



Supporting the 2010 Census:

A Toolkit for the Highest
Elected Officials

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 most people in this country 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 the highest elected official in your jurisdiction, your title and official authority open unique opportunities and vehicles to educate the public and raise awareness about the 2010 Census.

We have 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 your Regional Census Center.

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, 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 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 school districts to teach their students about the census through the Census in Schools program. (See pages 14-15.) Create or join a Complete Count Committee, 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 government offices and placing information on government Web sites or road and highway signs. (See page 16.)

A steady stream of communications and events through Census Day (April 1, 2010) will be critical to educate your constituents about the census and motivate them to take part. Your efforts will be supplemented by other public awareness initiatives, including paid advertising, public relations and online/interactive tools and resources. Together, these efforts will surround your community with messages about the 2010 Census.

HIGHEST ELECTED OFFICIALS

AVAILABLE RESOURCES

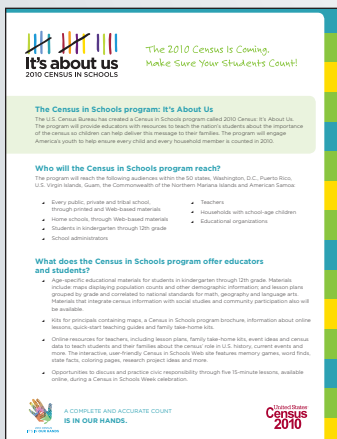
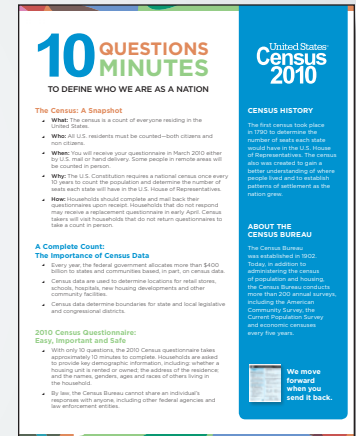


2010 Census fact sheet for elected officials

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

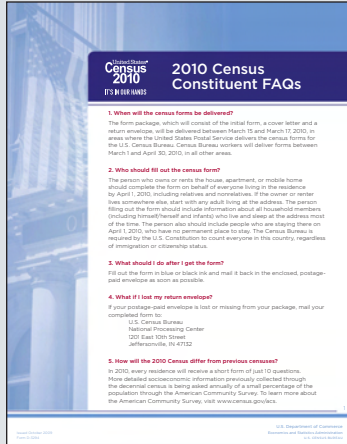
This fact sheet outlines basic facts about the census and the many uses of census data. Share this information with your constituents. The fact sheet is available as a separate electronic file in this toolkit.



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

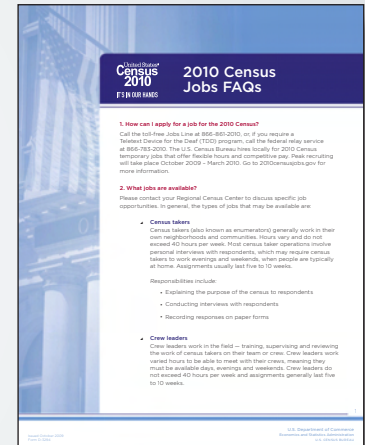


2010 Census constituent FAQs

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 is available as a separate electronic file in this toolkit.

2010 Census jobs FAQs

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

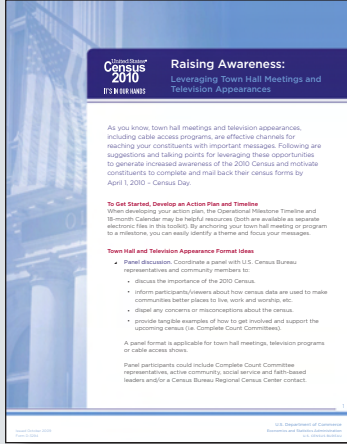


Web resources

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 separate electronic files in this toolkit.

HIGHEST ELECTED OFFICIALS

AVAILABLE RESOURCES

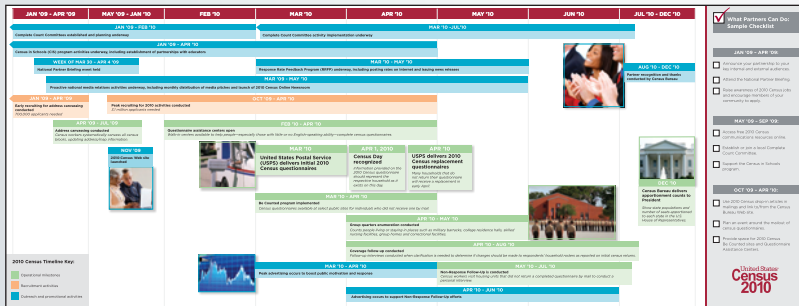
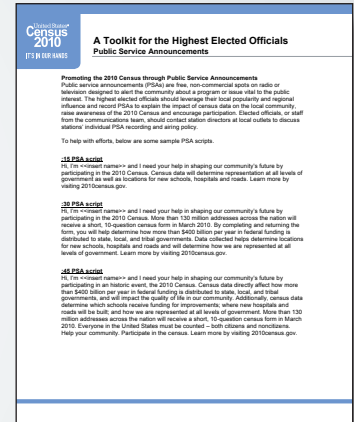


