subcommittee**—Creates and facilitates ways to get the census message to all community residents, using all available sources such as local newspapers, newsletters, fliers, local festivals, billboards, radio, and television.

**Community-based organizations subcommittee**—Collaborates with community organizations to inform residents of the importance of participating in the 2010 Census and the benefits derived from census data.

**Business subcommittee**—Creates and coordinates activities that involve businesses in census awareness, such as distribution of census information and census messages on packaging (grocery bags), and the inclusion of the census logo and message on sales promotion materials.

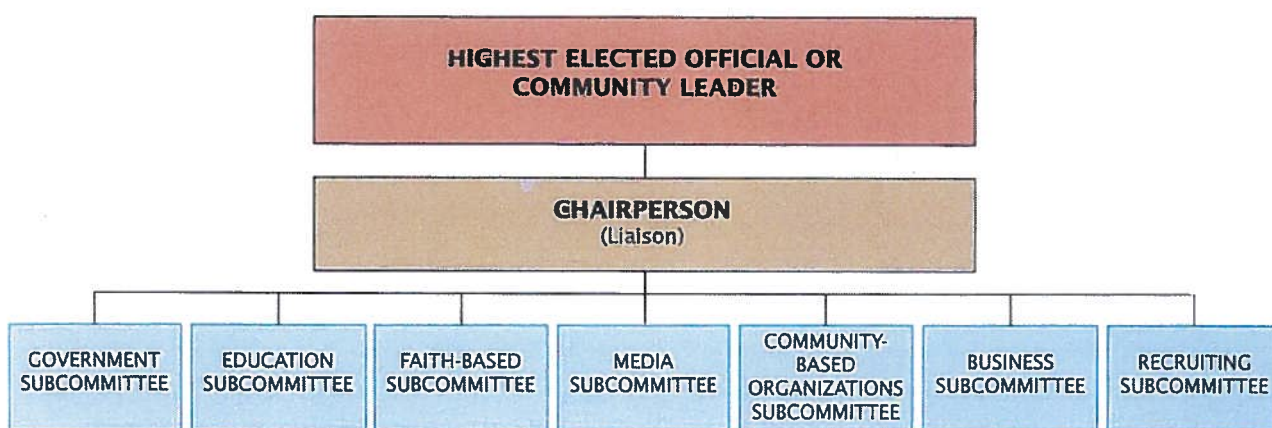
**Recruiting subcommittee**—Disseminates information about census job openings for the 2010 Census. Information will include the number of jobs available, types of jobs available, and the locations of testing and training sites.

The subcommittee chairpersons may recruit members for their respective teams. The ideal candidates for a **Complete Count Committee** are those community members who have expertise, influence, and experience in the area of the respective committee. Committees are more productive and successful if willing to invest time, resources, and energy in this project.

Figure 1 is a sample Complete Count Committee organizational chart. The organizational chart is a guide to assist in forming a CCC and implementing the CCC plan. Once discussion has started about the focus and goals of the committee, subcommittees and/or activities may be added to fit the customized plan.

Both the government-led and the community-led **Complete Count Committee** operation flows the same, from chairperson to committee and/or subcommittees and then to the community at large. The community CCC essentially functions the same as the governmental CCC.

Figure 1.  
**Sample Organizational Chart**



## Suggested Schedule for the Complete Count Committee

### *Now Through March 2010*

#### **Action Steps**

##### **2008 Summer and Fall**

- Highest elected official or community leader meets with regional office partnership staff to discuss forming a partnership for the 2010 Census and the establishment of a Complete Count Committee.
- Highest elected official or community leader appoints the chairperson of the CCC.
- Highest elected official or community leader, with the assistance of the chairperson, appoints the subcommittee chairpersons (if necessary).
- Highest elected official or community leader holds a press conference to announce the formation of a CCC and the appointment of the chairperson.
- Official or community leader issues a proclamation/resolution stating that it will formulate a Complete Count Committee for the 2010 Census.

##### **2008 Fall and Winter**

- Hold first Complete Count Committee meeting:
  - Give an overview of the roles and responsibilities of a CCC.
  - Select a secretary to record minutes of meetings.
  - Establish committees (if necessary).
  - Develop a plan of action for 2010 Census awareness campaign to cover the period from now through October 2010.
  - Set a schedule for the CCC meetings as well as the subcommittees.

##### **February–December 2009**

- CCC members participate in census CCC training.
- Hold regularly scheduled meetings to report on tasks and subcommittee activities.
- Proceed with census awareness activities generated by each subcommittee.

- Evaluate the activities for effectiveness.
- Modify action plan as needed.
- Saturate community with at least one census awareness activity each month.

