



Martin O'Malley, Governor

PRESS RELEASE



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Press Release

FOR IMMEDIATE RELEASE

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Maryland Census 2010 Participation Rate a Success

*Mail Back Rate for State and Baltimore City Meet or Exceed Previous Census Results;
Statewide Partnership Contributes to Achievement*

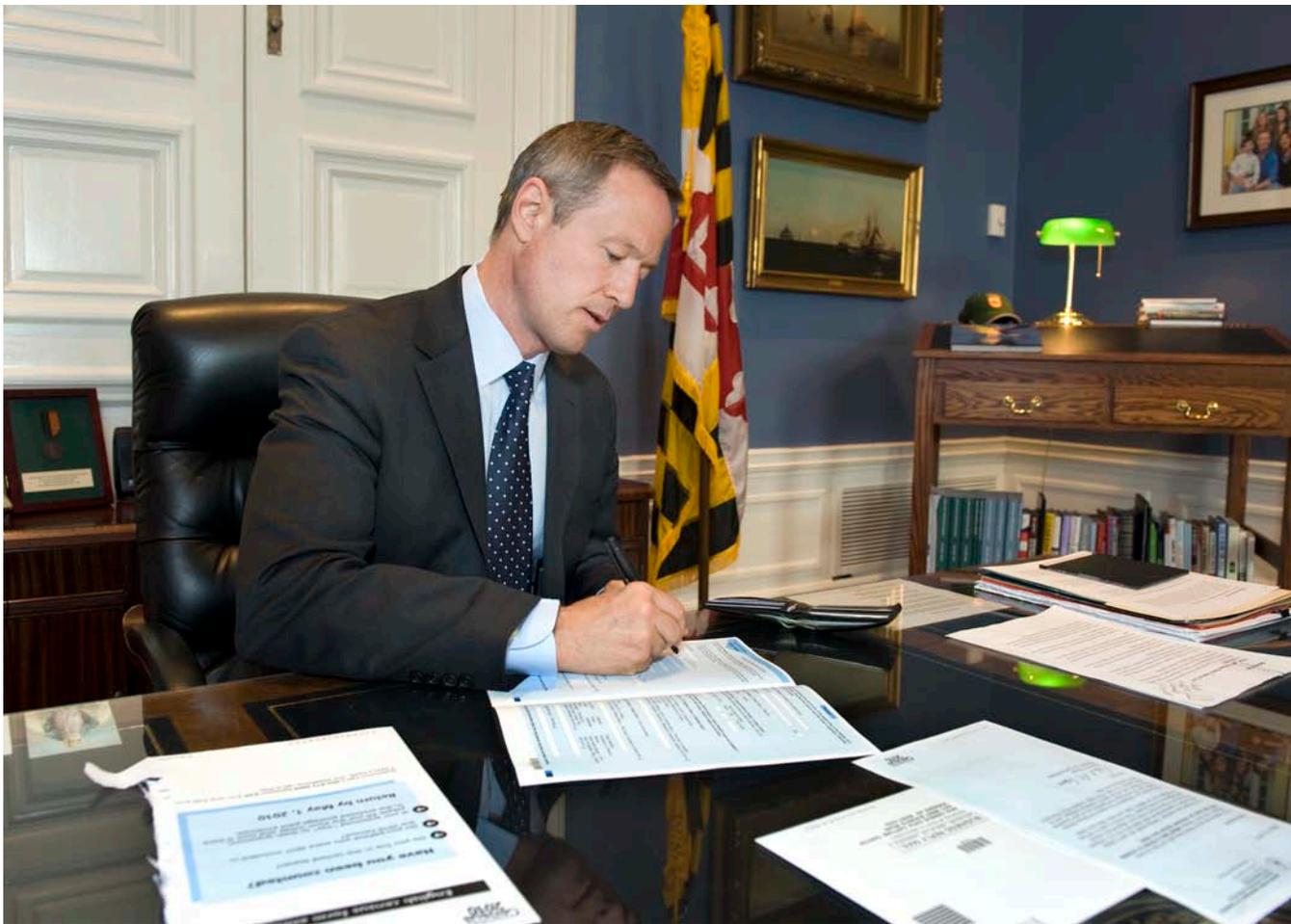
BALTIMORE (April 28, 2010) –Maryland’s participation rate in the 2010 Census was 74%, which matched the state’s rate in the 2000 count of population, according to the U. S. Census Bureau’s report today. Maryland’s rate is higher than the national rate of 72% and tied for 15th place among U.S. states. The participation rate is the percentage of the census forms, or questionnaires, sent to households that have been mailed back to the Census Bureau. Baltimore City exceeded its 2000 rate of 60%, achieving 66%. That was the largest improvement recorded in the country compared to the 2000 Census by a city with more than 500,000 residents. Baltimore City is joined by 15 Maryland counties that matched or exceeded their 2000 participation rate, including Garrett County which had the highest improvement of 11 percentage points. The Baltimore Data Capture Center in Essex, MD processed about 40% of the nation’s questionnaires as one of three facilities that processed Census forms in the U.S.

