

# THE ROAD TO THE **2010 CENSUS:** 239 DAYS & COUNTING



George Grandy, Regional Director

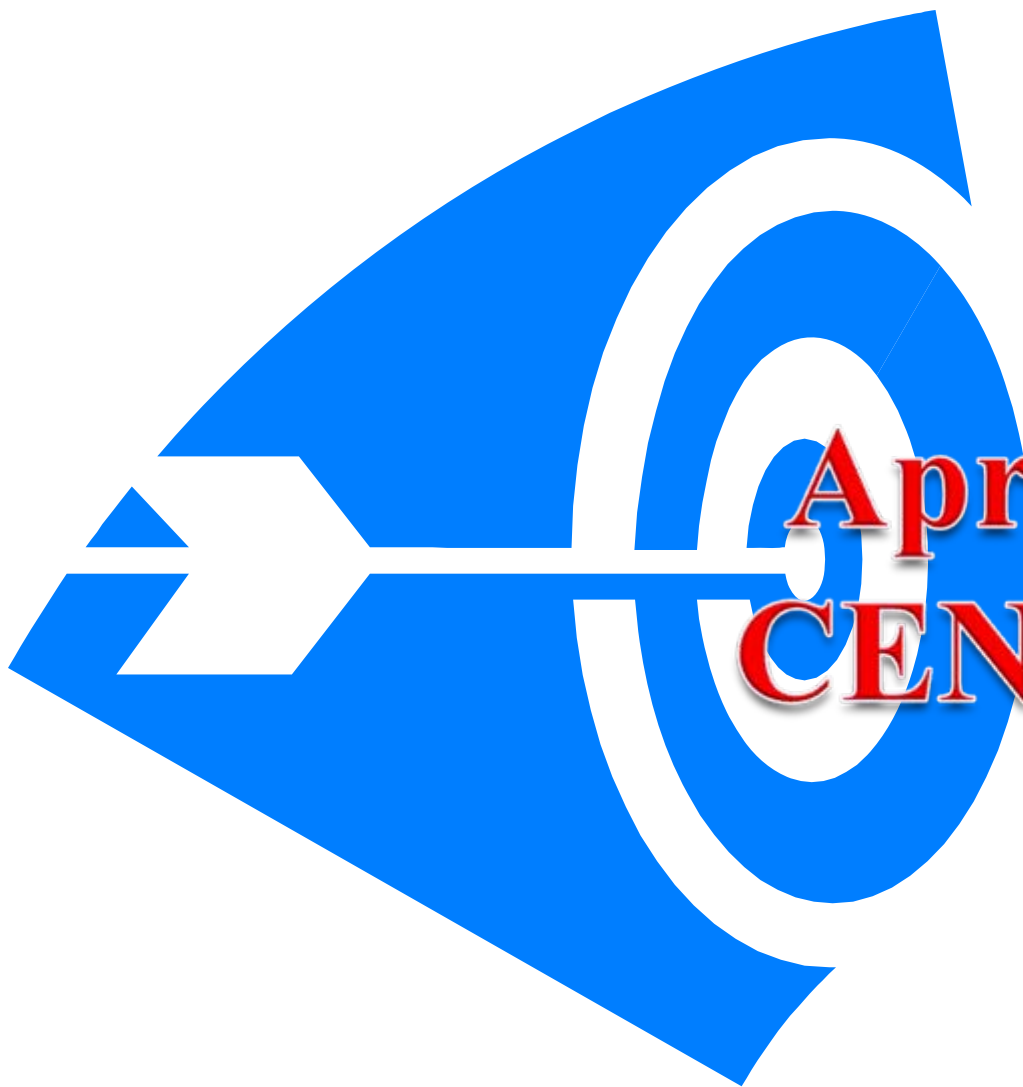
Reginald Bingham, Assistant Regional Director

