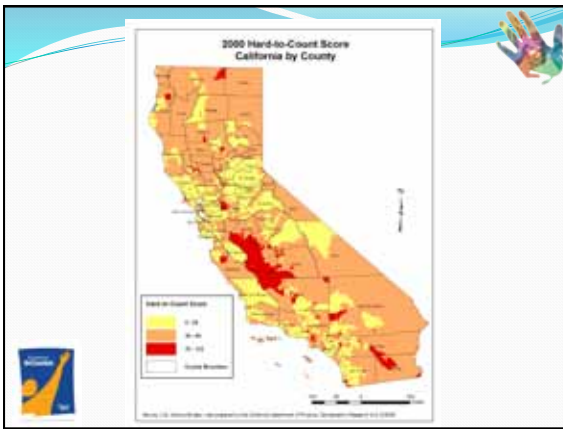


California State Libraries and the 2010 Census

California State Libraries and the 2010 Census

March 10, 2010



Agenda

- Census 2010 form: It's coming next week
- What is the Census? Operations and Timeline
- Impact of Census on our Communities
- Census 2010 – California's Challenges and Opportunities
- Top 5 Things trusted messengers can do
- Outreach Tools and Resources

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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 seven simple questions and takes minutes to complete and return
- Information shared is confidential
- NEXT WEEK, 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 image shows a screenshot of the 2010 Census questionnaire form. It includes instructions for how to fill out the form, such as writing in ink and providing a valid address. The form is divided into sections for personal information, household information, and housing tenure. A small graphic of a hand is visible in the bottom right corner of the screenshot.

10 Minutes to complete

2010 Census will use the Short Form Questionnaire only:

1. Name
2. Relationship
3. Age, Date of Birth
4. Gender (sex)
5. Hispanic Origin
6. Race
7. Tenure (Housing question - own or rented)

Note: Long form data now collect by the American Community Survey

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Census Timeline – Critical Outreach	
March	Event or Activity
8-10	Advance Letters sent to addresses
15-17	Census Forms sent to addresses
20	Be Californian Be COUNTED Day
22-24	Reminder Postcards sent out
29-31	Service Based Enumeration (SBE)

Census Timeline – Critical outreach	
April	Event or Activity
1	NATIONAL CENSUS DAY
1- 8	Replacement Questionnaires sent out
11	National Get out the Count
March 19 – April 19	“Be Counted” Campaign
February 26 – April 19	Questionnaire Assistance Centers Open
February 25 – July 30	Telephone Questionnaire Assistance 866-872-6868

Post April Time Line	
Date	Event or Activity
May 1 – July 10	Non-Response Follow-up
April 26 – Aug 13	Coverage Follow-Up (CFU)
December 31, 2010	Population report to President
April 1, 2011	Report to States for Redistricting

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Best Practices

- ✓ Partnerships – Keeping it grassroots.
- ✓ Targeted efforts
- ✓ Paid Ethnic media, in-language, local advertising campaign
- ✓ Direct Community Outreach
- ✓ Community Based Networks
- ✓ County Complete Count Committees
- ✓ School based Outreach
- ✓ State Agency Outreach





What's at stake?

- ✓ Power
- ✓ Money



**Counting Californians:
Unique Challenges**

- 2000 Census found 33.9 million people in California
- Size, density and diversity – Census 2010 challenges
 - ✓ 38,000,000 Population
 - ✓ While CA has 12% of the Nation's population, it has nearly 22% of the Nation's population living in HTC census tracts.
 - ✓ 10 out of the 50 "Hardest to Count" (HTC) counties in the nation
 - ✓ Los Angeles Unified School District has identified 92 specific languages spoken among students. 224 languages in Los Angeles County.



