

United States[®] Census 2010



YOU CAN MAKE A DIFFERENCE.

As an influential leader in the Native Hawaiian or Other Pacific Islander community, you can raise awareness of and encourage participation in this historic event. With your help, the Census Bureau will continue to produce accurate data, which will directly affect the quality of life in your Native Hawaiian and Other Pacific Islander community.



The U.S. Census Bureau is issuing a call to action for every Native Hawaiian and Other Pacific Islander of our nation:
“BE COUNTED IN 2010”

The Census: A Snapshot

- ▶ **What:** The census is a count of everyone residing in the United States and Island areas.
- ▶ **Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- ▶ **When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day.
- ▶ **Why:** The U.S. Constitution requires a national census once every 10 years. The census provides state population counts and determines representation in the U.S. House of Representatives.
- ▶ **How:** Census questionnaires will be delivered or mailed to households in March 2010. Census takers will visit households that do not return questionnaires starting in May.

A Complete Count: The Importance of Census Data

- ▶ Every year, the federal government allocates more than \$400 billion to states and communities based, in part, on census data.
- ▶ Businesses use census data to locate supermarkets, new housing and other facilities.
- ▶ Census data guide local Native Hawaiian and Other Pacific Islander decision-makers on where to build new roads, hospitals, child-care and senior citizen centers, schools and more.

2010 Census Questionnaire: It's Easy, It's Important and It's Safe

- ▶ With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete for the average household.
- ▶ By law, the Census Bureau cannot share individually identifiable or a household's questionnaire responses with anyone, including other federal agencies and law enforcement entities.

2010 CENSUS: PARTNERSHIP AT A GLANCE



Become a 2010 Native Hawaiian and Other Pacific Islander Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- ▶ Ensure accurate census data, which guide funding decisions for the Native Hawaiian and Other Pacific Islander communities and affect your representation in Congress.
- ▶ Spread the word about temporary census jobs in your community.
- ▶ Assure people that the census questionnaire is easy, important and safe.

Take Action for Your Community and Country

As a Native Hawaiian and Other Pacific Islander partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count. You can:

- ▶ Encourage your peers to get involved by joining a Complete Count Committee (CCC), an organized group of other influential leaders in your area who are committed to increasing participation in the census.
- ▶ Issue a public endorsement of the 2010 Census.
- ▶ Include census information in newsletters, mailings and online.
- ▶ Conduct meetings or other events to encourage participation in the census.
- ▶ Help recruit census workers.
- ▶ Provide space for Be Counted sites and Questionnaire Assistance Centers or for testing and training census employees.

2010 Census Timeline: Key Dates

Fall 2008	Recruitment began for local census jobs for early census operations.
Spring 2009	Census employees go door-to-door to update address lists nationwide.
Fall 2009	Recruitment begins for census takers to support peak workload.
March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
May - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 31, 2010	By law, Census Bureau delivers population counts to the President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.



2010 CENSUS
IT'S IN OUR HANDS

A COMPLETE AND ACCURATE COUNT IS IN OUR HANDS.

For more information about the 2010 Census, go to 2010census.gov.