



Supporting the 2010 Census:

A Toolkit for
Reaching Renters

United States[®]
**Census
2010**

IT'S IN OUR HANDS

Contents

Welcome from the U.S. Census Bureau Director.....	3
A Partner Quick-Start Guide.....	4
Getting Started: The Path to a Successful Partnership.....	6
Step 1: Build A Communications Action Plan.....	9
Step 2: Conduct Ongoing Communications and Activities.....	11
Step 3: Sustain the Momentum.....	14
Starting Conversations and Communicating about the 2010 Census.....	16
Regional Census Center Contact Information.....	19



Dear 2010 Census Partner,

Thank you for your partnership with the U.S. Census Bureau and support of the 2010 Census. The 2010 Census is quickly approaching, presenting an opportunity to paint a new portrait of America and show the changes in our country during the past 10 years. The data collected through the 2010 Census also will shape the future of our nation for the next decade, so participation is vital. We need the help of housing associations, landlords and other organizations that work with renters to raise awareness of the census and ensure everyone understands the importance of completing and returning the census form.

Renters are an important and growing segment of our population. It is projected that the 2010 Census will show a rise in the number of renters in this country, due to an increase in home foreclosures and natural disasters that have displaced people from their homes. In past censuses, homeowners have had higher census form return rates than non-homeowners. Research has shown that misinformation about the census and language isolation are two primary reasons non-homeowners have been "undercounted." Undercounts can mean less funding for communities that need enhancements. With accurate data, we can help ensure that funds are distributed appropriately and maximize the potential of communities across the nation. Your support of the census is critical to achieve a complete and accurate count in 2010.

This toolkit provides you with resources and tools to help you communicate about your partnership with the Census Bureau and encourage census participation among renters. The toolkit includes information about the census, key messages, materials and activity ideas you can customize and use in your promotional efforts through Census Day, April 1, 2010.

You are uniquely suited to communicate about the importance and benefits of census participation. Census data directly affect how more than \$400 billion per year in federal funding is distributed to tribal, state and local governments. Census data also are used to reapportion congressional seats to states and assure proper district representation. 2010 Census data will help our communities and business leaders to:

- ▲ Guide local planning decisions, including where to provide additional social services, establish child-care and senior centers, and build new roads, hospitals, schools, and job training and community centers.
- ▲ Guide all levels of government on the implementation and evaluation of programs such as the Fair Housing Act, Equal Employment Opportunity Act and the Civil Rights Act.

I encourage you to utilize this toolkit to help renters understand that the 2010 Census is easy, important and safe. Your efforts, in tandem with other 2010 Census public awareness initiatives, such as paid advertising, public relations and online/interactive elements, will ensure a brighter future for your community.

Sincerely,

Dr. Robert M. Groves
Director, U.S. Census Bureau



**A Partner
Quick-Start
Guide**

A PARTNER QUICK-START GUIDE

Thank you for signing on to be a Census Bureau partner. You are committed to encourage participation in the 2010 Census so your community can be accurately represented and eligible for funding needed for a brighter future. Now you want to know, what's next? What should you do as a partner in 2010?

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

1

Build your action plan.

Create an action plan that defines specifically how your organization will support the census. Focus activities on motivating people to participate in the census. This toolkit includes planning resources and activity suggestions specific to your audience. (See page 9.)

2

Conduct ongoing communications and activities.

Start spreading the word, using your action plan and the many resources provided in this guide, such as newsletter and Web site copy, customizable templates and posters. Send letters and e-mails, post information in newsletters and on your Web site, or issue an official proclamation. Include specific messages that will resonate with your audience. (See pages 11-13.)

3

Sustain the momentum.

A steady stream of communications and events through Census Day (April 1, 2010) will be critical to educate renters about the census and motivate them to take part. Stagger timing of communications and events through April 2010 to sustain census awareness with your residents and community. Use materials in this guide to assist you in your initiatives. (See pages 14 and 15.)

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.



