



IT'S IN OUR HANDS

# THE 2010 CENSUS

## Our Plan – In Partnership with the State of Hawaii

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# THE CENSUS IS IMPORTANT!

## •Why We do a Census?

- Apportionment
- Redistricting
- Distribution of Funds

## ▪Why Participate?

- Inclusion
- Civic Engagement
- Democracy in Action

### *Three Important Points to Remember:*

- ✓ *The Census is Safe and Confidential!*
- ✓ *The Census is Easy and Help is available!*
- ✓ *The Census is Vital for your and your Community's Well -Being!*



# CENSUS 2010 CURSORY OVERVIEW

- Major Census Activities
- Census Jobs
- Planning Database
- Partnership Programs and Tools
- Next Steps—How we can work together at the Federal, State, County and City level for an accurate and complete count--Complete Count Committees?
- Questions and Answers





# 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 list nationwide.
<b>Fall 2009</b>	Recruitment begins for census takers needed for 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>April – 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 President for apportionment.
<b>March 2011</b>	By law, Census Bureau completes delivery of redistricting data to states.



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# 10 MINUTES TO COMPLETE!

**2010 Census will use the Short Form Questionnaire only:**

- 1. Name**
- 2. Relationship**
- 3. Age, Date of Birth**
- 4. Gender (sex)**
- 5. Hispanic Origin**
- 6. Race**
- 7. Tenure (Housing question - own or rented)**

**Note: Long form data now collect by the American Community Survey**



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# QUESTIONNAIRE DELIVERY

United States  
**Census 2010**

This is the official form for all the people at this address.  
It is quick and easy, and your answers are protected by law.

U.S. DEPARTMENT OF COMMERCE  
Economic and Statistics Administration  
U.S. CENSUS BUREAU

Use a blue or black pen.  
**Start here**

The Census must count every person living in the United States on April 1, 2010.  
Before you answer Questions 1, count the people living in this house, apartment, or mobile home using our guidelines.  
• Count all people, including babies, who live and sleep here most of the time.  
The Census Bureau also conducts counts in institutions and other places, so:  
• Do not count anyone living away either at college or in the Armed Forces.  
• Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.  
• Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.  
The Census must also include people without a permanent place to stay, so:  
• If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?  
Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1? Mark  if that apply.  
 Children, such as newborn babies or foster children  
 Relatives, such as adult children, cousins, or in-laws  
 Nonrelatives, such as roommates or live-in baby sitters  
 People staying here temporarily  
 No additional people

3. Is this house, apartment, or mobile home — Mark  ONE box.  
 Owned by you or someone in this household with a mortgage or loan? (Include home equity loans)  
 Owned by you or someone in this household free and clear (without a mortgage or loan)?  
 Rented?  
 Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.  
Area Code + Number  
 -  -

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.  
What is Person 1's name? Print name below.  
Last Name   
First Name  MI

6. What is Person 1's sex? Mark  ONE box.  
 Male  Female

7. What is Person 1's age and what is Person 1's date of birth? Please report babies as age 0 when the child is less than 1 year old.  
Age on April 1, 2010        
Month Day Year of birth

NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For the census, Hispanic origins are not race.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?  
 No, not of Hispanic, Latino, or Spanish origin  
 Yes, Mexican, Mexican Am., Chicano  
 Yes, Puerto Rican  
 Yes, Cuban  
 Yes, another Hispanic, Latino, or Spanish origin — Print age, for example, Argentine, Cuban, Dominican, Ecuadorian, Guatemalan, Honduran, etc.

9. What is Person 1's race? Mark  ONE or more boxes.  
 White  
 Black, African Am., or Negro  
 American Indian or Alaska Native — Print one or more tribal affiliations   
 Asian Indian  Japanese  Native Hawaiian  
 Chinese  Korean  Guamanian or Chamorro  
 Filipino  Vietnamese  Samoan  
 Other Asian — Print race, for example, Filipino, Laotian, Thai, Pakistani, Cambodian, and so on   
 Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on   
 Some other race — Print race

10. Does Person 1 sometimes live or stay somewhere else?  
 No  Yes — Mark  if that apply.  
 In college housing  For child custody  
 In the military  In jail or prison  
 At a seasonal or second residence  In a nursing home  
 For another reason

→ If more people were counted in Question 1, continue with Person 2.

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Form 1-1 (2010)

U.S. CENSUS BUREAU

- Questionnaires 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** **CENSUS DAY**
  - April 1-10 Replacement Questionnaire
- Bilingual Spanish/English Questionnaires (15 million housing units in 44 states) delivered or mailed in tracts with >40% Spanish-speaking households.
- We expect a 64% mail response.





