AGENDA ITEM IRS #3

DATE 5-14-09

Memorandum

Tempe

Community Relations

DATE: **May 7, 2009**

TO: **Mayor and Council**

FROM: **Amber Wakeman, Government Relations Director (x8824)**
Nikki Ripley, Communication & Media Relations Director (x8846)

THROUGH: **Shelley Hearn, Community Relations Manager (x8906)**

SUBJECT: **April 1, 2010 Census Update**

At the May 14 Issue Review Session, Mr. Albert Macias, Partnership Specialist, from the U.S. Census Bureau will be presenting general information on the April 1, 2010, Census and on the Complete Count Committee that the City could form (power point presentation attached).

Also, Mr. Macias will be discussing partnering opportunities that could assist the City in purchasing advertising and promotional products. Each entity that signs a partnership form would have the ability to apply for up to $2,499.00 in services (translation, graphic design, etc.) and $2,999.00 in products (promotional items, signs, etc.). A copy of the partnership support program proposal is attached.

If you have any comments or questions, please do not hesitate to contact Nikki Ripley at x8846 or me at x8824.

Thank you.

Attachments

United States Census 2010

Partnership Support Program Proposal

FY 2009

Name of Organization: _____

Address: _____

_____

_____

Business Phone: (XXX) XXX-XXXX Fax No.: (XXX) XXX-XXXX

Contact Person: _____

Amount of support requested (Attach a Project Budget) _____

Suggested Vendor Name & Address: _____

_____

_____

Address of Location of Activity: _____

_____

Event Name and Date: _____

Number of People To Be Reached By This Project: _____

Hard To Count Population to Be Reach By This Project: _____

_____

Describe the composition of the hard to reach population: _____

_____

Partnership Specialist: Marquis Scott

Project Description:

_____

_____

_____

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U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

United States Census 2010

Partnership Support Program Proposal

FY 2009

_____

_____

_____

_____

_____

How does the Project Promote Participation in the Census"

_____

_____

_____

_____

_____

_____

_____

_____

(Please continue any responses on another sheet of paper if necessary. Include organization name and project name.)

Other groups/agencies involved in the planning/implementation of this project and their role if not defined in the description.

_____

_____

For Bureau Use Only: _____

Date Received: _____

Name:

Company/Organization:

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U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

Partnership Support Program Proposal

FY 2009

Address:

City, State and Zip Code:

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U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

United States Census 2010

2010 Census: Tempe

Form D-3277 (E)

2010 Census: A snapshot

- **What:** Count of everyone residing in the United States.
- **Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- **Why:** U.S. Constitution requires a national census once every 10 years.
- **When:** Census Day is April 1, 2010.
- **How:** Hundreds of regionally based partnership specialists and staff to help with the partnering process will work with local communities to promote the census. Questionnaires delivered or mailed in March 2010.

2010 Census questionnaire

- **Easy:** Shortest census questionnaire in history. 10 questions, takes approximately 10 minutes to complete.
  - More detailed socioeconomic information will be collected annually from a small percentage of the population through the American Community Survey.
- **Safe:** By law, responses cannot be shared with anyone, including other federal agencies and law enforcement entities.
- **Important:** Census information helps determine locations for schools, roads, hospitals, job training, child-care and senior citizen centers, and more.

2010 Census: Key dates

- **One-year-out milestone:** April 1, 2009 (Census Week)
- **Verifying the census address list:** April – July 2009
- **Delivery of 2010 Census questionnaires:** March 2010
- **2010 Census Day:** April 1, 2010
- **Final counts delivered to president:** Dec. 31, 2010
- **Redistricting counts delivered to states**: February – March 2011

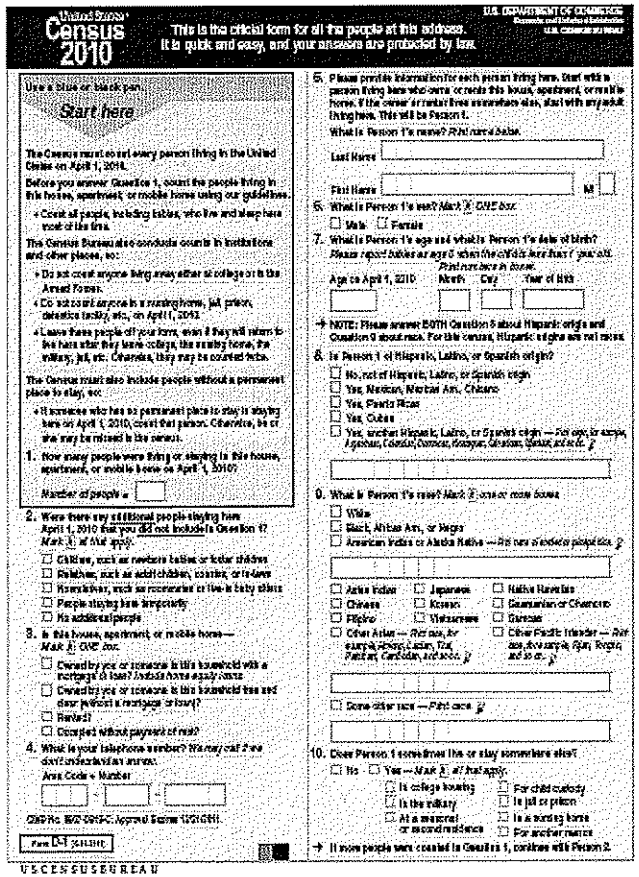
2010 Key Dates

- January- National Media Campaign begins
- March 10 Advanced letter mailed to households
- March 17-19 Census Questionnaires mailed
- March 24-26 Reminder postcards mailed
- April 1- Census Day

