

Supporting the 2010 Census:

A Toolkit for State
and Local Legislators

United States®
Census
2010

IT'S IN OUR HANDS

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THE CENSUS AND THIS TOOLKIT

Mandated by the U.S. Constitution and conducted every 10 years, the census is one of the largest efforts our government undertakes. Data from the census are used to reapportion the U.S. House of Representatives and for the subsequent redistricting of state and local governments. Census data also help to determine how more than \$400 billion per year in federal funding is distributed to tribal, state and local governments for services that affect local communities.

More than 130 million addresses across the nation will receive a census form in March 2010 and it is vital that everyone is counted. While many people in the United States are aware of the census, many are not familiar with the timing or the process. For example, many do not know that completing and returning their form is the most efficient way to participate, or that census workers must visit every household that does not return a census form.

The U.S. Census Bureau needs your help to promote the benefits of the census to your local community and encourage your constituents to participate. As an elected official, you are trusted in your community, and, when you speak, people listen. As such, you have a unique opportunity to educate the public and raise awareness about the 2010 Census.

We created this toolkit to help you and your staff communicate effectively with your constituents and spread the word about the 2010 Census. On the following pages you will find engagement and promotional ideas, information on initiatives, descriptions of available resources and contact information for Regional Census Centers.

A PARTNER QUICK-START GUIDE

Thank you for helping the Census Bureau raise awareness and encourage participation in the 2010 Census. You want your constituents to be accurately represented and your community to be eligible for funding needed for a brighter future. You want to know, what should I do now?

It's simple. Here - at a glance - are the four main steps you should take.

1**Announce your support.**

Issue a proclamation, connect with local businesses and community groups, reach out to other elected officials and use existing communications vehicles such as Web sites and newsletters to announce your support for and provide information about the 2010 Census. (See page 21.)

2**Champion the 2010 Census in speeches and media opportunities.**

Use media interviews, public events, community gatherings or public service announcements to talk about the census, explain its benefits, provide information about jobs and encourage participation. (See page 23.)

3**Promote 2010 Census initiatives.**

Encourage local schools to teach their students about the census through the Census in Schools program. (See pages 14-15.) Join a Complete Count Committee (CCC), work with other community leaders to raise awareness of the 2010 Census, and inform constituents about 2010 Census jobs. (See pages 18-20.)

4**Answer constituents' questions and provide information.**

Effectively respond to inquiries about the 2010 Census and available jobs. Also, proactively provide information by hanging posters in your office, passing out materials and meeting with leaders of local businesses, faith-based organizations and community groups. (See page 16.)

Regular communications and planned events through Census Day (April 1, 2010) are critical to educate your constituents about the census and motivate them to take part. Supplementing your efforts are other public awareness initiatives, including paid advertising, public relations and online/interactive tools and resources. Together, these efforts surround your community with messages about the 2010 Census.

AVAILABLE RESOURCES

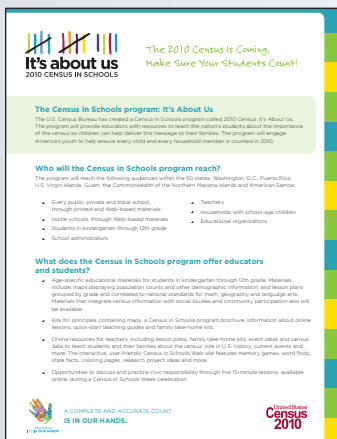
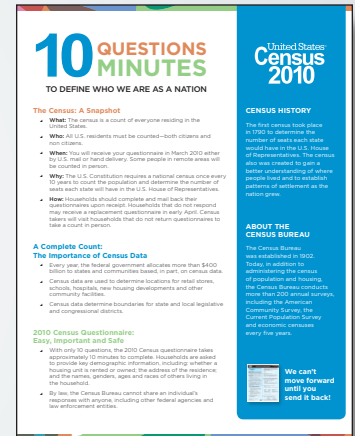


2010 Census fact sheet for elected officials

This fact sheet, specific to elected officials, includes information about partnering with the Census Bureau. Share it with internal audiences when discussing the 2010 Census. The fact sheet is available as a separate electronic file in this toolkit.

2010 Census fact sheet for the general public

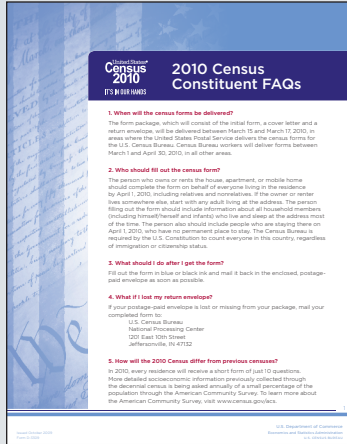
This fact sheet outlines basic facts about the census and the many uses of census data. Share this information with your constituents. The fact sheet is available as a separate electronic file in this toolkit.



Census in Schools program fact sheet

This fact sheet covers the Census in Schools program, which provides educators with resources to teach the nation's students about the census. The fact sheet is available as a separate electronic file in this toolkit.