“Hearing that Maryland has matched its 2000 mail back in this first phase of Census 2010 is great news but comes as no surprise to me,” said Governor Martin O’Malley. “We have been stressing all year that an undercount could cost us federal revenue over the next decade. Folks from all of Maryland’s communities rolled up their sleeves and worked together to tell their neighbors how important this census was. Our partners all across the state, the Local Complete Count Committees and my Census 2010 State Outreach Team all did their part to make this our best count ever.”

Governor O’Malley launched a yearlong comprehensive outreach campaign over a year ago, with the theme “The Success of the Census - It’s In Our Hands, Maryland,” to capture the grassroots energy of numerous local and statewide organizations and committees. Dr. Benjamin Carson, the renowned John Hopkins neurosurgeon, served as honorary spokesman for the state effort. The objective of this effort was to inform all Marylanders of the importance of the census and encourage everyone to fill out and return their forms. Importance was placed on areas that are traditionally undercounted, such as Baltimore City and other urban areas.

“This successful Maryland census equals investment in services and programs like job training, education, health care and transit and infrastructure improvements for our families and our communities for years to come,” said Planning Secretary Richard Hall. “I join the Governor in congratulating the Local Complete Count Committees for their tireless work letting their fellow Marylanders know how important this count is to our state.”

The Governor’s Census 2010 Outreach Team spent less than 1 percent of the Census 2000 budget in matching the 2000 mail back rate. Led by Planning Secretary Richard Hall, Secretary of State John McDonough and Izzy Patoka, Director of the Governor’s Office on Community Initiatives, the Governor’s Census 2010 Outreach Team leveraged every state agency to take its message to the people of Maryland – that the Census is safe, important and easy. Working with 19 county, 7 municipal and the Baltimore City Complete Count Committees and numerous interfaith and community groups, Census 2010 in Maryland was a partnership effort.



Governor O'Malley completes his 2010 Census questionnaire.

Maryland state agencies reached out to their constituents and many went beyond. Examples include: the Maryland Department of Human Resources prepared a Census video message and developed a census window display; the Maryland State Department of Education advocated for teaching children about the importance of the census in the schools; the Maryland Departments of Transportation, Aging and Health and

Mental Hygiene offered MVA branches, senior centers and health clinics to serve as centers for census assistance; the Maryland Transit Administration placed census banners and signs at metro and light rail stops and on buses as well as assisting with recruiting; the Maryland Department of Public Safety and Correctional Services made certain that the Census Bureau had access to all state correctional facilities.

The mail back phase of the 2010 Census was completed on Friday, April 16, 2010. The next phase, starting Saturday, May 1st, involves census “enumerators,” deputized employees of the U. S. Census Bureau, visiting those households that have not returned a census form, as determined by the bureau, and completing their forms. This is the most costly part of the process, estimated to be up to \$57.00 per household visited.

The Census is a 10-year count of every individual residing in the United States. Congressional representation and certain federal and state formula-based funding depends on a clear, accurate count of every individual who lives in Maryland. It is estimated that an undercount of as little as 1,000 of Maryland's roughly 5.8 million residents could translate to as much as \$10 million dollars in lost federal funding over the next decade.

