

Conducting the 2010 Census in Maryland

State Liaison Meeting Supporting 2010 Local CCC's
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2010 DECENNIAL CENSUS PROCESS

- The census is mandated by the U.S. Constitution.
- The census is a count of everyone living in the United States every 10 years.
- Apportionment of the House of Representatives
- More than \$400 billion in federal funding distributed annually
- Redistricting at state/local level
- **Census Day is April 1, 2010.**

2010 DECENNIAL CENSUS PROCESS (cont'd)

- Primarily a Mailout/Mailback process
- Thousands of Group Quarters:
 - College Students
 - Prisons
 - Military Installations
- Will hire approximately 12,000 temporary census enumerators to do follow-up in Maryland.
- Federal law protects the personal information collected.

MARYLAND LOCAL CENSUS OFFICES

Early Local Census Offices Open Now:

- Baltimore West (Open)
- Largo (Open)
- Frederick (Open)

Local Census Offices to Open Fall 2009:

- Catonsville
- Baltimore East
- Towson
- Easton
- La Plata
- Rockville

QUESTIONNAIRE DELIVERY

- Questionnaires are delivered or mailed to all housing units in March 2010
 - March 8-10 Advance Letter
 - March 15-17 Questionnaire
 - March 22-24 Reminder Postcard
 - **APRIL 1, 2010** **CENSUS DAY**
 - April 6-15 Replacement Questionnaire

2010 Census Questionnaire

- **Easy:** Shortest census questionnaire in history. 10 questions, takes approximately 10 minutes to complete.
- **Safe:** By law, responses cannot be shared with anyone, including other federal agencies and law enforcement entities.
- **Important:** Census data helps determine funding for schools, roads, hospitals, job training, child-care and senior citizen centers, and more.

ACCURATE COUNT CHALLENGES

- **“Hard to Count” Populations**
 - Recent Immigrants
 - Migrant workers
 - Non citizens and Undocumented
 - Language and culture barriers
- **Other Challenges**
 - Fear of Government
 - Fear of Immigration Raids
- **General distrust of government**

LANGUAGE ASSISTANCE

- Spanish / English Questionnaire
- Telephone Questionnaire Assistance
 - English
 - Spanish
 - Chinese
 - Korean
 - Vietnamese
 - Russian
- Language Assistance Guides (59 languages)
- Language Identification Flash Cards (51+ languages)
- Multilingual Enumerators
- Questionnaire Assistance Centers
- Be Counted sites (6 languages)

2010 CENSUS COMMUNICATIONS PLAN

- The campaign's goals are to:
 - Increase mail response.
 - Improve overall accuracy and reduce the differential undercount.
 - Improve cooperation with enumerators.
- The campaign components will include:
 - National TV, radio, and print.
 - Local radio and print.
 - Earned Media
 - Interactive media and recruitment efforts.
- DraftFCB subcontracted with G&G-an SBA- certified, small advertising agency with expertise in the American Indian, Alaska Native, and Native Hawaiian and other Pacific Islander populations. G&G also developed the advertising and marketing for the Census 2000 AIAN effort.

PARTNERSHIP EFFORTS

- Complete Count Committees
- Promotional materials
- Specialized outreach to hard-to-count populations and communities
- Special Events – parades, festivals, community events
- Groundwork activities in 2008 and early 2009
- Mobilization of partners from mid-2009 through spring 2010
- 680 staff from January 2009 onward

COMPLETE COUNT COMMITTEES

- **What:** Volunteer committee established by tribal, state and local governments and/or community leaders.
- **Who:** Representatives from government agencies, education, business, religious organizations and media, grass roots, civic groups.
- **Why:** Increase awareness, motivate residents to respond.
- **When:** Census Day is April 1, 2010. Complete Count Committee activities can take place on, before and after this date.
- **How:** Develop and implement plan to increase community response.

Complete Count Community Activities

- **Develop** promotional plan, including creative campaign.
- **Conduct** state and community outreach.
- **Educate** and inform community residents.
- **Create** and distribute census materials.
- **Host** 2010 Census events and promotions (town hall meetings, festivals, parades, school fairs, fundraisers, community events, and Wherever People get together).
- **Encourage** 2010 Census participation

What Can YOU do to help ensure everyone in Maryland Communities are Counted?

- Assist in recruiting census workers.
- Display and distribute census materials.
- Provide space for testing and training census employees.
- Include information about the census in newsletters and mailings.
- Be Counted Sites/Questionnaire Assistant Centers
- Promote 2010 Census through Census In Schools program
- Publicize census participation through communication networks
- Form a Complete Count Committee



Recruitment Efforts

- Two big recruiting drives
 - National Address Canvassing-October 2008 to April 2009
 - Nonresponse Follow up- October 2009 to April 2010
- Approximately 3 million applicants needed
- Toll-free Jobs Line – 1-866-861-2010
- Recruiting Website
- Recruitment Advertising
- Local recruiting and testing
- Multilingual applicants needed

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For more 2010 Census information:

www.2010census.gov