

On the Road to the 2010 Census

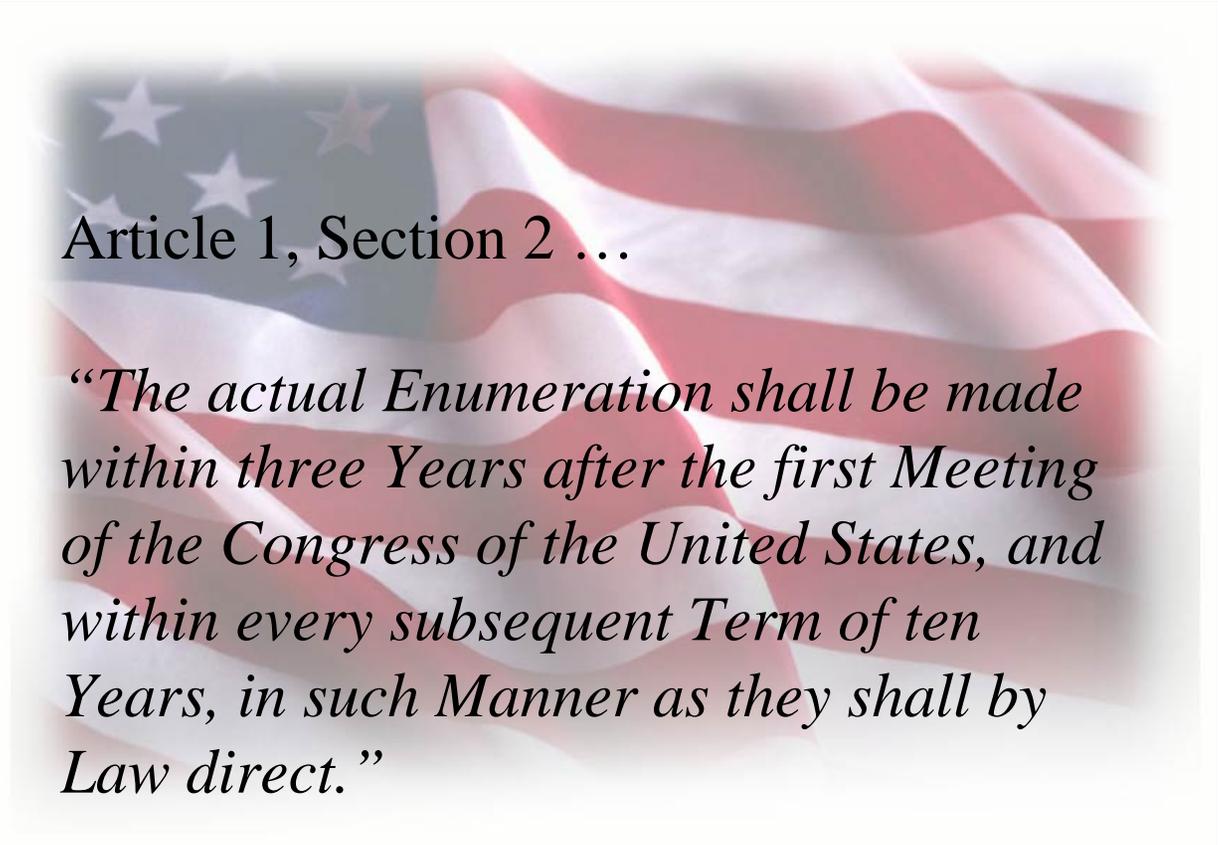
Two hundred twenty years and counting...



USCENSUSBUREAU

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2010

The US Constitution and the Census



Article 1, Section 2 ...

“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

How Census Data Are Used

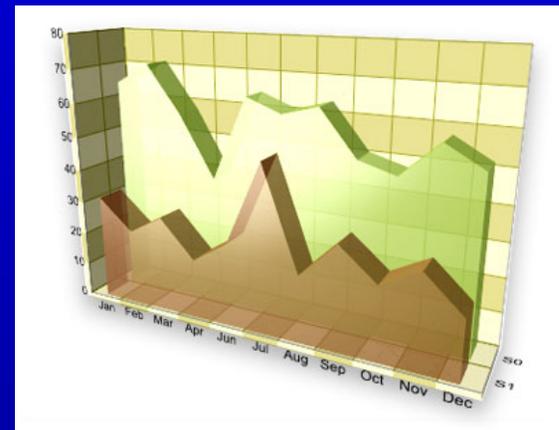
POWER AND MONEY

Apportionment of Congressional seats

Appropriation of Federal funds

Help in Making Critical Decisions

- * Economic development
- * Health
- * Housing
- * Emergency preparedness



Differences from the 2000 Census to the 2010 Census

2000 Census

- All Households received the short form questions
- 1 in 6 Households received additional questions in the long form questionnaire

2010 Census

- 100% of Households receive the Short form
- Handheld computer planned for address canvassing phase only



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American Community Survey (Census Long Form)

- Large, monthly, sample survey.
- Began nationally in 2005 and will continue indefinitely.

