

# Promoting the 2010 Census Portrait of America Road Tour:

An Activity Guide  
for Partners



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**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001

Dear 2010 Census Partner,

Thank you for partnering with the U.S. Census Bureau to support the 2010 Census. With your help, we can make sure that everyone in our nation is counted. As you may know, the 2010 Census is more than just a population count. Census data are used to reapportion congressional seats to states, and directly affect how more than \$400 billion per year in federal funding is distributed to tribal, state and local governments.

Beginning in January 2010, the 2010 Census Portrait of America Road Tour will travel across the United States and Puerto Rico to educate communities about the 2010 Census and encourage everyone to complete and return the census form when it arrives in March 2010. This free, interactive, entertaining tour experience is specifically designed to inspire interest in the 2010 Census and encourage census participation, especially among hard-to-count populations.

Throughout the Road Tour journey, Census Bureau staff will collect images and stories from thousands of people across the country. By giving everyone an opportunity to share their voice and the unique needs of their community, the Road Tour will paint a "portrait of America." These compelling images and stories will be posted on [2010census.gov](http://2010census.gov).

This activity guide contains a variety of information and resources to assist you in this endeavor and help you effectively communicate the benefits of participating in the census. As a 2010 Census partner and a trusted voice in your community, I hope you will encourage your employees, organization members and those you serve to attend Road Tour events.

Your efforts, in tandem with other 2010 Census public awareness initiatives like paid advertising, public relations and online/interactive elements, will help ensure everyone is counted in 2010.

Sincerely,

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

## A PARTNER QUICK-START GUIDE

The 2010 Census Portrait of America Road Tour will visit communities across the country in early 2010. This exciting, interactive experience will educate the public about the census, inspire interest in the process, and motivate people to complete and mail back their census forms. How can you help spread the word about the Road Tour and the 2010 Census?

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

# 1

### **Build your action plan to promote the Road Tour.**

Build an action plan that defines how your organization will support the 2010 Census and promote the Road Tour between January 2010 and April 2010. Focus activities on motivating people to attend the tour and follow it online.

# 2

### **Encourage your community to attend the nearest Road Tour stop.**

Conduct a steady and frequent stream of communications through Census Day, April 1, 2010, to educate your audience about the 2010 Census and the Road Tour and to motivate them to take part. Send letters and e-mails, post information in your newsletter and on your Web site, and utilize the many resources provided in this guide to assist in your efforts. Stagger the timing and methods of communications to help reach as many individuals as possible in multiple ways. (See page 11.)

# 3

### **Identify and conduct Road Tour-related activities and events.**

Identify or create activities or events your organization can leverage to encourage members of your community to participate in the 2010 Census and the Road Tour. Implement the recommended activities in this activity guide, or use these suggestions as a springboard to develop your own plans that will resonate with your audience and community. (See page 12.)