##### **January 2010**

- Hold monthly CCC and subcommittee meetings.
- Finalize plans for activities surrounding questionnaire delivery days and Census Day activities.
- Review task lists and subcommittee activity plans.
- Proceed with 2010 Census activities generated by subcommittees.
- Finalize plans for activities to encourage residents to complete and return census questionnaires.
- Develop and finalize plans for motivating residents who do not return their questionnaires to cooperate with census workers during non-response follow-up. Plan these activities for April 2010.

##### **February 2010**

- Hold regular CCC and subcommittee meetings.
- Review and modify, as needed, plans for questionnaire delivery and Census Day activities.
- Review and modify, as needed, plans for residents who do not respond.
- Finalize plans for all activities scheduled for March and April.
- Check with subcommittee chairs on the number and location of Questionnaire Assistance Centers and Be Counted Sites. Publicize the location, dates, and times of operations in the community.

##### **March 2010**

##### **Countdown to Census Day**

- Review and implement activities leading to Census Day—April 1, 2010.
- Finalize plans for all activities planned for the end of March and the month of April.
- Proceed with activities generated by subcommittees.
- Send press release highlighting 2010 Census activity schedule.
- Encourage community members to participate with census workers during address canvassing operations.

## **Census Day—April 1, 2010**

### ***April 2010***

#### ***The time has come to act.***

- Implement Census Day activities.
- Hold daily activities to encourage residents to complete questionnaires accurately and to return them quickly.
- Evaluate activities and make changes as necessary.
- Prepare to implement activities for residents that did not return their questionnaire.
- Implement activities to keep the census awareness and interest strong.

### ***May–July 2010***

#### ***Nonresponse follow-up***

- Use all sources to encourage residents to cooperate with census workers.
- Continue to meet regularly to give and receive 2010 Census progress reports.
- Prepare summary report of CCC activities, operations, and member feedback.
- Celebrate the success of the 2010 Census enumeration and recognize the efforts of the CCC members.



## SUMMARY: WHAT ARE THE BENEFITS OF A COMPLETE COUNT COMMITTEE (CCC)?

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The CCC speaks the language of and knows the pulse of its community, therefore establishing an information highway that even the Internet cannot rival—neighbor informing neighbor.

The CCC will help ensure an accurate 2010 Census count.

The CCC gains valuable knowledge about the census process at the local level and develops a plan to impart that knowledge to each and every resident as only a neighbor and fellow stakeholder can do.

The CCC increases the participation ratio and the response rate by continuing awareness of the 2010 Census through July of 2010.

# APPENDIX A:

## 50 Ways Census Data Are Used

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- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over \$300 billion in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing “intelligent” maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Providing evidence in litigation involving land use, voting rights, and equal opportunity.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Analyzing military potential.
- Making business decisions.
- Understanding consumer needs.
- Planning for congregations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.

# APPENDIX B:

## Understanding the Language of the 2010 Census

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### **Glossary**

#### ***The 2010 Census From A to Z***

##### **Advance Letter**

A Census Bureau letter sent to alert households that the census questionnaire will be mailed or delivered to them soon.

##### **American Community Survey (ACS)**

A monthly sample household survey conducted by the Census Bureau to obtain information similar to the long-form census questionnaire. The ACS is sent to a small percentage of the U.S. population on a rotating basis. First tested in 1995, it will replace the long form for the 2010 Census. Since 2004, ACS has provided annual data for social and economic characteristics for many geographic entities and population groups.

##### **Be Counted Site**

The Be Counted program provides a means for people who believe they were not counted to be included in the 2010 Census. Special Be Counted census forms in five different languages—Spanish, Chinese, Korean, Vietnamese, and Russian, will be available at different locations in the community. Businesses and organizations may agree to be a Be Counted site by donating space to display a Be Counted box with forms in appropriate languages for their location. The Be Counted program runs for about 4 weeks in spring 2010.

##### **Census**

A complete enumeration of a population or business and commercial establishments, factories, farms, or governments in an area. (See decennial census.)

##### **Census Bureau**

An agency within the U.S. Department of Commerce and the country's preeminent statistical collection and dissemination agency. It publishes a wide variety of statistical data about people, housing, and the economy of the nation. The U.S. Census Bureau conducts approximately 200 annual surveys, conducts the decennial census of the United States population and housing, the quinquennial economic census, and the census of governments.

##### **Census Day**

The reference date for collection of information for a census. For the decennial census, this has been April 1 of the decade year (year ending with zero) since the 1930 census. April 1, 2010, is the reference date, Census Day, for the 2010 Census.

##### **Census in Schools (CIS)**

A national program component of the 2010 Census with an emphasis on kindergarten through eighth grade students in schools located in hard to count areas. The purpose of Census in Schools is to educate all of the nation's K–12 students about the importance of the 2010 Census.

##### **Commitment**

An agreement or pledge to carry out a particular task or activity that will in some way help the census achieve its goals.

