

# CENSUS 2010: EVERYONE COUNTS



## Preparing for Census 2010

U.S. Census Bureau population statistics determine the size of Massachusetts's congressional delegation, as well as our fair share of federal money. Every census misses thousands of people, since the Census Bureau only counts people it is able to count through a mailed form, phone call, or visit to their home. Massachusetts contains a significant population of people the Census Bureau calls "hard to count," including students, renters, and immigrants. We must act now to reach out to these communities to ensure everyone in the state is counted in 2010.

Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That is more than \$3 trillion over a 10-year period. Over 20 major federal programs rely, at least in part, on data derived from the census to apportion funding among states and local governments.

Undercounted communities, containing people the Census Bureau did not count, stand to lose their fair share in federal money. A 2001 report by the U.S. Census Monitoring Board estimated Suffolk County alone would lose \$58 million in funds between 2002 and 2012 as a result of the undercount in 2000.

These high stakes are why the region should start preparing now for Census 2010. Data from the 2000 Census can provide a guide as to where outreach and education efforts are needed. Georgia, California, and New York have already implemented statewide efforts to ensure accurate census counts, and provide models that could be followed by Massachusetts.

### Largest Federal Programs Allocated Using Census Data

From these seven programs alone, Massachusetts received over \$8.2 billion in FY 2007 and over \$6.3 billion in FY2006.

- Medicaid
- Highway Planning and Construction
- Title I Grants to Local Education Agencies
- Foster Care
- Federal Mass Transit Grants
- Community Development Block Grants
- Nutrition Program to Women, Infants, and Children

## Ten Things You Can Do To Prepare

- #1 Find out if you live in an area the U.S. Census considers "**Hard to Count**" (Pg. 2)
- #2 Join or create a **Complete Count Committee** to conduct education and outreach in your community (Pg. 3)
- #3 Urge your local school to participate in the **Census in Schools** program, featuring K-12 curriculum in math, social studies, and geography. (Pg. 3)
- #4 Learn about **how the U.S. Census will conduct the count**, including what to do if you do not receive a Census form next year (Pg. 4)
- #5 Find your **nearest Census office** for questions or to inquire about job opportunities (Pg. 5)
- #6 Find out how **college students** should be counted (Pg. 4)
- #7 Discover how **other states are preparing** for the Census (Pg. 5)
- #8 Read about the **10 questions** that will be asked on the Census form (Pg. 4)
- #9 Review the Census **timeline** (Pg. 6)
- #10 **Complete and return your Census 2010 form on April 1, 2010**

# Who is Hard to Count?

## Learning from Census 2000

The U.S. Census Bureau publishes overall response rates to the 2000 Census, which represent responses received by mail, telephone, or over the Internet. The overall U.S. response rate was 67%, and Massachusetts' rate was 69%. Although above the national average, Massachusetts participation was below the rate achieved by many other large states, including California (70%), Colorado (70%), Pennsylvania (70%), Michigan (71%), and Virginia (72%). Experts estimate that thousands of people were not included in the Massachusetts state population count.

