

United States<sup>®</sup>  
**Census**  
**2010**



*“IT’S IN OUR HANDS”*

USCENSUSBUREAU

# Purpose

To promote the 2010 Census and create partnerships throughout James City County to increase participation and achieve an accurate and complete count of all people living in the county.

# Agenda

- Overview of the Census
- 2010 Census Timeline
- Partnership Program
- Partnership Agreement
- Complete Count Committee

# Why Do We Conduct the Census?

The U.S. Constitution (Article 1, Section 2) mandates a headcount every 10 years

The first census was conducted in 1790 and has been carried out every 10 years since then

# Why Should Everyone Participate in the Census?

- Apportion the 435 seats in the U.S. House of Representatives
- Appropriate \$300+ billion annually in federal funds to state and communities
- Redistricting of state legislatures, county / city councils, and voting districts

# What Has Changed Since 2000?

- Only use the short form for the 2010 Census. Ten easy questions and it takes only 10 minutes to complete.
- Long form is used throughout the year. It is referred to as the American Community Survey.
- Use of handheld computers with GPS to update addresses.



# Response Rates for 2000 Census

**United States = 67%    Virginia = 72%**

□ Poquoson	85%
□ York County	82%
□ Chesapeake	78%
□ Virginia Beach	75%
□ <b>James City County</b>	<b>72%</b>
□ Hampton	72%
□ Suffolk	72%
□ Gloucester County	71%
□ Newport News	69%
□ Portsmouth	68%
□ Williamsburg	68%
□ Norfolk	65%

*Source: 2000 U.S. Census of Population*

# 2010 Census Timeline

<b>Fall 2008</b>	Recruitment begins for local offices
<b>Spring 2009</b>	<b>Address Canvassing</b>
<b>Fall 2009</b>	Recruit Enumerators
<b>March 2010</b>	Questionnaires are mailed out
<b>April 1, 2010</b>	<b>Census Day</b>
<b>July 2010</b>	NRFU to households
<b>Dec. 31, 2010</b>	<b>Population counts delivered to the President's desk</b>
<b>March 2011</b>	Census Bureau delivery of redistricting data to states

# Who is Counted?

Everyone living in the United States. The correct place to count people is where they usually live and sleep.

# The Population Count

- Mail Out/Mail Back process with self-enumeration
- “Short form” only for 2010 Census
- Group Quarters such as hospitals, prisons, colleges, nursing homes, get forms delivered by enumerators

# “Short Form”

10 easy questions:

# of people in household, type of dwelling, rent vs. own, telephone #, sex, age, DOB, Hispanic origin, race

5 languages other than English:

Chinese, Korean, Russian, Spanish, and Vietnamese

Bilingual questionnaires:

targeted to Hispanic /Latino households

# It's Safe, Easy, and Important!

Title 13, U.S. Code safeguards an individual's privacy--Information used only for statistical purposes

Census Bureau employees cannot share respondent information (background checks and lifetime sworn oath)

Disclosure is a felony--penalty for wrongful disclosure is up to five years imprisonment and/or a fine up to \$250,000

# How Do We Reach Everyone?

## □ **Communications Campaign**

Paid advertising

Local promotional efforts

## □ **Complete Count Committees**

State, local, and community sponsored initiatives to promote the Census

## □ **Partnership Program**

Partner with state, local and tribal governments, community-based organizations, faith-based groups, schools, media, businesses, and other grassroots efforts

# The Partnership Program

*“2010 CENSUS SUCCESS WILL RELY HEAVILY ON PARTNERS”*

- 600+ Partnership staff nationwide
- Motivate people to fill out and send in the census questionnaire in timely manner
- Focus on Hard-to-Count population

# Hard-to-Count Populations

- ❑ Minority groups (e.g., African American, Latino, Asian)
- ❑ Low income / disadvantaged
- ❑ Speak language other than English
- ❑ Displaced / homeless
- ❑ High crime areas
- ❑ Rural areas
- ❑ Gated communities

# Targeted Partners

- ❑ State / Local / Tribal Governments
- ❑ Faith-Based Organizations
- ❑ Businesses
- ❑ Schools
- ❑ Community-Based Organizations
- ❑ Media Outlets
- ❑ Grassroots entities

# The Partnership Agreement

- Acknowledges James City County as an official 2010 Census partner
- Itemizes ways to get involved and support the 2010 Census
- Documents achievements of partners and the overall Partnership Program

# Partnership Program Strategies

- **Complete Count Committee**
- Partnership Support Program
- Language Assistance Program
- Census in Schools Program
- Be Counted Sites
- Telephone Questionnaire Assistance
- Questionnaire Assistance Centers
- “Partner with Us” promotional materials

# Complete Count Committee (CCC)

- The CCC is a diverse team of community leaders charged to develop/implement a locally-based outreach and awareness campaign for 2010 census
- The CCC primary focus is to increase awareness and motivate residents to respond -- to ensure everyone is counted

# CCC Strategies For Success!

- Place census messages in utility bills, etc.
- Place census banners, posters, and other signage in highly visible public places
- Sponsor a “census booth” at carnivals, festivals -- especially cultural/ethnic events
- Include 2010 Census logo on newsletters, web site, brochures, letterhead
- Implement special events – e.g., Census Day Parade
- Develop a Census Calendar – ask groups to choose a month to sponsor census activities

# THANK YOU !!!

*For additional information, material or to arrange partnership opportunities, please contact:*

**Teresa Claud**  
**Partnership Specialist**  
**757-582-0873**  
**teresa.b.claud@census.gov**

[www.2010.census.gov](http://www.2010.census.gov)

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