

Census 2010

Be Californian. Be Counted.



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Census 2010 Project

What is the Census?



- Required by the U.S. Constitution once every 10 years
- A count of everyone residing in the U.S. including people of all ages, races, ethnic groups, both citizens and non-citizens.
- 2010 Census Questionnaire asks ten simple questions and takes minutes to complete and return
- Information shared is confidential
- March 2010, California households will receive questionnaires through the mail
- The Census Bureau also goes out and knocks on residents' doors to ensure all people are counted.



The Questions Summarized

1. How many people live in your house?
2. Any additional people staying not included in #1?
3. Is this a house, apartment, or mobile home?
4. What is your telephone number?
5. Name of the people living in your house.
6. What is their sex?
7. Age and Date of Birth.
8. Hispanic, Latino or Spanish origin?
9. Race.
10. Have you sometimes lived or stay somewhere else?

Questionnaire Delivery

United States Census 2010
 This is the official form for all the people at this address.
 It is quick and easy, and your answers are protected by law.

Use a blue or black pen.
Start here

The Census must count every person living in the United States on April 1, 2010.
 Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

Count all people, including babies, who live and sleep here most of the time.
 The Census Bureau also conducts counts in institutions and other places, so:
 Do not count anyone living away either at college or in the Armed Forces.
 Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
 Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, too:
 If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?
 Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1? Mark if that apply.

Children, such as newborn babies or foster children
 Children, such as adult children, cousins, or in-laws
 Houseguests, such as roommates or 1-to-1 baby sitters
 People staying here temporarily
 No additional people

3. Is this house, apartment, or mobile home—
 Mark ONE box.

Owned by you or someone in this household with a mortgage or loan? Include those equity loans.
 Owned by you or someone in this household free and clear (without a mortgage or loan)?
 Rented?
 Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.
 Area Code + Number
 - -

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.
 What is Person 1's name? Print name below.
 Last Name
 First Name M F

6. What is Person 1's sex? Mark ONE box.
 Male Female

7. What is Person 1's age and what is Person 1's date of birth? Please report babies as age 0 when the child is less than 1 year old.
 Print numbers in boxes.
 Age on April 1, 2010 Month Day Year of birth

NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
 No, not of Hispanic, Latino, or Spanish origin
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentine, Colombian, Dominican, Honduran, Salvadoran, Spanish, etc.

9. What is Person 1's race? Mark ONE or more boxes.
 White
 Black, African Am., or Negro
 American Indian or Alaska Native — Print new or historic population
 Asian Indian Japanese Native Hawaiian
 Chinese Korean Guamanian or Chamorro
 Filipino Vietnamese Samoan
 Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
 Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.
 Some other race — Print race

10. Does Person 1 sometimes live or stay somewhere else?
 No Yes — Mark all that apply.

In college housing For child custody
 In the military In jail or prison
 At a seasonal or second residence In a nursing home
 For another reason

If more people were counted in Question 1, continue with Person 2.

U.S. DEPARTMENT OF COMMERCE
 Economic and Statistics Administration
 U.S. CENSUS BUREAU

- Questionnaires delivered or mailed to all housing units in March 2010

- March 8-10
- March 15-17
- March 22-24
- **APRIL 1**
- April 1-10
- April 22-24
- May 1-July 19

Advance Letter
 Questionnaire
 Reminder Postcard
CENSUS DAY
 Replacement
 Questionnaire
 Reminder postcard
 NRFU

- Language Assistance guides available in 59 languages.



What's at stake for California?

- A complete and accurate count of California's population impacts
 - Our Congressional representation
 - First time in 160 history, California could lose a seat.
 - State redistricting
 - Federal formula grant allocations
 - \$435 Billion dollars distributed annually throughout the states.
 - State subvention funds – Direct grants to Counties and Cities
- Census 2010 data will stick with us for 10 years

Counting California

Goals

- Increase the number of Californians counted in Census 2010 through the trusted voices of government outreach.
- Communicate core message to those receiving services: the Census is...
 - SAFE!
 - EASY!
 - IMPORTANT!
- Engage and Educate Hard-to-Count populations about the Census.

Be Californian. Be Counted.

- Phase I – December 2008 – December 2009
Planning and Building Partnerships
- Phase II - January 2010 – July 2010*
Implementation & Outreach

*Critical Outreach Period – January – April 2010

March 20, 2010 – BE CALIFORNIAN. BE COUNTED DAY

- Phase III – August 2010 – December 2010
Evaluation and Follow-up

FINAL Report Due to Governor & Legislature – June 30, 2011



Tools, Templates & Talking Points

- Top 5 Easy things
- Fact Sheets
- Talking points
- Messaging Samples and Timing
- Public Service Announcement (PSA) scripts
- Links/badges on your website to:

www.californiacompletecount.org

What you can do right now

- Contact over 300 Complete Count Committees throughout California's counties to find out how your county can become more involved.
- Review the tools and templates: Use them!
- Link to our website from your County website.
- **Plan a March 20th BE CALIFORNIAN. BE COUNTED Day event**
- Work with your local electeds and local government census outreach efforts
- Sign up on our social media network:
 - **Facebook:** CA Census
 - **Twitter:** www.twitter.com/cacensus2010