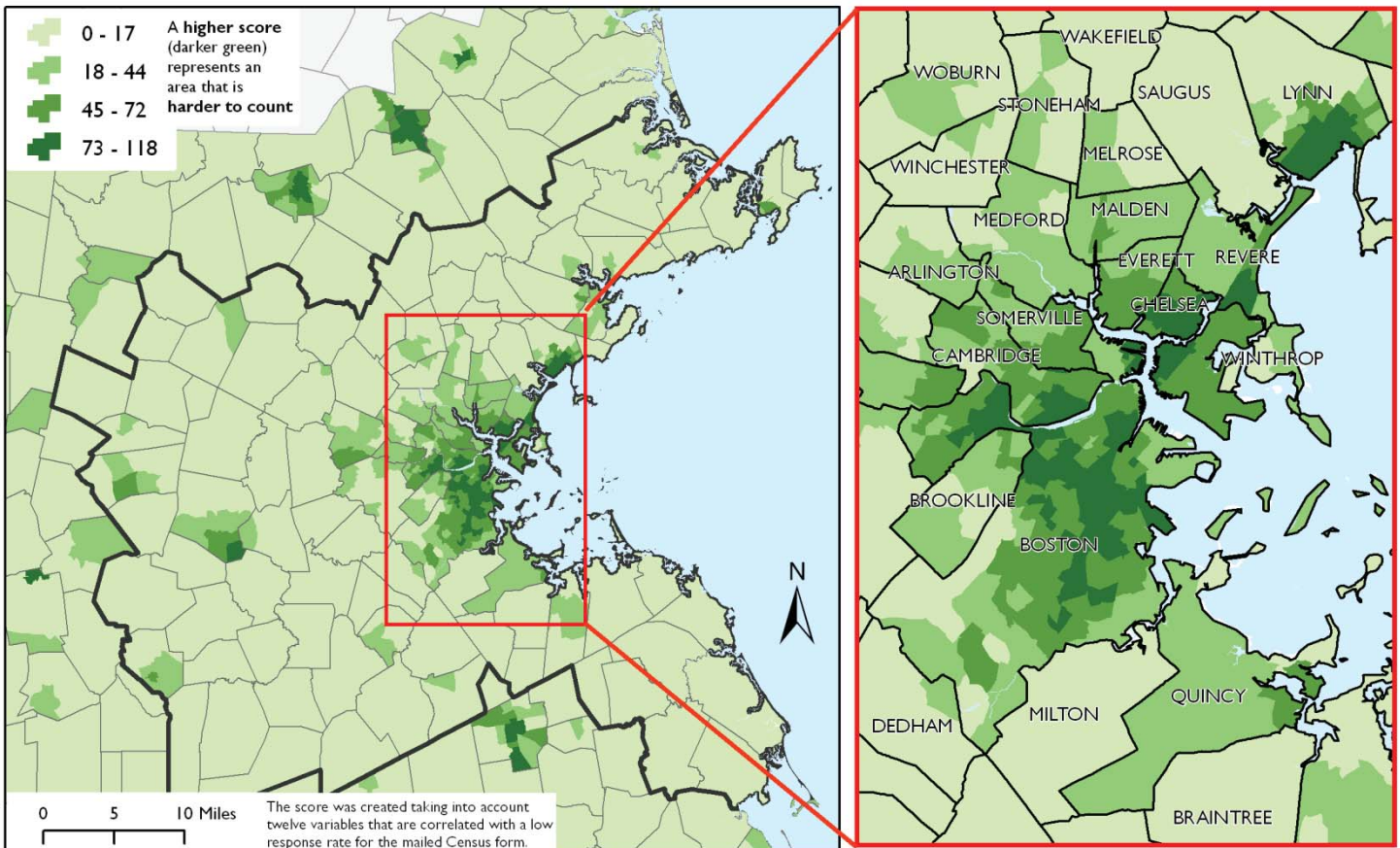
In order to help communities prepare for the 2010 Census, the Census Bureau has compiled a database of social and economic factors from the 2000 Census that have been linked to low participation. The database includes a ranking of the hardest to count tracts in the country according to a "hard to count score" (see map below). Among the 651 tracts nationwide that make up the top 1% hardest-to-count tracts, 19 are located in Massachusetts. This data can be used to help set priorities for funding and outreach efforts in the state.

Although estimates vary, all sources agree that the official U.S. Census Bureau statistics for Massachusetts excluded many people. A 2001 report prepared by PriceWaterhouse Coopers estimate the 2000 Census missed 48,623 people in the state, an undercount of 0.76 percent of the population. Because the 2000 population statistic is used as the basis for all annual estimates until 2010, the undercount's effect is compounded each year, resulting in millions of dollars in lost federal funds and decisions made based on underestimates.

