



**IT'S IN OUR HANDS**

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# Count to '10

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**Census Outreach Group**

**December 4, 2008**





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# Welcome and Introductions

United States<sup>®</sup>  
**Census**  
**2010**



# Census 2010

## ■ April 1, 2010: Census Day

Article 1, Section 2 ...

*“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”*

# Census 2010

## ■ What's different:

- Decennial Census.
- Short form only.
  - 10 questions/10 minutes to complete
- Using hand-held computers for address canvassing.



# Census 2010



## ■ Why the Census is important:

- Appropriation of \$300 billion in federal funds.
  - In Arizona, \$1 billion per year in state-shared revenue is distributed by population.
- Apportionment of Congressional seats.
  - Arizona could gain 9<sup>th</sup> seat.



# Goals



- Ensuring an accurate count through high levels of participation in the 2010 Census.
- Reassuring residents that the Census is safe, easy and important.
- Achieving high mail-back response rates, reducing the need for costly follow up.



# Roles & Responsibilities



## ■ U.S. Census Bureau Role

- Establish relationships with key players.
- Technical geography programs.
- National advertising campaign.

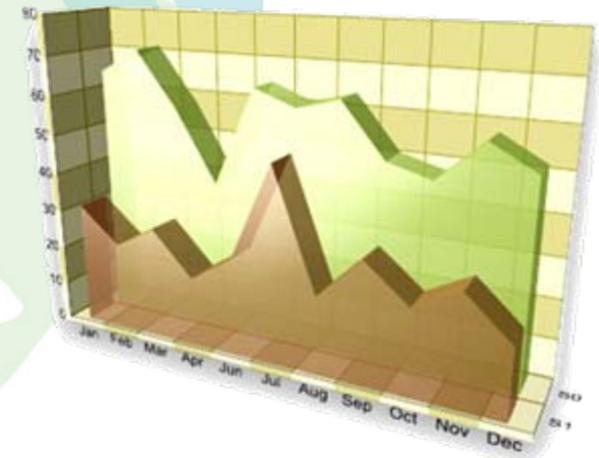




# Roles & Responsibilities

## ■ U.S. Census Bureau Role

- Recruitment.
  - 6,500 local jobs.
- Conducting Census.
- Tabulating results.



# Roles & Responsibilities



## ■ MAG Role

- Liaison between Census Bureau and member agencies.
- Providing regional forum for discussion, coordination, and development of outreach strategies.
- Assisting with technical geography programs.

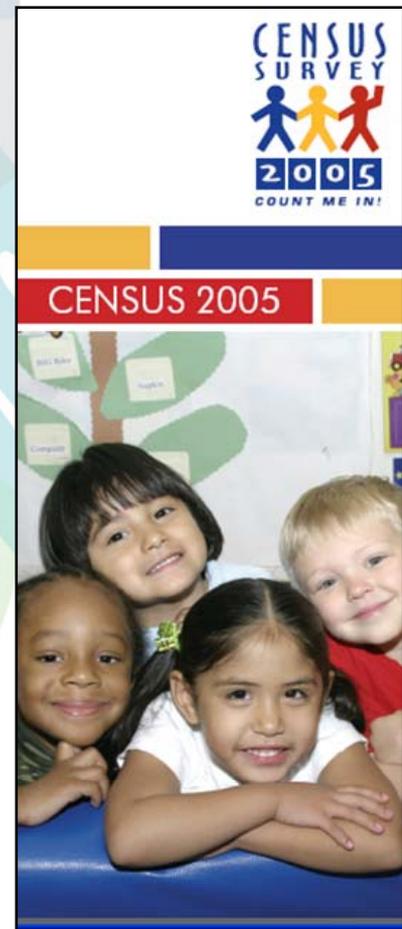


# Roles & Responsibilities



## ■ MAG Role

- Developing regional fact sheets and collateral materials.
- Helping member agencies access outreach materials.
- Providing materials on Web site.
  - [www.magcensus.com](http://www.magcensus.com)
- Assisting in Spanish translation.



# Roles & Responsibilities



## ■ City of Phoenix Role

- Coordinating media buys.
- Assisting in production of local television spots.
- Sharing media opportunities, especially efforts targeted to minority-focused media.



# Roles & Responsibilities



## ■ Member Agency Role

- Providing targeted outreach to secure high levels of participation within own community to ensure an accurate count.
- Distributing materials within community.
- Assisting in recruitment of census workers.
- Assist in acquiring office space for census workers.



# Priorities

## ■ Creating Internal Census Teams

- Ensure coordination among technical, communications and intergovernmental staff, including city managers and mayors.



# Priorities



## ■ Complete Count Committees.

- Handbooks available online.
- Can include subgroups for:
  - Minority outreach.
  - Business outreach.
  - Faith-based outreach.
  - Neighborhood/community-based outreach.
  - Media outreach.
  - School outreach.



# Priorities



## ■ Recruitment.

- Residents can apply now:  
Call: 1-866-861-2010.
- [www.2010censusjobs.gov](http://www.2010censusjobs.gov)





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# Media Update

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**City of Phoenix**



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# Review of Best Practices





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# Timelines

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**2010**



# Timeline of Key Activities



## ■ 2008

- Communities become involved.
- Early Local Census Offices open (select cities).
- Hiring begins for address canvassing.

## ■ 2009

- Address canvassing conducted.
- Local Census Offices open.
- Hiring begins for data collection operation.

# Timeline of Key Activities

## ■ 2010

- Census questionnaires mailed in early March.
- Census Day – April 1.
- Group Quarters and Transitory Location Enumeration.
- Follow-up to Non-Responders (NRFU).
- Coverage operations
- Counts delivered to the President.
- Counts delivered to states in April 2011.



# Timeline of Communication Activities

## ■ 2009

- Bi-monthly or monthly meetings of Count to '10 Committee.
- Development of key messages.
- Identification of outreach strategies and development of collateral materials.
- Ongoing Web site updates.

## ■ 2010

- Intensive communication efforts begin in early 2010.



# Discussion/Q&A





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# For more information

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