

# Supporting the 2010 Census:

*A Toolkit for Elected Officials*



SPONSORED BY CALIFORNIA COMPLETE COUNT COMMITTEE

## CONTENTS

- 3 Overview Document
- 4 2010 Census and Elected Leadership
- 5 2010 Fact Sheet for Elected Officials
  - Census Timeline
- 6 10 Questions 10 Minutes

## GETTING IN YOUR COMMUNITY

- 9 Announcing your support of the 2010 Census
- 11 Promoting the 2010 Census with Talking Points
- 13 Raising Awareness: Leveraging town hall and television appearances
- 16 Responding to Constituent Inquiries
- 17 FAQs for Constituents

## CALIFORNIA COMPLETE COUNT COMMITTEE

- 27 What is a Complete Count Committee?

## RESOURCES

- 29 Newsletter
- 30 News Release
- 32 Public Service Announcements
- 33 Logos & Banners
- 34 More Ways to Support the Census

# TOOLKIT OVERVIEW:

---

Conducted every 10 years, the census is the largest peacetime mobilization undertaken by our government. More than 130 million addresses across the nation will receive a census form in March 2010, including the residents of California. This toolkit is designed for Congressional, State and local elected officials and their staff. Raising awareness of the census among constituents, and encouraging them to complete and return their forms, is essential to fulfilling the U.S. Constitutional mandate to count the more than 300 million people residing in the United States on Census Day (April 1, 2010).

To help raise awareness of the 2010 Census, the California Complete Count Committee partners with the trusted voices in the community to educate the public about the timing and importance of this once-a-decade civic moment.

While most California residents are aware of the census, many are not familiar with the timing or the process. Many Californians do not know that completing and returning their form is the most efficient way to participate, or that census workers must visit every household that does not return their census form.

Federal and State Legislators play an important role in promoting the 2010 Census, informing constituents about the census process and helping ensure a complete and accurate count.

*This toolkit focuses on three main methods elected officials can use to get the word out about the 2010 Census:*

- 1 Announcing your support for the 2010 Census and providing information about the 2010 Census in communications to constituents.
- 2 Raising awareness of the 2010 Census in speeches and media interviews, and at public events.
- 3 Effectively responding to constituent inquiries about the 2010 Census.

# 2010 CENSUS: ELECTED LEADERSHIP

## Census data determines the following:

- ▶ Congressional apportionment
- ▶ State redistricting
- ▶ Electoral College representation
- ▶ Federal program funding
- ▶ State and community planning

## Background

When the census was written into the U.S. Constitution, it was a uniquely American instrument of political empowerment. For centuries, monarchies and empires have used variations on the census to exercise control and extract resources. Thomas Jefferson and James Madison are widely regarded by historians as most responsible for converting the census into a tool for representative government. It ensures that the governed are fairly and equitably represented in Congress and in the Electoral College. Since the first census in 1790, data has been used to guarantee accurate representation across our states and country.

## Impact

The census provides an accurate count of the population for apportionment of the U.S. House of Representatives and subsequent redistricting of legislative bodies in the states. Aside from this legislative function, the decennial census influences the funding of many federal programs. Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data. **California could lose approximately \$3,000 for every Californian that is not counted.**

These funds can go toward programs such as Medicaid, education (including Title I and vocational education), social services (including block grants for childcare, rehabilitation services, and substance abuse prevention and treatment), transportation, and many others.

The 2010 Census is particularly important to California because for the first time since 1790, we are projected to show a significant population decrease. California is in danger of losing a congressional seat to another state.

**California could lose a congressional seat for the first time in its 160-year history.** Election Data Services and Polidata predict that given census population estimates in California from 2005-2007 that a congressional seat could be lost in California.

# 2010 CENSUS KEY DATES:

## FALL 2008

Recruitment begins for local census jobs for early census operations.

## SPRING 2009

Census employees go door-to-door to update address lists nationwide.

## FALL 2009

Recruitment begins for census takers to support peak workload in 2010.

## FEBRUARY - MARCH 2010

Census questionnaires are mailed or delivered to households.

## APRIL 1, 2010

Census Day

## MAY - JULY 2010

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

## DECEMBER 2010

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

## MARCH 2011

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

*California is issuing a call to action for every resident of our state:*

# BE CALIFORNIAN. BE COUNTED.

## The 2010 Census is the Most Important Census in California History

California can lose a congressional seat. California can miss out on billions of federal dollars for health and safety programs, transportation, and support for city and county programs. There's a lot at stake!

