

On the Road to the 2010 Census

Two hundred twenty years and counting...



USCENSUSBUREAU

United States[™]
Census
2010

1

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.”

USCENSUSBUREAU

United States[™]
Census
2010

How Census Data Are Used

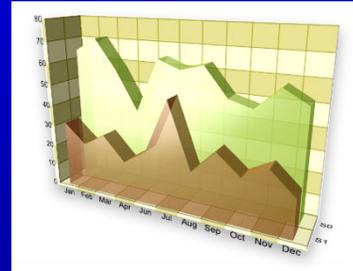
POWER AND MONEY

Apportionment of Congressional seats

Appropriation of Federal funds

Help in Making Critical Decisions

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



United States[™]
Census
2010

3

USCENSUSBUREAU

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



United States[™]
Census
2010

4

USCENSUSBUREAU

American Community Survey (Census Long Form)

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



United States
Census
2010

5

USCENSUSBUREAU

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

United States
Census
2010

6

USCENSUSBUREAU

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

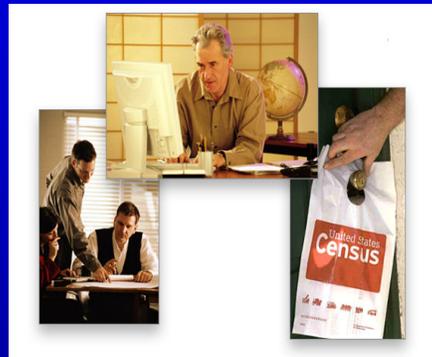
USCENSUSBUREAU

United States
Census
2010

7

Geographic Programs

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



USCENSUSBUREAU

United States
Census
2010

8

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

USCENSUSBUREAU

United States[™]
Census
2010

9

It's in Our Hands to Become Involved

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

USCENSUSBUREAU

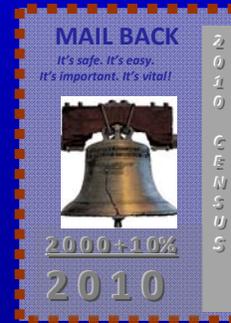
United States[™]
Census
2010

10

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



USCENSUSBUREAU

11

Benefits of a Community Complete Count Committee

- Raises community awareness of the 2010 Census
- Encourages the community to participate by filling out the census form, especially those that are typically hard to reach.
- Utilizes trusted voices and local knowledge to design and implement a census awareness campaign targeted to the community.
- Helps to ensure **EVERY** resident is counted!



United States
Census
2010

USCENSUSBUREAU

12

Identify Local Strategies

- What are your 2010 concerns?
- Which community populations are hardest to reach?
- Which funding programs are important in your area?
- Which trusted voices and organizations can help make you successful?

USCENSUSBUREAU

United States[™]
Census
2010

13

Your Community has the Power to Make a Difference

- Start today / identify potential members
- Form a committee
- Brainstorm ideas
- Establish plans and goals
- Partner with the Census Bureau
- Recruit and / or become a Census worker (restrictions may apply)



USCENSUSBUREAU

United States[™]
Census
2010

14

2010 SUCCESS

=

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



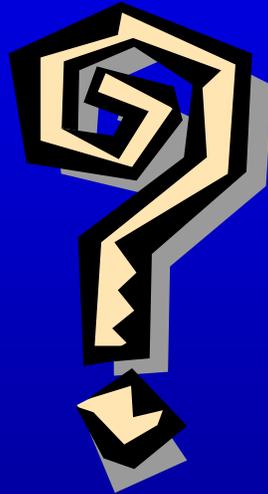
to them
to their family
and to the community

USCENSUSBUREAU

United States[™]
Census
2010

15

Questions and Comments...



USCENSUSBUREAU

United States[™]
Census
2010

16

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/employ.html>

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