**Getting Started:
The Path to
a Successful
Partnership**

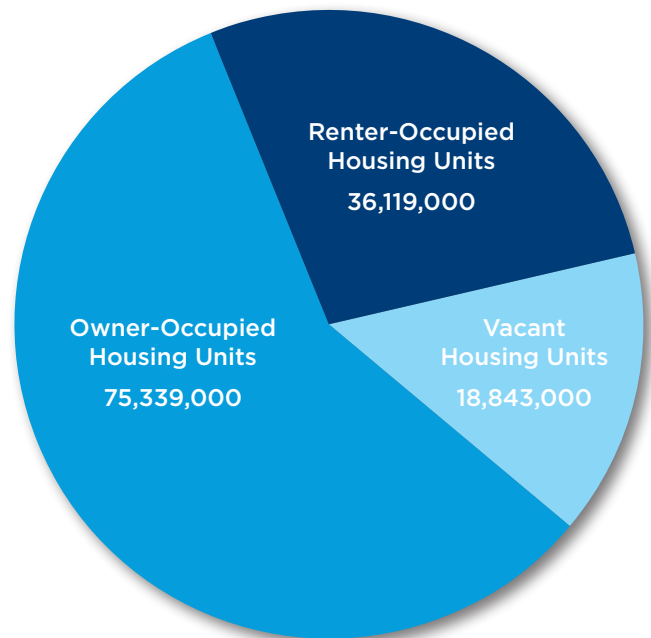
GETTING STARTED: THE PATH TO A SUCCESSFUL PARTNERSHIP



We need your support in promoting the census among your renters, employees, organization partners and others in your community. Housing partners, such as you, are integral to the census communications effort and are uniquely suited to encourage participation among this important segment of the population.

As of 2009, there were more than 36 million renter-occupied housing units in the United States, accounting for more than one-fourth of the housing units in the country. The 2010 Census is expected to show an increase in this portion of the population, as the recent economic downturn, natural disasters and other factors have caused many in the United States to be displaced from their owner-occupied homes.

Your assistance also is essential to help the Census Bureau reach many mobile members of the population, individuals completing the census form for the first time, and individuals with limited English-language proficiency. Many of these people have questions or confusion about where they should be counted or if they should be counted at all.



Source: Census Bureau's Housing Vacancy Survey for 2009
<http://www.census.gov/hhes/www/housing/hvs/hvs.html>

This toolkit provides information and resources to relay the importance of census participation and clarify misinformation or confusion some renters may have about the census. You can customize many of the materials to suit the unique needs of your renters. The toolkit also includes suggestions for partnership activities and communications tips to help sustain your efforts through Census Day, April 1, 2010. **It is important to plan and conduct as many communications activities as possible between January 2010 and April 2010.** This key timeframe presents the best opportunity to inspire census participation among renters.

HOW CENSUS DATA BENEFIT RENTERS AND OUR COMMUNITIES

Forecasting future housing needs for all segments of the population and funding for government-subsidized housing	Planning for hospitals, nursing homes, clinics, and the locations of other health services
Directing services to children and adults with limited English-language proficiency	Designing facilities for people with disabilities, children or the elderly
Forecasting future transportation needs	Distributing medical research funds to meet the needs of more people
Drawing school district boundaries	Attracting new businesses and jobs to local communities
Directing funds for services for people in poverty	Guiding all levels of government on programs such as the Fair Housing Act, Equal Employment Opportunity Act and the Civil Rights Act
Creating maps to speed emergency services to households in need of assistance	Ensuring proper district representation in national, state and local governments

STEP ONE: BUILD A COMMUNICATIONS ACTION PLAN

Develop an action plan for your organization by working with your employees to outline communications initiatives and activities your organization will conduct from now through April 2010 to reach renters in your community. As you develop your plan, ask yourself:

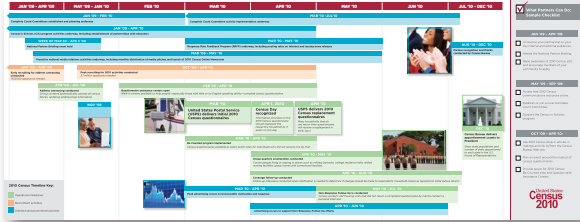


- ▲ How can we maximize our census-related communications efforts in the months leading up to Census Day, April 1, 2010?
- ▲ What barriers do renters in our community face in completing and returning their 2010 Census forms?
 - How can our organization help address these barriers?
 - What census misconceptions may exist that we can help clarify?
- ▲ How can we include information on the census in our current communications with renters, written and otherwise?
- ▲ What events and activities can we conduct to help spread the word?
- ▲ How can we highlight key census milestones in our communications?
- ▲ How can we involve employees and others in the community to relay the importance of census participation?

PLANNING RESOURCES

Use the following resources to get a sense of key operational and campaign milestone timing, and build communications initiatives and activities accordingly.