## You Can Make a Difference

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

### The Census: A Snapshot

- ▶ **WHAT:** The census is a count of everyone residing in California on April 1.
- ▶ **WHO:** All Californians count, 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.  
The redistricting of Congress, the state legislature, and local government seats is based on census data.
- ▶ **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 will visit households that do not return questionnaires.

### 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. California deserves its fair share.
- ▶ Census data guide planning for new hospitals, roads, job training centers, schools and more.
- ▶ Census data is 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

- ▶ 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 U.S. Citizenship and Immigration Services.

# 10 QUESTIONS MINUTES

TO DEFINE WHO WE ARE AS A STATE

## The Census: A Snapshot

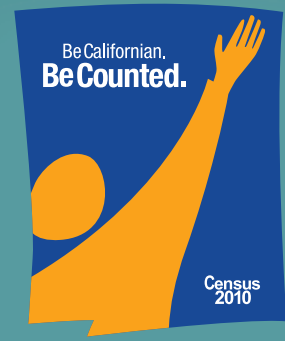
- ▶ **WHAT:** The census is a count of everyone residing in California by April 1.
- ▶ **WHO:** All residents must be counted—both citizens and non citizens, young and old.
- ▶ **WHEN:** You will receive your questionnaire in March 2010 either by U.S. mail or hand delivery. Some people in remote areas 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 for California: 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. California receives billions of dollars every year for programs, services and projects.
- ▶ Census data determine boundaries for state and local legislative and congressional districts. In 2010 we could lose a congressional seat!
- ▶ Census data are used to determine locations for retail stores, schools, hospitals, new housing developments and other community facilities.

## 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. Your information is confidential.
- ▶ Census language guides are available in many languages to assist non-english speaking residents with the form.



SPONSORED BY CALIFORNIA COMPLETE COUNT COMMITTEE

Census 2010 is the most important census in California's History.

## WHAT'S AT STAKE?

### Power and Money.

California could lose an existing congressional seat and billions of federal funding if we don't get a complete count.

Our schools, our communities, our roads, our hospitals, and the very foundation of democracy, depends on a complete count for California.

In this challenging time for our state, California cannot afford to lose any of our federal funding nor can we lose our representation and voice in our nation's capitol.

Be CALIFORNIAN.  
Be COUNTED.

## 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.

# 5

## FREQUENTLY ASKED QUESTIONS

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

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.

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

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).

### Q. 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 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.

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

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.

### Q. 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.

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



# Getting In Your Community

---





# ANNOUNCING YOUR SUPPORT OF THE 2010 CENSUS

## *Use Multiple Communications Channels*

Keep your constituents and the media up to date on the 2010 Census by:

- ▶ Issuing a news release announcing your support of the 2010 Census. Refer to the sample news release in this toolkit and customize it to fit your needs. Share the release with local media and offer an interview to discuss the importance of the 2010 Census to constituents in your state or district.
- ▶ Posting 2010 Census information on your blog or official Web site. Additional ideas include:
  - Link to [californiacompletecount.org](http://californiacompletecount.org) where California specific census information, resources and toolkits will be posted and achieved.
  - Link to [healthycityca.gov](http://healthycityca.gov)
  - Link to [2010census.gov](http://2010census.gov) and [2010censusjobs.gov](http://2010censusjobs.gov) using the Web banners and images available in this toolkit.
  - Post photos, videos, or public service announcements from 2010 Census events and other activities in your district, city or county.
  - Provide links to the 2010 Census newsroom, which showcases media highlights from the outreach effort.
- ▶ Write opinions and editorials regarding the census to your local media. An example could be to highlight an event and provide photos to a small local paper.
- ▶ Post a flier regarding the census in language in places where you know the hard-to-count congregate. For example, at a local market or churches.
- ▶ California Complete Count has both a Facebook page and a Twitter account. Use the Web banners and images available in this toolkit, or customize and post the sample text below:
  - Be CALIFORNIA. Be COUNTED. Visit [californiacompletecount.org](http://californiacompletecount.org) to learn more.
  - The 2010 Census is easy, important and safe – and will impact funding for roads, schools, hospitals and more in our state. More than 130 million addresses across the nation will receive a census form in March 2010. Complete and return your form upon receipt. We move forward when you send it back. Visit [2010census.gov](http://2010census.gov) to learn more.
  - The 2010 Census is fast approaching. It's easy, important and safe, and your participation is vital. Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments. Complete and return your 2010 Census form.
  - Your community is depending on you.
- ▶ Attend an interfaith faith meeting and ask the church leaders to speak of the importance of filling out the census.