##### **Complete Count Committee (CCC)**

A volunteer committee established by tribal, state, and local governments, and/or community organizations leaders to include a cross section of community leaders, including representatives from government agencies; education, business, and religious organizations; community agencies; minority organizations; and the media. The committees are charged with developing and implementing a 2010 Census outreach, promotion, recruiting, and enumeration assistance plan of action designed to target and address the needs of their communities.

##### **Confidentiality**

The guarantee made by law (Title 13, United States Code) to individuals who provide information to the Census Bureau, ensuring that the Census Bureau will not reveal information to others.

##### **Decennial Census**

The census of population and housing taken by the Census Bureau in each year ending in zero. Article 1, Section 2, of the U.S. Constitution requires that a census be taken every 10 years for the purpose of apportioning the U.S. House of Representatives. The first census of population was taken in 1790.

**Early Local Census Offices (ELCO)**

A temporary office opened to conduct early census operations such as check addresses and develop and refine the Master Address File for mailing census questionnaires.

**Enumeration**

The process of interviewing people and recording the information on census forms.

**Enumerator**

A Census Bureau employee who collects census information by visiting households during census field operations.

**Governmental Unit (GU)**

A geographic entity established by legal action for the purpose of implementing specified general- or special-purpose governmental functions. Most governmental units have legally established boundaries and names. GU officials (elected or appointed) have the power to carry out legally prescribed functions, provide services for the residents, and raise revenues. To meet Census Bureau criteria, a government must be an organized entity that, in addition to having governmental character, has sufficient discretion in the management of its own affairs to distinguish it as separate from the administrative structure of any other governmental unit. To have governmental character, an entity must exist as a legally organized entity and have legally defined responsibilities to its residents.

**Hard to Count (HTC)**

Groups or populations who have historically been undercounted and/or traditionally have not responded well to the decennial census questionnaire, such as ethnic/minority populations, renters, low-income, etc.

**Hard to Enumerate (HTE)**

An area for which the environment or population may present difficulties for enumeration.

**Highest Elected Official (HEO)**

The elected or appointed person who is the chief executive official of a governmental unit and is most responsible for the governmental activities of the governmental unit such as the governor of a state, chair of a county commission, or mayor of an incorporated place.

**Household (HH)**

A person or group of people who occupy a housing unit as their usual place of residence. The number of households equals the number of occupied housing units in a census.

**Housing Unit (HU)**

A house, townhouse, mobile home or trailer, apartment, group of rooms, or single room that is occupied as separate living quarters or, if vacant, is intended for occupancy as separate living quarters.

**Local Census Office (LCO)**

A temporary office established to oversee census operations in a specific area. These operations include address listing field work, local recruiting, and visiting living quarters to conduct the 2010 Census.

**Mailout/Mailback (MO/MB)**

A method of data collection in which the U.S. Postal Service delivers questionnaires to housing units, based on geocoded addresses (usually city-style mailing addresses) recorded in the Census Bureau's Master Address File. Residents are asked to complete and mail the questionnaires to a specified data capture center.

**Mail Return Rate (MRR)**

The total number of households returning a questionnaire by mail divided by the number of estimated housing units that received a questionnaire by mail or from a census enumerator (the only units that can return a questionnaire). This measure cannot be finalized until the enumeration is completed, and the final number of occupied housing units is determined.

**Master Address File (MAF)**

A Census Bureau computer file of every address and physical location, including their geographic locations, that will be used to conduct the next decennial census, as well as some ongoing surveys. This address file is updated throughout the decade and is supplemented by information provided by tribal, state, and local governments.

**Nonresponse (NR)**

A housing unit for which the Census Bureau does not have a completed questionnaire and from which the Census Bureau did not receive a telephone or Internet response.

**Nonresponse Follow-up (NRFU)**

A field operation designed to obtain a completed interview from households where a questionnaire was not returned. Enumerators will make personal visits to these households to obtain completed interviews. The enumerator will enter respondents' answers to interview questions or information about the status of the housing unit (for example, vacant or nonexistent). If all attempts to contact the residents of a household are unsuccessful, an enumerator will obtain as much information as possible about the household from a neighbor, building manager, or another reliable source.

**Partner**

A partner is a group or individual that commits to participate in some way with census activities.

**Partnership**

An agreement with tribal, state, and local governments, national organizations, and community groups (faith-based organizations, businesses, media, schools, etc.) that allows their active participation in various census activities.

**Partnership Specialist**

The Partnership Specialist takes a lead role in outreach and promotional efforts before and during census operations. Their main duties are increasing awareness and outreach in communities and gaining cooperation and participation from those communities.

**Privacy Act**

The Privacy Act of 1974 requires that each federal agency advise respondents of their rights. Specifically, every respondent must know under what law the information is being collected, how the information will be used, whether he or she must answer the questions, and the consequences of not answering the questions.