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Largest Federal Grant Programs

Agency	Program	FY 07	Percent
1 Health & Human Services	Medical Assistance	\$203,499,801,000	45.58
2 Labor	Unemployment Insurance	\$35,893,000,000	8.04
3 Transportation	Highway Planning & Construction	\$34,154,000,000	7.65
4 Agriculture	Supplemental Nutrition Assistance	\$30,319,569,235	6.79
5 Health & Human Services	Temporary Assistance for Needy Families	\$16,479,811,000	3.69
6 Education	Federal Pell Grant Program	\$13,660,771,000	3.06
7 Education	Title I Grants to Local Agencies	\$12,838,123,000	2.88
8 Education	Special Education Grants to States	\$10,782,961,000	2.42
9 Agriculture	National School Lunch Program	\$7,836,173,913	1.76
10 Health and Human Services	Head Start	\$6,868,508,728	1.54
Top 10 Total		\$372,332,718,876	83.40
Catalog for Federal Direct Assistance (CFDA)		\$446,442,447,094	

California Complete Count Effort

- ✓ MARCH 20, 2010 – BE CALIFORNIAN. BE COUNTED Day events
- ✓ California Complete Count Committee
- ✓ State Agency Work Group on Outreach
- ✓ Schools-based Outreach – California Students Count!
- ✓ State & Local Government – Webinar trainings
- ✓ Statewide Census Outreach Resource e-Center (SCORE)
- ✓ Mapping Outreach tool – www.californiacompletecount.org
- ✓ Regional Convenings – 20 scheduled (6/18/09 – 10/7/09)



Be Counted Sites Questionnaire Assistance Centers

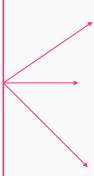
- Be Counted (BC) sites are locations where people go to get a blank questionnaire if they feel they were missed.
- Questionnaire Assistance Centers (QACs) are locations where individuals receive help completing their questionnaire.

March 19 – April 19, 2010


Paid Questionnaire Assistance Center Representatives

30,000 Questionnaire Assistance Centers (Nationwide)

40,000 Be Counted sites (Nationwide)





Use Hard-to-Count Areas to Target QACs and BC Sites in the neighborhoods that need the most help!



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What we know for sure!

- Partnerships Work!
- Advertising Works!
- Personal Touch = Know and Trust
- Grassroots - Go to where the people are!
- Know the community




California Complete Count Effort

- ✓ Regional Convenings - 20 scheduled (6/18/09 - 10/7/09)
- ✓ California Complete Count Committee
- ✓ Statewide Outreach Strategy
- ✓ State Agency Work Group on Outreach
- ✓ Schools-based Outreach
- ✓ State & Local Government - Webinar trainings
- ✓ Earned Media Plan
- ✓ Statewide Census Outreach Resource e-Center (SCORE)
- ✓ Mapping Outreach tool - www.healthycityca.org
- ✓ Policy Advocacy and Census Operations Improvement



5 ways for CENSUS OUTREACH

- Make it MATTER**
 - Elected Resource Guide
 - Talking points, Fact sheets, FAQs
- Make it VISIBLE**
 - Posters, badges, e-messages, sample tweets
- Keep H-T-C Close**
 - Constituent Inquires
 - Constituent FAQs
- Reach OUT**
 - Sample Press Release
 - Outreach best practices
- Get out the COUNT**
 - News release
 - Participation rate
 - Take 10



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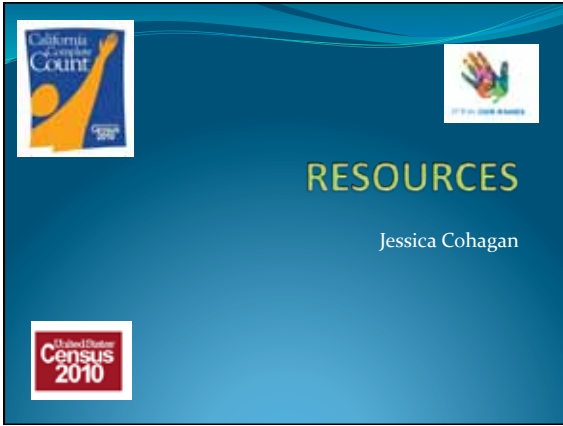
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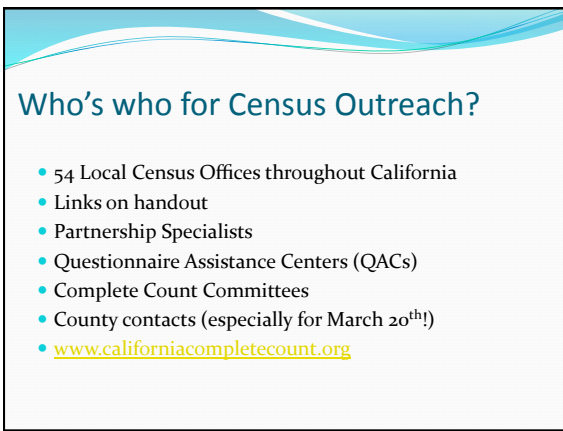