# ANNOUNCING YOUR SUPPORT OF THE 2010 CENSUS

---

- ▶ Using Twitter to send “tweets” about the 2010 Census to your readers. Refer to the sample tweets below for ways to get started. You can also draft your own tweets about the 2010 Census to raise awareness, ease fears and drive participation.

## *Distribute August 2009 – January 2010*

- The 2010 Census is approaching. Census forms arrive March 2010. Complete and return your form. Visit [californiacompletecount.org](http://californiacompletecount.org) or [2010census.gov](http://2010census.gov).
- Support the 2010 Census. Make an impact on funding for our community by completing your form when it arrives in March. More info: [californiacompletecount.org](http://californiacompletecount.org) or [2010census.gov](http://2010census.gov).

## *Distribute February – April 2010*

- Your census form arrives March 2010. Participating in the census is easy, important and safe. Return your form today. [californiacompletecount.org](http://californiacompletecount.org) or [2010census.gov](http://2010census.gov).
- Don't forget: Complete your census form this month. An accurate count of our district's/state's/community's population impacts funding for important programs.
- Just mailed back my census form. Don't forget to complete and return yours. Visit [californiacompletecount.org](http://californiacompletecount.org) or [2010census.gov](http://2010census.gov) for more information.

## *Distribute April – July 2010*

- Did you send back your census form? It's not too late. Complete and return your form today. Questions? Visit [californiacompletecount.org](http://californiacompletecount.org) or [2010census.gov](http://2010census.gov).
- Census workers will soon visit addresses that didn't return their census forms. Please answer their questions. More info: [californiacompletecount.org](http://californiacompletecount.org) or [2010census.gov](http://2010census.gov).
- ▶ Include 2010 Census information in a printed or electronic newsletter.
- ▶ Leveraging town hall meetings and television appearances to help raise awareness of and drive participation in the 2010 Census. If you participate in town hall meetings, or if you're a guest or make regular appearances on local, regional or national television, incorporate census information into these interviews. Alternatively, invite a regional director from a Regional Census Center to join the discussion and share key facts and dates about the census. Refer to the Raising Awareness: Leveraging Town Hall Meetings and Television Appearances document in this toolkit.

# PROMOTING THE 2010 CENSUS IN SPEECHES & INTERVIEWS

*The 2010 decennial census will be the most important in California's 160 year history.*

## KEY POINTS:

### ***Slogan***

It's Safe. It's Easy. It's Confidential. *(US Census)*

It's in our hands. *(US Census)*

BE CALIFORNIAN. BE COUNTED. *(California)*

### ***RE: Every Californian Counts***

Regardless of your resident status, if you call California your home on April 1, 2010 we want you counted. *The US Constitution mandates in Article I, Section 2 and the fourteenth amendment "counting the whole number of persons in each state."*

### ***RE: Census Changes***

The census form will be short and easy.

*The form has just 10 questions and will take 10 minutes.*

The census has beefed up its Partnership program.

*The US Census Bureau is hiring members from the community to locate trusted leaders to communicate the importance of filling out the census.*

### ***RE: California Complete Count Committee***

The Governor on June 12th, 2009 signed Executive Order S-10-09 to bring elected representatives, community based organizations, and business leaders together in order to ensure a complete and accurate count of Californians.

*The committee will represent the diverse population, geography and organizations in California. Each member will have the opportunity to offer their expertise and insights to develop a robust outreach strategy that leverages and capitalizes on existing outreach and community touch points.*

### ***RE: Regional Meetings Across the State***

The California Complete Count Committee (CCCC) staff held 20 regional meetings across the state.

The 20 regional meetings across the state are a first-of-its-kind co-partnership between California and the US Census Bureau. *California learned after doing census outreach in 2000 that early planning was the key to success. As a result, California is launching a statewide campaign to reach out to local communities and government to ensure everyone is aware of the 2010 Census.*

# PROMOTING THE 2010 CENSUS IN SPEECHES & INTERVIEWS

---

*The 2010 decennial census will be the most important in California's 160-year history.*

## TALKING POINTS:

California could lose a congressional seat for the first time in its 160-year history.