AVAILABLE RESOURCES

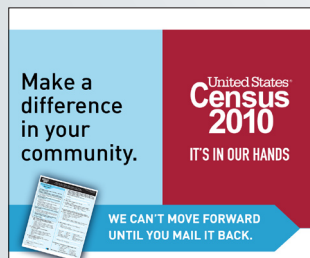
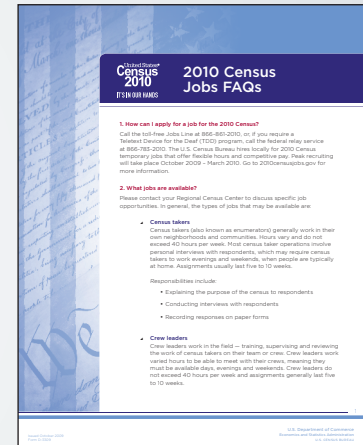


2010 Census constituent FAQs

This list of frequently asked questions (FAQs) serves as a quick reference for a wide range of questions constituents may ask about the 2010 Census. A more extensive database of questions is available at 2010census.gov. The constituent FAQs document is available as a separate electronic file in this toolkit.

2010 Census jobs FAQs

These FAQs address temporary 2010 Census jobs. For the most current and complete information about 2010 Census jobs, constituents should visit 2010censusjobs.gov. The jobs FAQs document is available as a separate electronic file in this toolkit.

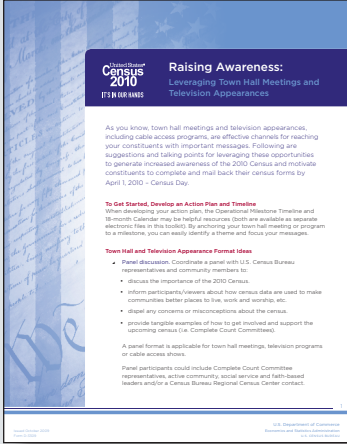


Web resources

Post the sample Web site copy, Web banners and Web images to your official Web site or blog, or use them on social networking sites to help raise awareness of the 2010 Census. Web banners and buttons are available as a separate electronic file in this toolkit.

A TOOLKIT FOR STATE AND LOCAL LEGISLATORS

AVAILABLE RESOURCES

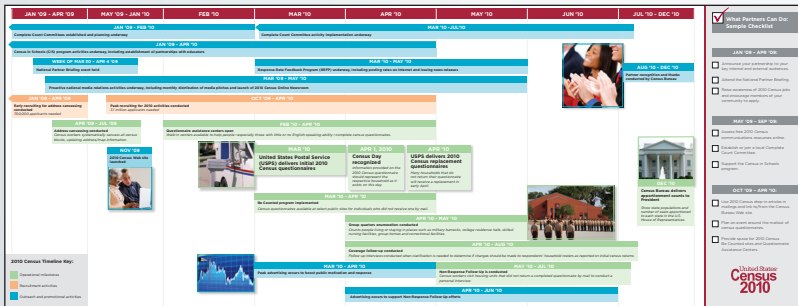
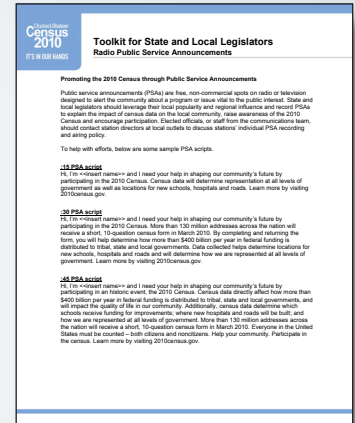


Tips to leverage town hall meetings and television appearances

Available as a separate electronic file in this toolkit, this document provides tips and talking points to help you incorporate information about the 2010 Census into local town hall meetings. It also includes information to help you facilitate interviews and incorporate census information into messages for local cable access shows and other television appearances.

Public service announcements

Public service announcements are an easy and effective way to reach your constituents. Available as a separate electronic file in this toolkit, this document contains sample scripts of varying duration. Customize the content as you see fit and work with the media to record and air one or all three.



2010 Census operational milestone timeline

This timeline highlights key dates for the 2010 Census, including timelines for 2010 Census form distribution, Census Day and others. The operational milestone timeline is available as a separate electronic file in this toolkit.

AVAILABLE RESOURCES

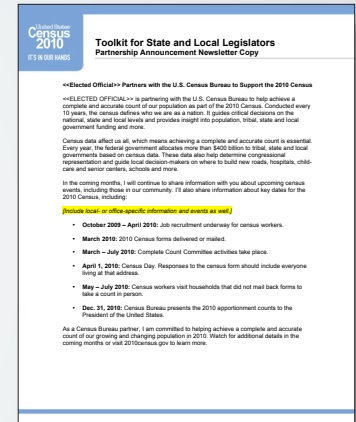


18-month calendar for 2010 Census partners

This printable calendar runs from July 2009 through December 2010. It includes key census dates and suggestions for what partners can do to get involved. Hang it in your office, lobby or other areas to raise awareness of important census dates and events. The calendar is available as a separate electronic file in this toolkit.