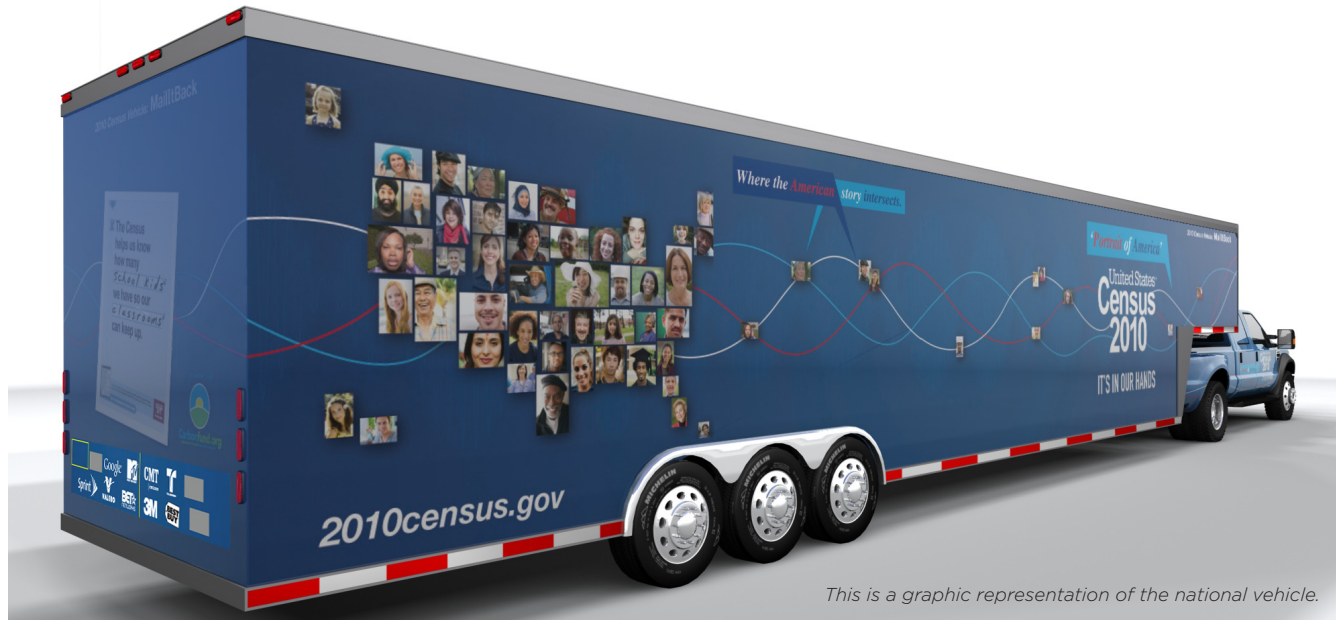
*This is a graphic representation of the national Road Tour experience.*

### **Don't Miss Out!**

The 2010 Census Portrait of America Road Tour is a once-in-a-decade opportunity. Many Road Tour events will include appearances by local celebrities, elected officials and regional Census Bureau representatives.

THE 2010 CENSUS PORTRAIT OF AMERICA ROAD TOUR

## PAINTING A NEW PORTRAIT OF AMERICA: THE ROAD TOUR IS COMING TO TOWN!



### Road Tour Corporate Partners



The 2010 Census Portrait of America Road Tour is coming to a town near you to encourage members of your community to complete and return the census form this March. At Road Tour events across the United States and Puerto Rico, participants will learn about the 2010 Census and the positive impact their participation can have on the local community. Census data are used to reapportion congressional seats to states, and directly affect how more than \$400 billion per year in federal funding is distributed to tribal, state and local governments.

Thirteen vehicles will launch the Portrait of America Road Tour on Monday, Jan. 4, 2010. One vehicle in each of the Census Bureau's 12 regions and one national vehicle will travel to high-attendance events, including the NASCAR Daytona 500, Denver Pow Wow, San Francisco Chinese New Year Parade, NCAA Final Four and Atlanta's Martin Luther King, Jr., Day Parade.

The Road Tour will provide the public with an engaging, interactive experience that brings the benefits of the 2010 Census to life and makes the census relevant to those who attend. It will convey that everyone can use the census form as their voice – as a way to let the country know what their community needs for the next 10 years. Visitors to the Road Tour will be able to share their own stories, explaining why the census will make a difference to them and their community.

This activity guide provides detailed information about the Road Tour experience, important key messages about the census, and activity suggestions that you, as a partner, can implement to encourage people to attend the Road Tour and participate in the 2010 Census.

### THE 2010 CENSUS PORTRAIT OF AMERICA ROAD TOUR

## EXPERIENCING THE ROAD TOUR ONSITE AND ONLINE

Beginning in January 2010, the Portrait of America Road Tour will bring the 2010 Census into towns and cities across the United States and Puerto Rico. A Road Tour Web experience will enable people in every community to follow this special event.

Throughout the Road Tour, Census Bureau staff will collect images and stories from thousands of people across the country, explaining why the census will make a difference to their community. These stories, along with information about upcoming Road Tour events, will be available on the Road Tour Web site at [2010census.gov](http://2010census.gov).