Election Data Services and Polidata predict that given census population estimates in California from 2005-2007 that California could lose a congressional seat.

An accurate count will secure federal money and representation in Congress.

More than \$435 billion (4.35 trillion for the next 10 year cycle) in federal money is doled out each year and California deserves its fair share.

- ▶ California is home to 12% of the nation's population but has more than 30% of the Hard-to-Count population in the nation.
- ▶ California has 10 of the top 50 Hard-to-Count populations in the nation, with Los Angeles being the number one Hard-to-Count County in the nation.
  - The population of Los Angeles is larger than 42 states.
- ▶ California could lose approximately \$3,000 for every Californian that is not counted.

*The Governor signed an Executive Order (S-10-09) on July 12th to create the California Complete Count Committee to leverage leaders and organizations across the state to ensure California achieves a fair and accurate count.*

# RAISING AWARENESS: LEVERAGING TOWN HALL MEETINGS & TELEVISION APPEARANCES

As you know, town hall meetings and television appearances are effective channels for reaching your constituents with important messages. Following are suggestions and talking points for leveraging these opportunities to generate increased awareness of the 2010 Census and motivate constituents to complete and mail back their census forms by April 1, 2010 – Census Day.

## *To Get Started, Develop Customized Outreach and Action Plan and Timeline*

Here are the 5 Steps to Creating Your Customized Outreach Plan:

1. Identify your Hard-to-Count (areas and populations)
2. Engage trusted messengers and leverage existing partners
3. Tailor messages to target audience
4. Schedule events during Critical Outreach period (January – April)
5. Implement outreach plan

| Know Your District              |                      | Message Planning              |                     |                      |                |
|---------------------------------|----------------------|-------------------------------|---------------------|----------------------|----------------|
| Where are the HTC (Place Based) | Who (HTC Folks)      | Partnerships to Leverage      | Assets to Encourage | Barriers to Mitigate | Tailor Message |
|                                 |                      |                               |                     |                      |                |
|                                 | API Community (e.g.) | OCA Sacramento Chapter (e.g.) |                     |                      |                |

When developing your action plan, the Operational Milestone Timeline and 18-month calendar may be helpful resources (both are available as separate electronic files in this toolkit). By anchoring your town hall meeting or program to a milestone, you can easily identify a theme and focus your messages.

# RAISING AWARENESS: LEVERAGING TOWN HALL MEETINGS & TELEVISION APPEARANCES

---

## ***Town Hall and Television Appearance Format Ideas***

- ▶ ***Panel discussion:*** Coordinate a panel with US Census Bureau representatives and community members to:
  - Discuss the importance of the 2010 Census.
  - Inform participants/viewers about how census data are used to make communities better places to live, work and worship.
  - Dispel any concerns or misconceptions about the census.
  - Provide tangible examples of how to get involved to support the upcoming census (i.e. Complete Count Committees).

*A panel format is applicable for either town hall meetings or television programs. Panel participants could include Complete Count Committee representatives, active community, social service and faith-based leaders and/or a Census Bureau Regional Census Center contact.*

- ▶ ***Expert interviews:*** Consider asking experts to speak at town hall meetings or be interviewed for television programs. Where do you find qualified experts? Reach out to members of a local Complete Count Committee or call a Regional Census Center. Inviting experts to participate in town hall presentations and television interviews demonstrates your support of the 2010 Census, further informs constituents about the benefits of census participation and reinforces messages constituents likely are receiving about the 2010 Census through other channels (i.e. media, advertising, posters and fliers).

## ***Talking Points to Introduce the 2010 Census and its Benefits***

- ▶ The 2010 Census will create hundreds of thousands of temporary employment opportunities nationwide.
- ▶ Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data. Census data help guide local planning decisions, including where to provide additional social services, build new roads, hospitals and schools, and where to locate job-training centers.
- ▶ Community planners and governments rely on census data to determine where there is need for additional social services and funding.
- ▶ Census data can be used for forecasting future needs such as transportation, housing, safety and health care for all segments of the population.
- ▶ Census data determine how many seats California will have in the U.S. House of Representatives.