March-June

- Group Quarters and Transitory Location
- Enumeration
- Follow-up to Non-Responders (NRFU)
- Coverage Operations

Questionnaire: Language Assistance


United States Census 2010

This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law.

U.S. DEPARTMENT OF COMMERCE

Use a blue or black pen.

Start here

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1? Mark all that apply.
   - Children, such as newborn babies or foster children
   - Relatives, such as adult children, cousins, or in-laws
   - Nonrelatives, such as roommates or live-in baby sitters
   - People staying here temporarily
   - No additional people
3. Is this house, apartment, or mobile home — Mark one box.
   - Owned by you or someone in this household with a mortgage or loan? Include home equity loans
   - Owned by you or someone in this household free and clear (without a mortgage or loan)?
   - Rented?
   - Occupied without payment of rent?
4. What is your telephone number? We may call if we don't understand your answers.

Area Code + Number

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1's name? Print name below.

Last Name

First Name MI

6. What is Person 1's sex? Mark one box.
   - Male
   - Female
7. What is Person 1's age and what is Person 1's date of birth? Please report babies as age 0 when the child is less than 1 year old.

Print numbers in boxes.

Age on April 1, 2010 Month Day Year of Birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
   - No, not of Hispanic, Latino, or Spanish origin
   - Yes, Mexican, Mexican Am., Chicano
   - Yes, Puerto Rican
   - Yes, Cuban
   - Yes, another Hispanic, Latino, or Spanish origin — For example, Argentian, Colombian, Dominican, Nicaraguan, Salvadoran, Spanish, and so on.
9. What is Person 1's race? Mark one or more boxes.
   - White
   - Black, African Am., or Negro
   - American Indian or Alaska Native — Print name of enrolled or principal tribe.
   - Asian Indian
   - Japanese
   - Native Hawaiian
   - Chinese
   - Korean
   - Guamanian or Chamorro
   - Filipino
   - Vietnamese
   - Samoan
   - Other Asian — For example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
   - Other Pacific Islander — For example, Fijian, Tongan, and so on.
   - Some other race — Print race.
10. Does Person 1 sometimes live or stay somewhere else?
   - No
   - Yes — Mark all that apply.
     - In college housing
     - For child custody
     - In the military
     - In jail or prison
     - At a second residence
     - In a nursing home
     - For another reason

→ If more people were counted in Question 1, continue with Person 2.

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- Bilingual Spanish/English Questionnaires (15 million housing units in 44 states) delivered or mailed in tracts with >40% Spanish-speaking households.
- Questionnaires display both English and Spanish Telephone Questionnaire Assistance (TQA) telephone numbers.
- Bilingual TQA operators available in the 5 primary non-English languages.
- Language Identification Flashcards provided to all enumerators and Questionnaire Assistance Center Representatives.
- Be Counted forms available in 6 primary languages:
  - English
  - Spanish
  - Chinese (Simplified)
  - Korean
  - Vietnamese
  - Russian

Questionnaire Assistance Centers
Be Counted Sites

- QACs are staffed area generally located in donated partner space. Staffing will come from the Local Census Office clerical staff or partners staff
- QAC provide respondents with assistance to include:
  - Completing questionnaire
  - Providing special language assistance
  - Answering general questions

- The Be Counted program provides a means for people to be included who believe they did not receive a questionnaire or were otherwise excluded.
- Be Counted Boxes/Kiosks will be out April 1 – 30, 2010

Complete Count Committees

- Formed to influence members of their community to complete the 2010 questionnaire in a timely and accurate manner
- Utilize local knowledge and expertise to design and implement a census awareness campaign targeted to your community.
- Bring together a cross section of community members whose focus is 2010 Census awareness.
- Develop action plan, set clear achievable goals and objectives
- Develop list of barriers or concerns that might affect response

2010 Census materials and support

- **Partnership Program**
  - Form partnerships with community orgs, businesses, faith based orgs, government
  - Available to conduct presentations/attend local events
  - Assist community to understand Census
  - Provide partners with $$$ through micro-purchase program
- **Marketing materials**
  - 2010 Census fact sheet
  - Customizable brochure
  - Template poster
  - Newsletter, Web site, Intranet and e-mail blast copy to share information about the 2010 Census with partners

2000 Census Response Rates

• U.S.	67%
• Arizona	63%
• Tempe	65%
• Scottsdale	64%
• Mesa	59%
• Phoenix	64%
• Litchfield Park	77%

Questions?

It's Quick….It's Safe…..It's Important

For information on the 2010 Census, visit 2010census.gov.

Thank you!

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