### ONSITE ROAD TOUR EXPERIENCE

At onsite Road Tour events, attendees will be able to:

- ▲ Learn about the 2010 Census and the positive impact census participation can have on the local community.
- ▲ Contribute their voices, pictures, videos and messages for others to see at subsequent tour stops.
- ▲ View messages from Road Tour participants.
- ▲ See a sample 2010 Census form.
- ▲ Obtain census information and materials.
- ▲ Speak with the Census Bureau Road Tour staff and other community members about issues that affect them.

### It's in Our Hands

The census is the cornerstone of American democracy. The U.S. census was the first in history intended to empower the people.



*This is a graphic representation of the regional Road Tour experience.*

### ONLINE ROAD TOUR EXPERIENCE

Individuals who participate in the Road Tour Web experience will be able to:

- ▲ Learn about the 2010 Census and the positive impact census participation can have on the local community.
- ▲ View Portrait of America stories from other Road Tour participants on the 2010 Census YouTube and Flickr pages.
- ▲ Track the Road Tour and view its various stops on the interactive map as it crosses the country.
- ▲ Receive Road Tour updates via Facebook, Twitter, Flickr and YouTube.

## THE 2010 CENSUS PORTRAIT OF AMERICA ROAD TOUR

## DELIVERING KEY MESSAGES

The Portrait of America Road Tour is integral to the Census Bureau's grassroots outreach effort. As a partner, you can maximize the impact of the Road Tour by encouraging hard-to-count populations and others in your community to attend upcoming Road Tour events and participate in the census.

Use the following messages in your community outreach efforts to effectively communicate about the Road Tour and the benefits of census participation.

### KEY MESSAGES ABOUT THE ROAD TOUR

- ▲ The 2010 Census Portrait of America Road Tour is designed to educate the public on the importance of participating in the census and encourage historically hard-to-count populations to fill out and mail back their census form this March.
  - From January through April 2010, 13 vehicles will travel across the United States and Puerto Rico.
  - At each stop, road tour participants can share images and stories, explaining why the census will make a difference to their communities. The Portrait of America project will live online at [2010census.gov](http://2010census.gov).
  - Everyone is invited to attend one of the Road Tour stops to experience this free, interactive and educational event. Those who can't attend in person are encouraged to experience the virtual tour at [2010census.gov](http://2010census.gov).



#### Road Tour Experience: A Window into the Past and A Look To The Future

- ▲ Understand the benefits a complete count can bring to communities everywhere.
- ▲ Inspire in your children a sense of civic duty and pride in participating in the census. Teach them that by being counted, and encouraging others to do so, they are making a valuable contribution to society.



*This is a graphic representation of a regional vehicle.*

- ▲ Those who can't attend a Road Tour event in person can visit [2010census.gov](http://2010census.gov) for a virtual Road Tour experience.

  - The Web site contains useful information and interactive tools that allow individuals to track the Road Tour and learn more about the 2010 Census. Also, visitors can preview a sample of the census form that will be delivered in March 2010. Online visitors can find answers to their questions about the census and see how they can make a difference.

Additionally, visitors can:

  - Follow us on Twitter: [@2010Portrait](https://twitter.com/2010Portrait)
  - Join our Facebook Group: [Facebook.com/USCensusBureau](https://www.facebook.com/USCensusBureau)
  - Check out photos at Flickr: [Flickr.com/USCensusBureau](https://www.flickr.com/photos/USCensusBureau/)
  - View videos on our YouTube channel: [YouTube.com/USCensusBureau](https://www.youtube.com/USCensusBureau)
- ▲ Emissions from the 2010 Census Portrait of America Road Tour will be completely offset by the Carbon Fund, which has agreed to donate carbon credits to offset the tour's 202.8 metric ton carbon footprint.

  - This carbon offset will reduce our carbon footprint by investing in green projects like renewable energy and reforestation.
  - Offsetting the carbon footprint of the Road Tour is based on a calculation it will stretch 156,000 miles, resulting in a total carbon footprint of 202.8 metric tons.