Newsletter copy

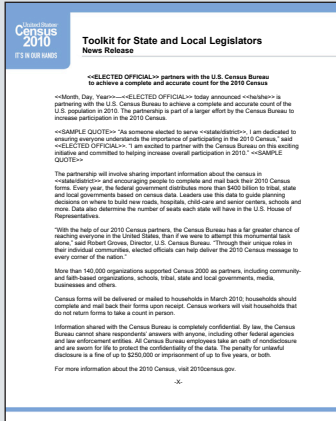
Use this sample copy to announce your partnership with the Census Bureau in internal and external communications. You can customize the copy to include your messages and to address staff and others with whom you work. The newsletter copy is available as a separate electronic file in this toolkit.



Customizable newsletter template

Use this pre-designed template to create your own newsletter centered on your support of the 2010 Census. The template is available as a separate electronic file in this toolkit.

AVAILABLE RESOURCES



Customizable news release

Use this release to publicly announce your partnership with the Census Bureau. Post the release to Web sites, distribute via wire services, or share with internal and external audiences. Feel free to write your own quote, but the quote from the Census Bureau Director cannot be adjusted. The news release is available as a separate electronic file in this toolkit.

Partnership proclamation

Consider proclaiming your role as a Census Bureau partner. Use this document in ceremonies, events and other official announcements. The proclamation is available as a separate electronic file in this toolkit.

2010 Census Partner Proclamation Insert Partner Logo Here

WHEREAS an accurate census count is vital to our community and residents' well-being by helping planners determine where to locate schools, day care centers, roads and public transportation, hospitals and other facilities, and achieving an accurate and complete count of the nation's growing and changing population;

WHEREAS more than \$400 billion per year in federal and state funding is allocated to states and communities based, in part, on census data;

WHEREAS census data help determine how many seats each state will have in the U.S. House of Representatives and often is used for the redistricting of state legislatures, county and city councils and voters districts;

WHEREAS the 2010 Census creates jobs that stimulate economic growth and increase employment;

WHEREAS the information collected by the census is confidential and protected by law;

Now, therefore, we PROCLAIM that in connection to partnering with the U.S. Census Bureau to help ensure a full and accurate count in 2010.

As a 2010 Census partner, we will:

1. Support the goals and ideals for the 2010 Census and disseminate 2010 Census information to encourage House in our community to participate.
2. Encourage people in our community to place an emphasis on the 2010 Census and participate in events and activities that will raise overall awareness and ensure a full and accurate census.
3. Support census takers as they help our community complete an accurate count.
4. Create or seek opportunities to collaborate with other like-minded groups in our community by participating in Complete Count Committees and/or utilizing high-profile, trusted voices to advocate on behalf of the 2010 Census.

Signed this ____ day of _____ in the year 20____

Signature _____

Title _____

Organization Name _____

2010census.gov



Partnership certificate

Customize and hang this certificate in lobbies, offices or other facilities, and post it to your Web site to acknowledge your role as a Census Bureau partner. The certificate is available as a separate electronic file in this toolkit.

AVAILABLE RESOURCES



Awareness poster

This poster is the first in a unique series designed to build awareness and encourage participation in the 2010 Census. Contact your Regional Census Center (contact information can be found on page 26 or at 2010census.gov/partners) to obtain a printed version measuring 16" X 20" or download and print the version available as a separate electronic file in this toolkit. Display the poster in your office, lobby or other high-traffic areas to create awareness of the coming census.

Action poster

This poster is the second in a unique series designed to build awareness and encourage participation in the 2010 Census. Contact your Regional Census Center to obtain a printed version measuring 16" X 20" or download and print the version available as a separate electronic file in this toolkit. Display the poster in your office, lobby or other high-traffic areas to inspire everyone to "take action" and participate in the 2010 Census.



Confidentiality poster

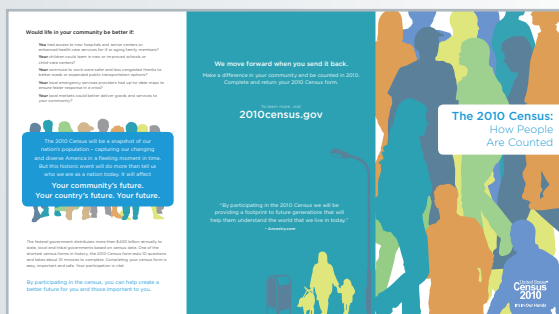
This poster assures state and local legislators, their employees and members or individuals served by their constituencies that the census form responses are safe, secure and confidential. Contact your Regional Census Center to obtain a printed version measuring 16" X 20" or download and print the version available as a separate electronic file in this toolkit. Display this poster in offices, employee workrooms, lobbies or other high-traffic areas.

AVAILABLE RESOURCES



Political representation poster

This poster highlights the impact of census data on political representation across the nation. Use it to help constituents understand that by participating in the census, they can ensure their voice is heard in tribal, state and local government. Display this poster in your office, lobby or other high-traffic areas, and bring it to town hall meetings and events. Contact your Regional Census Center (contact information can be found on page 26 or at 2010census.gov/partners) to obtain a printed version measuring 16" X 20" or download and print the version available as a separate electronic file in this toolkit.



How people are counted brochure

This brochure describes the process by which the Census Bureau counts everyone in the United States. The brochure is available as a separate electronic file in this toolkit.