Marilyn Stephens, Partnership Coordinator

U S C E N S U S B U R E A U

*Helping You Make Informed Decisions*

United States™  
**Census**  
**2010**



**April 1, 2010**  
**CENSUS DAY**

U S C E N S U S B U R E A U

*Helping You Make Informed Decisions*

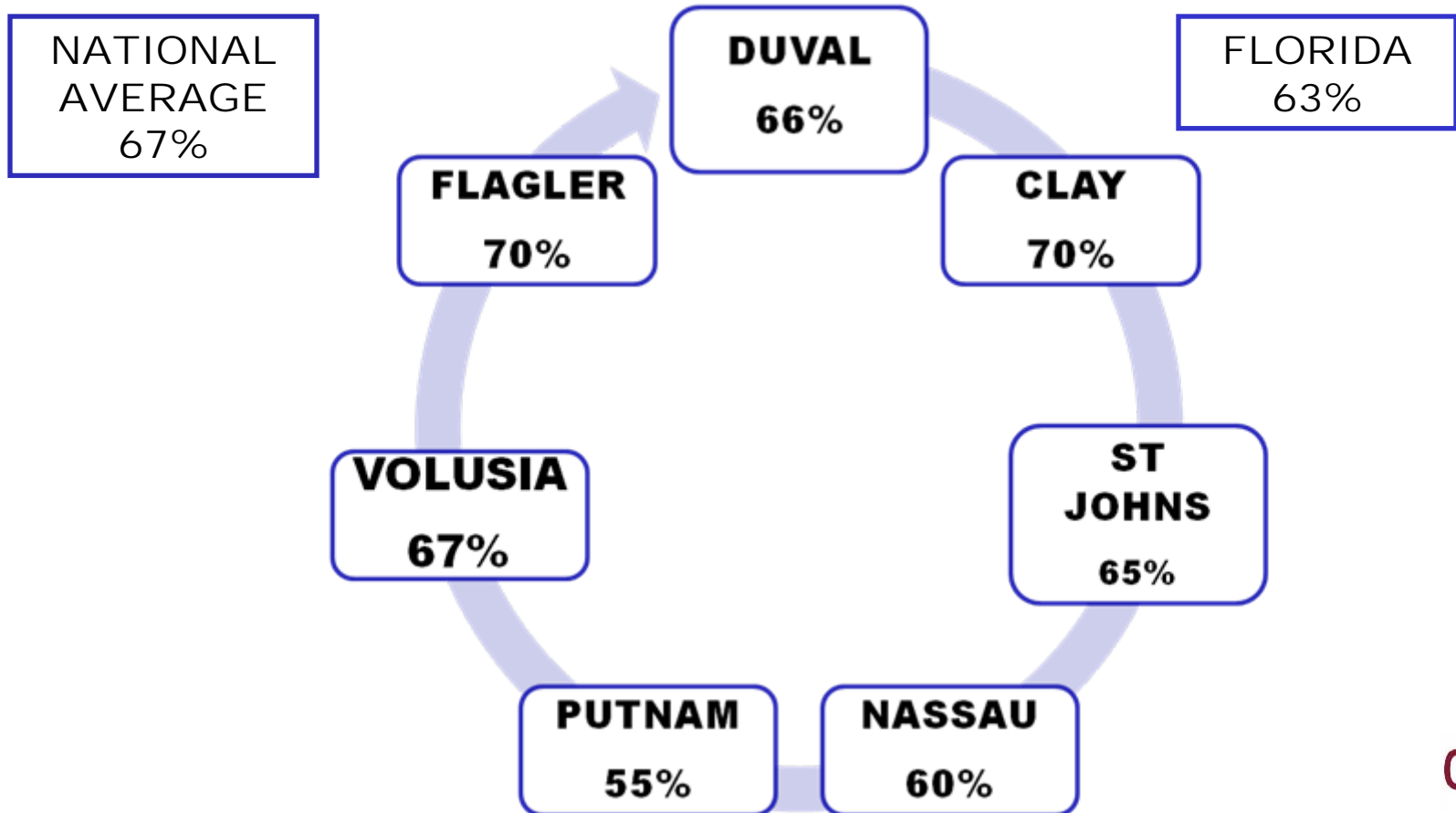
United States™  
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**2010**

