





# 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



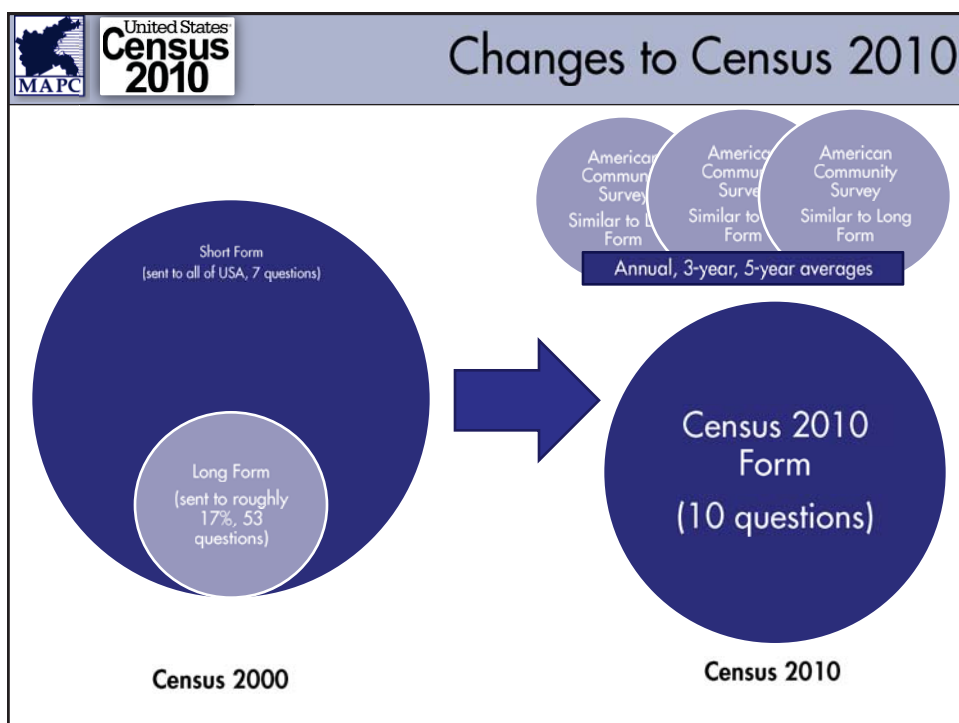
U.S. Census



- 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







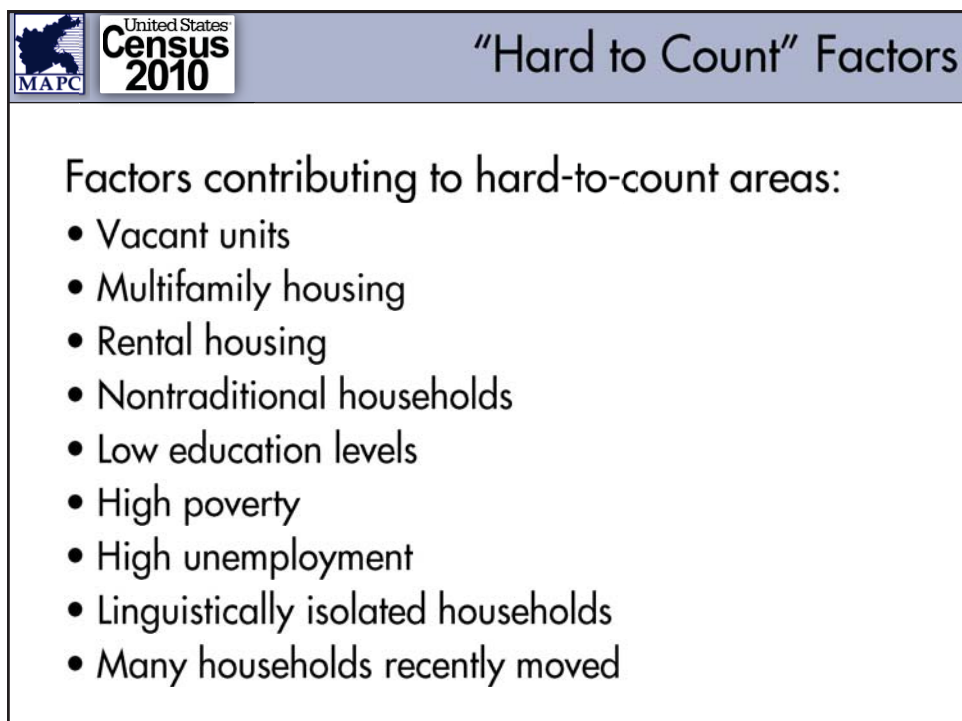
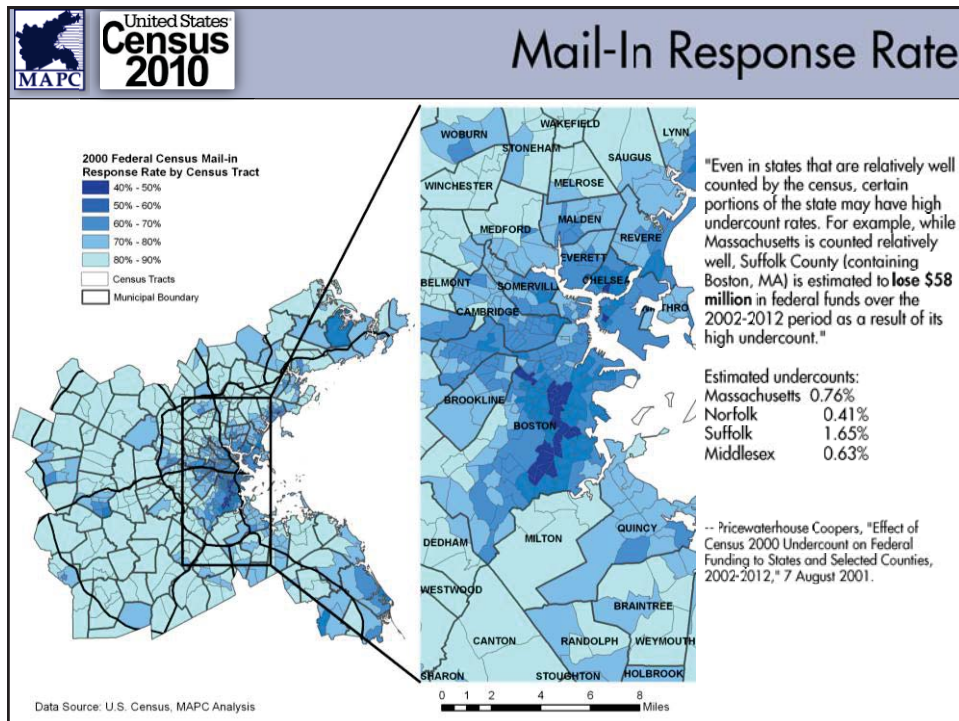
## U.S. Census and Federal Funding



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





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




## 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.





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## U.S. Census Integrated Communications Campaign


**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





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## Segmented Messaging

|   |  |
|---|--|
| <b>Advantaged Homeowners</b><br>         | <p><b>Advantaged Homeowners</b></p> <ul style="list-style-type: none"> <li><b>Relevance:</b> The 2010 Census is coming               <ul style="list-style-type: none"> <li>Broad-based benefits message                   <ul style="list-style-type: none"> <li>Funding</li> <li>Community needs</li> </ul> </li> </ul> </li> <li><b>Ease:</b> Seven simple questions/will only take a few minutes</li> <li><b>Reassurance:</b> Your answers are confidential</li> <li><b>Call to Action:</b> Look for it in the mail</li> </ul>   |
| <b>All Around Average I</b><br>          |  |
| <b>All Around Average II</b><br>         |  |
