

Marylanders go all-out for complete count in Census 2010

WITH BILLIONS OF DOLLARS OF FEDERAL FUNDING AT STAKE, Marylanders from Oakland to Ocean City are busy making preparations for Census Day, April 1, 2010.

The importance of the U.S. Census cannot be overstated. By answering the Census, services and programs like job training, education, health care and transit improvements will serve Maryland communities for years to come. An undercount of as little as 1.7%, or 100,000 of Maryland's 5.8 million residents, translates to a loss of \$1 billion in federal revenue over the decade and considerably more in state funds distribution.

To achieve the goal of a complete count of every Marylander, Governor Martin O'Malley has launched an active outreach plan to be implemented under the leadership of the Maryland Department of Planning, the official state partner to the U.S. Census Bureau, along with the Office of the Secretary of State and the Governor's Office of Community Initiatives.

The 2010 Census will have one of the shortest Census questionnaires in the history of the United States, dating back to the nation's first Census in 1790. The 2010 Census will ask for name, gender, age, race, ethnicity, relationship and whether the householder owns or rents his or her home. The Census form will take only about 10 minutes on average to complete, and answers are protected by law and strictly confidential.

Why is the Census so important?

- The federal government uses Census numbers to allocate more than \$300 billion in federal funds annually for community programs and services, such as education, housing and community development, health care services for the elderly, job training and more. In fiscal year 2007, Maryland received more than \$5.8 billion in federal formula-based grants. That's \$1,000 for every Maryland resident!
- State, local and tribal governments use Census information for planning and allocating funds for new school construction, libraries and other public buildings, highway safety and public transportation systems, new roads and bridges, location of police and fire departments, and many other projects.
- Community organizations use Census information to develop social service programs, community action projects, senior lunch programs and child-care centers.
- The numbers help businesses identify where to locate factories, shopping centers, movie theaters, banks and offices — activities that often lead to new jobs.
- The Census totals are used to determine how many seats each state will have in the U.S. House of Representatives. In addition, states use the numbers to allocate seats in their state legislatures.



How can I help?

At the center of achieving a complete count is the creation of Complete Count Committees. These teams are commissioned by state and local government and community leaders to:

- Motivate volunteers to get involved
- Urge participation in the Census
- Conduct targeted outreach within neighborhoods and communities identified as "hard to count"
- Give true expression to the campaign theme "The Success of the Census, It's in Our Hands Maryland!"
- Ignite community participation in the 2010 Census

For information about forming a Complete Count Committee, contact a Census Bureau Regional Office at www.census.gov/field/www.

You also may apply for short-term employment with the Census. Peak hiring will occur from February 2009 through May 2010, with most jobs lasting five to 10 weeks. By the end of the 2010 Census, the Census Bureau will have employed about 1.4 million temporary workers in communities across the U.S.

To apply for a Census job, call toll free 1-866-861-2010.

More information about the 2010 Census can be found at www.mdp.state.md.us/msdc/Census2010.htm or www.census.gov/2010census.