# Three Key Programs To Keep Top of Mind



1. Local Update of Census  
Addresses (LUCA) Feedback
2. New Construction Program
3. Complete Count Committee  
Program

# NE FLORIDA 2000 MRR





# What is a CCC?

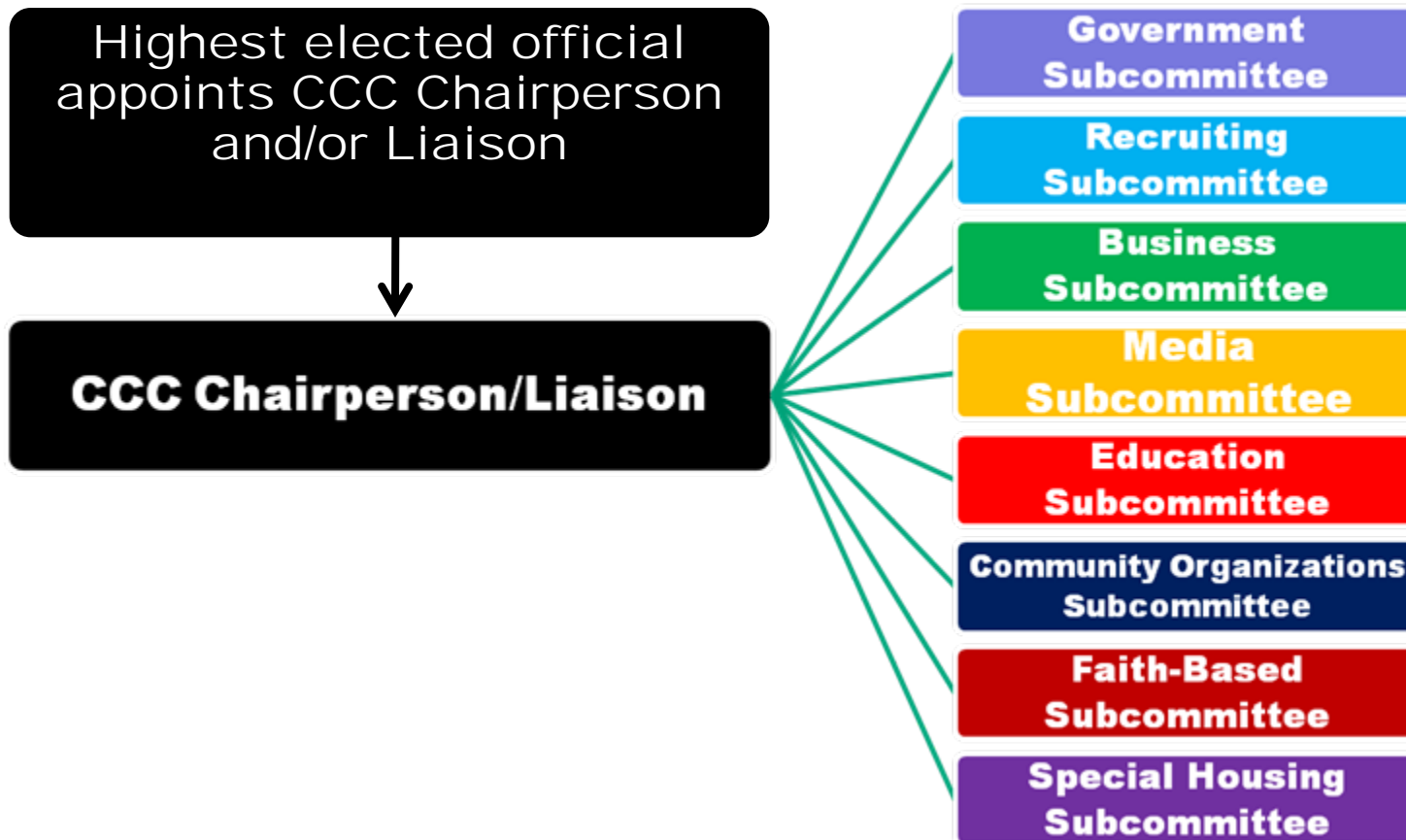
- Local Government (State, County, City, Town) CCC
  - A team of community leaders and members **appointed by the highest elected official** of a local government for the SOLE PURPOSE of developing and implementing a census awareness campaign that will motivate every resident to complete the census questionnaire and mail it back in a timely manner.



