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2010

Census Staff Report

Planning Research and Analysis Team



Arlington Vision

“Arlington will be a diverse and inclusive world-class urban community with secure, attractive residential and commercial neighborhoods where people unite to form a caring, learning, participating, sustainable community in which each person is important.”

— **Arlington County Board**

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Arlington County 2010 Census Staff Report

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Executive Summary

Arlington County's 2010 Census outreach campaign, "Arlington, Let's Get Counted!" used as a regional model by the U.S. Census Bureau, was successful at increasing not only the total number of participating households, but also increased participation rates in hard-to-count communities. This report outlines the dedicated work of the members of the Arlington County Complete Count Committee (CCC) and County staff implemented through the personal interaction and social media campaign, urging residents to be counted in the 2010 Census.

The Census Bureau reports participation rates in two stages. The mail back participation rate reflects the number of households that responded by mail. The final participation rate reflects all responses to the 2010 Census, including those via the mail and the door-to-door enumeration and is expected to be at 100 percent upon completion. Final participation rates are not available at the time of this report. Once final participation rates and data collected in the 2010 Census are released, a complete analysis will be conducted relating demographic characteristics and participation rates.

An estimated 3,500 more households mailed back their questionnaire in 2010 than in 2000. Arlington's overall mail back participation rate of 74 percent (higher than the national average of 72 percent) decreased by 1 percent compared to the 2000 Census. In addition, there were substantial mail back participation increases in specific Census Tracts designated as hard-to-count areas (areas with populations less likely to respond to the Census).

The additional households captured in the 2010 Census can be attributed to the County's innovative outreach strategy targeting resident through personal interaction and social media. Arlington County was a leader in promoting the 2010 Census the region. The U.S. Census Bureau referred to Arlington County as the model to follow for promoting the Census within ones community.

Beginning in January 2009, Arlington's outreach program was comprised of three phases. Phase I focused on educating all Arlington residents on the importance of the 2010 Census for the apportionment of political representation, the federal dollars dependent on a full population count, and the community information it provides. During Phase II, residents were encouraged to complete and return their questionnaire to the U.S. Census Bureau. Phase III, geared to those who did not return their questionnaire, encouraged residents to open their door and answer the Census Taker's questions.

The 2010 Census outreach campaign did not have the benefit of dedicated funds as in previous years. The 2000 Census outreach was primarily conducted through the Complete Count Committee which was budgeted \$20,000 for the initiative. Also in 2000, the Arlington Community Foundation provided a \$500 stipend for each of the ten outreach workers who canvassed neighborhoods.

Since there were no dedicated funds for 2010 Census outreach, staff developed an outreach campaign with two main components: personal interaction and social media. The CCC was developed to be a key part of the personal outreach mission. The CCC and County staff worked through organizations and community events to spread the message of the 2010 Census to all residents, but in particular to the hard-to-count population. The CCC was comprised of influential community members that had the trust of the community and was vital in reaching the hard-to-count populations. County staff managed social media applications to reach the young and other tech savvy populations in the County.

County staff worked closely with Census Bureau Partnership Specialists to utilize resources provided by the U.S. Census Bureau. In addition to providing Census staff and speakers for events, partnership specialists also supplied a substantial amount of printed materials and give-away items. Specialists also assisted with coordination with the Census Bureau bureaucracy and Charlotte Region Office. An excellent example of this coordination includes the "2010 Census Road Tour for Arlington Counts!" held at Ballston Mall on February 13, 2010, where over 600 people attended.

Due to extensive outreach program enacted by the CCC and County staff, a substantial increase in participation occurred in tracts with some of the lowest 2000 mail back response rates. Nine of the lowest mail back participating tracts in 2000 improved between 2-20 points in participation rate in 2010.

Much can be learned from the outreach operations for the 2010 Census. The final sections of this report provides the lessons learned and recommendations for the 2020 Census.

I. Preparation for the 2010 Census

The U.S. Census Bureau depends on cooperation and knowledge from local governments to assist in preparations for the decennial Census. Two programs for which the Census Bureau solicited local participation were the *Local Update of Census Addresses (LUCA)* and the *Participant Statistical Area Program (PSAP)* programs. Staff participated in both of these programs to ensure a reliable count and that the resulting data would be meaningful to local data users. Additional preparations included determining which communities would require targeted outreach and the amount of federal funding lost in the intervening years since the 2000 Census due to an undercount.