# RAISING AWARENESS: LEVERAGING TOWN HALL MEETINGS & TELEVISION APPEARANCES

---

## *Talking Points to Describe Important Census Operations or Information*

- ▶ One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- ▶ Participation in the 2010 Census is easy, important, and safe, and your personal information cannot be shared with anyone or used against you.
- ▶ California could lose a congressional seat for the first time in its 160-year history.
- ▶ The U.S. Constitution requires a national census once every 10 years for the purposes of reapportioning the U.S. House of Representatives.
- ▶ California is required to reconstruct Congressional, State Legislative and other districts based on census data.
- ▶ Every person living in California must be counted. This includes people of all ages, races, ethnic groups, citizens and noncitizens.
- ▶ More than 130 million addresses across the nation will receive a census form in March 2010. Households should complete and mail back their forms upon receipt. Census workers will visit households that do not return forms to take a count in person. (Census workers can be identified by a census badge and bag.)
- ▶ Census Day is April 1, 2010. Responses to the census form should include everyone living at that address.

# RESPONDING TO CONSTITUENT INQUIRIES:

## PROVIDE ACCURATE INFORMATION

State Senate, Assembly and local government staff will likely receive 2010 Census inquiries from constituents, since the census form will arrive in mail boxes or be delivered to every household you represent. Constituents may simply be curious about the 2010 Census and, as with any issue, they also may be upset or confused because they have received incomplete or inaccurate information about the census and its uses.

It is important that staff know how to respond to these inquiries and how to direct constituents to accurate information. District Offices and local governments should designate a point person on census inquiries to ensure that accurate information is conveyed to your constituents.

## HOW SHOULD YOU RESPOND?

**1.** Respond to the question or concern based on information in the:

- 2010 Census fact sheet for the general public: This two-sided document provides a high-level overview of the 2010 Census, along with key dates and a brief frequently asked questions (FAQ) section.
- 2010 Census constituent FAQ: This document is designed to serve as a quick reference for a wide range of questions constituents may ask about the 2010 Census.

**2.** Refer constituents to the [2010census.gov](http://2010census.gov) site

## BRIEF BACKGROUND ON THE CENSUS

- ▶ As part of the census, every person living in California must be counted. This includes people of all ages, races, ethnic groups, citizens and noncitizens.
- ▶ The U.S. Constitution requires a national census once every 10 years for the purposes of reapportioning the U.S. House of Representatives.
- ▶ California is required to reconstruct Congressional, State Legislative and other districts based on census data.
- ▶ The next census is in 2010.
- ▶ One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- ▶ By law, the Census Bureau cannot share an individual's personal information with anyone, including other federal agencies and law enforcement entities.
- ▶ Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data.
- ▶ Census data guide local government decisions regarding which services to provide and where to build new roads, hospitals, senior centers, schools and more.

*Constituents may also come to congressional offices in person to ask questions. We suggest giving them the 2010 Census fact sheet for the general public.*



# 2010 CENSUS CONSTITUENT FAQ

## 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 FAQ

## 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 FAQ

## 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 FAQ

- ▶ 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 FAQ

## 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 FAQ

## 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 FAQ

## 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 FAQ

## 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 FAQ

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)

A photograph of the California State Capitol building, featuring a large white dome with a golden top, classical columns, and a balcony with a statue. The image is semi-transparent, allowing the text to be overlaid.

# California Complete Count Committee

---

# CALIFORNIA COMPLETE COUNT COMMITTEE

---

## WHAT IS A COMPLETE COUNT COMMITTEE?

A Complete Count Committee (CCC) is a team of state, local, or community leaders that develops and implements a locally based outreach and awareness campaign to promote the 2010 Census in a particular community and to ensure every resident in that area is counted. They serve as “census ambassadors”, promoting the census to everyone in their local areas, and especially in those hard-to-count populations in their areas.

CCCs provide a vehicle for coordinating and nurturing a cooperative effort between local governments, communities, and the Census Bureau. By forming CCCs, state and local governments and community organizations can help the Census Bureau obtain a complete count in 2010.

CCCs are established by the highest-elected official in the area and are voluntary. Often they comprise key influential community leaders with representation from different areas of the community – government, education, media, community- and faith-based organizations, and businesses.

California Governor Schwarzenegger signed an Executive Order (S-10-09) on July 12th, 2009 to create the California Complete Count Committee (CCCC) to leverage leaders and organizations across the state to ensure California achieves a fair and accurate count. The committee will represent the diverse population, geography and organizations in California. Each member will have the opportunity to offer their expertise and insights to develop a robust outreach strategy that leverages and capitalizes on existing outreach and community tough points.



