



It's in our hands, Maryland!

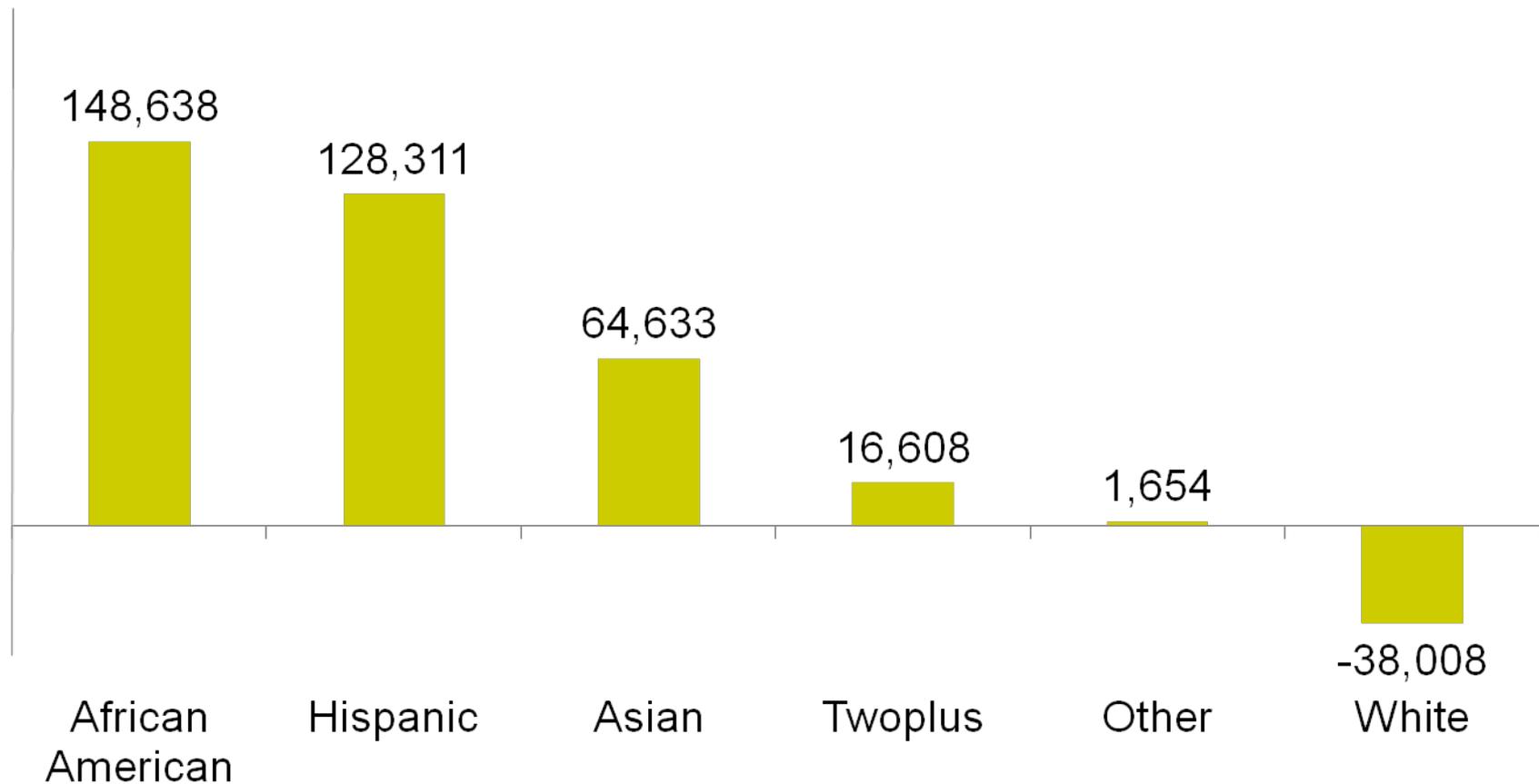
# The 2010 Census

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

# Maryland's Population is Diverse

- Minorities made up 41.9% of Maryland's population in 2007
- Minorities accounted for all of MD's population growth between 2000-2007 (359,850)
  - In the same span, white non-Hispanics *decreased* by 38,000
- Immigrant population is also diverse
  - Near equal parts Hispanic (29%), Asian (28%), and African (25%)

# Change in Population by Race and Hispanic Origin in Maryland, 2000 to 2007



# Factors Leading to an Undercount

- Language barriers
- Suspicion or fear of government
- Distrust of Census confidentiality
- Lack of awareness
- Transient populations

# Solution: Engaging Trusted Voices

- Influential Community Leaders
- Neighborhood Businesses
- Community Organizations
- Faith Based Organizations
- Service Providers
- Media

# Governor's Census Outreach Plan

- Partner Agencies – GOCI, MDP, and SOS
- Complete Count Committees
  - Statewide CCC
  - Local CCCs
    - Baltimore City, Harford, Dorchester, Kent, Montgomery, Prince George's, Somerset
  - State Government CCC
  - Ethnic CCCs
- Census in Schools
- VISTA Volunteers