A. Local Update of Census Addresses (LUCA)

The Census Bureau's Master Address File (MAF) is an address list of residential housing units and group quarters that are to be mailed a Census questionnaire. In preparation for the 2010 Census, in 2008 the Census Bureau mailed the MAF for Arlington County to the Department of Community Planning, Housing and Development – Planning Research and Analysis Team (PRAT) for review. Staff checked the MAF and maps for accuracy. Staff verified addresses and submitted an additional 18,861 addresses not included on the MAF. Submitted addresses included new housing units previously not accounted for and residential units under construction or approved by the County Board that were expected to be habitable by April 2010.

B. Participant Statistical Area Program

The Participant Statistical Area Program (PSAP) allowed local governments to review, update, and delineate new Census geographies within guidelines provided by the Census Bureau. Arlington's geography is unique due to its Metro Station Areas (MSAs) and Major Development Corridors (MDCs). Prior to the 2010 Census, block groups (groups of blocks) and tracts (groups of block groups) did not align to the boundaries of these unique areas. However, through the PSAP program Arlington County staff were able to modify Census geographies so that they aligned (or closely approximated) the boundaries of MSAs and MDCs. It is important that the Census boundaries align to the MSAs and MDCs because the Census Bureau releases a wealth of data at these geographic levels such as poverty, auto ownership, race and ethnicity, household size, education levels, and much more. These updated geographies will be much more useful for planning purposes.

Staff recognized the importance and benefits of this realignment process and dedicated several months in early 2009 to the PSAP. The Census Bureau specified thresholds for the population and units allowable for each geography as can be seen in Table 1.

Table 1: PSAP Realignment Criteria ¹

	Population		Housing Units	
	Minimum	Maximum	Minimum	Maximum
Block Groups	600	3,000	240	1,200
Tracts	1,200	8,000	480	3200

From 2000 to 2010, Arlington grew in population by 16.6 percent and households by 12 percent. This growth occurred especially in block groups located in the MSAs that well exceeded the threshold values provided by the Census from realignment. This allowed for the splitting of block groups, which retains the ability to compare data over time. Staff efforts were focused on splitting block groups to make them fit to the MSA and MDC geographies. Using a special software package and instructions provided by the Census Bureau to redraw the 2000 Census geographies, the new boundaries were redrawn to align to the MSAs and MDCs.

The 2010 Census and the American Community Survey (ACS) data will be released at the new geography boundaries after 2011. These new geographies will provide for a more precise and quicker extrapolation for the MSAs and the MDCs. For more information see Attachment 1: PSAP Presentation.

C. Determining the Hard-to-Count Population

2010 Census outreach was targeted to those who were not likely to complete and mail back their Census questionnaire. These people/households were defined by the Census Bureau as “hard-to-count,” based on proven socio-economic factors. To assist in locating these communities, the Census Bureau compiled data into the “Census 2000 Planning Database.” This database uses 13 variables (Figure 1) from the previous Census to determine a hard-to-count score, such as response rates, vacant units, multi-family dwellings, renter occupied units, greater than 1.5 occupancy per room, no husband or wife families, no telephone service, no high school graduate, below poverty level, public assistance income, unemployed, linguistically isolated households, and households that moved less than 12 months.

Figure 1: Hard-to-Count Variables

1. Response Rate
2. Vacant Units
3. Multi-family Dwellings
4. Renter Occupied
5. > 1.5 Occupancy per room
6. Not husband/wife families
7. No telephone service
8. No High School Graduate
9. Below Poverty
10. Public Assistance Income
11. Unemployed
12. Linguistically Isolated households
13. Moved less than 12 months