| <b>Single Unattached Mobiles</b><br>     | <p><b>Single Unattached Mobiles</b></p> <ul style="list-style-type: none"> <li><b>Relevance:</b> A change for the better to benefit community (e.g., infrastructure)</li> <li><b>Ease:</b> Seven simple questions will only take a few minutes</li> </ul>  |
| <b>Ethnic Enclave I</b><br>              | <p><b>Ethnic Enclave I</b></p> <ul style="list-style-type: none"> <li><b>Relevance:</b> Community needs/benefits</li> <li><b>Ease:</b> Bilingual form      <i>Few minutes</i></li> <li><b>Reassurance:</b> Confidential: only for statistics, no sensitive info</li> <li><b>Call to Action:</b> If you don't fill it out, community could lose out/not get fair share</li> </ul>   |
| <b>Economically Disadvantaged I</b><br>  |  |
| <b>Ethnic Enclave II</b><br>             | <p><b>Ethnic Enclave II</b></p> <ul style="list-style-type: none"> <li><b>Relevance:</b> "Census Taker" is someone from your community to help you and your community get their fair share</li> <li><b>Ease:</b> <ul style="list-style-type: none"> <li>Bilingual form</li> <li>Hispanic: bilingual form</li> <li>Black: Few minutes</li> </ul> </li> <li><b>Reassurance:</b> <ul style="list-style-type: none"> <li>Confidential</li> <li>Change misperception</li> <li>"Trusted voices"/influencers</li> </ul> </li> <li><b>Call to Action:</b> If you don't fill it out, community could lose out/not get fair share</li> </ul> |
| <b>Economically Disadvantaged II</b><br> |  |