THE IMPACT OF THE 2010 CENSUS

When the census was written into the U.S. Constitution, it was a uniquely American instrument of political empowerment. Historians widely regard Thomas Jefferson and James Madison as most responsible for converting the census into a tool for representative government. Today, the census ensures that the governed are fairly and equitably represented at all levels, including across state and local governments.

States and Local Communities

The census provides an accurate count of the population for apportionment of the U.S. House of Representatives and subsequent redistricting of legislative bodies in the states and at the local level. Consider these additional ways the census affects states and local communities:

- Every year, the federal government distributes more than \$400 billion to states and communities based on census data. Access federal funding information (down to the local level) online at www.census.gov/govs/cffr/.
- Census data about how our communities are changing are crucial to many planning decisions – such as neighborhood improvements, emergency preparedness and disaster recovery, public health, education, transportation, senior services and much more.
- Census data aid in the decision-making process for the administration of countless government programs that guide state and local economic development, such as determining priorities for investment in public infrastructure and identifying the needs of major metropolitan areas.
- Since the Supreme Court’s 1964 decision in *Reynolds v. Sims*, which required the use of “one person, one vote” as the basis for apportioning all state legislative bodies, most states have used census data to reapportion their legislatures.
- The 2010 Census brings jobs to local communities. The Census Bureau needs about 1.4 million temporary workers through the next year to fill a variety of census positions across the country.



THE IMPACT OF THE 2010 CENSUS

Easy, Important and Safe

Participation in the census is easy, important and safe. The Census Bureau has strict confidentiality provisions in place to ensure the data respondents entrust to it are protected. By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

Participation in the census is vital and required by law. Just as people are required to respond to jury duty, obtain a driver's license in order to drive, pay their taxes and report their income, they also have the obligation to respond to the decennial census. Courts are authorized to impose a fine of up to \$5,000 for failure to respond. However, the Census Bureau views this approach as a last resort. Rather than emphasizing or seeking the imposition of penalties, we encourage response by explaining the importance of the questions we ask and how the information benefits the community.

Regional Census Centers

Regional Census Centers can be your resource for the 2010 Census. A full list of regional offices is available online at 2010census.gov/partners and at the end of this toolkit.

Local Census Offices

By the end of 2009, 499 Local Census Offices (Stateside, Puerto Rico and Island Areas) will be open and fully functional. Please contact your Regional Census Center to learn more about the Local Census Offices in your area and to find out how you can support their efforts.



THE CENSUS IN SCHOOLS PROGRAM

The “Census in Schools – It’s About Us” program strives to increase awareness of the 2010 Census and the use of census data in the nation’s classrooms. Children are powerful voices in their homes. For this reason the Census Bureau wants to partner with educators to reach students to make sure every child and every family is counted in the 2010 Census. Educators are trusted voices in their communities and can help deliver 2010 Census messages to students across the nation.



How the Census Bureau Connects with Students

The program consists of:

- ▲ **Lesson plans and other classroom materials**
 Through the Census in Schools program, educators have access to information, lesson plans and event ideas to teach students and their families about the role of the census in U.S. history, current events and more.
- ▲ **Nationwide reach**
 The Census in Schools program includes materials for all educators, parents and K-12 students in public, charter, private, parochial and tribal schools in the United States, Washington, D.C., Puerto Rico, American Samoa, Guam, the Commonwealth of the Northern Mariana Islands and the U.S. Virgin Islands. The program also reaches adults that are enrolled in stateside English language classes.
- ▲ **Online availability**
 All of the Census in Schools program information and materials, including games, lesson plans and online activities, are available online at www.census.gov/schools.
- ▲ **Grade-specific educational materials for students in K-12 and for adults enrolled in stateside English language classes**
 Materials include maps displaying population counts and other demographic information, and lesson plans grouped by grade and correlated to national standards for math, geography and language arts. Materials that integrate census information with social studies and community participation are also available.
- ▲ **Printed materials**
 Each principal in the United States, including Puerto Rico and the Island Areas, can expect to receive 10 wall maps and 10 quick-start teaching guides as well as packets of take-home materials. All of these items are also available online at www.census.gov/schools.
- ▲ **Extended reach through partnering**
 Establishing partnerships with national education organizations allows the Census Bureau to inform the education community about the Census in Schools program.

THE CENSUS IN SCHOOLS PROGRAM



Promoting the Census Through Census in Schools

Census data not only impact funding for schools and educational programs, but can also impact community programs and services upon which schools rely. Work with schools in your local community to help educators understand the importance of sharing census information with their students and explain how they can implement Census in Schools program activities. In addition, you can:

- ▲ Familiarize yourself with the Census in Schools program and engage educators and administrators in your area. Use the Census in Schools outreach letter in this toolkit to reach out to education leaders.
- ▲ Sponsor and participate in Census in Schools forums to encourage local educators and administrators to use the Census in Schools lessons as an extension of their current curriculum.
- ▲ Incorporate Census in Schools messaging and information into existing speaking engagements and presentations, stressing the importance of a complete and accurate count for district funding. Refer to the Census in Schools sample speech in this toolkit for talking points and messaging.
- ▲ Start a “Census Champions” program that brings together principals and other administrators to serve as champions of the Census in Schools program within their own institutions.
- ▲ Encourage local educators and administrators to reach out to their Regional Census Centers for materials and additional information about the 2010 Census.

