

The 2010 Census: An Overview



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Purpose of the Census



- Mandated in the U.S. Constitution, Article 1, Section 2, for the purpose of:
 - Apportionment
 - Redistricting
 - Distribution of Federal Funds

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Key Operations

- Address List Development
 - Local Update of Census Addresses (LUCA)
 - Address Canvassing
- Residency Rules (Where People are Counted)
 - Annual Boundary Annexation Survey (BAS)
 - Participant Statistical Areas Program (PSAP)
- Recruitment and Partnership Efforts
- Questionnaire Delivery
- Group Quarters Enumeration
- Household Enumeration (Nonresponse followup)

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PSAP Updates

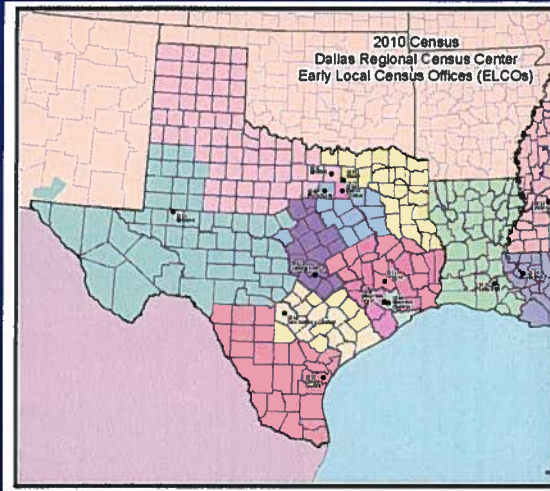
- Review and Update Boundaries for Census Tracts, Block Groups, and Census Designated Places (CDP)
 - CAPCOG serves as Primary Participant coordinating the update with local governments and interested parties
 - Utilize Federal guidelines to change Census boundaries based on population growth
 - Process Begins in November 2008
 - Deadline March 2009 (120 days of review)

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Texas Early Local Census Offices



- Denton
- Plano
- Fort Worth
- Dallas Central
- Midland
- Williamson County
- Houston West
- Houston Central
- Conroe
- San Antonio Central
- Corpus Christi

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Questionnaire Delivery

- March 8 – 10 Advance Letter
- March 15 – 17 Questionnaire
- March 22 – 24 Reminder Postcard
- **April 1, 2010** **Census Day!**

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2010 Census Key Facts

- **It's Easy:**
 - Shortest questionnaire in Census history
 - Seven questions: name, gender, age, race, ethnicity, relationship, own/rent
 - Will take only about 10 minutes to complete
- **It's Important:**
 - Census data directly affect how more than \$300 billion per year in federal funding is allocated
 - The census will count all residents living in the United States on April 1, 2010
 - The census provides a snapshot of the nation, which helps define who we are
- **It's Safe:**
 - Answers are protected by law and strictly confidential
 - Information collected is used for statistical purposes only

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Language Assistance

- English + 5 : Spanish, Russian, Chinese, Korean, Vietnamese
- Telephone Questionnaire Assistance
- Questionnaire Assistance Centers are staffed by Census Bureau employees & will assist persons who may have questions or who need special language assistance
- Be Counted sites will only have questionnaires and will not be staffed.
- Bilingual Enumerators
- Cultural Facilitators

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Suggested Partnership Activities

- Establish a Complete Count Committees (CCCs) at the city, county, COG, community & faith-based levels
- Create a "Be Counted Site" at City/County offices or libraries
- Approve a Resolution of Support
- Sponsor a media event kicking off the Census
- Include Census logo or reminders in mailings such as Utility bills
- Promote Census on your website or City Access TV
- Promote Census in schools program with ISDs
- Complete LUCA program by reviewing results (Fall 2009)
- Specialized outreach in Hard-to-Count communities
- Targeted special events hosted by organized volunteer groups in Hard-to-Count communities

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Hard to Count Segments of the Population

- Elderly
- Children/Infants
- Minorities
- Language
- Lower Socioeconomic
- Renters
- Newly Arrived Immigrants
- Migrant Farm/Ranch Workers & Their Families
- Homeless

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Summary: 2010 Census

- Get involved and Stay involved
CAPCOG
 - Census 2000: 1.35 million
 - Estimate 2008: 1.7 million
 - Census 2010: ??
- www.census.gov

The 2010 Census is a federal activity that will occur at the local level. The best way for an accurate count is with local participation.

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Thank You! Questions?



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