# Complete Count Committees

- Goal: Increase mailback response rates, particularly among historically undercounted populations
  - Dispel myths and alleviate fears about privacy and confidentiality of Census data
  - Provide a positive message about 2010 Census
  - Stress importance of participating in the Census
  - Encourage cooperation with Census enumerators

# Timeline – Fall 2009

- Sign a partnership agreement with the Census Bureau
- Form partnerships with community organizations and trusted leaders
- Develop an outreach plan that includes Census-related activities and events through summer/fall of 2010
- Mobilize members to support the Census count and help promote the Census message
- Provide Census training for CCC members
- Spread the word about Census jobs

# Timeline – January 2010

- Census communications campaign launches
- Promote Census message through the media (newspapers, radio, TV, etc.)
  - Do interviews and articles about the importance of the Census
  - Op-eds
- Encourage LEPs to request Census questionnaire in native language

# Timeline – February 2010

- Advance letters are mailed to households
- Distribute sample forms and promote Census at festivals and other events
- Finalize number and locations of Questionnaire Assistance Centers
  - Census staff available to answer questions and provide language assistance
  - Sites where people go for religious/social gatherings, community services, etc.
- Publicize location, dates and times of QACs

# Timeline – March 2010

- Census questionnaires and reminder postcards are mailed to households
- Marketing/promotional activities reach peak
- Host a Questionnaire Assistance Center
- Encourage constituents to complete and return the Census questionnaire form

# Timeline – April 2010

- Census Day – April 1, 2010
- Replacement questionnaires mailed to non-responding households
- Urge constituents to complete and return questionnaires

# Timeline – Mid-May - Summer 2010

- Census enumerators visit households that did not return questionnaire by mail
- Promote awareness of visits by Census enumerators
- Encourage non-responding constituents to cooperate with Census enumerators

# www.census.maryland.gov

Census 2010 - Home Page - Windows Internet Explorer

http://www.census.maryland.gov/

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HOME OUTREACH MAP HARD TO COUNT PARTNERS PROMOTIONAL MATERIALS EVENTS SDC

## Census 2010

**Background - What is the Census?**

The 2010 Census is "a short form" census that collects only basic information. Age, Sex, Race, Hispanic or Latino origin, Household Relationship and whether your Home is Owned or Rented

- ▶ It's Important - Census data affect funding & political representation for your community.
- ▶ It's Easy - It only takes a few minutes to answer and return.
- ▶ It's Safe - Responses are strictly confidential and protected by law - your individual answers are never released to the public, other government agencies or the private sector
- ▶ Census Day - April 1, 2010

**Who's Involved**

U.S. Census Bureau  
Office of the Governor  
Department of Planning  
Secretary of State  
Governor's Office of Community Initiatives

**Stay Informed.**  
▶ Click Here to Join MDP's Email List!

**Related External Link**  
▶ Check Our Updates on Twitter

**Countdown to Census Day April 1, 2010**

DAYS **238** HRS. **07** MIN. **43** SEC. **20**

▶ **Census 2010 Job Openings ( Toll Free Job Line 1-866-861-2010 )**

▶ **Locations of Early Local Census Offices Opening Fall 2008 :**

Local Census Office	Address	Phone Number	Pay Rate
Baltimore City	103 S. Gay Street, Baltimore, MD 21202	443-927-3930	Starts at \$16.00/hour
Largo	9315 Largo West, Largo, MD 20774	240-788-8040	Starts at \$13.00/hour

**Videos and Podcasts**

- Hispanics Divided Over Census Boycott by Jennifer Ludden - NPR July 13, 2009
- Jane Traynham - State Data Center: How Marylanders may participate in the 2010 Census
- Podcast of Mike Lettre, Director of MDP's Planning Data Services, on the Census
- Alison Assanah - Carroll, Partnership Spec., US Census Bureau, discusses the importance of Marylanders completing the 2010 census survey
- 2010 Census : A New Portrait of America - Video
- 2010 Census Audio Briefing With Former Census Bureau Directors - The Census Project
- 2010 Census Audio Briefing with Former Census Bureau Directors

**Census in the News**

- Is ACORN providing workers for the 2010 census?
- Baltimore City Council 2010 Census Complete Count Coordination (City Paper 4/8/2009)
- 2010 census undercount could cost state federal funding - Cumberland Times April 26, 2009