2010 Census operational milestone timeline.



Hang this at-a-glance timeline on your wall to see key dates for the 2010 Census, including 2010 Census form distribution, Census Day and others. In addition, see what supporting events and activities will be conducted through the 2010 Census integrated communications campaign.

18-month calendar for 2010 Census partners.

Hang this printable calendar – spanning through December 2010 – in your office, lobby, meeting room or other high-traffic areas as a reminder of important census dates. The calendar also provides suggestions for what you, as a partner, can do to support the census. Incorporate suggestions from the calendar into your organization’s action plan.



Planning resources in this document are available in downloadable print-ready formats and can be found at the “Partner With Us” Web site at 2010census.gov/partners.

2010 CENSUS TIMELINE

CONSIDER ORGANIZING YOUR
2010 CENSUS ACTIVITIES AROUND THE
FOLLOWING KEY CENSUS DATES:

January – April 2010

The 2010 Census Portrait of America Road Tour, an interactive, touring experience, travels across the United States and Puerto Rico. *(For more information, download the 2010 Census Portrait of America Road Tour Activity Guide from 2010census.gov/partners.)*

January – April 2010

The “Take 10” Program occurs in many communities across the United States and Puerto Rico, encouraging people to participate in the census. *(For more information, download the “Take 10” Activity Guide from 2010census.gov/partners.)*

March 2010

Census forms are mailed or delivered to households.

April 1, 2010

Census Day – the official day of the population count.

April – July 2010

Census workers visit households that did not return a form by mail.

Dec. 31, 2010

Census Bureau delivers population counts to the President of the United States.

STEP TWO: CONDUCT ONGOING COMMUNICATIONS AND ACTIVITIES



The following are several suggested activities your organization can conduct to inform renters about the importance and benefits of the census and inspire them to participate:

□ **Explain the 2010 Census residence rules.**

Some renters may be confused about how to fill out their form or whether they should fill out the form at all. Others may be “snowbirds” who have residences in two or more cities and may have questions about where to complete the form.

Every household, regardless if they rent or own, should fill out the census form. Most people should be counted where they live and sleep most of the time. To help renters complete and accurately answer their census forms:

- ▲ Educate renters about how to count family members on their census form, particularly in homes with multiple generations and different families living in one household.
- ▲ Raise awareness of the 2010 Census residence rule regarding how and where to be counted. See the brochure, *How People Are Counted* (available as a separate electronic file), for more information. This brochure describes the process by which the Census Bureau counts everyone.

□ **Include information about the census in your communications to renters.** Use your current renter communications to provide census information, including:

- ▲ **Letter to renters.** Announce your partnership with the Census Bureau by sending a letter to renters. A sample letter is included in this toolkit. Be sure to put the letter on your organization’s letterhead.
- ▲ **Newsletters and e-mails.** Include articles or briefs about the census in your organization’s newsletters, e-newsletters or e-mails, and highlight key census milestones. Sample copy for newsletters and e-mail articles are included in this toolkit. A pre-designed newsletter template that you can customize for your organization also is available.
- ▲ **Statement stuffers and mail inserts.** Include information on the census as inserts or stuffers in statements, mailings, contract renewals, and other mailings to renters. Copy for customizable stuffers and inserts is included in this toolkit.

In addition to the renters your organization serves, consider conducting outreach efforts and activities to others in your community or organization.

- Use technology to deliver the message.**
Promote census participation online by posting information on your organization's Web site, or include a Web banner or link to 2010census.gov. Sample Web site copy and Web banners are included in this toolkit.
- Include census information at renter, tenant or resident association meetings.**
Include information about the census at renter, tenant or resident association meetings. A PowerPoint presentation with information specific to renters is available as a separate electronic file. Consider inviting a Census Bureau partnership specialist to attend your event and answer questions from renters. Contact Partnership and Data Services staff at the Regional Census Center for information on having a partnership specialist attend a meeting. Contact information can be found on page 20 of this toolkit or at 2010census.gov/partners/pdf/censusRegionMap.pdf.
- Promote census participation at apartment open houses, display models and showings.**
Use your open houses, display models or showings as opportunities to distribute census information, brochures or fliers. Include information in your organization's leave-behinds for prospective renters.