# Why form a CCC?

- To build a census outreach campaign targeted to raise census awareness among all residents using the knowledge, expertise, and leadership of community leaders and residents
- To increase the questionnaire mail response rate through a focused and structured neighbor-to-neighbor initiative
- To empower every member of the community to take ownership of the census ensuring that the 2010 Census is a 100% local effort

# CCC Basic Structure



# PARTNER SUPPORT PROGRAM

- **Grant-like program to assist 2010 CCCs and other partners in their local outreach efforts and activities**
- **Limited to \$2,999 (one time only)**
- **Partner can suggest a local vendor (a vendor can only be used once)**
- **A partnership agreement or proclamation (local government) must be on file first, for eligibility**



# Hard to Enumerate Factors to Consider



- **35% of more persons below poverty**
- **20% of more receiving public assistance, disability, or SSI**
- **Concentrations of minority groups, immigrants, linguistically isolated communities, migrant workers**
- **Areas with high concentrations low educational attainment (no high school diploma)**
- **6% or more who speak a language other than English at home**
- **20% or more with female-headed households**



# Hard to Enumerate Factors to Consider



- **60% or more renters**
- **40% or more households did not return questionnaire by mail**
- **Secured buildings; gated communities**
- **Seasonal or campground areas used for permanent residences**
- **Scattered mobile homes**
- **High crime areas**
- **Neighborhoods with hidden housing units**
- **Grandparents as primary caregivers for minor grandchildren**

# LUCA Feedback

- **Congratulations to the State of Florida for leading the nation in LUCA participation**
- **Advance letters are being sent this month to local governments that chose Options 1 & 2 in the LUCA program**
- **The advance letter requests update of contact information and confidentiality form**

# LUCA Feedback Key Dates

- **August 2009:** LUCA Advance Mailing (CHECK YOUR MAIL)
- **Fall/Winter 2009:** Census Bureau ships feedback materials to LUCA participants showing how each government's submissions were processed
- **Fall/Winter 2009:** LUCA participants review their LUCA feedback. Participants that selected Option 1 or 2 can appeal the results to the LUCA Appeals Office. Remember, you will have only 30 days to file your appeal.

# Key LUCA Feedback Dates

- **Winter 2009/2010:** LUCA Appeals Office reviews and adjudicates the appeals.
- Although the LUCA Appeals Office located in Washington, the Atlanta Region Geography department can respond to your technical questions, concerns and queries at

404-332-2711

# New Construction Program

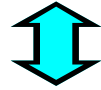
- **What is it?**
  - The New Construction Program is an opportunity for local governments to submit city style addresses for units that were constructed after the Census Bureau's Addressing Canvassing operation was completed. Addresses must have basic construction (closing the unit to the elements) completed before Census Day, April 1, 2010.

# New Construction Program

- **Who can participate?**
  - The New Construction Program is offered to all local and tribal governments that contain blocks where the Census Bureau plans to mail questionnaires to the housing units.
  - Note: In other areas, census enumerators will hand deliver questionnaires to the housing units in each block and record addresses for any new housing units.



# "IT'S IN OUR HANDS"



- FEDERAL, STATE, COUNTY,  
• & CITY ELECTED OFFICIALS...
- PARENTS... GRANDPARENTS...
- COMMUNITY LEADERS... EDUCATORS... BUSINESS OWNERS...
  - FAITH-BASED LEADERS...
  - MEDIA REPRESENTATIVES...
  - CIVIC ORGANIZATIONS...
  - SOCIAL ORGANIZATIONS...
- COMMUNITY ORGANIZATIONS... FRATERNITIES AND  
SORORITIES... CITIZENS... NON CITIZENS...
  - NATIVE BORN... FOREIGN-BORN...
  - ALL RACES... ALL CULTURES...
  - ALL ETHNICITIES... ALL NATIONALITIES...

# IT'S IN OUR HANDS





# Contact Info

- 954-461-0984
- [marilyn.e.stephens@census.gov](mailto:marilyn.e.stephens@census.gov)