Please refer to the Census in Schools fact sheet in this toolkit, and visit www.census.gov/schools for more information.

RESPONDING TO 2010 CENSUS INQUIRIES

Provide Accurate Information

More than 130 million addresses across the nation will receive a census form in March 2010, including those in your state, district or local community. As the census nears, or as addresses begin receiving their forms, you may receive 2010 Census inquiries from constituents or colleagues. They may simply be curious about the 2010 Census, but, as with any issue, they also may be upset or confused. It is important you know how to respond to these inquiries with accurate and appropriate information about the census and its uses.



- Use resources in this toolkit to answer questions.
- Direct people to 2010census.gov and 2010censusjobs.gov.
- Display printed materials in common areas and at events.

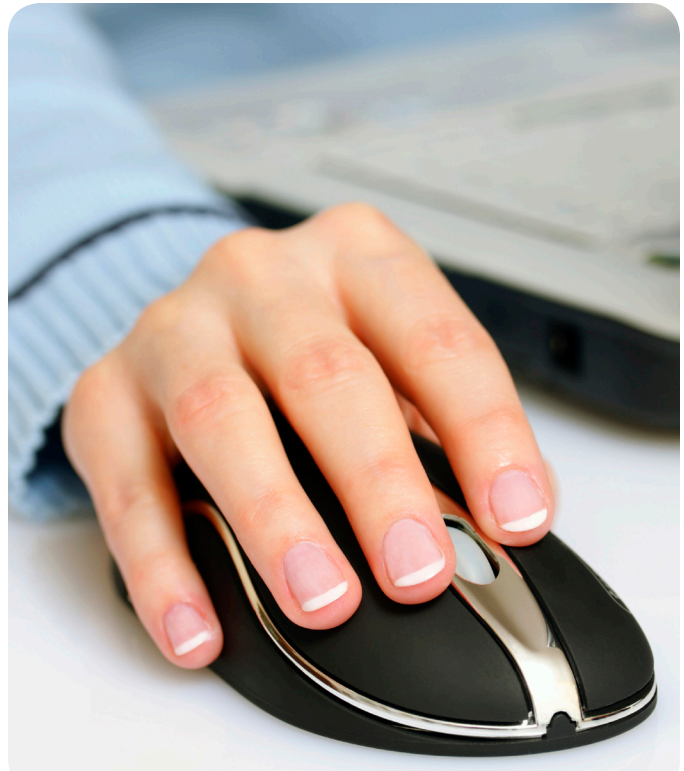
Brief background on the census:

- ▲ As part of the census, everyone in the United States must be counted. This includes people of all ages, races, ethnic groups, citizens and noncitizens.
- ▲ The U.S. Constitution requires a national census once every 10 years for the purposes of reapportioning the U.S. House of Representatives.
- ▲ The next census is in 2010.
- ▲ One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- ▲ By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment for up to five years, or both.
- ▲ Every year, the federal government distributes more than \$400 billion to tribal, state and local governments based on census data.
- ▲ Census data guide local government decisions regarding which services to provide and where to build new roads, hospitals, senior centers, schools and more.

RESPONDING TO 2010 CENSUS INQUIRIES

How Should You Respond?

1. Respond to the question or concern based on information in the:
 - 2010 Census fact sheet for the general public**
 This two-sided document provides a high-level overview of the 2010 Census, along with key dates and a brief frequently asked questions (FAQs) section. You can use this document to answer questions, or provide hard copies to constituents who visit your office to ask questions.
 - 2010 Census constituent FAQs**
 This document serves as a quick reference for a wide range of questions constituents may ask about the 2010 Census. A more extensive database of questions is available on 2010census.gov.
 - 2010 Census jobs FAQs**
 This document focuses solely on questions about temporary 2010 Census jobs. For the most current and complete information about 2010 Census jobs, constituents should visit 2010censusjobs.gov.
2. If you receive questions related to the 2010 Census that you cannot answer, please refer individuals to the Partnership and Data Services Program staff at the Regional Census Center. Contact information can be found at 2010census.gov/partners and at the end of this toolkit.



We urge you to look through all these materials to become familiar with the 2010 Census. You also may view the 2010 Census fact sheet for elected officials and browse 2010census.gov and 2010censusjobs.gov for more information.

COMPLETE COUNT COMMITTEES

“The Complete Count Committee turned out to be an excellent way to reach all segments of the community and educate them about the census. Our efforts resulted in a mail-back response that was higher than anyone had anticipated.”

—Albert Pritchett, Chairman, Complete Count Committee, Cook County, Ill.

What is a Complete Count Committee?

A Complete Count Committee (CCC) is a team of state, local or community leaders that develops and implements a locally-based outreach and awareness campaign to increase awareness of the 2010 Census in a particular community. CCCs serve as “census ambassadors,” promoting the census to everyone in their local areas – especially to those hard-to-count populations – to ensure that everyone is counted.

