

2010 Census

Information for Partners

USCENSUSBUREAU

United States
Census
2010

Purpose

- Share Information
 - General Plans For Census 2010
 - Your Input

The First 2010 Census Activity

- The American Community Survey
 - Full Data Collection began in 2005
 - Replaces the Census “Long Form”
 - Provides Current Data
 - NOT the Population Count!
 - Sample ACS Data



The 2010 Census: Our Plan

- Census is Two Parts
- Part 1: Building a List of Addresses
- Part 2: Counting the Population

Part 1 – Building a List of Addresses

- Address List from Census 2000
- Updates from the US Postal Service
- Partnership with Local Governments
 - Local Update of Census Addresses (LUCA)
 - Boundaries
- Address Canvassing Operation



Part 1: Address Canvassing

- Spring/Summer 2009
- Census Taker will verify the location and information for every address in the U.S.
- Use Handheld Computers – GPS Technology
- An Estimated 150,000 Workers nationwide.
- Information for our region:
 - Approximately 600 Listers per Early Local Census Office
 - 6 key managers per ELCO
 - 50 Recruiting Assistants per ELCO
 - 3000 applicants to be recruited per ELCO

Part 2 – The Population Count

- Our Guiding Principles
 - It's Confidential
 - It's Simple
 - It's Important

Part 2 – The Population Count

- It's Confidential!
 - Answers are protected by law!
 - Title 13 of the United States Code
 - Penalty – Up To 5 Years in Prison and \$250,000 fine for violations
 - The Core of our Ability to Build Trust

Part 2 – The Population Count

- It's Simple!
 - Mail Census Questionnaires in February / March 2010
 - Short Form – 7 Subjects, 10 Minutes
 - A New Mail Strategy
 - Targeted Bilingual Mail Forms (English/Spanish)



Part 2 – The Population Count

- It's Important!
 - Power & Money
 - Apportionment: Article 1, Section 2 of the US Constitution
 - Estimated \$300 Billion in Federal Funding Allocated Every Year based on Population Counts
 - Affects Ten Years of Decisions

United States
Census
2010

Communicating these Principles

- Communications Campaign
 - Paid Advertising
 - Local promotional efforts
- Complete Count Committees
 - Local initiatives to promote the Census
 - Organized Independently
- Partnership Program
 - “On the ground” efforts to reach the hardest to count communities

Part 2 – The Population Count

- Following Up on Non Responses
 - Summer 2010
 - Send a Census Taker to the door
 - Estimated 700,000 Workers Nationwide
 - Other Living Situations – Special Procedures

Checking Our Work

- Extensive Quality Assurance Operations
- Independent Assessments
- Closely Monitored Internally and Externally

Our Key Challenges

- Recruiting!
 - Capable Managers that Represent the Community
 - Enough Qualified Applicants for the 50,000+ jobs in the Los Angeles Region
- Participation
 - Building Trust
 - Motivating Cooperation

Supporting Your Constituents

- Consider Involvement in a Complete Count Committee
- Emphasize the Importance of Census Participation
- Help Us Recruit!
- Questions about Jobs?
 - 877-232-3385
- Questions / Concerns about the Census?
 - Regional Census Center contact information

Questions & Answers

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

United States
Census
2010