Tips to leverage town hall meetings and television appearances

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

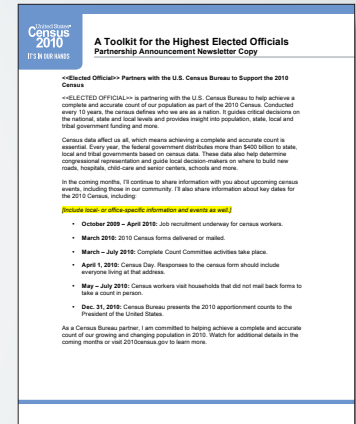


18-month calendar for 2010 Census partners

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

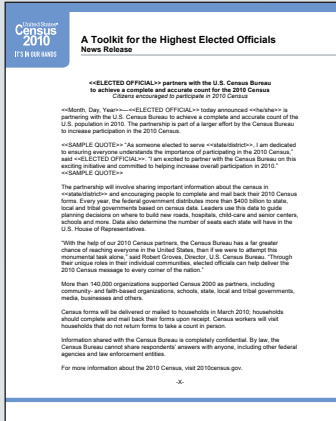
This copy can be used to announce your partnership with the Census Bureau in internal and external communications. It is sample copy only and can be customized to include your messages and to address staff and others with whom you work. The copy is available as a separate electronic file in this toolkit.



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

This news release can be used to publicly announce your partnership with the Census Bureau. It can be posted to Web sites, distributed via wire services, or shared 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 voting 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 leaders as they help our community complete an accurate count.
4. Create or seek opportunities to collaborate with other law-enforced groups in our community by participating in Complete Count Committees and/or utilizing high-profile, traveled 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

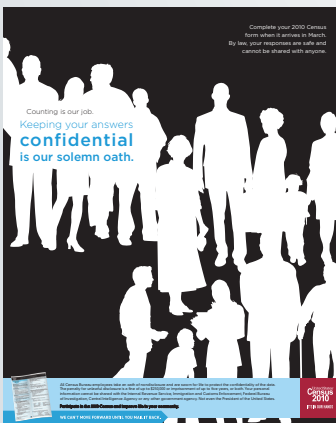


Awareness poster

This poster is the first in a unique series designed to build awareness of 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 create awareness of the coming census.

Action poster

This poster is the second in a unique series designed to build awareness of 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.

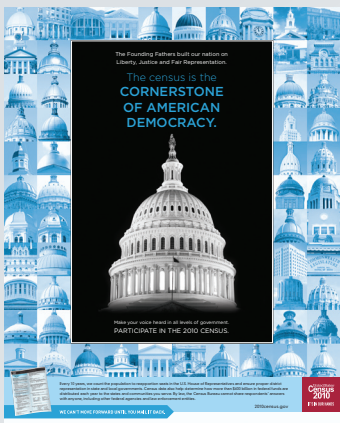


Confidentiality poster

This poster assures elected officials, employees, members or individuals served by your constituency 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.

HIGHEST ELECTED OFFICIALS

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, or bring it to town hall meetings and events. 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.

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.



HIGHEST ELECTED OFFICIALS

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. Thomas Jefferson and James Madison are widely regarded by historians 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 state 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 that all state legislative bodies be apportioned on the basis of "one person, one vote," census data have been used by most states to reapportion their legislatures.
- ▲ The 2010 Census will bring jobs to local communities. About 1.4 million temporary workers throughout the next year are needed to fill a variety of census positions across the country.



HIGHEST ELECTED OFFICIALS

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.

Governor Liaisons

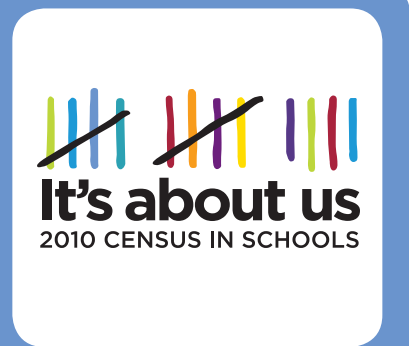
Governor liaisons for the 2010 Census are listed here: www.census.gov/sdc/www/liaisons.html.



