



Governor's Census 2010 Outreach Plan

The Success of the Census, **IT'S IN OUR HANDS MARYLAND!**



A. Background: 2010 Census Outreach Plan for Maryland

There is an important civic and constitutionally mandated event that will shape our future over the course of the next decade and we need your help. The 2010 Census is coming and we must ensure that every Marylander in every neighborhood, community, village, town, city and county in Maryland is counted on **Census Day, April 1, 2010**.

To achieve this goal, Governor O'Malley has approved an active outreach plan to be implemented under the leadership of the Maryland Department of Planning, our official State partner to the U.S. Census Bureau, along with the Office of the Secretary of State and the Governor's Office of Community Initiatives.

By answering the census, services and programs like job training, education, health care and transit improvements, will be there for our families and our communities for years to come. The importance of the Census cannot be overstated. An undercount of as little as 1.7% or 100,000 of our state's 5.8 million residents translates to a loss of \$1 billion dollars in federal revenue over the decade and considerably more in state funds distribution.

To make sure everyone is counted, we are working closely with the U.S. Census Bureau, State agencies, local governments, and non-governmental organizations including community and ethnic groups in order to form the partnerships that can reach out to the people of Maryland.

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B. Census Timeline

- December 2008 - Local Census Offices begin to open in Maryland
- Spring 2009 - Address canvassing to verify the mailing list for census questionnaires
- Fall 2009 - MDP reviews feedback on address canvassing
- March 2010 - Census forms mailed to households, special populations (nursing homes, correctional institutions, college dormitories)
- *April 1, 2010* - Census Day
- December 31, 2010 - Apportionment counts for Congressional seats by State delivered to the President
- April 1, 2011 -- Redistricting data delivered to the states for redrawing Congressional & Legislative districts



C. Examples of How State Agencies Use Census Data *(with Federal Agency funders)*

In FY2007 alone Maryland received over \$5.8 billion in federal formula-based grants (\$1,000 per person per year)

- Services to elderly - age, race, poverty, persons living alone, *(Health & Human Services, Veterans Admin, Housing & Urban Development)*
- Funding for schools (Head Start, school lunch programs) - population, household relationships (single parent families, children in family allocate funds for Title 1), income, poverty *(Education)*
- Student loans, adult education programs, job training, minority programs - population, age, race, income *(Education, Labor)*



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- Public health - race, age, ethnicity, marital status (*Health & Human Services*)
- Public transportation and infrastructure - population, housing tenure (*Transportation*)
- Housing affordability. Community Development Block Grant, emergency shelter, energy assistance - housing tenure (*Housing & Urban Development, Health & Human Services*)



D. Complete Count Committees (CCCs) and their Role

At the center of achieving a complete count is the creation of Complete Count Committees (CCCs) established by State and local government and community leaders to:

- Motivate volunteers to get involved
- Urge participation in the census
- Conduct targeted outreach within Hard to Count (HTC) neighborhoods and communities
- Give true expression to “The Success of the Census, It’s in Our Hands Maryland!” campaign theme
- Ignite community participation in the 2010 Census



E. Role of State Government in Assuring a Complete Count

- Maryland State Government Complete Count Committee (MSGCCC) - A Committee of Senior Executives from State agencies that implement (1) a State Employee And Constituent Public Awareness Program and (2) a State Agency Outreach program - employees with public contact (e.g. service providers) that act as “Census Guides - Leading You to Your Completed Census” when interacting with the public during the key census taking months (March - April 2010). Timeline: Letters of Invitation from the Governor to Secretaries and Agency heads sent January 2009.
- State Liaison with Local Complete Count Committees (CCCs) - State provides locals with support and assistance in formulating their local census action plans; replication of State “Census Guides”; “Adopt a Neighborhood - Out for the Count” program for Hard to Count areas. Timeline: Letter from Governor sent January 2009 to highest local elected official of counties and municipalities urging them to accept the U.S. Census Bureau’s invitation to create a Local Complete Count Committee.
- Maryland Statewide Complete Count Committee (MSCCC) - Consists of Faith based, Community and Ethnic based organizations, non-profits, labor, media, businesses and service providers doing outreach to their employees, members, customers and clients (outreach material assistance). Timeline: Letter of Invitation from Governor requesting participation to be sent June 2009 - staffed by State government.
- Census in Schools - expand on Census efforts aimed at schools located in Hard to Count (HTC) communities. Timeline: Maryland State Department of Education to Coordinate with Local Education Agencies beginning June 2009. <http://www.census.gov/dmd/www/teachers.html>
- State Public Awareness and Media Campaign - State Census Outreach including Booths at Conferences, Festival & Events; Kickoff Event and Maryland Day Celebration to coincide with Census Day, Exterior Transit & Billboard Ads, Interior Bus Cards, Multi-Lingual Assistance Forms, Be Counted Forms, Radio Ad Campaign for encouraging Cooperate with Enumerators. Timeline: Ongoing, Peaks March-May 2010.
- For more information and updates - See the Census portal on MDP’s web page: <http://www.mdp.state.md.us/msdc/Census2010.htm>



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