

United States[®] Census 2010



“IT’S IN OUR HANDS”

Presentation to the Hampton Roads Planning District Commission

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Why Do We Conduct the Census?

- The U.S. Constitution (Article 1, Section 2) mandates a headcount every 10 years
- The first census was conducted in 1790 and has been carried out every 10 years since then

What Has Changed Since 2000?

- Only use the short form for the 2010 Census. Ten easy questions and it takes only 10 minutes to complete.
- Long form is used throughout the year. It is referred to as the American Community Survey.



2010 Census Timeline

- Fall 2009** Recruit Enumerators
- March 2010** Questionnaires are mailed out
- April 1, 2010** **Census Day**
- July 2010** Non-Response Follow-Up (NRFU) to households
- Dec. 31, 2010** Population counts delivered to the President's desk
- March 2011** Census Bureau delivery of redistricting data to states

It's Safe, Easy, and Important!

- Title 13, U.S. Code safeguards an individual's privacy--Information used only for statistical purposes
- Census Bureau employees cannot share respondent information (background checks and lifetime sworn oath)
- Disclosure is a felony--penalty for wrongful disclosure is up to five years imprisonment and/or a fine up to \$250,000

Why Should Everyone Participate in the Census?

- Apportion the 435 seats in the U.S. House of Representatives
- Appropriate \$400+ billion annually in federal funds to state and communities
- Redistricting of state legislatures, county / city councils, and voting districts

Complete Count Committee (CCC)

- The CCC is a diverse team of community leaders charged to develop/implement a locally-based outreach and awareness campaign for 2010 census
- The CCC primary focus is to increase awareness and motivate residents to respond -- to ensure everyone is counted

“Hard to Reach – Hard to Count”

- Those with foreign born parents
- Renters
- Low income
- Low education
- African American Males ages 18-35
- Asian Americans
- Hispanic Latinos
- Those with limited reading/writing abilities

Past Efforts by the HRPDC

- Formed the Census Advisory Committee and Subcommittee to get the word out
- Bus Wrapping Initiatives -- 2HRT buses and 1WATA bus
- Created a “traveling display” of Census information used throughout the region to educate the public on the importance of the Census
- Partnered with a nationally syndicated radio program to promote the Census
- Partnered with public utility departments to promote the Census in their newsletters and with their billing information
- Distributed Census posters to regional retail establishments and included Census information in agency newsletters

Participation Rates for 2000 Census

United States = 67% Virginia = 72%

•Chesapeake	78%	• Poquoson	85%
•Franklin	65%	• Portsmouth	68%
•Gloucester	71%	• Southampton	67%
•Hampton	72%	• Suffolk	72%
•Isle of Wight	75%	• Surry	57%
•James City	72%	• Virginia Beach	75%
•Newport News	69%	• Williamsburg	68%
•Norfolk	65%	• York	82%

Current Census Efforts in HR

- Regional Organizations
- Local Governments
- Civic Groups
- Community Groups
- Churches/Religious Organizations
- Neighborhood Organizations

Role of the HRPDC

- Include Census information in newsletters, mailings, and other communications
- Appoint a liaison to work with the Census
- Display and/or distribute Census Materials
- Serve as a member on a Complete Count Committee
- Use and distribute Census educational materials
- Provide translation services for Census materials

Questions/Comments