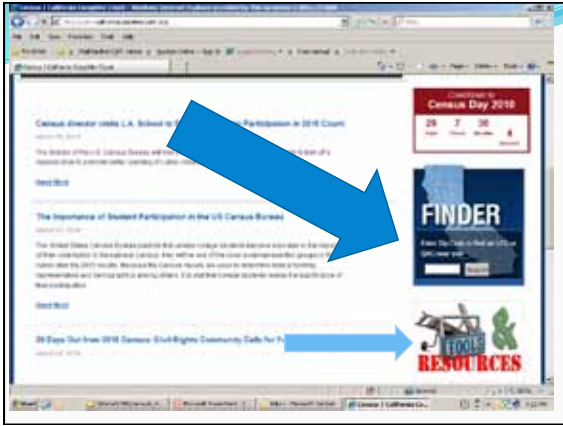
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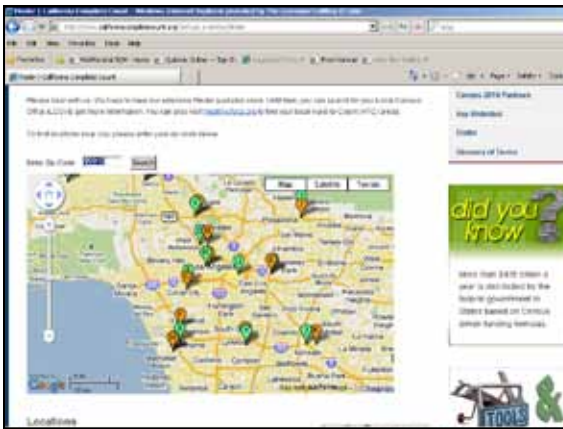


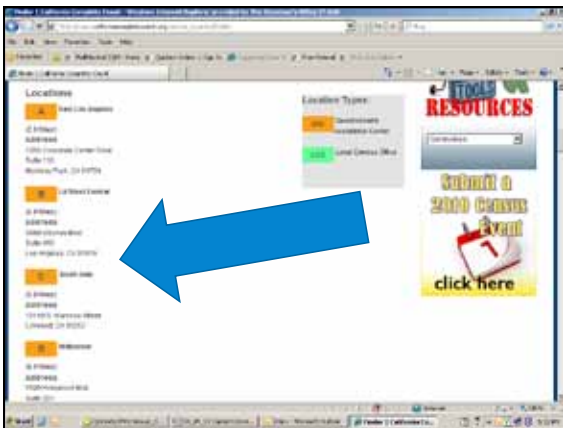




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Questions?

- Resources
 - www.californiacompletecount.org
 - www.2010census.gov
- California Complete Count Office
 - 916-327-1000



Recruitment Efforts

Not everyone will return their Census Questionnaire, so Census Takers will be knocking on doors in your community:

- Approximately 3.8 million applicants needed
- 1000 hired per Local Census Office (59 in California) at peak
- Next big recruitment drive
 - ✓ Non response Follow up - November 2009 to April 2010
- **Toll-free Jobs Line - 1-866-861-2010**
- Recruitment Advertising
- Local recruiting and testing
- Multilingual applicants needed