### Factors contributing to hard-to-count areas:

- Vacant units
- Multifamily housing
- Rental housing
- Nontraditional households
- Low education levels
- High poverty
- High unemployment
- Linguistically isolated households
- Many households recently moved

### Hard to Count Score, by Census Tract



Data Source: Census 2000 Planning Database, U.S. Census Bureau

# Ensuring a Complete Count in Massachusetts: What You Can Do

## In Local Communities

**Complete Count Committees**—Complete Count Committees are groups of activists, citizens, local officials, and other people interested in ensuring a complete count in their community. The committees can come in different forms:

- **Community:** composed of members of one or more community groups working to conduct outreach and education in their community, using local languages, media outlets, and forums.
- **Municipal:** includes representatives of government and the community; coordinates education and outreach in schools and through town or city publications, and works with Census officials on technical preparations.
- **Statewide:** includes representatives of government and private organizations; ensures preparations are coordinated on a statewide basis.



**Census in Schools**—The Census Bureau’s *Census in Schools* program provides a variety of teaching materials designed to build community understanding of the census. Teaching materials are available for students in grades K through 12 on the Census 2010 website. Contact your school board or your child’s teacher and ask how the curriculum can be integrated into math, geography, social studies, history classes, and more.

**Assign a Municipal Liaison**—Every municipality should designate one individual who is in charge of Census 2010 preparation. This person can communicate with state, regional, and Census Bureau officials to ensure they have technical data needed for a complete count.

**College and University Outreach**—Colleges and universities should make contact with their local Census Bureau office to ensure students living on campus are counted through the “Group Quarters” program, which counts all people living in dorms, nursing homes, prisons, and other institutions. Students, administrators, and other members of the university community should work to educate off-campus students to ensure they are counted wherever they are living on April 1, 2010.

## At the State Level

**Continue to Fund the Statewide Population Estimates Program**—Thanks to the leadership of the Secretary of the Commonwealth William Galvin and State Representative Jeffrey Sánchez, over the past three years the state has funded a Population Estimates Program. This program, housed at the UMass Donahue Institute, has successfully challenged U.S. Census population estimates and helps the state ensure its population is estimated accurately between decennial censuses. It’s continued funding is essential even in these difficult fiscal times.

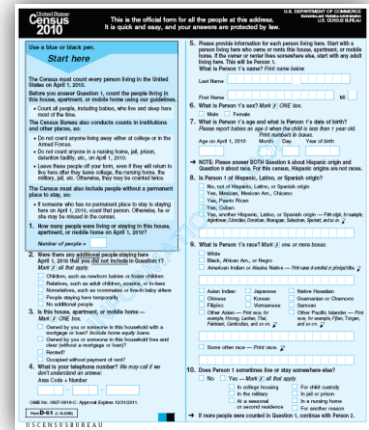
**Statewide Complete Count Committee**—The State should form a statewide *Complete Count Committee* to create and implement an outreach and education campaign for Census 2010. This group should also engage community partners in hard-to-count populations. No legislative hearings have been held nor has a statewide *Complete Count Committee* been created thus far in Massachusetts.

**Targeted Investments in Hard to Count Areas**— The Commonwealth should allocate substantial dedicated resources towards identifying hard-to-count communities and ensure that everyone in Massachusetts is counted on April 1, 2010. Even in these difficult fiscal times, adequately funding targeted census preparation is an important and necessary investment. Smart interventions in the Census 2010 process could leverage significant federal funding for the decade to come.

# Census 2010 Basics

The U.S. Constitution mandates the federal government to complete a census of the U.S. population every ten years. The next count will be held on April 1, 2010. The resulting data will be used to determine congressional seats for each state and the allocation of billions in federal funds. In addition, each year millions of companies and individuals rely on U.S. Census data to make public policy and private decisions and better understand their communities.

The 2010 Census will seek to count every living person in the U.S. at their place of occupation on April 1, 2010, regardless of citizenship status or place of legal residence. Individual-level data collected during the U.S. Census is protected by federal law, prohibiting access by other federal agencies or even the President for any reason. The Census Bureau has already opened several local Census Bureau office locations throughout the Commonwealth to oversee early technical preparations. In Fall 2009, they will open eleven Local Census Office Locations throughout the Commonwealth. Generally located in urban centers, these offices will facilitate outreach and data collection for surrounding areas.



## Conducting the Census

In March 2010, the U.S. Census Bureau will mail a simple, 10-question paper form to every address in America (see image in upper right). The 2010 Census will not have the “long form” that has been used in previous counts. The new form asks for one person from each household to report basic information for each member of the household including name, sex, age, birth date, ethnicity, and race. The questions were tested in sample “dress rehearsal” census held in 2008.

Some neighborhoods will receive a bilingual form in both Spanish and English, and the rest will receive an English form. Some households may not receive a mailed form, including areas with many vacation homes or no local mail delivery. People living in group quarters, such as prisons, nursing homes, and dormitories, are counted separately through inquiries sent to the institutions that operate the facilities. Households who do not return their form, or are not mailed one, will be counted by Census workers by telephone or by in-person house visits.



Individuals who are not sure if they were counted can ensure they are included by completing a “Be Counted” form. These forms will be available at questionnaire assistance centers throughout the state. At these centers, the U.S. Census Bureau will provide explanatory materials in 14 common languages (see note on following page) as well as personal assistance from Census employees hired for local language skills.

## What about the Long Form?

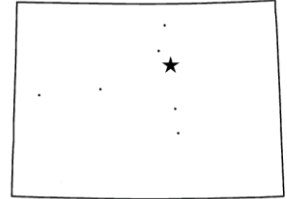
Historically, the U.S. Census Bureau sent a more detailed “long form” to a sample of the entire U.S. population. This form contained questions such as household income, housing characteristics, and commuting patterns, among others. The U.S. Census Bureau now collects this type of information on an annual basis through the **American Community Survey**, which has been mailed to about three million American households each year since 2005. This survey is conducted continuously, meaning a household may receive this form at any time of the year. Data is aggregated and released periodically; however, information about small towns and neighborhoods relies on data collected across three or five years in order to ensure accuracy.

The American Community Survey will provide fuzzier, less precise data than the old short form, but because data is collected continuously, it will be released more frequently. Although many government programs have begun to rely on the American Community Survey to allocate funds or for grant criteria, the U.S. Supreme Court has held that Congress must be apportioned according to the number counted in the decennial census, such as Census 2010.

# Census Preparation around the Nation

## Colorado

Lt. Governor O'Brien of Colorado has issued an Executive Order establishing the State of Colorado Complete Count Campaign, which will be overseen by the Department of Local Affairs. From this campaign, a volunteer committee has been formed to educate residents on the importance of a complete count of the state for the 2010 Census. The Committee will consist of representatives from state agencies, the legislative branch, municipal leaders, local business organizations, charitable foundations, and faith-based organizations. The Department of Local Affairs will host a 2010 Census website and will create materials to be distributed to populations in hard-to-count communities, as well as work to dispel privacy and confidentiality concerns in these communities.



## Maryland



Governor O'Malley of Maryland has developed a comprehensive outreach and partnership plan for the state led by the Maryland Department of Planning, the Office of the Secretary of State, and the Governor's Office of Community Initiatives. In order to ensure a complete count of the state, a State Census Liaison has been appointed to help local Complete Count Committees formulate their local census action plans. A Maryland Statewide Complete Count Committee has been pulled together and is made up of faith-based, community and ethnic organizations, as well as non-profits, labor, media, businesses, and service providers who are all charged with reaching out to their contacts to increase awareness about the 2010 Census. State agencies are implementing State Employee and Constituent Public Awareness Programs and an Outreach Program has been developed to educate public employees on how to properly explain the importance of returning census forms to the members of the public that they deal with. The Maryland State Government Complete Count Committee has also been formed and will be comprised of senior executives from these state agencies. All of these census preparation efforts are being complemented by a statewide public awareness and media campaign.