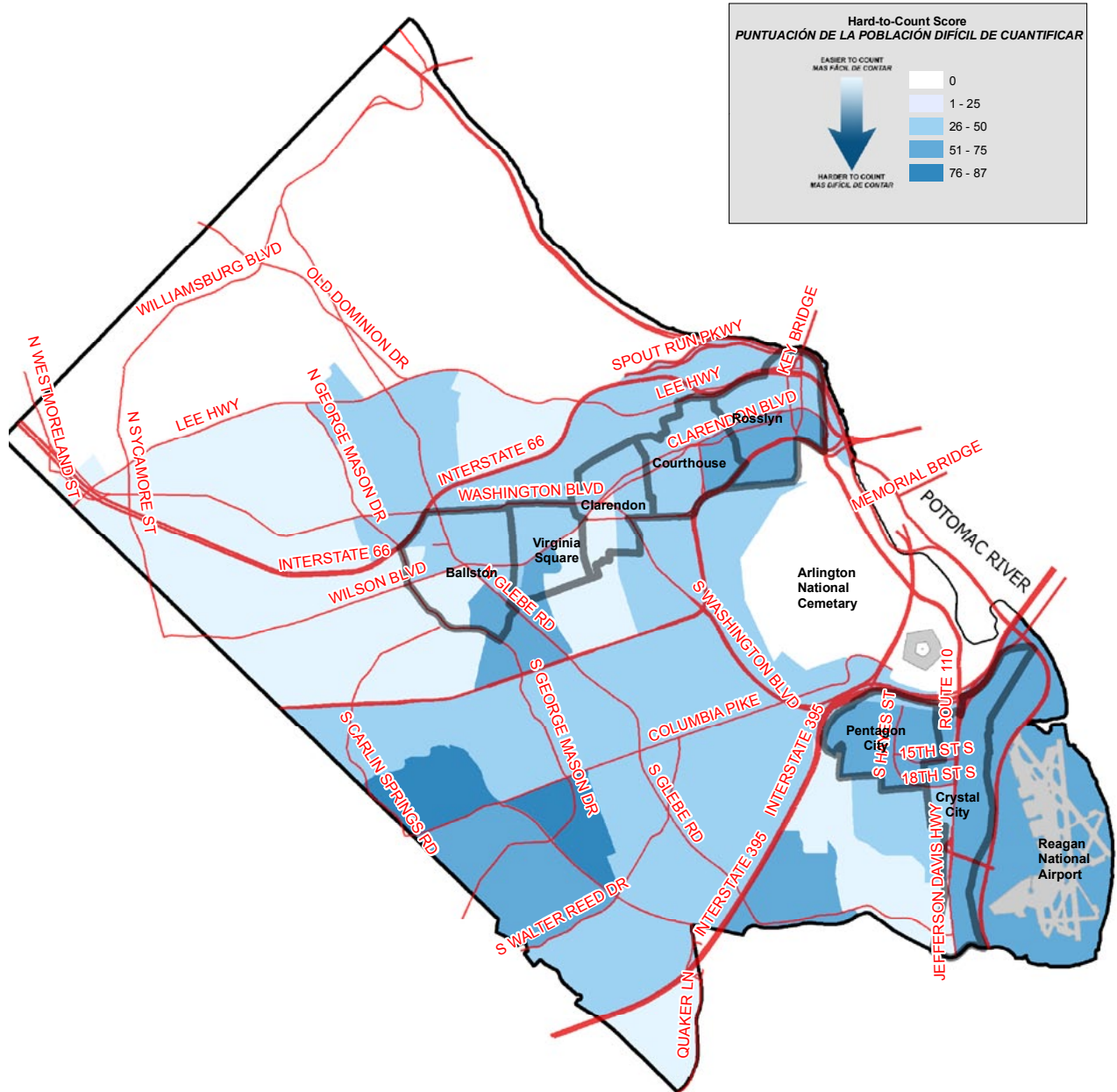
Map 1 on page 5 shows the hard-to-count areas at the Census tract level. The dark blue indicates areas which are hard-to-count and are less likely to return their 2010 Census Form. The map illustrates that there are three main areas with higher hard-to-count scores which

1 http://www.census.gov/geo/www/psap2010/psap2010_part_info.pdf

2 <http://2010.census.gov/partners/research/>

approximately correspond to the Rosslyn-Ballston Corridor, the Jefferson-Davis Corridor, and the Columbia Pike Corridor.

