

Presentation Outline



- Census 2010 Overview
- Partnership and Promoting the Census
- CAPCOG's Data Center
- American Community Survey
- Questions



Purpose of the Census

- Mandated in the U.S. Constitution Article 1, Section 2 for the purpose of:
 - Apportionment
 - Redistricting
 - Distribution of Federal Funds
- Census Data is also used for community based planning for everything from Roads to Schools



2010 Census will focus on counting the population

- Only 10 questions will be asked similar to those questions on the Census 2000 “short” form
- Socio-economic data such as income, housing & commuter info is now collected every month of every year through the American Community Survey (ACS)



Key Dates

- Spring 2009- Address Canvassing (Verification)
- Fall 2009- Job recruitment for census takers
- Feb. to Mar. 2010- Census questionnaires mailed or delivered
- April 1, 2010- Census Day (return questionnaire)
- Apr. to May 2010- Group Quarters Enumeration
- Apr. to Jul. 2010- Census visits housing units that have not returned form



Questionnaire Assistance Available

- Form available English + 5 Languages (Spanish, Russian, Chinese, Korean, Vietnamese)
- Bilingual form (English/Spanish)
- Telephone Questionnaire Assistance hotline
- Questionnaire Assistance Center will be staffed with Census Bureau employees to answer questions
- Be Counted Sites will have replacement questionnaires
- Bilingual and cultural facilitators

Getting Ready for Census 2010 Partnership and Promoting the Census



CAPCOG is participating in the following ways:

- Use 2010 Census drop-in articles, messages and logos in newsletters, mailings, and other in-house communications (e-mail, Web site, etc.).
- Appoint a liaison to work with the Census Bureau.
- Encourage employees and constituents to complete and mail their questionnaire.
- Display and/or distribute 2010 Census promotional materials.
- Identify job candidates and/or distribute and display recruiting materials.
- Provide space to test job applicants.
- Provide space to train new employees.
- Provide space for Be Counted sites and/or Questionnaire Assistance Centers.
- Provide volunteers for census promotional events.
- Put the 2010 Census on the agenda at meetings and/or allow presentations by Census Bureau staff.
- Organize and/or serve as a member on a Complete Count Committee.
- Sponsor community events to promote participation in the 2010 Census.
- Allow the Census Bureau to post your organization's name on the 2010 Census Web site.
- Link to the 2010 Census Web site from your organization's Web site.
- Use and distribute educational materials.
- Participate in a speakers bureau for the 2010 Census.
- Provide a translator and/or translate 2010 Census materials.
- Issue a public endorsement for the 2010 Census and send an endorsement to members, chapters or affiliates.
- Place 2010 Census articles in your newspapers/newsletters/magazines. Write census editorials, and cover census events/programs. Donate space for census advertisements.
- Air 2010 Census PSAs and B-Roll, and cover census events/programs.
- Engage regional and local chapters of your organization.
- Provide speaking opportunities and exhibit space at conferences or trade shows.
- Participate in 2010 Census partnership kick-off meetings.
- Highlight key 2010 Census operational events in newsletters or other publications.
- Volunteer or participate in Census Bureau-sponsored events.
- Other: _____



- CAPCOG also helped the Census Bureau with the Participant Statistical Areas Program (PSAP) and the Local Update of Census Addresses (LUCA)
- In PSAP, the Census Bureau asked the Council of Governments to be the Primary Participant
- We were asked to update the boundaries of:
 - Census Tracts
 - Census Block Groups
 - Census Designated Places



- Both tracts and block groups have “ranges” of allowed sizes
- If an area no longer meets the national criteria, then that boundary warrants a change

	Population Thresholds			Housing Unit Thresholds		
	Minimum	Target	Max	Minimum	Target	Max
Tracts	1,200	4,000	8,000	480	1,600	3,200
Block Groups	600	-	3,000	240	-	1,200



CAPCOG is designated as a Census Information Center providing data to the public

- Data is available on the Information Clearinghouse, www.capcog.org/information-clearinghouse
 - Population by Age for Counties and Major Cities
 - Employment and Workforce data
 - American Community Survey Summaries
- Provide demographic and socio-economic data and analysis when requested (fee schedule may apply)



How many people Over 65 are employed in the City Austin?

- Census 2000: 7,105 out of 43,719
- ACS 2007: 8,952 +/-1,366 out of 48,123 +/-2,181
- The number of over 65 who are employed appears to be increasing, however, because of the margin of error, the % of 65 and older that are employed may not be statistically different than 2000.



- Socio-economic (sample data) are now collected through the American Community Survey
- Data are collected continuously throughout the year and aggregated into period estimates
- Published ACS data are called period estimates because they describe the average characteristics over a specified period- 1, 3 & 5 year averages

Getting Ready for Census 2010
American Community Survey



- The goal of ACS is to produce data comparable to the Census 2000 long form data
- These estimates will cover the same small areas as Census 2000 but with smaller sample sizes
- Smaller sample sizes for 5-year ACS estimates results in reductions in the reliability of estimates
- But beginning in 2010, data for small geographic areas will be produced every year versus once every 10 years

Getting Ready for Census 2010 American Community Survey



Data Product	Population Threshold	Year of Data Release							
		2006	2007	2008	2009	2010	2011	2012	2013
		Year(s) of Data Collection							
1 - year Estimates	65,000+	2005	2006	2007	2008	2009	2010	2011	2012
3 - year Estimates	20,000+			2005- 2007	2006- 2008	2007- 2009	2008- 2010	2009- 2011	2010- 2012
5 - year Estimates	All Areas*					2005- 2009	2006- 2010	2007- 2011	2008- 2012

*All legal, administrative and statistical geographic areas down to the tract and block group level.



Questions?



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