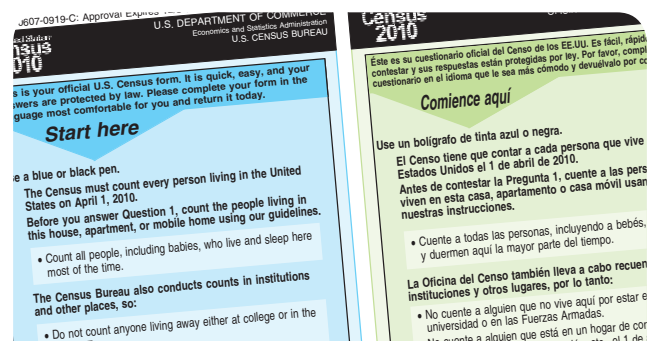
- Hang posters and fliers in common areas.**
Hang or distribute census posters, fliers or brochures in shared laundry facilities, clubhouses, workout rooms, mail boxes and other common areas. Pre-designed and customizable posters, fliers and brochures are available as separate electronic files. Visit 2010census.gov/partners for more information.
- Provide census information at events for renters.** Provide information about the census at your organization's pre-scheduled special events for renters. Or, consider hosting a breakfast, coffee or luncheon to discuss with renters the census and its benefits.
- Speak with residents moving in or out in March and April 2010.** Renters moving during the March and April timeframe may be confused about where to fill out their census form. Be sure to speak with these renters to answer their questions. Provide them with the *How People Are Counted Brochure*, which is included in this toolkit.
- Use door drops.** Provide renters with census information by leaving information on their doorknobs or at their door through door drops. Customize the information with your organization's logo to help draw attention to the communication and distinguish it from other door communications they may receive.
- Conduct a census-themed renter appreciation event or activity in March or April 2010 to highlight the census.** Show renters your appreciation by conducting a census-themed renter appreciation event or activity in March or April. Use the event to highlight the benefits of the census and importance of participation. Consider events or activities with census-related themes, such as offering 10 treats to highlight the 10 questions on the census form.

Special Assistance is Available

For those with visual impairments, the Language Assistance Guide will be available in large print and Braille. Deaf and hard-of-hearing persons who do not have access to Video Relay Service (VRS) can call the TDD number, 1-866-783-2010.

- Offer space for a Questionnaire Assistance Center (QAC).** A barrier to a complete count in previous censuses has been lack of English fluency. To help overcome this challenge, consider donating and transforming an area of your organization into a QAC. This resource is especially valuable to those who have limited English proficiency or who have difficulties reading. Contact the Partnership and Data Services Program staff at your Regional Census Center to learn more. Contact information can be found on page 20 of this toolkit or at 2010census.gov/partners/pdf/censusRegionMap.pdf.
- Distribute information to local businesses.** Ask local businesses if you can post census posters or fliers in their establishments to reach renters and others in the community. Hang posters in prominent areas, such as store windows, community bulletin boards, near the cash register or other areas approved by the store owner.

- Utilize on-hold messages and e-mail signatures.** Include information on the census in your organization's on-hold messages and e-mail signatures. In e-mail signatures, be sure to include a link to 2010census.gov for additional information.
- Sign up for speaking engagements.** Participate as a speaker at industry or community events in which your organization is involved. Use the presentation and key messages included in this toolkit to assist you. In your speaking engagements, encourage others in the community to promote census participation to their family, friends and co-workers. If time permits, include a question-and-answer session in your speech.



Did You Know?

A barrier to a complete count in previous censuses has been lack of English fluency. Bilingual forms are available upon request in five languages: Spanish, Chinese (Simplified), Korean, Vietnamese and Russian. In 2010, Questionnaire Assistance Centers (QAC) will assist those unable to read or understand the form and Language Assistance Guides will be available in 59 languages at all QAC locations.

STEP THREE: SUSTAIN THE MOMENTUM

The following resources are available to help you in your communications efforts about the 2010 Census. Resources referenced throughout this document are available as downloadable print-ready formats and can be found on the “Partner With Us” Web site at 2010census.gov/partners.

How People Are Counted Brochure

Many renters have questions about how they should be counted or if they should be counted at all. This brochure describes the process by which the Census Bureau counts everyone.