Map 1: Hard-to-Count Communities



D. Federal Funding Lost due to 2000 Census Undercount

When communicating the importance of the 2010 Census to residents, County staff thought that emphasizing the federal dollars that are at stake with each decennial Census would be a relevant and convincing message. County staff consequently researched the impact of the 2000 Census undercount. In the *U.S. Census Monitoring Board's* final report to Congress, it was noted that an estimated 1.89 percent (3,568 persons) of residents of Arlington County were undercounted in the 2000 Census. In examining the federal funding lost by the undercount, Pricewaterhouse Coopers³ estimated that the Commonwealth of Virginia lost \$87.5 million over a ten year period. That equates to \$945 per each undercounted person. This amount of funding lost is based on eight of the major federal programs that use Census data in formula allocations. See Figure 2.

By applying the amount of money lost per person to Arlington's undercount; over \$3.37 million in potential funding was not received over a ten year period. This funding could be equivalent to purchasing six fire trucks, or 12,400 trees, three fitness centers, 3,900 summer camp scholarships, 50 affordable housing units, or seven ART Buses. This information was presented in a factsheet and was widely used throughout the County to convey the importance of the Census. See Attachment 2 for the factsheet.

Figure 2: Federal Grants

1. Medicaid
2. Foster Care
3. Rehabilitation Services Basic Support
4. Child Care and Development Grant
5. Social Services Block Grant
6. Substance Abuse Prevention and Treatment Block Grant
7. Adoption Assistance
8. Vocational Educational Basic Grants

Table 2: Funding Lost Calculation

Arlington County	
Official Count	185,295
Adjusted	188,839
Undercount	3,568
Virginia	
Total Undercount	92,583
Total Money Lost* (10 year period)	\$87,539,000
Money Lost Per Person	\$945.52
Arlington Money Lost	
(Undercount) x (Money Lost Per Person)	\$3,373,612.35

3 "Effect of Census 2000 Undercount on Federal Funding to States and Selected Counties, 2002-2012" Pricewaterhouse Coopers

II. Outreach Initiative

A. Strategy

The goal of the 2010 Census outreach campaign, “Arlington, Let’s Get Counted,” was to reach all Arlington residents, especially the hard-to-count populations. This strategy was commended by the U.S. Census Bureau and the outreach performed by the CCC and County staff was used as a model for other regional jurisdictions to follow. The challenge of no available funding led to the development of a creative way to capture a wide audience at no cost, other than staff time. This was done through the personal interactions of organizations and individuals who have the community’s trust and a social media campaign.



1. Social Media

The internet provides a window to the hard-to-count young population and internet savvy residents. The web applications also provided a connection to organizations and service groups operating within the County. The social media applications used were Facebook, Twitter, and the official Arlington County Website. County Staff were leaders in the 2010 Census social media campaign, and were invited to demonstrate social media and web applications to the City of Alexandria’s Complete Count Committee (Attachment #3). Since Arlington’s web applications were among the first 2010 Census applications in the country, they were widely used as models and replicated by other organizations and local governments.

Facebook

(<http://www.facebook.com/ArlingtonVA2010Census>)

The Facebook website allows users to socially connect based on areas of interest and geographies. Users create a profile to connect with other organizations and individuals. Each user has a dedicated web space known as a “wall” in which the user can post links to interesting articles or other web content. In addition, users can also invite friends to events and upload photos. Facebook fan pages allow users to become a fan of a group, business, political issue, etc. When a user becomes a fan of a page, the logo of the fan page will appear on the profile of the user. County staff established a Facebook profile called “Census Arlington” and a fan page “Arlington, Let’s get counted!”

Facebook was successfully used as an outreach tool for the 2010 Census. For example, a connection was made with the Arlington Jaycees. The Jaycees is a networking group for young professionals in Arlington County. Educational information was passed along to the members through a presentation by County staff at a regular meeting. Another connection was also established with the Arlington Campus of George Mason University. The director of University Life and Campus Relations invited County staff to participate in *Mason Nation*, a two day event to interact with students. Staff handed out materials and spoke with students, of which the vast majority had never heard of the decennial Census.