## THE 2010 CENSUS PORTRAIT OF AMERICA ROAD TOUR



## 10 Good Reasons to Fill Out Your 2010 Census Form

*2010 Census data are used to:*

Reapportion seats in the U.S. House of Representatives and assure proper district representation.

Attract new businesses to state and local areas.

Plan budgets for government at all levels.

Direct funds for people in poverty.

Plan for medical facilities, nursing homes, clinics, and locations of other health services.

Determine areas eligible for housing assistance.

Develop adult education programs.

Save between \$80 - \$90 million dollars for every one percentage point increase in mail response.

Direct services to children and adults with limited English-language proficiency.

Develop assistance programs for low-income families.

## KEY MESSAGES ABOUT THE 2010 CENSUS

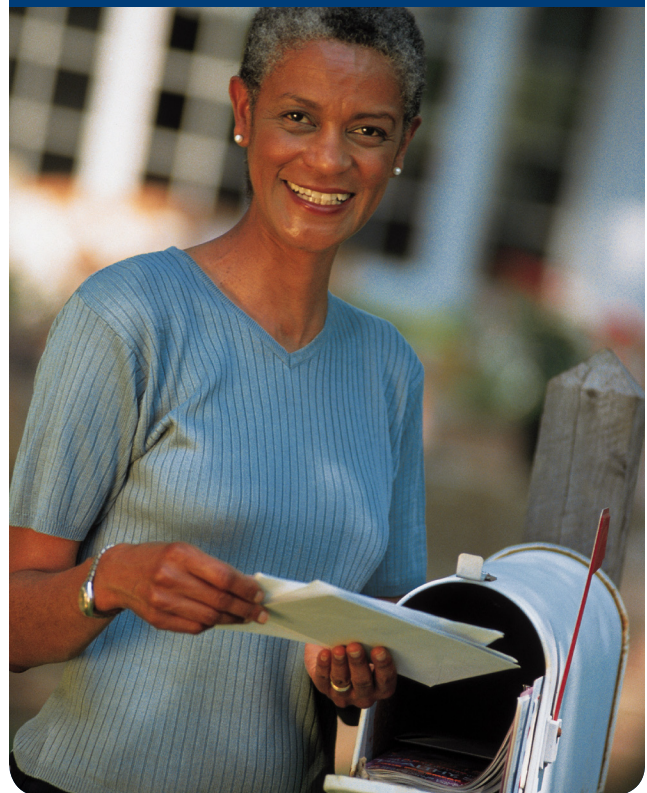
- ▲ Everyone in the United States must be counted in the 2010 Census.
- ▲ Census data are used to reapportion congressional seats to states and assure proper district representation.
- ▲ The 2010 Census is easy, important and safe, and your participation is vital.
  - **It's easy:** The 2010 Census form is one of the shortest census forms in history 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 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.
  - **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.

THE 2010 CENSUS PORTRAIT OF AMERICA ROAD TOUR

- ▲ Census forms will be delivered or mailed to households in March 2010. Every household in the United States should complete its census form upon receipt. Responding immediately to the 2010 Census form is the most efficient way to complete the census.
- Responses to the census form should include everyone living at that address. Individuals should be counted where they live and sleep most of the time.
- Census workers will visit households that do not return the form 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.
- Questionnaire Assistance Centers (QAC) will be available to assist those unable to read or understand the census form. Deaf and hard-of-hearing persons who do not have access to Video Relay Service (VRS) can call 1-866-783-2010 via FedRelay, a free and confidential federal government communications service. For those with visual impairments, a Language Assistance Guide will be available in large print and Braille. Language Assistance Guides will be available in 59 languages and can be accessed online at [2010census.gov](http://2010census.gov) and at all QAC locations.
- For additional assistance or information, individuals can contact the Partnership and Data Services Program staff at their Regional Census Center. Contact information can be found at [2010census.gov/partners/pdf/censusRegionMap.pdf](http://2010census.gov/partners/pdf/censusRegionMap.pdf).