The screenshot shows the U.S. Census Bureau website interface. At the top, it says "U.S. Census Bureau" and "Subjects A to Z | FAQs | Privacy Policy | Help". Below this is a search bar with "SEARCH: FAQs Census.gov" and a "GO" button. The main content area is divided into several sections: "2010 Census - News" with links to "American Community Survey" and "Census 2000"; "People & Households" with links to "Estimates", "Projections", "Housing", "Income", "State Median Income", "Poverty", "Health Insurance", "International", and "Genealogy"; "Business & Industry" with links to "Economic Census", "Get Help with Your Form", "Economic Indicators", "NAICS", "Survey of Business Owners", "Government", "E-State", "Foreign Trade", "Export Codes", "Local Employment Dynamics", and "More"; "Geography" with links to "Maps", "TIGER", "Gazetteer", and "More"; "Newsroom" with links to "Releases", "Facts For Features", "Minority Links", "Broadcast & Photo Services", "Embargo/News", "Release Subscription", and "More"; and "Special Topics" with links to "Census Bureau Data and Emergency Preparedness", "Census Calendar", "Training", "For Teachers & Students", "Statistical Abstract", "FedStats", and "USA.gov". On the left side, there is a vertical navigation menu with links like "New on the Site", "Data Tools", "American FactFinder" (highlighted with a red circle), "Jobs@Census", "Catalog", "Publications", "Are You in a Survey?", "About the Bureau", "Regional Offices", "Doing Business with Us", and "Related Sites". On the right side, there is a "Data Finders" section with "Population Clocks" showing "U.S. 303,318,010" and "World 6,629,839,265" as of "14:01 GMT (EST+5) Nov 08, 2007", a "Population Finder" with a search box for "city/ town, county, or zip" or "state", and a "Find An Area Profile with QuickFacts" section. At the bottom, there is a footer with "U.S. CENSUS BUREAU Helping You Make Informed Decisions" and "Accessibility | Information Quality | Data Protection & Privacy Policy | FOIA | U.S. Dept. of Commerce".

- Provides more current characteristics data. It is not a total population count.
- Produces data at various levels; reservation, communities/villages, tribal census tracts.
- Data are currently available for populations of 65,000 and over. Areas of 20,000 or more will be available in late 2008 and in all areas in 2010!

Timeline of Key Activities Calendar Year 2008 through 2009

2008

- Communities Become Involved
- Early Local Census Offices Open (select cities)
- Hiring begins for Address Canvassing

2009

- Address Canvassing Conducted
- Local Census Offices Open
- Hiring begins for Data Collection operation

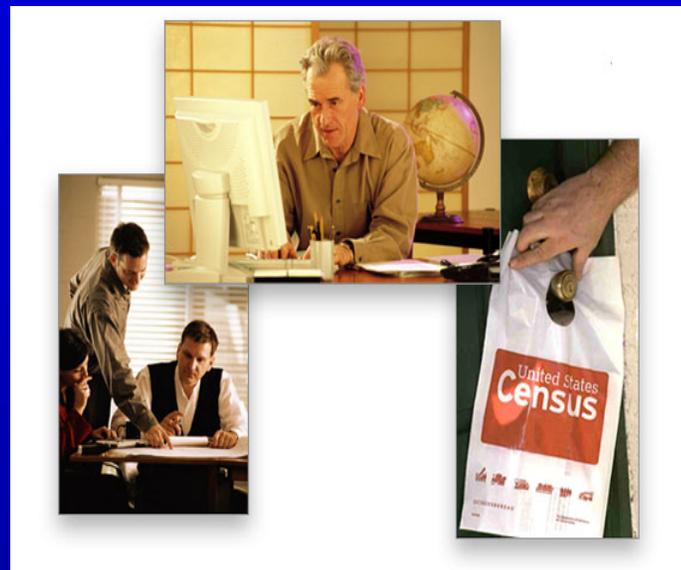
Calendar Year 2010

- Early March Census Questionnaires mailed
- Census Day – April 1
- Group Quarters and Transitory Location Enumeration
- Follow-up to Non-Responders (NRFU)
- Coverage Operations
- Counts Delivered to the President



Geographic Programs

- Address Programs
- Boundary & Annexation Program
- Redistricting
- Statistical Areas Program



2010 Census is About Community

- A complete and **accurate** count brings \$\$\$ into your community
- Helps define your community and what services people need
- Identifies needs for new schools, roads, elderly care, food nutrition programs
- Provides local employment opportunities

It's in Our Hands to Become Involved

- Proclamation from Highest Elected Official
- Form Community Complete Count Committee

What is a Community Complete Count Committee

Local community link to the 2010 Census established by the highest elected official and is on a voluntary basis that will promote and publicize the importance of responding to the Census

- From simple to very Structured
- Helps increase response rate



2010 SUCCESS

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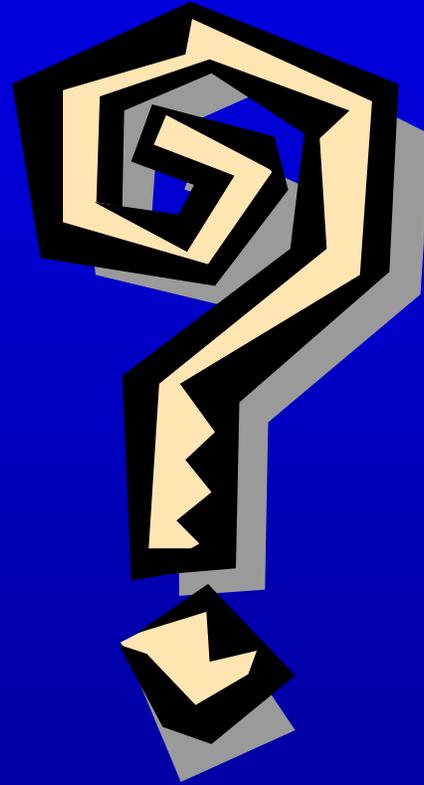
Community and Individual Understanding and Trust

When the 2010 Census Questionnaire arrives at every home throughout the community, there must be a personal understanding of it's importance



to them
to their family
and to the community

Questions and Comments...



Information Resources

For the latest information on jobs, promotional materials, and 2010 Census Developments, visit us at <http://www.census.gov/2010census/>

Current Job opportunities in the Denver Region, visit us at <http://www.census.gov/roden/www/emply.html>

For more information on Complete Count Committees, contact your Denver Regional Census Center at Denver.RCC@Census.Gov