**Languages**


**Tier 1**

English  
Spanish  
Mandarin  
Cantonese,  
Tagalog/Taglish  
Vietnamese  
Korean  
Japanese  
Khmer  
Hindi/Hinglish  
Arabic  
Russian  
Polish  
French Creole

**Tier 2 (Public Relations and Partnerships)**

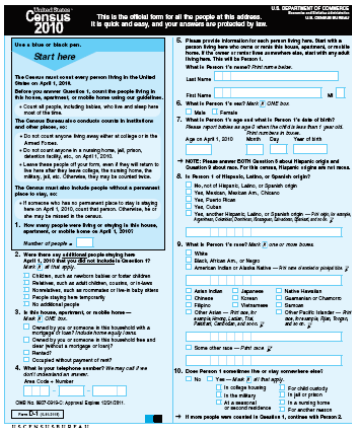
Hmong  
Laotian  
Thai  
Bengali  
Urdu






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# 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



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# 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




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# Language Assistance Guides (59)



|  |  |   |
|--|--|---|
| <p>Albanian<br/>Amharic<br/>Arabic<br/>Armenian<br/>Bengali<br/>Bulgarian<br/>Burmese<br/>Cambodian<br/>Cebuano<br/>Chamorro<br/>Chinese (simplified)<br/>Chinese (traditional)<br/>Chuukese<br/>Croatian<br/>Czech<br/>Dari<br/>Dinka<br/>Dutch<br/>Farsi</p> | <p>French<br/>German<br/>Greek<br/>Gujarati<br/>Haitian Creole<br/>Hebrew<br/>Hindi<br/>Hmong<br/>Hungarian<br/>Ilocano<br/>Italian<br/>Japanese<br/>Korean<br/>Laotian<br/>Lithuanian<br/>Malayalam<br/>Marshallese<br/>Navajo<br/>Nepali<br/>Panjabi</p> | <p>Polish<br/>Portuguese<br/>Romanian<br/>Russian<br/>Samoan<br/>Serbian<br/>Somali<br/>Spanish<br/>Swahili<br/>Tagalog<br/>Tamil<br/>Telugu<br/>Thai<br/>Tigrinya<br/>Tongan<br/>Turkish<br/>Ukrainian<br/>Urdu<br/>Vietnamese<br/>Yiddish</p> |
|--|--|---|



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# 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."

|  |   |                                     |
|--|---|-------------------------------------|
|   |  | <h2>Group Quarters Enumeration</h2> |
| <p><b>Group Quarters Validation (October 2009)</b></p> <p><b>Group Quarters Advance Visit (February – March 2010)</b></p> <p><b>Service-Based Enumeration (March 29 – 31, 2010)</b></p> <ul style="list-style-type: none"> <li>Targeted Non-shelter Outdoor Locations</li> <li>Shelters</li> <li>Soup Kitchens</li> <li>Regularly Scheduled Mobile Food Vans</li> </ul> <p><b>Military Group Quarters Enumeration (April – May 2010)</b></p> <p><b>Group Quarters Enumeration (April – May 2010)</b></p> |   |                                     |


|  |   |  |
|--|---|--|
|   |  | <h2>Transitory Location Enumeration</h2> |
| <ul style="list-style-type: none"> <li>• Locations include RV parks, campgrounds, hotels, motels, marinas, racetracks, circuses, and carnivals.</li> <li>• Designed for people who do not have a “Usual Home Elsewhere” at time of census operations.</li> <li>• Transitory locations are identified through Address Canvassing and local knowledge</li> <li>• March 22 to April 16, 2010</li> </ul> |   |  |