## It's In Our Hands

**Responding immediately to the 2010 Census form and mailing it back is the most efficient way to complete the census. About \$80 - \$90 million dollars are saved for every one percentage point increase in the national mail response rate.**



## THE 2010 CENSUS PORTRAIT OF AMERICA ROAD TOUR

## ENGAGING YOUR COMMUNITY

### HOW DO YOU INSPIRE PEOPLE WITH WHOM YOU WORK AND THOSE YOU SERVE TO ATTEND ROAD TOUR EVENTS?

Consider these simple steps.

- 1** Send a letter or e-mail about the Road Tour to your constituents.
- 2** Promote local Road Tour stops in your publications or on your Web site.
- 3** Host or sponsor 2010 Census events and activities.

To assist you in these efforts, the Census Bureau has developed materials you can customize to suit the needs of your audience. The following customizable materials are available as separate electronic files in this activity guide:

#### Newsletter, e-mail blast and Web site copy

Use the sample copy provided to promote the 2010 Census and the Road Tour in internal and external communications, including newsletters, e-mail blasts and Web sites.

#### Event invitation

Customize this invitation with details about a census-related event or activity your organization is hosting.

#### Road Tour poster/flier

Customize this flier with dates and details about the Road Tour and Road Tour activities sponsored by your organization. Post the document in high-traffic areas within your organization and distribute it to other businesses and organizations within your community.

#### Twitter Messages

Use these simple messages to update your audience on Road Tour events and activities.

Additional resources for partners, including audience-specific partner toolkits and outreach materials, can be found on the Census Bureau Web site at [2010census.gov/partners](http://2010census.gov/partners).



### THE 2010 CENSUS PORTRAIT OF AMERICA ROAD TOUR

## BE STRATEGIC ABOUT YOUR PLANNED COMMUNICATIONS AND ACTIVITIES AND TAILOR THEM CLOSELY TO REFLECT THE NEEDS AND CULTURE OF YOUR COMMUNITY.


Following are suggestions for activities to help you raise awareness of the Portrait of America Road Tour and communicate the benefits of census participation.

- ▲ Host a coffee or lunch on the day the Road Tour will be in or near your community. Encourage attendees to visit the Road Tour event as a group and provide transportation, if possible.
- ▲ Identify activities or events your organization is already planning that could include a Road Tour component. For example, provide access to the Road Tour Web experience at health screenings, fairs or other celebrations you have organized.
- ▲ Consider inviting a Census Bureau partnership specialist to attend your event and answer questions from attendees about the Road Tour and the 2010 Census.
- ▲ Calendar milestones present ideal opportunities to host an event. Consider adding Road Tour messages or an online tour element to an event around the following milestones:
  - Martin Luther King, Jr., Day – Jan. 18
  - Chinese New Year – Feb. 14
  - Valentine's Day – Feb. 14
  - President's Day – Feb. 15
  - Mardi Gras Day – Feb. 16
  - St. Patrick's Day – March 17
  - Key sporting events or tournaments
  - Other religious or community celebrations



**THANK YOU FOR SUPPORTING THE 2010 CENSUS  
AND THE PORTRAIT OF AMERICA ROAD TOUR.  
YOU WILL MAKE A DIFFERENCE IN YOUR COMMUNITY.**