# Resources

---

# Toolkit for Members of the Senate and Assembly

## *Partnership Announcement Newsletter Copy*

---



### **<<Member of the House or Senate>> in partnership with the U.S. Census Bureau and the California Complete Count Committee Supports the 2010 Census**

<<MEMBER OF THE HOUSE OR SENATE >> in partnership with the U.S. Census Bureau and the California Complete Count Committee to help achieve a complete and accurate count of California's population as part of the 2010 Census. Conducted every 10 years, the census defines who we are as a state. It guides critical decisions on the national, state and local levels and provides insight into population, state, local and tribal government funding and more.

Census data affect us all, which means achieving a complete and accurate count is essential. Every year, the federal government allocates more than \$400 billion to state, local and tribal governments based on census data. These data also help determine congressional representation and guide local decision-makers on where to build new roads, hospitals, childcare and senior citizen centers, schools and more.

In the coming months, I'll continue to share information with you about upcoming census events, including those in our community. I'll also share information about key dates for the 2010 Census, including:

*[Include local- or office-specific information and events as well.]*

- **April – July 2009:** Address list confirmation conducted.
- **October 2009 – April 2010:** Job recruitment underway for census workers.
- **March 2010:** 2010 Census forms delivered or mailed.
- **March – July 2010:** Complete Count Committee activities take place.
- **April 1, 2010:** Census Day. Responses to the census form should include everyone living at that address.
- **May – July 2010:** Census workers visit households that did not mail back forms to take a count in person.
- **Dec. 31, 2010:** Census Bureau presents the 2010 apportionment counts to the President of the United States.

As a Census Bureau partner, I am committed to helping achieve a complete and accurate count of our growing and changing population in 2010. Watch for additional details in the coming months or visit [2010census.gov](http://2010census.gov) to learn more.

---

# Toolkit for Members of the Senate and Assembly

## Sample News Release

---



**<< MEMBER OF THE STATE SENATE OR ASSEMBLY>> in partnership with the US Census Bureau and the California Complete Count Committee to achieve a complete and accurate count for the 2010 Census**

*Citizens encouraged to participate in 2010 Census*

<<Month, Day, Year>> — << MEMBER OF THE STATE SENATE OR ASSEMBLY >> today announced <<he/she>> is partnering with the U.S. Census Bureau and the California Complete Count Committee to achieve a complete and accurate count of the U.S. population in 2010. The partnership is part of a larger effort by the Census Bureau to increase participation in the 2010 Census.

<<SAMPLE QUOTE>> “As someone elected to serve << district>>, I am dedicated to ensuring each resident understands the importance of participating in the 2010 Census,” said << MEMBER OF SENATE OR ASSEMBLY >>. “I am excited to partner with the Census Bureau and other leaders in California on this important initiative and I am committed to helping increase overall participation in 2010.” <<SAMPLE QUOTE>>

The partnership will involve sharing information about the census in << district>> and encouraging people to complete and mail back their 2010 Census forms. Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data. Leaders use this data to guide planning decisions on where to build new roads, hospitals, child-care and senior citizen centers, schools and more. Data also determine the number of seats each state will have in the U.S. House of Representatives, as well as redistricting of the State Legislature and other districts.

“With the help of our 2010 Census partners, the Census Bureau has a far greater chance of reaching every person living in the United States, than if we were to attempt this monumental task alone,” said Robert Groves, director, U.S. Census Bureau. “Through their unique roles in their individual communities, members of Congress can help deliver the 2010 Census message to every corner of the nation.”

More than 140,000 organizations supported Census 2000 as partners, including community- and faith-based organizations, schools, state, local and tribal governments, media, businesses and others.

Census forms will be delivered or mailed to households in March 2010; households should complete and mail back their forms upon receipt. Census workers will visit households that do not return forms to take a count in person.

Information shared with the Census Bureau is completely confidential. By law, the Census Bureau cannot share respondents' answers with anyone, including tribal housing authorities, other federal agencies and law enforcement entities. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

The U.S. Constitution requires a population and housing census every 10 years. The massive undertaking has been referred to as the largest peacetime mobilization in U.S. history. The effort employs some of the most sophisticated technical and operational knowledge and tools available, as well as a work force of more than 500,000 enumerators to count every man, woman and child once, and only once, and in the right place. Census results are the basis for congressional representation as well as the distribution of federal, state and local funds totaling more than \$400 billion annually. Census Day is April 1, 2010.