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## 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



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## 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



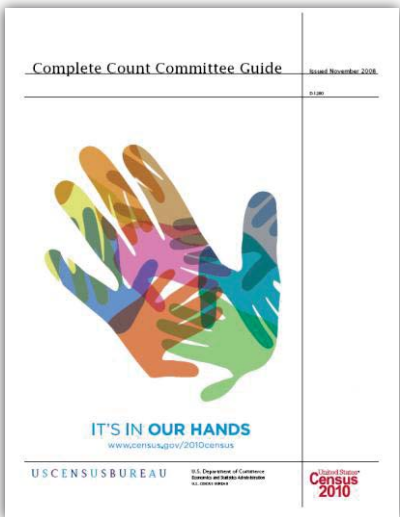
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## 4. Complete Count Committee Preparations



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Committee Guide



- Local government
- Community
- Other types


[http://2010.census.gov/2010census/promotional\\_materials/009579.html](http://2010.census.gov/2010census/promotional_materials/009579.html)



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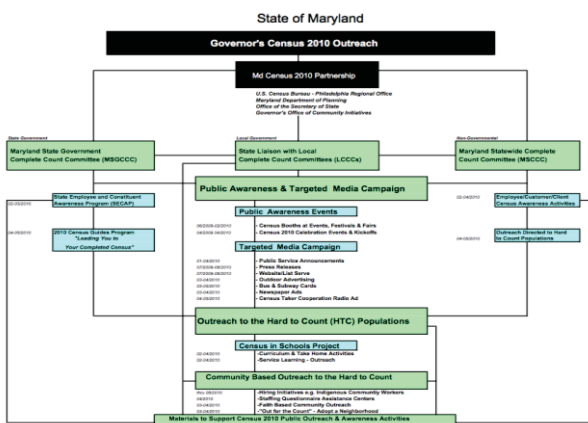
## Committee Types

- State
- Municipal
- Community
- Other



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## Statewide Committee



The flowchart illustrates the organizational structure for the Governor's Census 2010 Outreach in Maryland. At the top is the 'State of Maryland' and 'Governor's Census 2010 Outreach'. This leads to the 'MD Census 2010 Partnership', which includes the U.S. Census Bureau's Philadelphia Regional Office, the Maryland Department of Planning, the Office of the Secretary of State, and the Governor's Office of Community Initiatives. The structure then branches into three main areas: State Government (Maryland State Government Complete Count Committee (MSGCCC)), Local Government (State Liaison with Local Complete Count Committees (LCCCx)), and Non-Government (Maryland Statewide Complete Count Committee (MSCCC)). The Local Government branch further details a 'Public Awareness & Targeted Media Campaign' with sub-components like 'Public Awareness Events' (Census Booths, Events, Festivals, etc.) and 'Targeted Media Campaign' (Public Service Announcements, Press Releases, etc.). It also includes 'Outreach to the Hard to Count (HTC) Populations' with initiatives like 'Census in Schools Project' and 'Community Based Outreach to the Hard to Count'. The Non-Government branch includes a 'Census Customer/Client Service Response Activities' section. The State Government branch includes a 'State Employee and Consultant Awareness Program (SECAP)' and a '2010 Census Public Program "Counting You in Your Computer Census"'. The bottom of the chart lists 'Materials to Support Census 2010 Public Outreach & Awareness Activities'.

- Worcester Kickoff
- Website
- Committees forming throughout state

<http://www.sec.state.ma.us/census/index.htm>



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## 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




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## 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






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**Complete Count Committee &  
Census in Schools**

- **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



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## Questions and Discussion

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