

2010 Census

Purpose

Share Information

- Importance of Census 2010
- Overview and Timeline

Get your input and request your assistance

Questions and Answers

Census 2010 is Important

- Power and Money
- Apportionment of Representatives in the United States Congress
- Estimated \$300 Billion in Federal Funding Allocated Every Year based on population counts
- Affects 10 Years of Decisions

About Census 2010

Census is Two Parts

Part 1: Building a List of Addresses

Part 2: Counting the Population

Census 2010: Keys to Success

- Recruiting, Recruiting, Recruiting
- Creating Partnerships

Early Local Census Office

ELCO will open in this city on

October 1st, 2008

Census 2010: Recruiting

- We will be recruiting thousands of people to work in the Los Angeles Region over the next two years.
- Recruiting efforts will be in two parts:
 - Address Canvassing
 - Non-Response Follow up

Recruiting: Address Canvassing

- Recruiting 40,000 applicants
- 12 Early Local Census Offices
- ELCO staffing :
 - Management Team, Administrative Staff, Recruiters, Information Technology Staff, Clerical Staff, (approximately) 600 listers

Recruiting: Non-Response Follow-Up

- Nationwide: 3 million applicants will be recruited.
- Our region:
 - 27 additional Local Census Offices
 - Office structure similar to ELCOs
 - 50,000 enumerators recruited

ELCO Management

- Our focus is on recruiting the 6 key Management positions in our Early Local Census Offices.
- Our target date is October 1st, 2008. These positions will have a few requirements:
 - *you must be 18 years old*
 - *you must be a US citizen*
 - *you must meet specific qualifications and pass an assessment*
 - *you must pass a background investigation*
- Announcements will be posted on our website in June.

Additional ELCO Staff

- From October 2008 through April 2009 we will begin recruiting the remainder of the office staff including
 - Recruiting Assistants
 - Information Technology Support
 - Administrative Professionals
- We will begin recruiting and testing thousands of people to conduct address canvassing.

Recruiting on the Internet

Recruiting efforts include our Regional Website employment page at
www.census.gov/losangeles
 Click on Regional Employment

All open positions are also posted on the national recruiting website
www.USAJobs.gov

**Census 2010:
Partnership Program**

PARTNERSHIP PROGRAM

1. The ultimate goal of the Partnership program is to get people (especially hard-to-count population groups) to fill out the 2010 questionnaire and send it back.
2. All Partnership activities and efforts support this goal

PARTNERSHIP PROGRAM

3. The overall Partnership Program is designed to create partnerships with national/umbrella governmental and nongovernmental organizations; state, local and tribal governments, and community groups.
4. Specifically, the regional partnership program is designed to reach local organizations and leaders who serves as influencers in local communities.

PARTNERSHIP PROGRAM

5. With the support and cooperation of all these entities, The Census Bureau will conduct community outreach activities, which remind, educate and motivate the public to participate in the census.

PARTNERSHIP PROGRAM

1. Organizations vary in their interest and abilities to support the Census Bureau in its outreach activities for the 2010 Census.
2. Prospective partners will decide the option to participate at whatever level they wish, based on their commitment to the Census and their organizational capacity for supporting activities.

PARTNERSHIP PROGRAM

METHODS PARTNERSHIP WILL IMPLEMENT

1. Form Complete Count Committees
2. Implement a Tribal Liaison Program
3. Implement an Outreach program for Hard to Count populations

PARTNERSHIP PROGRAM

METHODS PARTNERSHIP WILL IMPLEMENT

4. Create literature to support Language Programs
5. Localize Promotional Materials for the groups in the region
6. Find partners who can help with "Be Counted"/Questionnaire Assistance Centers

PARTNERSHIP PROGRAM

METHODS PARTNERSHIP WILL IMPLEMENT

7. Create Partnerships with Tribal, Federal, State & Local Governments to implement a CCC
8. Create Partnerships with National and Community Based Organizations; Faith Based and Religious Leaders, local businesses and local media outlets
9. Build a strong Census in the School Program


PARTNERSHIP PROGRAM

SUMMARY

1. Partnership specialists will work with every operation of the 2010 Census to ensure the best count possible
2. The Partnership Specialist is a resource and a catalyst, not an organizer or director

HOW TO REACH US

Los Angeles Regional Census Center
9301 Corbin Avenue
Northridge, California 91324
Main: 818-435-6300
Recruiting : 877-232-3385
Partnership: 818-435-6404
www.census.gov/rolax



2010 CENSUS: IT'S IN OUR HANDS