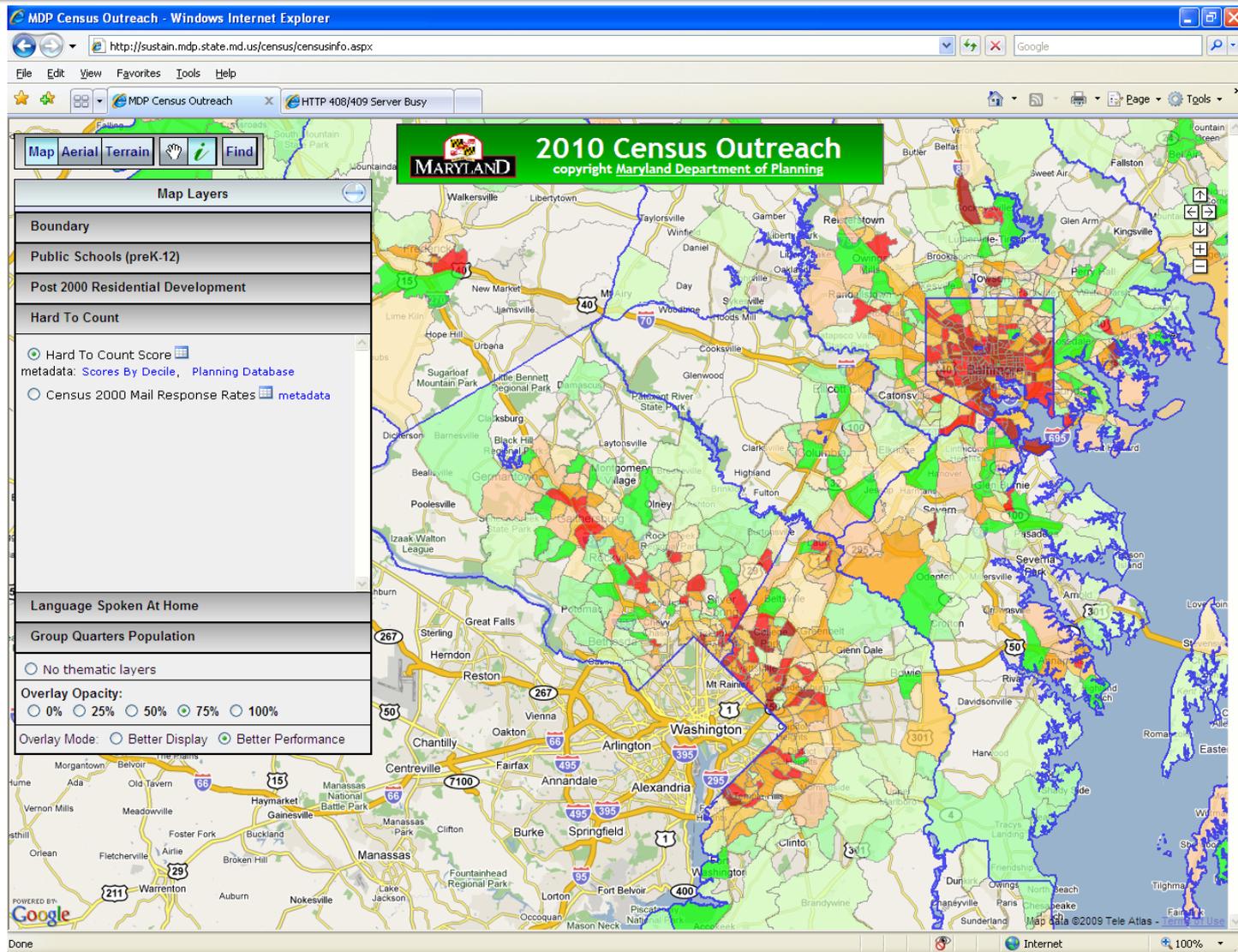
**Press Releases**

- Complete Count Committees are Forming Nationwide for the 2010 Census. Local volunteer committees driving participation in their communities
- Printing of 2010 Census Questionnaires Under Way, New 10-Question Survey Among Shortest Since First Census in 1790
- Census Bureau Opens Data Processing Center in Maryland. New 2010 Census facility will create thousands of area jobs
- Census Bureau Director Confirmed
- Census Bureau Submits to Congress Proposed

Internet 100%

Source:  
Maryland  
Census  
Website

# Interactive Map – Undercounted Areas

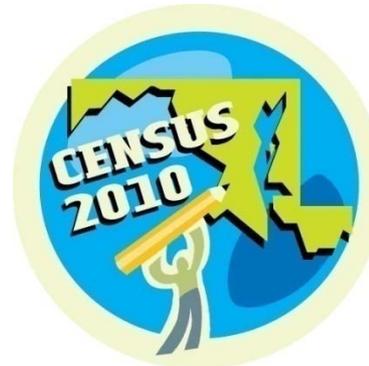


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Maryland  
Census  
Website

# Websites

- U.S. Census Bureau
  - <http://www.census.gov/>
- Maryland 2010 Census Website
  - <http://www.census.maryland.gov/>
- Office of the Governor
  - <http://www.governor.maryland.gov/>
- Maryland Department of Planning
  - <http://www.mdp.state.md.us/>
- Secretary of State
  - <http://www.sos.state.md.us/>
- Governor's Office of Community Initiatives
  - <http://www.goci.maryland.gov/>
- Asian American Justice Center
  - <http://www.asianamericancensus.org/>

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