2010 Census Web banners

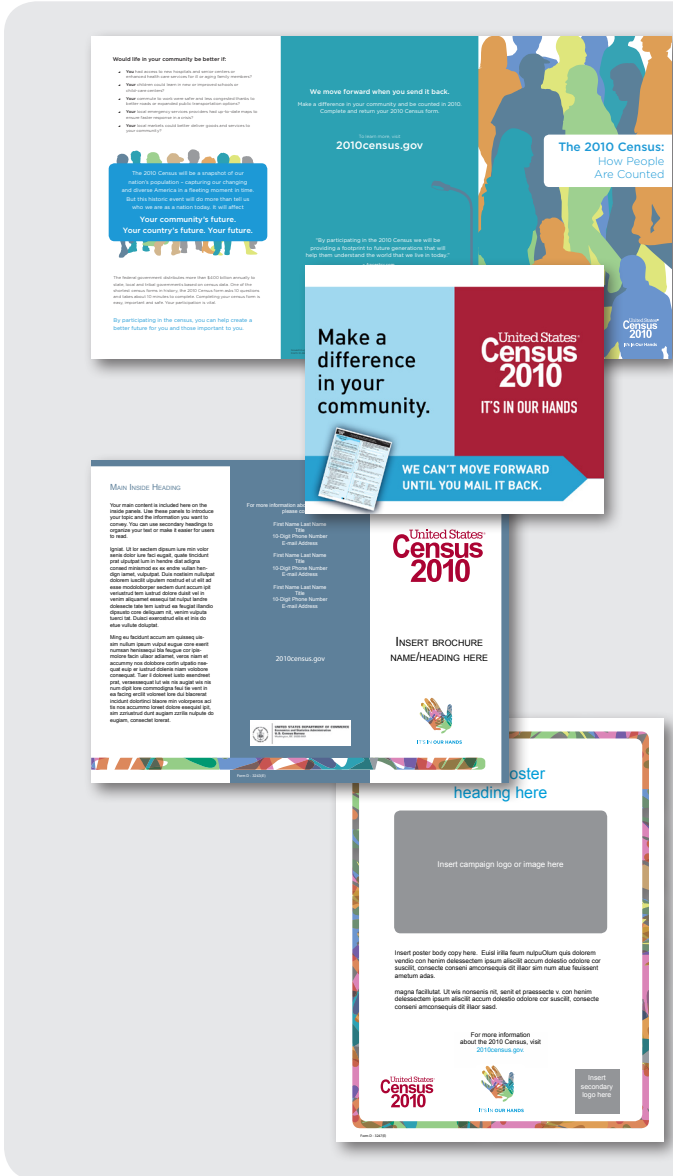
2010 Census Web banners are available to post on your organization’s Web site. Web banners provide an ongoing reminder about the 2010 Census and drive Web users to the 2010census.gov Web site for more information.

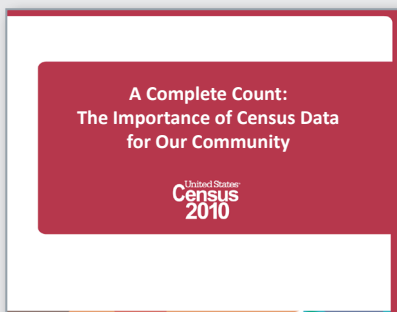
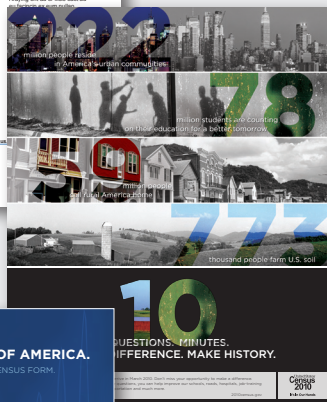
2010 Census brochure template

This pre-designed template can be used to develop a census brochure that highlights your organization’s involvement in the 2010 Census. Consider using all or part of the sample brochure language in this toolkit when creating your own brochure.

2010 Census poster/flier template

Use this pre-designed template to create a poster or flier highlighting your organization’s census-related activities.





Customizable newsletter template

Use this pre-designed template to create your own newsletter centered on your organization's support of the 2010 Census. In your newsletter articles, highlight the importance of renter participation in the census and help dispel barriers some renters may have regarding the census.

