



The Success of the Census,

Census 2010

It's In OUR Hands Maryland!



It's Important to You - Here's Why

Where does that childcare or job training program go – or that health care facility or transit improvement?

Is it needed in your community?



It's Easy to Do - Just Reply

By taking 10 minutes to answer your Census 2010 questionnaire, YOU SAY where it belongs

Your answers help decide who gets what.



Take Charge of Your Future - Don't Leave It Blank

When you are counted in the Census, the services and programs you and your community need are there for years to come.



Your Safety Assured - Is First in Rank!

Your answers are strictly CONFIDENTIAL - the law guarantees that they are never shared with other government agencies, assuring your privacy and safety.



United States
**Census
2010**

It's in OUR Hands Maryland!

Governor's Census 2010 Outreach

Martin O'Malley, Governor

Anthony G. Brown, Lt. Governor

U.S. Census Bureau

Maryland Department of Planning

Office of Secretary of State

Governor's Office of Community Initiatives

**Census Day
April 1, 2010**



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 our State is counted on Census Day: April 1, 2010.

By answering the Census, services and programs such as job training, education, health care and improvements to our infrastructure will be there for Maryland families and communities for years to come.

An accurate Census is extremely important. 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 next ten years.

To ensure an accurate count, we are working closely with the U.S. Census Bureau, your local government, community organizations and people like you. The success of the Census: it's in our hands Maryland!

Sincerely,

Martin O'Malley, Governor

Your Help Is Needed. Here's What You Can Do . . .



Agree to Complete and Return Your Census Questionnaire on April 1, 2010

Answer the census form mailed to your home. This is the best way you can help assure a complete count of all Marylanders.

The law guarantees that your answers are completely confidential, assuring your privacy. No one other than sworn Census Bureau employees can see your answers.



Reach Out to Family and Friends

Speak positively about Census 2010 - its importance and its confidentiality. Provide the support and encouragement needed for a complete count in Maryland.



Aid Census Recruitment

Help find good people in your community for census jobs. More than 6,500 persons will be hired in Maryland through local offices located near you.

Full and part-time census jobs provide excellent opportunities to develop essential work place skills, while contributing to this important national, state and local effort.



For Census Job information contact the Regional Recruiter, Bureau of the Census,
1-866-861-2010

INTERNET: **www.2010censusjobs.gov**

Click on Census Bureau Employment Opportunities.



Support Census in the Schools

Encourage your child's classroom teachers to use the Census 2010 educational materials. Use these materials to raise both student and parent awareness of the upcoming census. Go to www.census.gov/dmd/www/teachers.html



Encourage Religious Support

Ask ministers, pastors, priests, rabbis, imams and other religious leaders to promote Census 2010 awareness through bulletins, sermons and special events.



Motivate Community Participation

Work with your local Census Complete Count Committee to get the message out about Census 2010. Invite us to address your group.

Use newsletters, mailings, Internet sites, pod casts, bulletin boards and poster displays to promote the census. Distribute census materials at fairs and ethnic festivals.

Help translate census materials into different languages spoken in your community. Help identify neighborhood questionnaire assistance centers.

Visit us at our Web site: www.mdp.state.md.us