



Census 2010 Update

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2010**

Decennial Program

- Shift in focus for the Regional Office
- Operations and preparations
- Infrastructure

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Decennial Overview

- The Census Bureau is a strange agency
- Since 1790
- How many of you have worked or been involved in a previous Decennial?

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What is a Decennial?

- Per the constitution we must enumerate the population and report to the President the number of people living in the United States and produce numbers to allow redistricting for elections and representation.
- We must do this on an inflexible timeline.

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Conducting a Decennial in 5 steps

1. Find out where people live
2. Get questionnaires to them
3. Encourage them to fill it out & return it
4. Chase after the ones that don't respond
5. Ensure we got the numbers right and everyone was counted

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1. Finding out where people live

Geography

- Master Address File
- Luca
- Post office
- Canvassing operations
- BAS

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2. Getting questionnaires to Households

- Mail out
- Other delivery operations
- Bilingual questionnaires
- Self request

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3. Encourage them to fill it out & return it

Outreach

- Partnership
- Media & Advertising
- Special programs
 - Census in the schools
 - Religious
 - Language materials

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4. Chase after the ones that don't respond

- Non Response follow-up (NRFU) on 30 percent of the nations households
- Largest operation or peak of Decennial field activities
- 38,000 enumerators in the field in Texas alone

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5. Ensure we got the numbers right and everyone was counted

- Quality Control operations throughout
- Quality Assurance operations running parallel to regular field operations throughout
- Coverage measurement
- Stakeholders
 - Politicians
 - Community groups
 - Citizens
 - Media

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Broad Timeline

- **2007**
 - LUCA
- **2008**
 - January 2008: Recruiting & Partnership Operations Begin
 - October 2008: First Wave of Local Offices open
- **2009**
 - Spring 2009: Address Canvassing
 - October 2009: Second Wave of Local Offices
- **2010**
 - Questionnaire Mailout & Main outreach effort (Feb.-May)
 - Enumeration Operations

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Numbers

- 17,000 to 750,000
- 1,000,000
- 38
- 50,000
- 500,000
- 150,000,000
- 45,000,000

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What is the same for 2010

- Cooperative effort
- MO/MB is best
- National outreach campaign
- Local push
- Confidentiality

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What is different for 2010

- Public Perception
- Short Form only
- Handheld computer
- Security
- Budget

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Now is the time to think about the Decennial Census

- **LUCA Participation**
- **Census line-items in budgets**
- **Point(s) of Contact**
 - Geographic Programs
 - Local Promotion and Organization

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Thank You

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