THE 2010 CENSUS PORTRAIT OF AMERICA ROAD TOUR



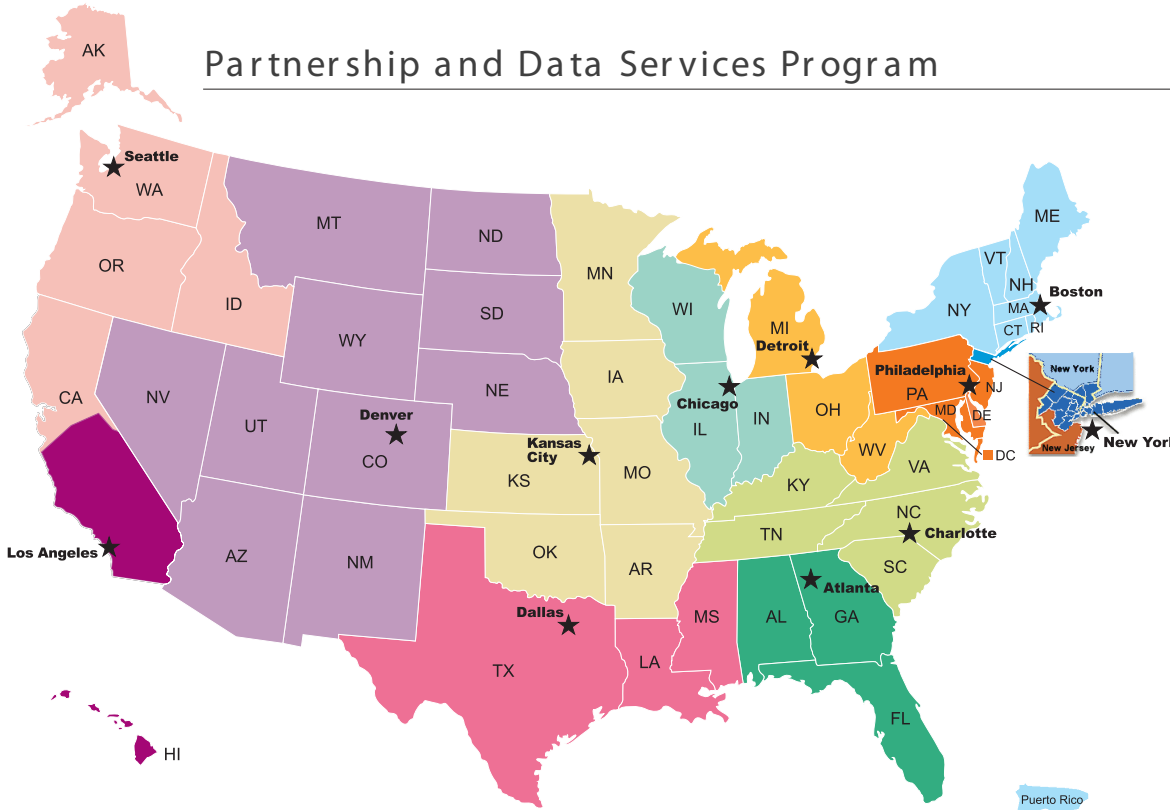
**Regional  
Census Center  
Contact  
Information**

# U.S. Census Bureau Regions

December 2009

## Partnership and Data Services Program

FLDPDS/09-2



### 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

- ATLANTA** - [www.census.gov/atlanta](http://www.census.gov/atlanta)  
Alabama, Florida, Georgia
- BOSTON** - [www.census.gov/boston](http://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](http://www.census.gov/charlotte)  
Kentucky, North Carolina, South Carolina, Tennessee, Virginia
- CHICAGO** - [www.census.gov/chicago](http://www.census.gov/chicago)  
Illinois, Indiana, Wisconsin
- DALLAS** - [www.census.gov/dallas](http://www.census.gov/dallas)  
Louisiana, Mississippi, Texas
- DENVER** - [www.census.gov/denver](http://www.census.gov/denver)  
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming
- DETROIT** - [www.census.gov/detroit](http://www.census.gov/detroit)  
Michigan, Ohio, West Virginia
- KANSAS CITY** - [www.census.gov/kansascity](http://www.census.gov/kansascity)  
Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma
- LOS ANGELES** - [www.census.gov/losangeles](http://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](http://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](http://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](http://www.census.gov/seattle)  
Alaska, Idaho, Northern California (all counties except those covered by the LA Regional Office listed under southern California), Oregon, Washington

## THE 2010 CENSUS PORTRAIT OF AMERICA ROAD TOUR

Visit [2010census.gov](http://2010census.gov) to follow the 2010 Census Portrait of America Road Tour or find out when the tour may arrive in your community or one near you.

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU