Census 2010
Complete Count Committee Training

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Outline

1. Decennial Census Overview
2. Census 2000 Participation
3. Census 2010 Preparation
4. Complete Count Committees
1. Decennial Census Overview

- Dozens of Demographic and Economic Surveys:
  - Property Owners and Managers Survey,
  - Women- and Minority-Owned Business Survey,
  - Census of Mineral Industries, Public Libraries Survey, etc …
- Decennial Census
  - Mandated by U.S. Constitution for determining Congressional representation
The Decennial Census

- Every 10 years
- Conducted by mail and then by phone or door-to-door
- Only those who respond are counted

Changes to Census 2010

- **Census 2000**
  - Short Form (sent to all of USA, 7 questions)
  - Long Form (sent to roughly 17%, 53 questions)

- **Census 2010**
  - Form (10 questions)
  - American Community Survey
    - Similar to Long Form
    - Annual, 5-year, 3-year averages
From these seven programs Massachusetts received over $8.2 billion in FY2007 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

2. Census 2000 Participation
Mail-In Response Rate

Even in states that are relatively well counted by the census, certain portions of the state may have high undercount rates. For example, while Massachusetts is counted relatively well, Suffolk County (containing Boston) MA is estimated to lose $558 million in federal funds over the 2002-2012 period as a result of its high undercount.

Estimated undercounts:
- Massachusetts: 0.76%
- Norfolk: 0.41%
- Suffolk: 1.62%
- Middlesex: 0.63%


“Hard to Count” Factors

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
Census 2000 Results

Response Rates for Top MA Government Entities

- Boston City 57%
- Worcester City 65%
- Springfield City 66%
- Cambridge City 62%
- Lowell City 64%
- Brockton City 61%
- New Bedford City 67%
- Quincy City 72%
- Fall River City 65%
- NATIONAL AVERAGE 67%

Metro Mayor Municipalities in 2000

<table>
<thead>
<tr>
<th>Communities</th>
<th>Census 2000 Mail Response Rate</th>
<th>Number of forms not returned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>63.8%</td>
<td>87,407</td>
</tr>
<tr>
<td>Braintree</td>
<td>77.4%</td>
<td>3,717</td>
</tr>
<tr>
<td>Brookline</td>
<td>69.3%</td>
<td>6,424</td>
</tr>
<tr>
<td>Cambridge</td>
<td>68.2%</td>
<td>14,084</td>
</tr>
<tr>
<td>Chelsea</td>
<td>60.2%</td>
<td>3,751</td>
</tr>
<tr>
<td>Everett</td>
<td>73.3%</td>
<td>4,516</td>
</tr>
<tr>
<td>Malden</td>
<td>73.0%</td>
<td>5,576</td>
</tr>
<tr>
<td>Medford</td>
<td>79.6%</td>
<td>4,434</td>
</tr>
<tr>
<td>Melrose</td>
<td>84.0%</td>
<td>1,912</td>
</tr>
<tr>
<td>Quincy</td>
<td>76.8%</td>
<td>8,463</td>
</tr>
<tr>
<td>Revere</td>
<td>65.9%</td>
<td>6,781</td>
</tr>
<tr>
<td>Somerville</td>
<td>70.1%</td>
<td>9,564</td>
</tr>
<tr>
<td>Winthrop</td>
<td>66.4%</td>
<td>3,686</td>
</tr>
</tbody>
</table>
3. Census 2010 Preparation

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.
- **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 questionnaire.
- **December 2010** - Census delivers population counts to President for apportionment.
- **March 2011** - Census completes delivery of redistricting data to states.
Messaging

- Idea: “Only YOU can make the Census OURS”
- Message: “It’s In Our Hands”
- Approach: “Ignite Mass Participation in the 2010 Census”

Timing

- Early 2009 – Begin communications to target groups in 2009 (ethnic and disadvantaged groups)
- Early 2010 – Begin mainstream outreach
- Census Day – Peak intensity

Segmented Messaging

Languages

- Tier 1: English, Spanish, Mandarin
- Tier 1: Cantonese, Farsi, Arabic
- Tier 1: Vietnamese, Korean, Japanese
- Tier 1: Hindi, Yiddish, Polish
- Tier 1: French, Creole

Tier 2 (Public Relations and Partnerships): Hmong, Lao, Thai, Bengali, Urdu
Questionnaire Delivery

- Questionnaires delivered or mailed to all housing units in March 2010
  - March 8-10  Advance Letter
  - March 15-17  Questionnaire
  - March 22-24  Reminder Postcard
  - **APRIL 1**  **CENSUS DAY**
  - April 1-10  Replacement Questionnaire
- Bilingual Spanish/English Questionnaires (15 million housing units in 44 states) delivered or mailed in tracts with >40% Spanish-speaking households.
- We expect a 64% mail response

Language Assistance Program

- Targeted mailing of bilingual Spanish/English questionnaire.
- Questionnaires display both English and Spanish Telephone Questionnaire Assistance (TQA) telephone numbers.
- Bilingual TQA operators available in the 5 primary non-English languages.
- Language Assistance Guides available online in 59 languages and through TQA and Questionnaire Assistance Centers (languages are listed on next screen).
- Language Identification Flashcards provided to all enumerators and Questionnaire Assistance Center Representatives.
- Be Counted forms available in 6 primary languages:
  - English
  - Spanish
  - Chinese (Simplified)
  - Korean
  - Vietnamese
  - Russian
Language Assistance Guides (59)

Albanian
Amharic
Arabic
Armenian
Bengali
Bulgarian
Burmese
Cambodian
Cebuano
Chamorro
Chinese (simplified)
Chinese (traditional)
Chichewa
Croatian
Czech
Dari
Dinka
Dutch
Farsi
French
German
Greek
Guarani
Haitian Creole
Hawaiian
Hmong
Hungarian
Icelandic
Ilocano
Italian
Japanese
Kannada
Korean
Kurdish
Lao
Latin
Latvian
Lithuanian
Malagasy
Malay
Malayalam
Marshallese
Mende
Micronesian
Minangkabau
Mongolian
Mongol
Moroccan
Mozambican
Myanmar
Nepali
Nigerian
Nigerian Pidgin
Nigerian Yoruba
Norwegian
Ottoman
Polish
Portuguese
Romanian
Russian
Samoa
Samoan
Serbian
Sindhi
Somali
Somali
Sorbian
Spanish
Sranan
Swahili
Swedish
Tagalog
Tamil
Tatar
Tatar
Thai
Tigrinya
Tonga
Turkish
Ukranian
Urdu
Vietnamese
Yiddish

Speaking Census

Enumeration: Data collection
"The process of interviewing people and recording the information on census forms."

Group Quarters: Dorms, jails, other institutional housing

"A group quarters is a place where people live or stay that is normally owned or managed by an entity or organization providing housing and/or services for the residents. These services may include custodial or medical care as well as other types of assistance, and residency is commonly restricted to those receiving these services. People living in group quarters are usually not related to each other. Group quarters include such places as college residence halls, residential treatment centers, skilled nursing facilities, group homes, military barracks, correctional facilities, workers' dormitories, and facilities for people experiencing homelessness."

Statistical Areas: Political (municipalities, states, counties) or Census-defined (tracts, block groups, etc) geographic areas

"A specially defined and delineated geographic entity, such as a metropolitan area, urbanized area, tribal designated statistical area, census county division, census designated place, census tract, block group, or census block, for which the Census Bureau tabulates data. Statistical entity boundaries generally are not legally defined, and designation as a statistical entity neither conveys nor confers legal ownership, entitlement, or jurisdictional authority."

7/16/2009
Group Quarters Enumeration

- **Group Quarters Validation** (October 2009)
- **Group Quarters Advance Visit** (February – March 2010)
- **Service-Based Enumeration** (March 29 – 31, 2010)
  - Targeted Non-shelter Outdoor Locations
  - Shelters
  - Soup Kitchens
  - Regularly Scheduled Mobile Food Vans
- **Military Group Quarters Enumeration** (April – May 2010)
- **Group Quarters Enumeration** (April – May 2010)

Transitory Location Enumeration

- Locations include RV parks, campgrounds, hotels, motels, marinas, racetracks, circuses, and carnivals.
- Designed for people who do not have a “Usual Home Elsewhere” at time of census operations.
- Transitory locations are identified through Address Canvassing and local knowledge
- March 22 to April 16, 2010
**Household Enumeration**

- **Nonresponse Followup (NRFU)**
  - Most costly component of the census
  - Enumerators visit close to 47 million addresses
  - Multiple attempts made with households
  - 700,000 field staff hired locally in 2010
  - Multilingual enumerators
  - Late April through June 2010

**Be Counted and Questionnaire Assistance Center Sites**

- Be Counted sites are locations where people go to get a blank questionnaire if they feel they were missed.

- Questionnaire Assistance Centers are locations where individuals receive help completing their questionnaire.

- March 19 – April 19, 2010
  - Paid Questionnaire Assistance Center Representatives
  - 30,000 Questionnaire Assistance Centers
  - 40,000 Be Counted sites
4. Complete Count Committee Preparations

Committee Guide

- Local government
- Community
- Other types

Committee Types

- State
- Municipal
- Community
- Other

Statewide Committee

- Worcester Kickoff
- Website
- Committees forming throughout state

http://www.sec.state.ma.us/census/index.htm
Municipal Committees

- Members
  - Public officials: town clerk, planner and/or GIS, others
  - Community members: Hard-to-count representatives

- Actions
  - Info: city website, newsletter, city hall
  - Special outreach to hard-to-count
  - Coordinate with local census offices
  - Census in Schools program

Local Committees

- Customized educational materials
- Assist in recruiting Census workers
- Outreach through trusted outlets
- Educate community about local Questionnaire Assistance Centers and Be Counted sites
Complete Count Committees
- Local leaders with knowledge of community and hard-to-count populations
- Create and implement local outreach strategy to maximize participation

Census in Schools
- K-12 lesson plans, teaching materials
- Only some Census 2010 materials available

Questions and Discussion

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