

United States<sup>®</sup>  
**Census**  
**2010**

# State of Wyoming Complete Count Campaign

# 2010 Census: CCCommittee



IT'S IN OUR HANDS

## Welcome & Introductions

# 2010 Census: A snapshot

- **What:** Count of everyone residing in the United States every 10 years.
- **Who:** All U.S. residents must be counted — people of all ages, races and ethnic groups, both citizens and non-citizens.
- **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 and conduct the census.
- Questionnaires are delivered or mailed in March 2010. Replacement questionnaires mailed to many households in April 2010. Census workers will visit households that do not return questionnaires.

# Complete & Accurate Count

- **Why is a complete and accurate count important?**
  - Every year, the federal government allocates \$300 billion to states and communities based, in part, on census data.
  - Census data guide local decision-makers on where to build new roads, hospitals, child-care and senior citizen centers, schools and more.
  - Businesses use census data to locate retail stores, new housing and other facilities.
  - Census data determine how many seats each state will have in the U.S. House of Representatives.

# Community Benefits

## Accurate Census Data Results in Community Benefits

- Housing Vouchers
- Employment Services
- Veterans Programs
- Special Programs for the Elderly
- Head Start Funding
- Nutrition Programs
- Law Enforcement
- Community Colleges
- Funding for Handicapped Children
- And . . .

## Communication Program Goals

- **Response:** Increase mail response.
- **Accuracy:** Improve accuracy and reduce the differential undercount.
- **Cooperation:** Improve cooperation with census takers.
- **Target:** Hard-to-count neighborhoods and populations.

# Key Messages

- **Easy:** Shortest census questionnaire in history. 10 questions, takes approximately 10 minutes to complete.
  - More detailed socioeconomic information collected annually from a small percentage of the population through the American Community Survey.
- **Safe & Confidential:** By law, responses cannot be shared with anyone, including other federal agencies and law enforcement entities.

# Data & Tools for Success

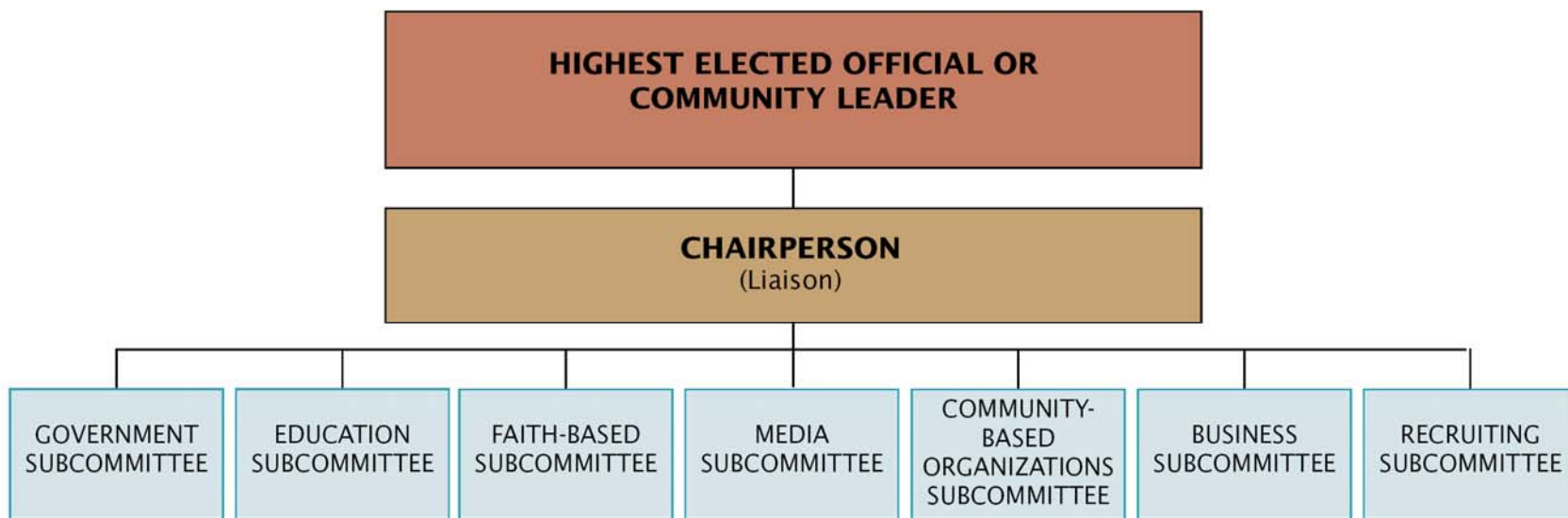
- **Maps**
  - Response Rates by Wyoming Counties
  - Hard to Count Census Tracts
- **Partnership Support Program**
- **Marketing materials**
  - 2010 Census fact sheet
  - Customizable brochure
  - Poster template
  - Newsletter, Web site, Intranet and e-mail blast copy to share information about the 2010 Census with partners
  - PowerPoint
  - Talking points

# Key Dates

- **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

# Complete Count Committee Structure

Complete Count Committee organizational chart



# Complete Count Committee Overall Goals

- **Identify** barriers or concerns that might impede the progress of the 2010 Census in your community.
- **Create** ways to dispel myths and alleviate fears about privacy and confidentiality.
- **Encourage** local businesses & organizations to become official sponsors.

# Complete Count Committees

- **Complete Count Committees send a strong message to their communities about the importance of the census and the benefits of being counted.**
- **Complete Count Committees can:**
  - Organize a team of local people who can provide the cultural and community insights necessary to build 2010 Census awareness efforts.
  - Allocate funds, staff and resources for CCC strategies.
  - Set achievable goals and objectives.
  - Identify and develop strategies to target hard to count areas of the community.
  - Create promotional materials & products customized for your community.
  - Implement special events.

# Sample Complete Count Committee Activities & Strategies

- **Insert** census messages in billing statements, student mailings/packets and other correspondence.
- **Create** ways to dispel myths and alleviate fears about privacy and confidentiality.
- **Place** Census banners, posters and other signage in internal and external high traffic areas.
- **Include** the 2010 Census logo and message on buses, brochures, newsletters and web sites, signs on city trucks
- **Sponsor** a poster or other contest and recognize participants/winners.

## Sample Complete Count Committee Activities & Strategies

- **Add** a Census message to all meetings, events & correspondence.
- **Submit** Op/ed pieces and newsletter articles describing the benefits of Federal funding which flows to your community based on Census data.
- **Plan** a major event to coincide with the mailing of the questionnaires to promote the mail-in response.
- **Request** that local officials and business leaders prepare and announce/release statements in support of an accurate count.

## Sample Complete Count Committee Activities & Strategies

- **Have** Census information available at voter registration locations.
- **Use** local access TV channels to inform residents of key messages and encourage participation.
- **Place** a message on all local marquees urging residents to complete and return their questionnaire.
- **Submit** PSA's to local media.
- **Distribute** Census flyers to targeted neighborhoods prior to questionnaire mailing.
- **Recognize** Complete Count supporters.  
**That's you!**

# Complete Count Subcommittee Responsibility Review

2010 Census

- **Identify & Recruit** additional partners as needed.
- **Develop** Target Audience Strategies & Action Plans.
- **Identify** barriers to accurate response.
- **Submit** grant requests.

# Questions?

**For information on the 2010 Census, visit  
[www.2010census.gov](http://www.2010census.gov).**

**Thank you!**



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