CCCs provide a vehicle for nurturing a cooperative effort between local governments, communities and the Census Bureau. By forming CCCs, local governments and community organizations can help the Census Bureau obtain a complete count in 2010.

The highest-elected government official in the area establishes most CCCs. These voluntary committees work best when comprised of influencers from a cross-section of community representatives from government agencies, education, community- and faith-based organizations, media and businesses.



“The Complete Count Committee included every segment of our community. Some of the activities we incorporated in our CCC campaign were so successful in bringing everyone together that we have continued them as annual festivals. The CCC was indeed a strategy for building our community and learning more about our immigrant populations.”

— Graham Richard, Mayor, Fort Wayne, Ind.

COMPLETE COUNT COMMITTEES

Local CCCs

The governor of the state typically creates a large state CCC which encourages municipal governments to form local CCCs to work closely with the state committee. The highest elected official in a jurisdiction, such as the mayor, county commissioner, tribal leader or regional chairman, forms the local or community CCC. The highest elected official generally appoints a chair of the CCC and may appoint residents to serve as members of the committee. Members should be diverse and represent a cross-section of the community, including representatives from education, media, business, community or religious organizations.

Most local government CCCs are of small to medium size, depending on the jurisdiction. Local governments that lack the staff and other resources to create their own CCC may join other governments or municipalities in forming a joint committee. Ultimately, the local CCCs have a strong understanding of the local community and are highly motivated to develop comprehensive outreach campaigns that:

- Raise awareness of the census throughout the community.
- Motivate every household in the local area to participate in the census by completing the census form thoroughly and returning it in a timely manner.
- Increase the community's mail-response rate.

Successful CCCs

Nationwide, there were nearly 12,000 CCCs formed during Census 2000, most of which were local government committees. Here are some suggested strategies that will lead toward a successful CCC:

- ▲ Develop an action plan.
- ▲ If possible, assign staff to work with the CCC or the joint committee.
- ▲ Set clear, achievable goals and objectives.
- ▲ Identify targets (populations or areas) for aggressive outreach through:
 - Direct community outreach - reaching as many people as possible through swap meets, sports events, festivals, parades, etc.
 - Strategic partnerships with counties, schools, state agencies and community-based organizations.
 - A media campaign with a catchy slogan.
- ▲ Coordinate activities with the state CCC or other local CCCs throughout the state.
- ▲ Develop 2010 Web site for your local CCC with links to the state CCC Web site and 2010census.gov.
- ▲ Create promotional materials and items for populations or areas identified as prime targets.
- ▲ Create events in key areas where none exist.

CONNECTING YOUR CONSTITUENTS WITH 2010 CENSUS JOBS

The 2010 Census will bring jobs to local communities. About 1.4 million temporary workers are needed to fill a variety of census positions across the country. Area residents can apply to earn competitive weekly pay and be part of an historic opportunity to serve their communities.

Hiring Locally

- ▲ **The Census Bureau makes every effort to hire within communities and select candidates at the local level.** Local residents know their communities best and often have much in common with others living there. This helps achieve a complete and accurate count and also contributes to local economies. To hire locally more effectively, the Census Bureau seeks the direct involvement of state and local officials to help spread the word about the availability of census jobs.
- ▲ **Language skills are especially sought in many areas.** In certain areas of the country, fluency in a second language is important to assure an accurate count of the population. The Census Bureau hires individuals who have the language proficiencies needed to interact successfully with local respondents in these locations.
- ▲ **The first round of recruitment began in October 2008 and continued through February 2009.** Regional Census Centers and Local Census Offices recruited and tested approximately 700,000 applicants for 140,000 address canvassing field operation jobs.
- ▲ **Peak recruiting takes place between October 2009 and March 2010.** Local Census Offices will recruit an additional 3.1 million applicants in all counties throughout the nation.



How to apply for a job with the 2010 Census:

Applicants may call the toll-free Jobs Line at **866-861-2010** or visit **2010censusjobs.gov**, where descriptions of available positions, application forms and information on how to contact Local Census Offices are available.

ANNOUNCING YOUR SUPPORT OF THE 2010 CENSUS

Use Multiple Communications Channels

Keep your constituents and the media up-to-date on the 2010 Census by:

- ▲ **Issuing a news release** announcing your support of the 2010 Census. Refer to the sample news release in this toolkit and customize it to fit your needs. Share the release with local media and conduct interviews to discuss the importance of the 2010 Census to constituents in your state or district.
- ▲ **Posting 2010 Census information on official Web sites and blogs.** Additional ideas include:

 - Link to 2010census.gov and 2010censusjobs.gov using the Web banners and images available in this toolkit.
 - Post photos from 2010 Census events and other activities in your state, county or city.
 - Provide links to the 2010 Census newsroom, which showcases media highlights from the outreach effort.
- ▲ **Sharing information on a social networking site**, such as Facebook, and linking back to 2010census.gov. Use the Web banners and images available in this toolkit, or customize and post the sample text below:

 - The 2010 Census is easy, important and safe. It will impact funding for roads, schools, hospitals and more in our state/district. More than 130 million addresses across the nation will receive a census form in March 2010. Complete and return your form upon receipt. We can't move forward until you mail it back. Visit 2010census.gov to learn more.
 - The 2010 Census is fast approaching. It's easy, important and safe. Your participation is vital. Census data directly affect how more than \$400 billion per year in federal funding is distributed to tribal, state and local governments. Complete and return your 2010 Census form. Be counted. Be heard. Visit 2010census.gov to learn more.