Awareness posters

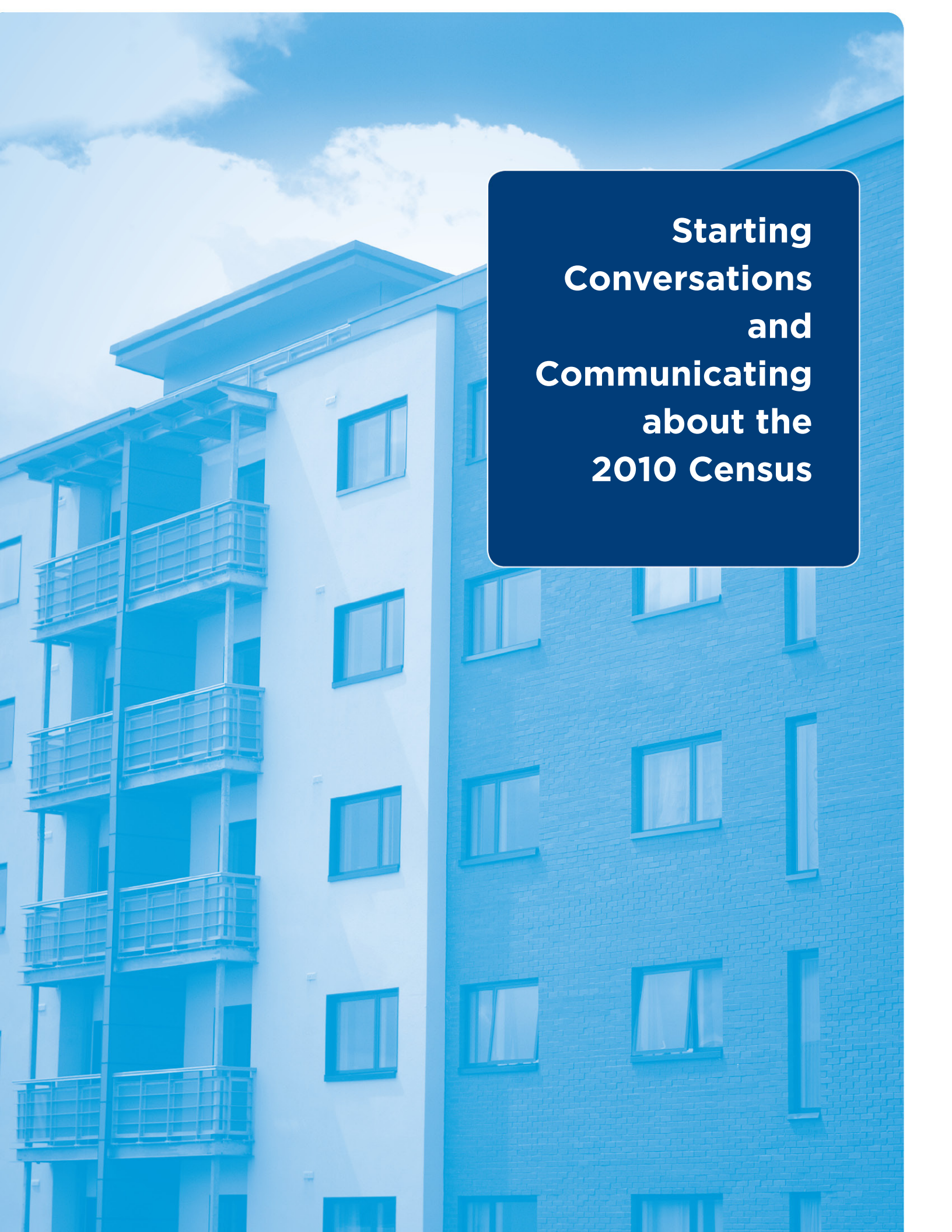
These posters are available in several languages and are designed to build awareness of and encourage participation in the 2010 Census. Contact your partnership specialist to obtain printed versions measuring 16" x 20" or download and print the versions available in this toolkit. Contact information can be found on page 20 of this toolkit or at 2010census.gov/partners/pdf/censusRegionMap.pdf. Display the posters in high-traffic, common areas that renters frequent.

Action posters

These posters are available in several languages and are designed to encourage participation in the 2010 Census. Contact your partnership specialist to obtain a printed version measuring 16" x 20", or download and print the versions available in this toolkit. Contact information can be found on page 20 of this toolkit or at 2010census.gov/partners/pdf/censusRegionMap.pdf. Display the poster in high-traffic, common areas that renters frequent.

2010 Census PowerPoint

Use this customizable PowerPoint in presentations to renters or others in the community. The presentation provides information on the importance of the census and key operational milestones. Edit the presentation to include information specific to your audience.