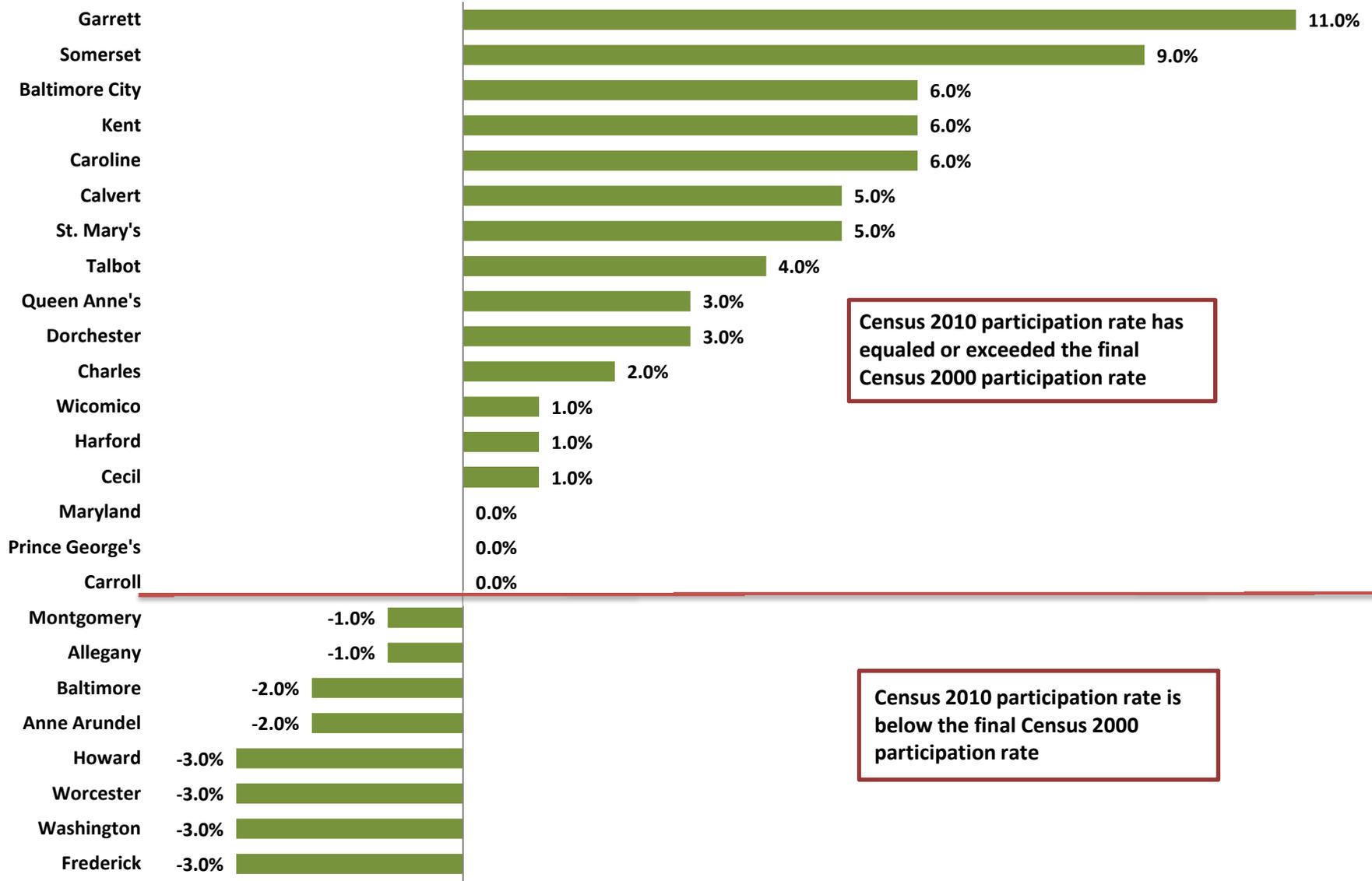
For more information and updates, visit <http://Census.Maryland.gov>.

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att: Percentage Point Difference Between Census 2010 and Census 2000 Participation Rates for Maryland's Jurisdictions

State Participation Rates for 2010 and Comparison with 2000

Percentage Point Difference Between Census 2010 and Census 2000 Participation Rates for Maryland's Jurisdictions (as of April 27, 2010)



Census 2010 participation rate has equaled or exceeded the final Census 2000 participation rate

Census 2010 participation rate is below the final Census 2000 participation rate

State Participation Rates for 2010 and Comparison with 2000
 (2010 Participation Rates as of April 27, 2010)

<u>State</u>	<u>2010</u>	<u>Rank</u>	<u>2000</u>	<u>Rank</u>
Alabama	70	30	66	40
Alaska	62	51	64	51
Arizona	67	39	68	35
Arkansas	67	39	68	35
California	71	28	73	18
Colorado	70	30	73	18
Connecticut	74	15	75	11
Delaware	69	34	68	35
District of Columbia	69	34	66	40
Florida	72	26	69	30
Georgia	70	30	69	30
Hawaii	66	45	64	51
Idaho	75	10	75	11
Illinois	75	10	73	18
Indiana	78	4	76	8
Iowa	78	3	79	2
Kansas	75	10	75	11
Kentucky	75	10	70	27
Louisiana	64	48	65	45
Maine	66	45	65	45
Maryland	74	15	74	14
Massachusetts	73	22	74	14
Michigan	77	5	77	6
Minnesota	80	2	78	4
Mississippi	67	39	67	39
Missouri	73	22	74	14
Montana	67	39	70	27
Nebraska	76	6	79	2
Nevada	69	34	69	30
New Hampshire	70	30	71	26
New Jersey	72	26	73	18
New Mexico	63	50	65	45
New York	67	39	66	40
North Carolina	74	15	66	40
North Dakota	73	22	76	8
Ohio	76	6	77	6
Oklahoma	66	45	69	30
Oregon	74	15	74	14
Pennsylvania	76	6	76	8
Rhode Island	71	28	70	27
South Carolina	73	22	65	45
South Dakota	75	10	78	4
Tennessee	74	15	69	30
Texas	69	34	68	35
Utah	74	15	72	23
Vermont	67	39	65	45
Virginia	76	6	73	18
Washington	74	15	72	23
West Virginia	64	48	66	40
Wisconsin	81	1	82	1
Wyoming	68	38	72	23