Do you have a blog or Twitter account?

If not, consider starting one. More constituents are online than ever before.



ANNOUNCING YOUR SUPPORT OF THE 2010 CENSUS

- ▲ **Using Twitter to send “tweets”** about the 2010 Census to your readers. Refer to the sample tweets below for ways to get started. You also can draft your own tweets about the 2010 Census to raise awareness, ease fears and drive participation.

Distribute August 2009 – January 2010:

- 2010 Census is approaching! Your census form arrives March 2010. Help our community. Complete and return your form. Visit 2010census.gov.
- Support the 2010 Census. Impact funding for our community by completing your form when it arrives in March. More info: 2010census.gov.

Distribute February – April 2010:

- Your census form arrives March 2010. Participating in the census is easy, important and safe. Return your form today. Visit 2010census.gov.
- Don't forget: complete your census form. An accurate count of our population impacts funding for important local programs.
- Just mailed back my census form. Don't forget to complete and return yours. Visit 2010census.gov for more information.

Distribute April – July 2010:

- Did you send back your census form? It's not too late. Complete and return your form today. Questions? Visit 2010census.gov.
- Census workers will soon visit addresses that didn't return their census forms. Please answer their questions. More info: 2010census.gov.

- ▲ **Including 2010 Census information in a printed or electronic newsletter.** Use the customizable newsletter copy in this toolkit and tailor it for your needs.
- ▲ **Leveraging town hall meetings and television appearances** to help raise awareness of and drive participation in the 2010 Census. If you make regular television or radio appearances, invite a regional director from a Regional Census Center to join you to discuss key facts and dates about the census, or incorporate this information into interviews you conduct. Refer to the Raising Awareness: Leveraging Town Hall Meetings and Local Cable Access Appearances document in this toolkit.
- ▲ **Including an automatic e-mail footer note about the 2010 Census** on every e-mail sent from your office. Footers should include a 2010 Census logo and link to 2010census.gov.

PROMOTING THE 2010 CENSUS IN SPEECHES AND INTERVIEWS

BE VOCAL AND USE KEY MESSAGES

The more vocal state and local legislators are about the 2010 Census, the better. Any speech or interview with the media is an opportunity to help increase participation in the 2010 Census. Because you know your constituents best, we look to you as an advocate of the 2010 Census.

- ▲ **Census data determine representation in all forms of government.** Census data determine the number of seats each state will have in the U.S. House of Representatives, the boundaries for state and local legislative and congressional districts, and the distribution of votes in the Electoral College.
- ▲ **Every year, the federal government distributes more than \$400 billion to tribal, state and local governments based on census data.** These funds can support community services, such as school lunch programs and senior centers, and new construction, such as highways and hospitals.
- ▲ **One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.** Households are asked to provide key demographic information, including: whether a housing unit is rented or owned; the address of the residence; and the names, genders, ages and races of others living in the household.
- ▲ **By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities.** All Census Bureau employees take an oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine up to \$250,000 or imprisonment of up to five years, or both.

Also, be aware of key 2010 Census-related operational milestones (refer to the 2010 Census operational milestone timeline located in this toolkit).



Did you know that many people are unfamiliar with the census or unaware that one is taking place in 2010? Elected officials and their staff can be key sources of information.

MORE WAYS TO SUPPORT THE 2010 CENSUS



What Else Can You Do?