HIGHEST ELECTED OFFICIALS

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, so 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 the 2010 Census message to students across the nation.



How the Census Bureau is Connecting 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. We will also reach adults who 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 will also be available.
- ▲ **Printed materials**
 Each principal in the United States, including Puerto Rico and the island areas, will 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**
 The Census Bureau will inform the educational community about the Census in Schools program by establishing partnerships with national educational organizations.

HIGHEST ELECTED OFFICIALS

THE CENSUS IN SCHOOLS PROGRAM



Promoting the Census Through Census in Schools

Census data not only impact funding for schools and educational programs, but also can impact community programs and services upon which many schools rely. Work with school districts to help them understand the importance of sharing census information with their students and direct them to implement Census in Schools program activities. 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 connect with education leaders.
- Sponsor and participate in Census in Schools forums to direct 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.
- Direct local educators and administrators to reach out to their Regional Census Center 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.

HIGHEST ELECTED OFFICIALS

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 households 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 only 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 state, local and tribal 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 is designed to serve 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 of 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 tribal, state, local and 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, tribal, state and local governments and community organizations can help the Census Bureau obtain a complete count in 2010.

Most CCCs are established by the highest-elected government official in the area and are voluntary. The committees work best when they are comprised of community representatives from government agencies, education, community- and faith-based organizations, media and businesses.

State CCCs

The governor of the state typically creates the state CCC and appoints individuals to serve as members of the committee. The state CCC is usually chaired by an individual designated by the governor, such as the governor’s liaison or staff from the state data center. State CCCs tend to be large with between 20 to 100 members. State CCCs have a strong understanding of the economic impact of a complete count and are highly-motivated to develop comprehensive, statewide outreach campaigns that:

- ▲ Encourage municipal governments to form CCCs.
- ▲ Raise awareness of the census throughout the state.
- ▲ Motivate every household in the state to participate in the census by completing the census form thoroughly and returning in a timely manner.
- ▲ Increase the state’s mail-response rate.

COMPLETE COUNT COMMITTEES

Local CCCs

Tribal / state / local / community CCCs are formed by the highest elected official in a jurisdiction, such as the mayor, county commissioner, tribal leader or regional chairman. The highest elected official generally appoints a chair of the CCC and may appoint others to serve as members of the committee. As with state CCCs, members should be diverse and represent a cross-section of the community, including representatives from education, media, business or religious organizations. Most local government CCCs are of small to medium size, depending on the jurisdiction.

Again, similar to the state CCC, local government CCCs are tasked with creating an awareness campaign to encourage complete participation in the census. 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.

For more information on CCCs refer to the [Complete Count Committee Training Manual](#) located on the “Partner With Us” section of 2010census.gov or contact the Partnership Data Services Program staff at your Regional Census Center.

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.

Successful CCCs

Nationwide, there were nearly 12,000 CCCs formed during Census 2000, most of which were local government committees. The No. 1 lesson learned was to do the best possible with the resources available. Here are some suggested strategies that will contribute to a successful CCC:

- ▲ Allocate state funds for implementation of the CCC.
- ▲ Develop an action plan.
- ▲ 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 – touching as many people as possible through swap meets, sporting events, festivals, parades, etc.
 - Strategic partnerships with counties, schools, state agencies and community-based organizations.
 - A media campaign with a catchy slogan. For example, California’s state CCC used the slogan, “California, You Count!” in 2000.
- ▲ Coordinate activities with local CCCs throughout the state.
- ▲ Develop a 2010 Web site for state CCCs with links to the Census Bureau Web site.
- ▲ Create promotional materials and items for populations or areas identified as key audiences.
- ▲ 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. Community members can apply to earn competitive weekly pay and be part of an historic opportunity to serve their communities.

Hiring Locally

- ▲ The Census Bureau will make every effort to hire within communities and select candidates at the local level. Locally-based workers 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 will seek 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 will be important to assure an accurate count of the population. The Census Bureau will hire 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 will take 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.

HIGHEST ELECTED OFFICIALS

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 statewide or 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 state, local and tribal 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.



HIGHEST ELECTED OFFICIALS

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 encourage 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 this month. 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 and encourage participation in the 2010 Census. Encourage cabinet members, secretaries, directors and other officials to do the same. If you host a regular television show, or conduct radio addresses, invite a regional director from a Regional Census Center 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, as well as official agencies and departments. 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 officials 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 to be advocates of the 2010 Census.

