



It's in our hands, Maryland!

## The 2010 Census



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### 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%)

Source: Maryland Census Website, Maryland Department of Planning

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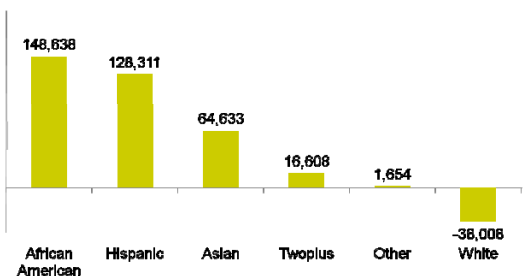
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### Change in Population by Race and Hispanic Origin in Maryland, 2000 to 2007



Race and Hispanic Origin	Change in Population (2000-2007)
African American	148,638
Hispanic	128,311
Asian	64,633
Twoplus	16,608
Other	1,654
White	-38,006

Source: Maryland Department of Planning

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### Factors Leading to an Undercount

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

Source: Maryland Census Website, US Census Bureau

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### Solution: Engaging Trusted Voices

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

Source: U.S. Census Bureau

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### 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

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### 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

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### 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

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### 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

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### 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

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### 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

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### Timeline – April 2010

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

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### 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

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### www.census.maryland.gov



Source: Maryland Census Website

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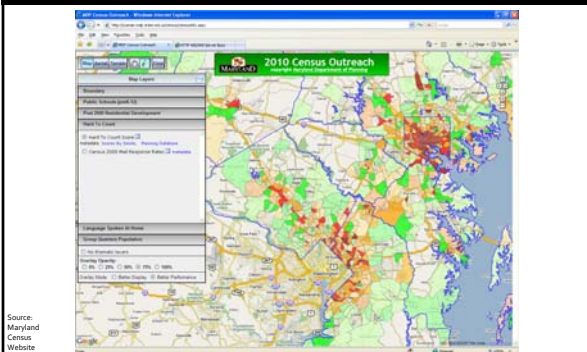
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### Interactive Map – Undercounted Areas



Source: Maryland Census Website

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## Websites

- U.S. Census Bureau
  - <http://www.census.gov/>
- Maryland 2010 Census Website
  - [http://www.census\\_maryland.gov/](http://www.census_maryland.gov/)
- Office of the Governor
  - <http://www.governor.maryland.gov/>
- Maryland Department of Planning
  - <http://www.mdpl.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/>

United States  
**Census  
2010**



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## Contact Information:

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