



2010 CENSUS: IT'S IN OUR HANDS

What Elected Officials Need to Know about the 2010 Census

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. As an elected official, you work daily to secure the best interests of your constituents and to ignite positive change for your community. By becoming a 2010 Census partner, you can help ensure that everyone in your community is counted so that your community receives its fair share of important services and resources. **Achieving a complete and accurate 2010 Census is in our hands.**

The Census: A Snapshot

- ▲ The U.S. Constitution requires a national census once every 10 years.
- ▲ The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.
- ▲ The 2010 Census will create hundreds of thousands of temporary jobs across the nation.

It's in Our Hands: Your Community's Participation in the Census Matters

- ▲ Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That's more than \$3 trillion over a 10-year period.
- ▲ Census data guide planning for new hospitals, schools and other services.
- ▲ Census data is used to determine the most need for additional social services, including who receives community development block grants and other grant programs essential to many communities.

Completing the 2010 Census Questionnaire: Simple and Safe

- ▲ The 2010 Census questionnaire asks only a few simple questions of each person—name, relationship, gender, age and date of birth, race, and whether the respondent owns or rents his or her home. This simple, short questionnaire takes just a few minutes to complete and return by mail.
- ▲ The Census Bureau does not release or share information that identifies individual respondents or their household for 72 years.



2010 CENSUS: *Frequently Asked Questions*

Why should everyone participate in the 2010 Census?

The 2010 Census will shape the future of your community, define your voice in Congress and generate local employment opportunities for your constituents.

- ▲ Census information helps determine locations for schools, roads, hospitals, child-care and senior citizen centers, and more.
- ▲ Businesses use census data to locate supermarkets, shopping centers, new housing and other facilities.
- ▲ The census determines how many seats each state will have in the U.S. House of Representatives as well as the boundaries of legislative districts.
- ▲ Local communities use census data to gauge the financial health of the community and the future of vital social service programs. Census data inform a diverse range of local initiatives, such as justifying the need for an after-school program to designating urban revitalization areas.

How will the 2010 Census differ from previous census efforts?

In the last census, one in six households received a long questionnaire asking for detailed socioeconomic information. In 2010, every residence will receive a short questionnaire that is simple and fast to complete and return. More detailed information will be collected annually from a small percentage of the population through the American Community Survey.

Will the information the Census Bureau collects remain confidential?

Yes. Every Census Bureau worker takes an oath for life to protect the confidentiality of census responses. Violation would result in a jail term of up to five years and/or fine of up to \$250,000. By law, the Census Bureau cannot share an individual's answers with anyone, including welfare and immigration agencies.

Why are elected officials important partners in the 2010 Census campaign?

More than 140,000 organizations supported Census 2000, including state and local governments, community- and faith-based organizations, schools, media, businesses and others. By joining forces with partners, the Census Bureau has a far greater chance to reach every U.S. resident than by attempting this monumental task alone. As an elected official, you can communicate the importance and safety of completing the census questionnaire to constituents, including those isolated by language or geography. You can form a Complete Count Committee, hold town hall meetings, include census information in newsletters and Web sites, and provide space for the Census Bureau to test and train.

2010 Census Timeline: Key Dates

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 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.

For more information about the 2010 Census, please go to www.census.gov/2010census.



IT'S IN OUR HANDS

2010 Census Partnership Agreement Form

The Census Bureau's partnership program combine the strengths of local governments, community-based organizations, faith-based organizations, schools, media, businesses and others, to ensure a complete and accurate 2010 Census. The Census Bureau will provide promotional materials, updates and data assistance to partners to assist in this effort. Together we can ensure the 2010 Census message is delivered to every corner of the nation.

There are many ways to get involved with the 2010 Census

(Please check activities in which you are interested in participating)

- | | |
|--|--|
| <ul style="list-style-type: none"> ☐ Organize and/or serve on a Complete Count Committee. ☐ Identify job candidates, 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. ☐ Encourage persons to return their questionnaire. ☐ Display/distribute 2010 Census promotional materials. ☐ Issue public endorsement for the 2010 Census and send endorsement to members or affiliates. ☐ Place 2010 Census articles in publications. Donate space for census advertisements. ☐ Air 2010 Census PSAs and B-Roll, and cover census events/programs. ☐ Provide speaking opportunities and exhibit space at conferences or trade shows. ☐ Sponsor community events to promote 2010 Census participation. | <ul style="list-style-type: none"> ☐ Participate in a speakers' bureau for the 2010 Census ☐ Allow the Census Bureau to post your organization's name on the 2010 Census Web site. ☐ Provide link to the 2010 Census Web site from your organization's site. ☐ 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. ☐ Provide volunteers for census promotional events. ☐ Put the 2010 Census on meeting agendas and/or allow presentations by Census Bureau staff. ☐ Use and distribute educational materials. ☐ Provide a translator/translate 2010 Census material ☐ Participate in 2010 Census kick-off meetings. ☐ Highlight key 2010 Census operational events in newsletters or other publications. ☐ Participate in Census Bureau-sponsored events. ☐ Other: _____ |
|--|--|

Name: _____

Title: _____

Organization: _____

Address: _____

Phone: _____

E-mail: _____

Signature: _____

Date: _____

Name: _____

Title: _____

Organization: _____

Address: _____

Phone: _____

E-mail: _____

Signature: _____

Date: _____

Thank you for becoming an official 2010 Census partner! We appreciate your support in ensuring the success of this great effort.

U S C E N S U S B U R E A U

United States
**Census
2010**