# Toolkit for Members of the Senate and Assembly

## *Sample Radio Public Service Announcements*

---



### **Promoting the 2010 Census through Public Service Announcements**

Public service announcements (PSAs) are free, non-commercial spots on radio or television designed to alert the community about a program or issue vital to the public interest. Congressional, state and local elected officials should leverage their popularity and influence in their districts and record PSAs to explain the impact of census data on the local community, raise awareness of the 2010 Census and encourage participation. Staff from each member's communications team should contact station directors at local outlets to discuss stations' individual PSA recording and airing policy.

Sample PSA scripts are below.

#### **:30 PSA script**

The 2010 Census is around the corner. And our community is depending on you to be a part of this significant event. Hi, I'm [TITLE & NAME] with an important message. If people don't fill out their Census form, it hurts us all. Each person who isn't counted means less money for our schools, our hospitals, and for public safety. And if everyone isn't counted, California could lose a Congressional seat, losing the strength of our voice in Washington. The census is safe and easy. So be Californian. Be counted.

#### **:60 PSA script**

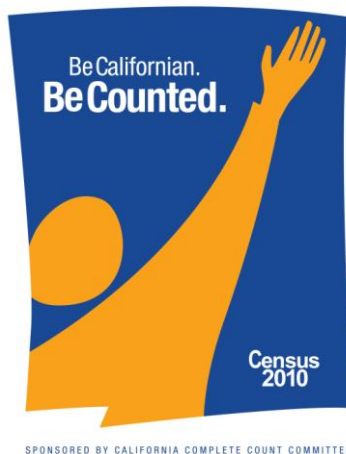
The 2010 Census is around the corner. And our community is depending on you to be a part of this important event. Hi, I'm [TITLE & NAME] with a message for all Californians. Our state needs a complete count ... and the stakes are enormously high. If people don't fill out the census form for everyone in their family, we'll lose some of the federal funds we deserve. That means less money to improve our schools ... less money to fix our roads and highways. If everyone isn't counted, we could lose a seat in Congress. And with the economy the way it is now, California can't afford to lose our voice in Washington or the dollars that support our schools, hospitals, and public safety. Everyone living in our Golden State -- both citizens and noncitizens -- must be counted. Watch for the 10-question census form coming in your mail in March. Filling out the form is easy ... and the information is confidential. Your participation is vital. Be Californian. Be Counted.



# Toolkit for Members of the Senate and Assembly

## *Census 2010 Logos*

---



# MORE WAYS TO SUPPORT THE 2010 CENSUS

---

## *What Else Can You Do?*

This toolkit outlines several ways you can support the 2010 Census, but we encourage others. For example:

- Appoint a district or field office liaison to the Local Census Offices in your district and the local Complete Count Committee. To find out the contact for your local Complete Count Committee, log on to [californiacompletecount.org](http://californiacompletecount.org).
- Reach out to other groups, organizations and stakeholders with whom your office works, such as community groups, nonprofits and fraternal organizations. Coordinate your outreach and message with those working and familiar with the communities you are trying to reach.
- Conduct town hall meetings or other events to encourage census participation. Use them as a venue to show Census Bureau-provided videos and to hand out fact sheets and other informational materials about the census. For tips and ideas, refer to the Raising Awareness: Leveraging Town Hall Meetings and Television Appearances document, available as a separate electronic file in this toolkit.
- Create or join a Complete Count Committee in your state or district and invite local community and business leaders to participate too. CCCs comprise a cross-section of parties dedicated to increasing census participation in their local area through grassroots initiatives. Refer to the Complete Count Committees section of this toolkit for more information.
- Produce public service announcements for local television, radio and print media. This toolkit provides California time tested scripts.
- Encourage local and tribal governments to participate in the 2010 Census by participating in CCCs, organizing public events, displaying census posters in public places, and including information about the census in their communications.
- Participate in the opening of Local Census Offices and other Census Bureau media events scheduled in your area.
- Visit Local Census Office testing and training sites to show support for local workers and emphasize the importance of their work for the community.
- Conduct walking tours and Census Day activities, especially in difficult-to-count areas.

Come up with your own ideas for achieving a complete count. We encourage you to go beyond our suggestions and be a true advocate for the 2010 Census in whatever ways you see fit.

For more information on how you and your office can partner with the Census Bureau or the California Complete Count Committee, contact the Census Bureau at [2010census.gov/partners](http://2010census.gov/partners) or [californiacompletecount.org](http://californiacompletecount.org).