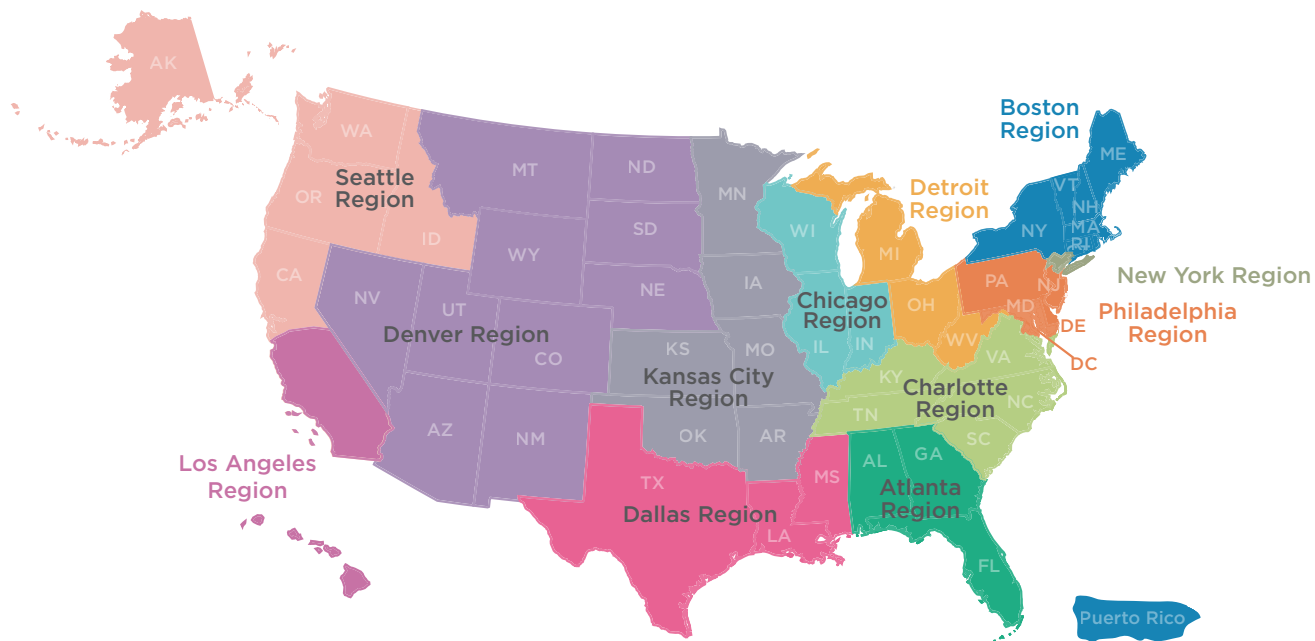
- ▲ **Hold town hall meetings or other events to encourage census participation.** Use the events as venues to show Census Bureau-provided videos and to hand out fact sheets and other informational pieces about the census.
- ▲ **Familiarize yourself with the Census in Schools program.** The Census in Schools program strives to increase awareness of the Census Bureau's activities and the use of census data in classrooms. Refer to the Census in Schools fact sheet for more information.
- ▲ **Distribute 2010 Census materials.** Share the general public fact sheet in this toolkit with constituents at local events and when out in the community. For more information about available materials, contact your Regional Census Center (contact information available on page 26 of this toolkit) or visit 2010census.gov/partners.
- ▲ **Make arrangements to donate space.** Donate space for Be Counted sites and Questionnaire Assistance Centers or for testing and training census employees.
- ▲ **Produce public service announcements (PSA).** Air announcements on local television and radio stations and publish them in print media. Refer to the sample PSA scripts in this toolkit.
- ▲ **Participate in the opening of Local Census Offices and other Census Bureau media events scheduled in your area.**
- ▲ **Participate in the 2010 Census Response Rate Feedback Program.** Issue a challenge to a counterpart to see whose constituents can achieve specified response-rate improvement goals. To make the challenge media-worthy, promise a creative prize, such as cooking a meal for your counterpart or serving as a mascot in your challenger's parade.

MORE WAYS TO SUPPORT THE 2010 CENSUS

- **Recruit partners.** Work with local businesses, other elected officials, faith-based organizations and community-based groups to increase awareness and engage hard-to-reach audiences. Share census messages and materials and encourage them to become official Census Bureau partners.
- **Attend local events.** Spread the word about the 2010 Census with your local community at swap meets, sporting events, festivals, parades and fairs.
- **Recruit census workers.** Help recruit census workers in your community. Jobs are a great benefit to your district. Direct potential applicants to 2010censusjobs.gov.
- **Encourage your governor to launch an official 2010 Census Web site for your state.** The site may include information about jobs, news releases, CCCs, census events, outreach materials, FAQs, Local Census Offices and Regional Census Centers contact information, etc. The site should link to 2010census.gov.
- **Come up with your own ideas for achieving a complete count.** We encourage you to go beyond our suggestions and be a true advocate for the 2010 Census in whatever ways you see fit.



REGIONAL CENSUS CENTER CONTACT INFORMATION



Atlanta

Phone: 404-865-1119
Web: census.gov/atlanta
Regional director: George Grandy, Jr.



Boston

Phone: 617-223-3800
Web: census.gov/boston
Regional director: Kathleen Ludgate



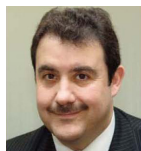
Charlotte

Phone: 704-936-4269
Web: census.gov/charlotte
Regional director: William Wayne Hatcher



Chicago

Phone: 312-454-2714
Web: census.gov/chicago
Regional director: Stanley D. Moore



Dallas

Phone: 512-864-4855
Web: census.gov/dallas
Regional director: Gabriel A. Sanchez



Denver

Phone: 720-475-3677
Web: census.gov/denver
Regional director: Cathy L. Illian



Detroit

Phone: 313-396-5144
Web: census.gov/detroit
Regional director: Dwight P. Dean



Kansas City

Phone: 816-994-2100
Web: census.gov/kansascity
Regional director: Dennis R. Johnson



Los Angeles

Phone: 818-717-6787
Web: census.gov/losangeles
Regional director: James Christy



New York

Phone: 212-356-3263
Web: census.gov/newyork
Regional director: Lester A. Farthing



Philadelphia

Phone: 215-717-1060
Web: census.gov/philadelphia
Regional director: Fernando E. Armstrong



Seattle

Phone: 425-908-3002
Web: census.gov/seattle
Regional director: Ralph J. Lee

A TOOLKIT FOR STATE AND LOCAL LEGISLATORS