- ▲ Census data determine representation in all forms of government, including: 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 state-by-state distribution of Electoral College votes.
- ▲ Every year, the federal government distributes more than \$400 billion to state, local and tribal 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 only 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 included 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.

HIGHEST ELECTED OFFICIALS

MORE WAYS TO SUPPORT THE 2010 CENSUS



What Else Can You Do?

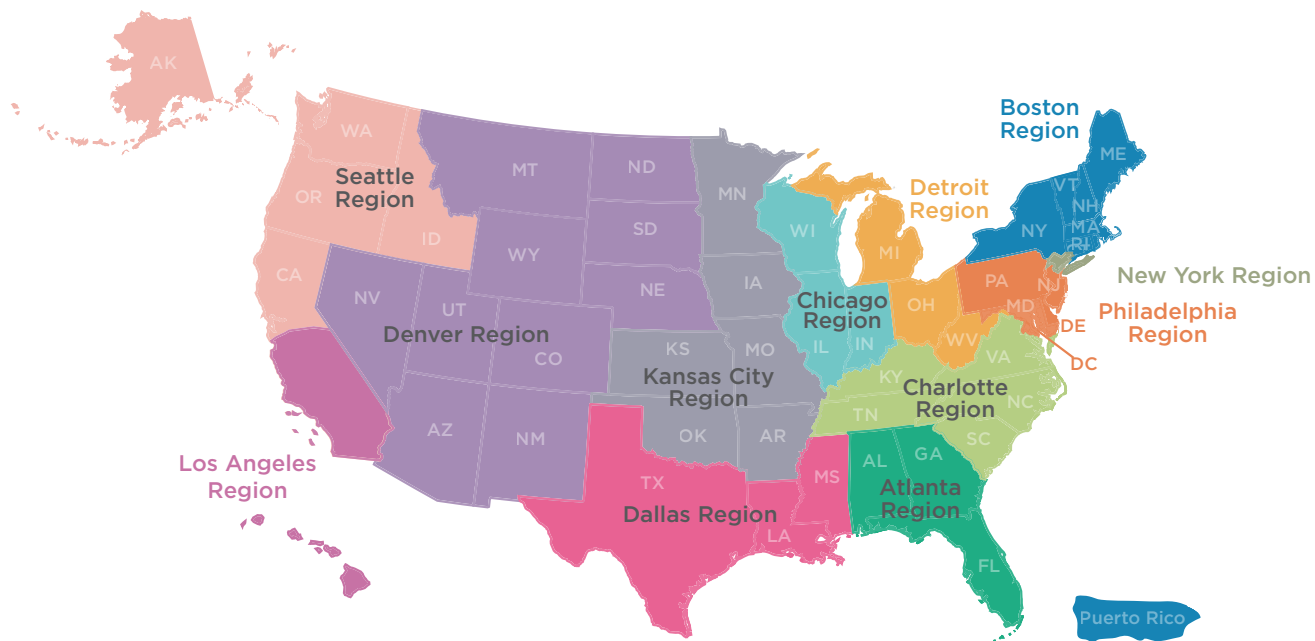
- ▲ **Hold town hall meetings or other events.** Conduct town hall meetings or other events to encourage census participation. Use them as a venue to show Census Bureau-provided videos and to hand out fact sheets and other informational pieces about the census.
- ▲ **Familiarize yourself with the Census 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 in this toolkit 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. Contact your Regional Census Center (contact information available at the end of this toolkit) or visit 2010census.gov for more information about available materials.
- ▲ **Make arrangements to donate space.** Donated space can be used for Be Counted sites and Questionnaire Assistance Centers or for testing and training census employees.
- ▲ **Produce public service announcements (PSAs).** Announcements can be aired on local television and radio stations and published in print media. Refer to the sample PSA scripts in this toolkit.
- ▲ **Participate in the opening of Local Census Offices.** 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.

HIGHEST ELECTED OFFICIALS

MORE WAYS TO SUPPORT THE 2010 CENSUS

- ▲ Work with state/local agencies and departments to increase awareness and engage hard-to-reach audiences. Create a message document to share with all agencies and departments to ensure consistent messaging. For example:
 - Include the census participation message in all license renewal notices (professional, driver, hunting, etc.).
 - Engage the Department of Transportation to display census messages at tolls, highway signs, etc.
 - Coordinate with the Department of Treasury to print census reminder messages on all paychecks for state / local government employees, unemployment recipients, disability checks, etc.
 - Direct the Department of Environmental Protection to distribute census fliers and pamphlets to all state parks.
- ▲ Launch a state / local official 2010 Census Web site. The site should 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 also 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



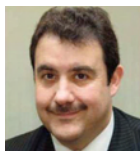
Charlotte

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

HIGHEST ELECTED OFFICIALS