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# LANGUAGE ASSISTANCE PROGRAM

The 2010 Census makes it easier for non-English speakers:

- Targeted mailing to 13 mil. Bilingual Spanish/English questionnaires
- TQA- Telephone Questionnaire assistance.
  - Bilingual operators- Spanish, Chinese, Korean, Vietnamese, Russian.
- Language assistance guides – 59 languages –TQA and Questionnaire Assistance Centers (QACs)
- Be counted forms – 6 languages; English, Spanish, Simplified Chinese, Korean, Vietnamese, Russian
- Language identification flashcards in 50 languages



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# RECRUITMENT EFFORTS

Not everyone will return their Census Questionnaire, so Census Takers will be knocking on doors in your community:

- Approximately 3.8 million applicants needed
- 1000 hired per Local Census Office (2 in Hawaii) at peak
  
- Next big recruitment drive
  - Non response Follow up - November 2009 to April 2010
- **Toll-free Jobs Line – 1-866-861-2010**
  
- Recruitment Advertising
- Local recruiting and testing
- Multilingual applicants needed





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# HARD TO COUNT POPULATIONS?

DATA SOURCE: CENSUS 2000 PLANNING DATABASE – 12 HTC VARIABLES

The Census Bureau in partnership with the Hawaii State Data Center will provide you a tool to identify your hard-to-count neighborhoods based on:

- ✓ Immigrants and the foreign born
- ✓ Linguistically isolated
- ✓ Some ethnic and minority populations
- ✓ Renters and Children
- ✓ Urban densely populated communities with multi-unit housing, high poverty, public assistance characteristics

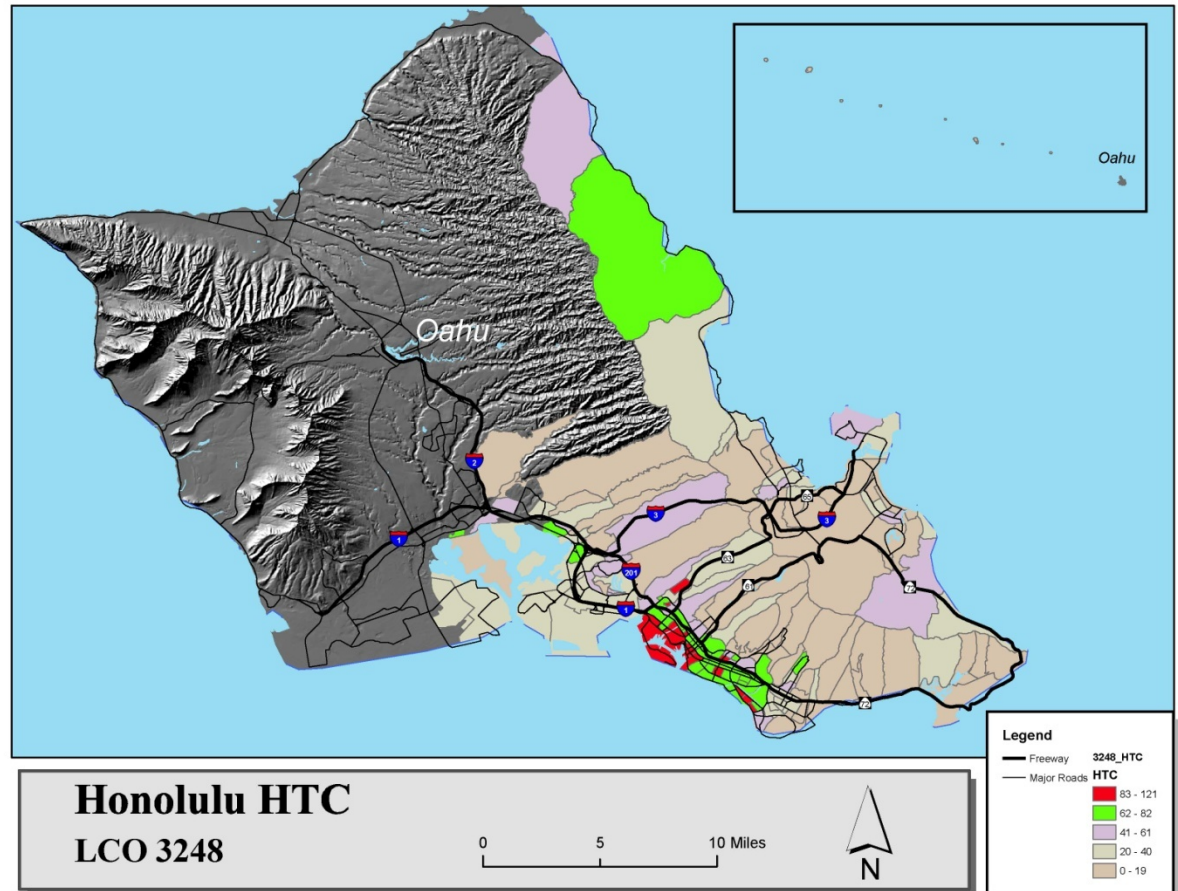


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# HARD TO COUNT SCORES

DATA SOURCE: CENSUS 2000 PLANNING DATABASE – 12 HTC VARIABLES

The Census Bureau in partnership with the Hawaii State Data Center can provide these data for the communities in your cities and counties down to the Census Tract level.



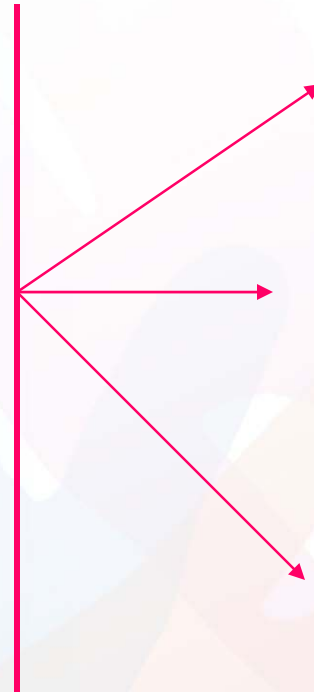


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# BE COUNTED SITES AND QUESTIONNAIRE ASSISTANCE

## CENTER SITES

- **Be Counted (BC)** sites are locations where people go to get a blank questionnaire if they feel they were missed.
- **Questionnaire Assistance Centers (QACs)** are locations where individuals receive help completing their questionnaire.



**March 19 – April 19, 2010**

**Paid Questionnaire  
Assistance Center  
Representatives**

**30,000 Questionnaire  
Assistance Centers (Nationwide)**

**40,000 Be Counted sites  
(Nationwide)**

**Use Hard-to-Count Areas to Target QACs and BC Sites in the neighborhoods that need the most help!**





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# WHAT WE KNOW FOR SURE!

- ✓ Partnerships Work!
- ✓ Advertising Works!
- ✓ Personal Touch = Know and Trust
- ✓ Grassroots - Go to where the people are!
- ✓ Hire Locally-Know the community



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# COMPLETE COUNT COMMITTEES

## Form or Join a Complete Count Committee!

- Volunteer committees established by local or tribal governments, CBO's
- Urge community participation in census
- Conduct targeted outreach
- Gives true expression to "It's in Our Hands" campaign theme



Census 2000 = 11,800 CCCs



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# HOW WE CAN HELP YOUR COMPLETE COUNT COMMITTEE?

## Census, the State and Local CCCs Working in Tandem

### Census Bureau

- Partnership Staff
- Outreach/ Promotion to work directly with local CCCs.
- QACs / BCs to LCOs.
- Partner Support Program requests processing.
- 2 Local Census Offices (LCOs).
- Census Field Operations.
- Handoffs from PS Staff.

### State of Hawaii Agencies

- Coordinate Statewide efforts.
- Identify outreach funding sources from non-profits, public & private sector partnerships.
- Target State and local outreach activities to HTC areas to avoid duplication.
- Collect mapping data for outreach & QAC locations in HTC areas.

### City/County Complete Count Committees

- Identify locations for QACs/BC Sites and pass to Census PS staff in HTC areas.
- Work directly with Census Bureau Partnership Specialists and Assistants to promote Census awareness, elicit public participation, and promote Census jobs.
- Develop and implement outreach strategies to reach residents in your community.
- Apply for the Census' Partner Support Program to help pay for local census promotional initiatives.





# STRATEGIES TO GET THE WORD OUT: PARTNERSHIP PROGRAMS

**The Census Bureau and the State have promotional programs and materials that can help you to spread the word about the importance of the Census:**

- ✓ Census in the Schools
- ✓ Complete Count Committees
- Targeted Outreach to Hard-To-Count (HTE) populations
- Faith Based Organizations
- Immigrant Outreach
- ✓ Language Assistance
- ✓ Be Counted/ Questionnaire Asst. Centers
- Localized Promotional materials
- ✓ Partner Support Program (\$2499 Services/\$2999 Products)
- Tribal Liaison Program



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# WHAT CAN YOUR COMMUNITY DO TO GET THE BEST COUNT?

- ✓ Form or be a part of a Complete Count Committee.
- ✓ Convene a 2010 Census Community Kick-off Meeting with trusted leaders.
- ✓ Publicize census at community events/ communication networks.
- ✓ Urge local residents to apply for census jobs.
- ✓ Identify Be Counted and Questionnaire Assistance Center sites.
- ✓ Create your own 2010 Census promotional materials.
- ✓ Use all local resources to educate, motivate and mobilize your residents to be counted.