## New York

The New York State Legislature appropriated \$225,000 to the New York State Data Center in FY2009 for preliminary Census 2010 preparation work. Funds were used to support the Local Update Census Addresses (LUCA) program, as well as to develop educational resources for residents and to initiate community outreach programs. The State Data Center has also worked to develop strong relationships with planning and development agencies across New York in preparation for the 2010 Census. In the state's FY2010 budget, \$2 million was allocated to the Secretary of State's office for statewide advertising campaigns and outreach efforts in hard-to-count communities.



### **A Note on Languages**

The U.S. Census Bureau will be producing printed educational materials in five major languages: English, Spanish, Russian, Korean, Chinese (simplified), and Vietnamese. Promotional materials are available in nine other languages.

In Massachusetts, the U.S. Census Bureau is making every effort to hire outreach staff with language skills in these and other languages spoken in the Commonwealth, including **Portuguese, Spanish, and Chinese.**

## Census 2010 Timeline

- **Fall 2008** – Recruitment begins for local census jobs for early census operations.
- **Spring 2009** – Census employees go door-to-door to update address list nationwide.
- **Fall 2009** – Recruitment begins for census takers needed for peak workload in 2010. Eight additional local census offices open in the state.
- **February – March 2010** – Census questionnaires are mailed or delivered to households.
- **April 1, 2010 – Census Day**
- **April – July 2010** – Census takers visit households that did not return a questionnaire by mail.
- **December 2010** – By law, Census Bureau delivers population counts to President for apportionment.
- **March 2011** – By law, Census Bureau completes delivery of redistricting data to states.

## Important Contacts

For questions about census data and other programs:

**Boston Regional Census Center**  
One Beacon Street, 7th Floor, Boston, MA 02108  
(617) 223-3610, [Boston.PDSP@census.gov](mailto:Boston.PDSP@census.gov)

For national census information and data:

**Census 2010 Webpage** - [www.census.gov/2010census/](http://www.census.gov/2010census/)  
**U.S. Census Bureau Data** - <http://factfinder.census.gov/>

For state government preparations and information:

**Secretary of the Commonwealth**  
1-800-462-868, [MA2010CENSUS@sec.state.ma.us](mailto:MA2010CENSUS@sec.state.ma.us)  
[www.ma2010census.org](http://www.ma2010census.org)

For information about the state population estimates program:

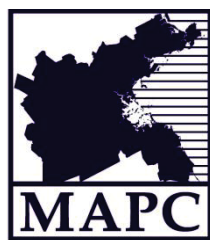
**Massachusetts State Data Center**  
University of Massachusetts Donahue Institute  
100 Venture Way, Suite 9, Hadley, MA 01035-9462  
(413) 545-0176,  
[www.massbenchmarks.org/statedata/statedata.htm](http://www.massbenchmarks.org/statedata/statedata.htm)

For Census Bureau jobs, local partnerships, and address canvassing information, contact the U.S. Census 2010 local office locations:

**Boston North Census Office**  
*Covers Boston, eastern Middlesex County, most of Essex County*  
5-11 Drydock Avenue, Boston, MA 02210  
617-848-3260

**Worcester Census Office**  
*Covers most of Middlesex County, Worcester and all western counties*  
67 Millbrook Street, Worcester, MA 01606  
508-635-8130

**New Bedford Census Office**  
*Covers Norfolk, Barnstable, Plymouth, and Bristol Counties and all Middlesex County municipalities bordering Norfolk*  
700 Pleasant Street, New Bedford, MA 02740  
774-206-0040



**Metropolitan Area Planning Council**  
60 Temple Place  
Boston, MA 02111  
[www.mapc.org](http://www.mapc.org)  
[www.metrobostondatacommon.org](http://www.metrobostondatacommon.org)

For more information please contact:

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