**Starting
Conversations
and
Communicating
about the
2010 Census**

STARTING CONVERSATIONS AND COMMUNICATING ABOUT THE 2010 CENSUS

The information you provide for the 2010 Census will play a significant role in encouraging renters to participate. The following messages will help you effectively convey the benefits and importance of census participation, while addressing several points of confusion or misinformation some renters have about the census. Use this messaging in your partner communications initiatives to help encourage census participation – from conversations to written communications.

KEY MESSAGES ABOUT THE 2010 CENSUS

- ▲ Participation in the 2010 Census is easy, important and safe, and your participation is vital.
 - **It's easy:** One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
 - **It's important:** Census data directly affect how more than \$400 billion per year in federal funding is distributed to tribal, state and local governments. Census data guide local decision-makers on where to build new schools, roads, child-care and senior centers, community facilities and more. Census data also are used to reapportion congressional seats to states and assure proper district representation.
- **It's safe:** 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 of up to \$250,000 or imprisonment of up to five years, or both.
- ▲ You do not need to own your home in order to complete your census form. Those who rent their home also should complete the census form.
- ▲ Everyone in the United States must be counted in the 2010 Census. This includes people of all ages, races, ethnic groups; citizens and noncitizens.




- ▲ Census forms will be delivered or mailed to households in March 2010. Every household in the United States should complete its census form and mail it back upon receipt. Responding immediately is the most efficient way to participate in the census.
 - Census Day is April 1, 2010. Responses to the census form should include everyone living at that address. Individuals should be counted in the residence where they live and sleep most of the time.
 - In May, census workers will visit households that do not return the forms to take a count in person. Because people might be apprehensive about a stranger coming to their home, it is important to note that census workers can be identified by a census badge and bag.
- ▲ English-language fluency is not a requirement for participation. Language assistance is available to help individuals complete their census form.
 - The first-ever bilingual form in English and Spanish will be delivered to about 13 million households in areas that have a high concentration of Spanish speakers.
 - Questionnaire Assistance Centers (QAC) will be available to assist those unable to read or understand the census form. Bilingual forms are available upon request in five languages: Spanish, Chinese (Simplified), Korean, Vietnamese and Russian. In addition to these options, a Language Assistance Guide also will be available in 59 languages at all QAC locations and online at 2010census.gov.

Here Are Some Facts For Your Renters Who Have Been Displaced From Their Homes Due to a Natural Disaster:

- ▲ The Census Bureau has plans in place to make sure everyone is counted in the 2010 Census and that they are counted once, only once and in the right place.
- ▲ The law requires that people are counted where they live. It's important that communities have the resources they need where they live now.
- ▲ If people move to another address in the Census Bureau's address list, they will still get a census form.
- ▲ If people stay temporarily with friends or relatives, questions on the 2010 Census form will help ensure people are counted in the right place.

**THANK YOU FOR SUPPORTING THE 2010 CENSUS.
YOUR EFFORTS ARE ESSENTIAL TO HELP RENTERS UNDERSTAND THE
BENEFITS AND IMPORTANCE OF CENSUS PARTICIPATION.**

The background of the page is a blue-tinted photograph of a building with a porch. In the foreground, a sign is partially visible with the words 'FOR LEASE' in large, white, bold letters. The sign is tilted slightly to the right. The building behind it has a porch with columns and a railing. The overall color scheme is monochromatic blue.