Census Resources

The United State Census Bureau

www.census.gov

- Job line: 866-861-2010
- Help Line: (AFTER February 25th, 2010)
866-939-2010

California Complete Count Effort

www.californiacompletcount.org

916-327-1000

info@census.ca.gov



Regional Resources

Northern California (Counties above Monterey)

Lia Bolden, Partnership Specialist

Elaine.lia.bolden@census.gov Phone: 510-230-3243

Southern California

Luz Castillo, Partnership Specialist

Luz.m.castillo@census.gov Phone: 818-717-5813

Susanna Florez, Partnership Clerk Phone: 818-717-5816



Contact Census 2010 Project

Jessica Cohagan

Census 2010

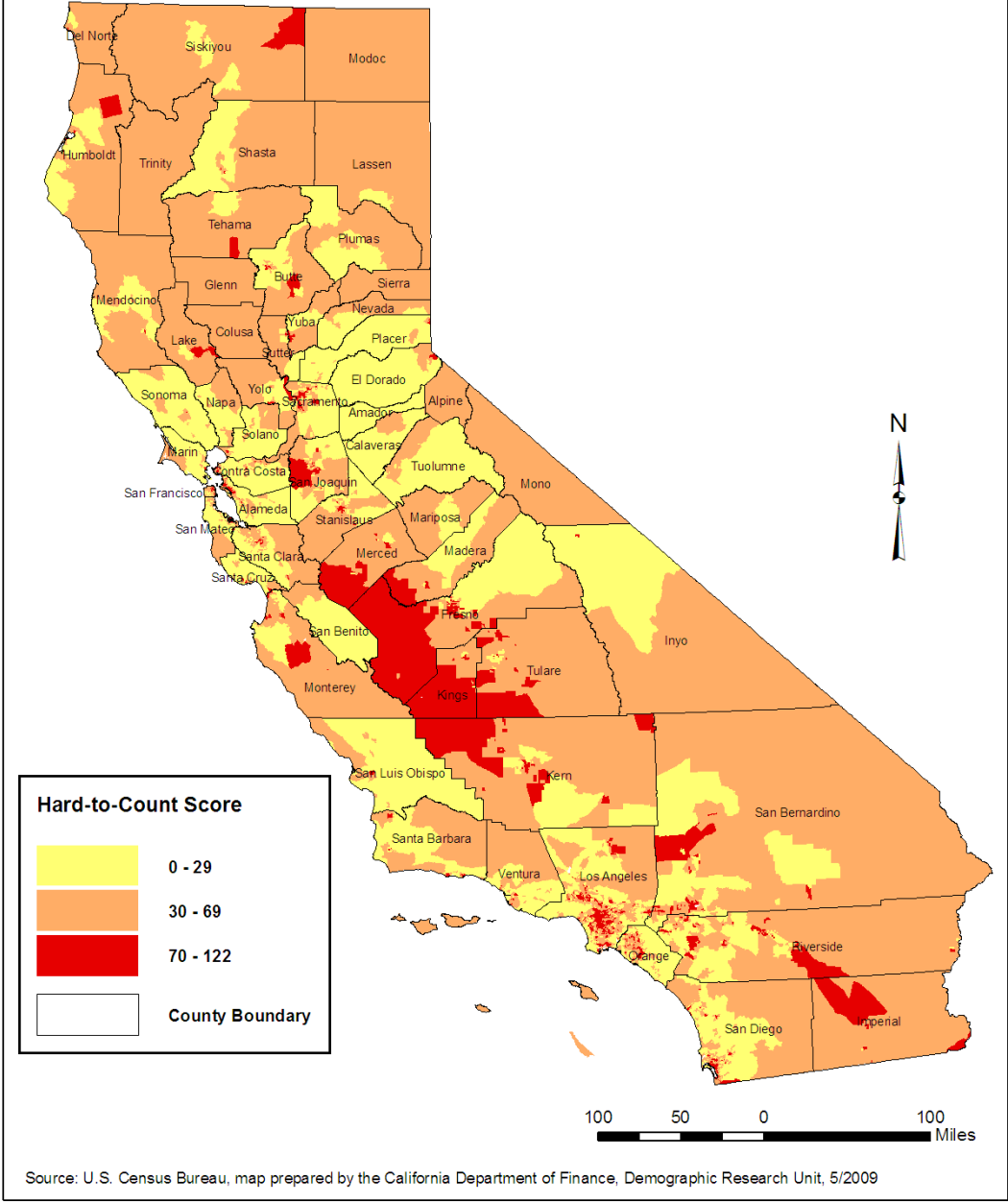
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2000 Hard-to-Count Score California by County



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