**Questionnaire Assistance Center (QAC)**

A center established by a local census office to assist people with completing their questionnaires. For Census 2000, the centers were established in community centers, large apartment buildings, churches, and so forth. The centers are staffed by Census Bureau employees. QAC's are open when census questionnaires are mailed, about 4 weeks from mid-March to mid-April 2010.

**Regional Census Center (RCC)**

One of 12 temporary Census Bureau offices established to manage census field office and local census office activities and to conduct geographic programs and support operations.

**Regional Office (RO)**

One of 12 permanent Census Bureau offices that direct and advise local census offices for the 2010 Census. The Regional Office also conducts one-time and ongoing Census Bureau surveys, such as the Current Population Survey (CPS), which is used to publish unemployment figures each month, and the American Community Survey (ACS), a nationwide survey designed to obtain information similar to long-form data and to provide communities a fresh, more current look at how they are changing.

**Respondent**

The person who answers the Census Bureau's questions about his or her living quarters and its occupants. The respondent is usually the member of the household who owns or rents the living quarters.

**Title 13 (U.S. Code)**

The law under which the Census Bureau operates. This law guarantees the confidentiality of census information and establishes penalties for disclosing this information. It also provides the authorization for conducting censuses in Puerto Rico and the Island Areas.

**Value Added**

Refers to any service or activity provided by partners that would ordinarily require payment such as room/space for testing or training, use of staff time, and use of other business resources.

# Regional Office Contact List

If You Live Here	Call This Regional Office	Phone Number
ALABAMA	Atlanta	404-730-3832
ALASKA	Seattle	206-381-6200
ARIZONA	Denver	303-264-0202
ARKANSAS	Kansas City	913-551-6728
CALIFORNIA <sup>1</sup>	Los Angeles	818-267-1700
CALIFORNIA <sup>1</sup>	Seattle	206-381-6200
COLORADO	Denver	303-264-0202
CONNECTICUT	Boston	617-424-4501
DELAWARE	Philadelphia	215-717-1800
DISTRICT OF COLUMBIA	Philadelphia	215-717-1800
FLORIDA	Atlanta	404-730-3832
GEORGIA	Atlanta	404-730-3832
HAWAII	Los Angeles	818-267-1700
IDAHO	Seattle	206-381-6200
ILLINOIS	Chicago	630-288-9200
INDIANA	Chicago	630-288-9200
IOWA	Kansas City	913-551-6728
KANSAS	Kansas City	913-551-6728
KENTUCKY	Charlotte	704-424-6400
LOUISIANA	Dallas	214-253-4400
MAINE	Boston	617-424-4501
MARYLAND	Philadelphia	215-717-1800
MASSACHUSETTS	Boston	617-424-4501
MICHIGAN	Detroit	313-259-1158
MINNESOTA	Kansas City	913-551-6728
MISSISSIPPI	Dallas	214-253-4400
MISSOURI	Kansas City	913-551-6728
MONTANA	Denver	303-264-0202
NEBRASKA	Denver	303-264-0202
NEVADA	Denver	303-264-0202
NEW HAMPSHIRE	Boston	617-424-4501
NEW JERSEY <sup>2</sup>	Philadelphia	215-717-1800
NEW JERSEY <sup>2</sup>	New York	212-584-3400
NEW MEXICO	Denver	303-264-0202
NEW YORK <sup>3</sup>	Boston	617-424-4501
NEW YORK <sup>3</sup>	New York	212-584-3400
NORTH CAROLINA	Charlotte	704-424-6400
NORTH DAKOTA	Denver	303-264-0202
OHIO	Detroit	313-259-1158
OKLAHOMA	Kansas City	913-551-6728
OREGON	Seattle	206-381-6200
PENNSYLVANIA	Philadelphia	215-717-1800
RHODE ISLAND	Boston	617-424-4501
SOUTH CAROLINA	Charlotte	704-424-6400
SOUTH DAKOTA	Denver	303-264-0202
TENNESSEE	Charlotte	704-424-6400
TEXAS	Dallas	214-253-4400
UTAH	Denver	303-264-0202
VERMONT	Boston	617-424-4501
VIRGINIA	Charlotte	704-424-6400
WASHINGTON	Seattle	206-381-6200
WEST VIRGINIA	Detroit	313-259-1158
WISCONSIN	Chicago	630-288-9200
WYOMING	Denver	303-264-0202

# Regional Office Contact List

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Note: For more information, go to [www.census.gov](http://www.census.gov).

<sup>1</sup> The Los Angeles Regional Office covers Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties. The remaining counties are covered by the Seattle Regional Office.

<sup>2</sup> The New York Regional Office covers Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union, and Warren counties in New Jersey. The remaining New Jersey counties are covered by the Philadelphia Regional Office.

<sup>3</sup> The New York Regional Office covers Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk, and Westchester counties. The Boston Regional Office covers the balance of New York State.