**Regional
Census Center
Contact
Information**

FOR LEASE

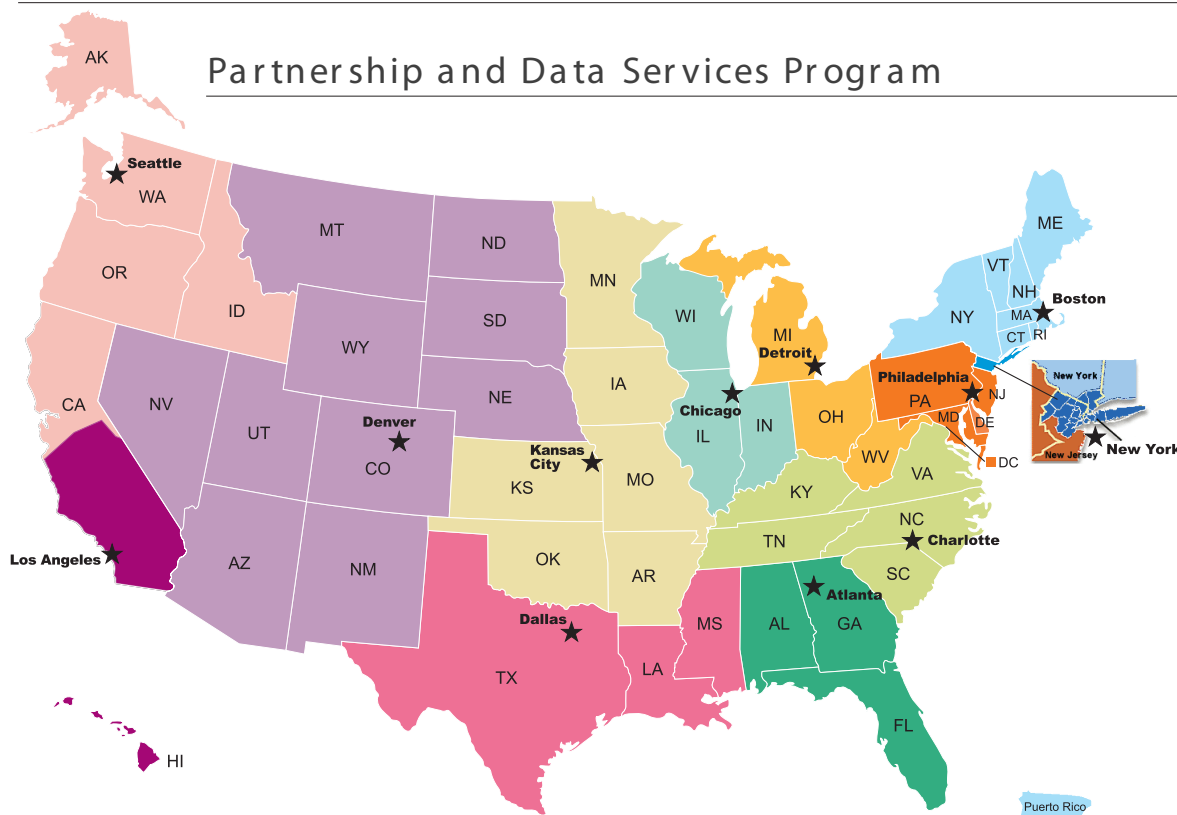
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U.S. Census Bureau Regions

December 2009

Partnership and Data Services Program

FLDPDS/09-2



- ATLANTA** - www.census.gov/atlanta
Alabama, Florida, Georgia
- BOSTON** - www.census.gov/boston
Connecticut, Maine, Massachusetts, New Hampshire, New York (all counties except those covered by the NY Regional Office listed under the state of NY), Puerto Rico, Rhode Island, Vermont
- CHARLOTTE** - www.census.gov/charlotte
Kentucky, North Carolina, South Carolina, Tennessee, Virginia
- CHICAGO** - www.census.gov/chicago
Illinois, Indiana, Wisconsin
- DALLAS** - www.census.gov/dallas
Louisiana, Mississippi, Texas
- DENVER** - www.census.gov/denver
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming
- DETROIT** - www.census.gov/detroit
Michigan, Ohio, West Virginia
- KANSAS CITY** - www.census.gov/kansascity
Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma
- LOS ANGELES** - www.census.gov/losangeles
Hawaii, Southern California (Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Bernardino, San Diego, San Benito, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties)
- NEW YORK** - www.census.gov/newyork
New York (Bronx, Kings, Nassau, Queens, Richmond, Rockland, Suffolk, and Westchester counties)
New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union, and Warren counties)
- PHILADELPHIA** - www.census.gov/philadelphia
Delaware, District of Columbia, Maryland, New Jersey (all counties except those covered by the NY Regional Office listed under the state of NJ), Pennsylvania
- SEATTLE** - www.census.gov/seattle
Alaska, Idaho, Northern California (all counties except those covered by the LA Regional Office listed under southern California), Oregon, Washington

Phone Numbers for the Partnership and Data Services Program

Atlanta
404-335-1467

Boston
617-223-3610

Charlotte
704-936-5330

Chicago
312-454-2770

Dallas
214-637-9680

Denver
720-475-3670

Detroit
313-392-6500

Kansas City
816-994-2045

Los Angeles
818-717-5820

New York
212-356-3100

Philadelphia
215-717-1020

Seattle
425-908-4050

American Samoa, Commonwealth of the Northern Mariana Islands (CNMI), Guam, and the U.S. Virgin Islands
301-763-4033

A TOOLKIT FOR REACHING RENTERS