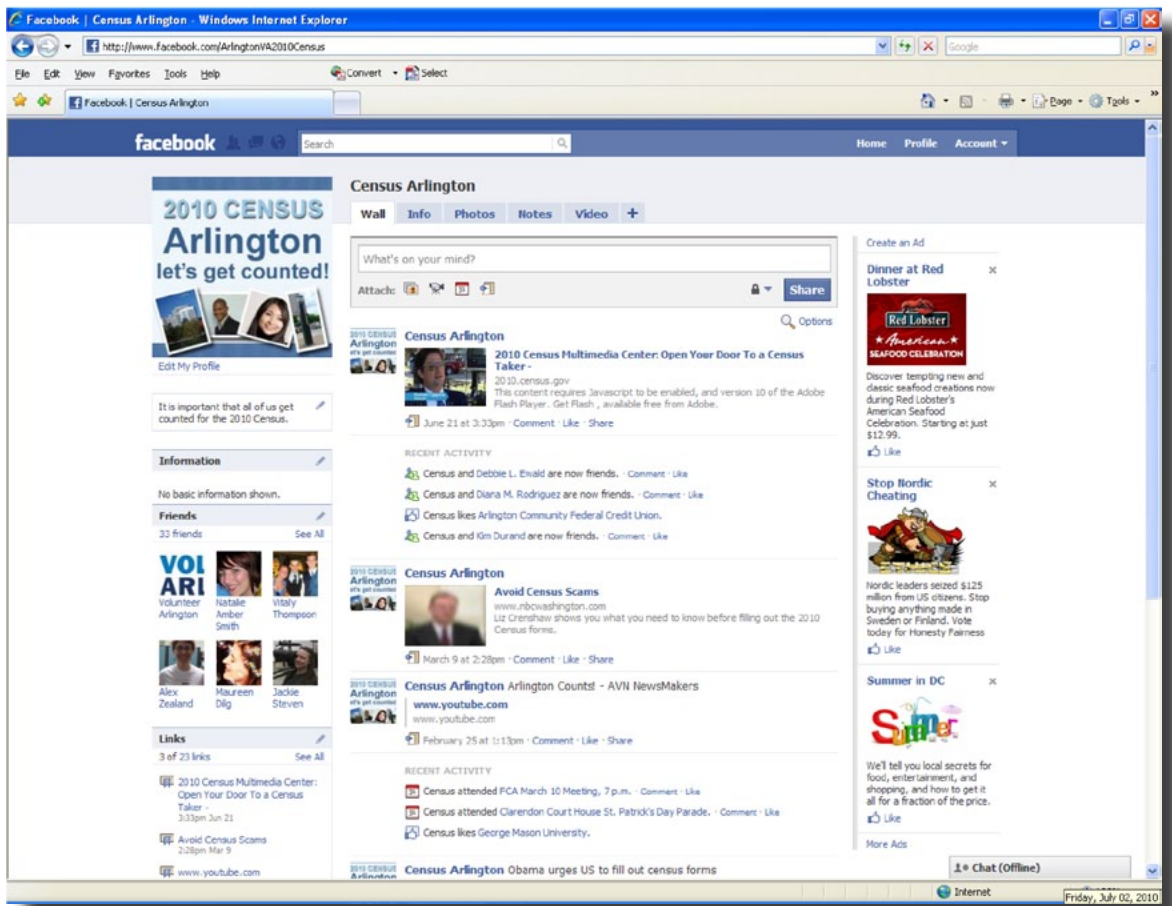


Figure 3: Facebook Page

Twitter

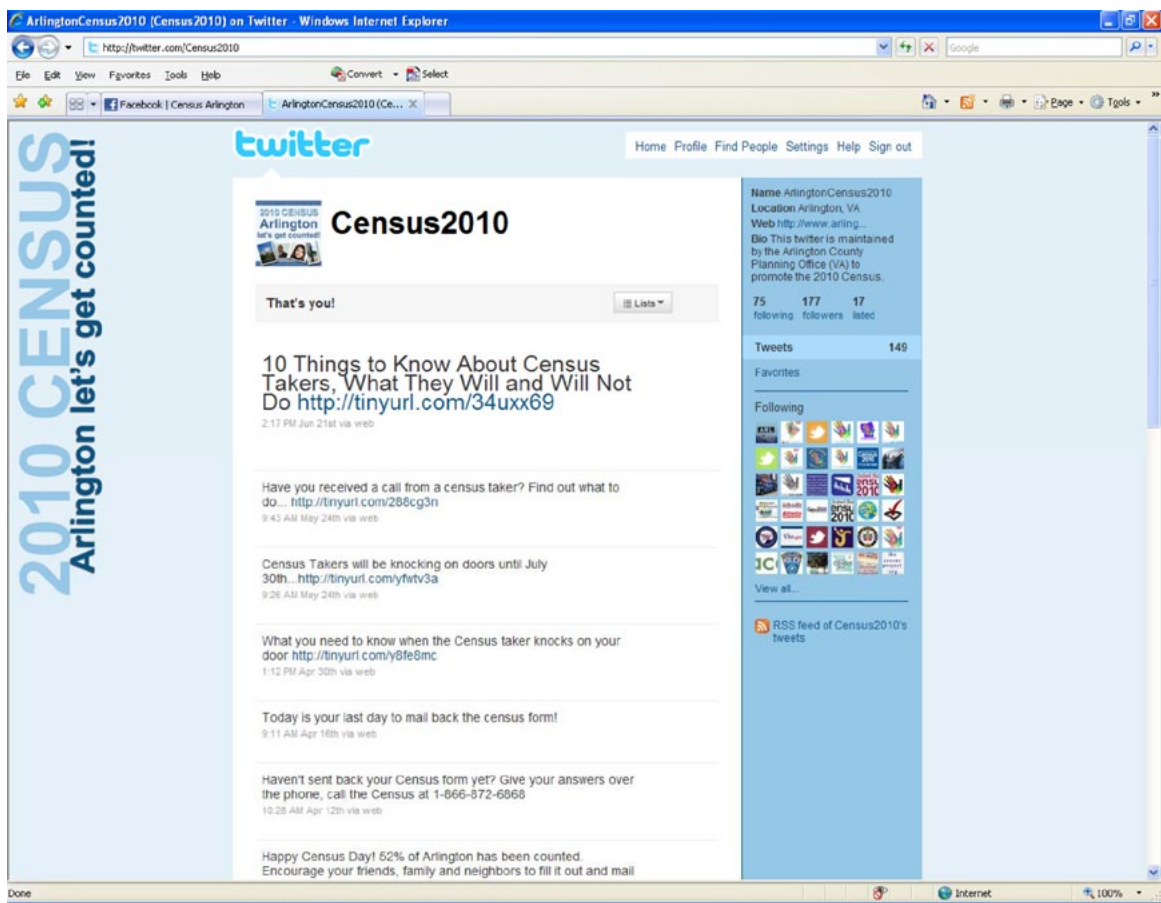
<http://twitter.com/Census2010>

Twitter is a micro blogging site. Users post 140 character messages that can include links to websites, new articles, and personal updates. Users can follow each other and receive streaming updates of the micro blogs. Messages can be sent back and forth between users. Twitter has the capability to send private messages, however most of the messages are open to the public.

Arlington County's username for twitter was "Census2010." As one of the first 2010 Census Twitter accounts, staff was able to secure the "Census2010" username. Almost 200 users were following the "Census2010" twitter feed.

Twitter allowed for connections to be made throughout the country. For example, staff posted a link to an interactive map on the response rate from the 2000 Census on the County's website. A local government employee in Rhode Island, who was following the Census2010 twitter feed, followed the link to the County's website. Having a question on the map, the employee called Arlington County staff to discuss return rate data. The ability to share information in this fashion was beneficial for communicating with other agencies. Real-time updates were also provided on U.S. Census Bureau activities. For example, the Census Road Tour had a twitter page which blogged about its location as it traveled throughout the region.

Figure 4: Twitter Page



Arlington County Website

(www.arlingtonva.us/census2010)

(www.arlingtonva.us/censo2010)

County staff designed and updated pages on the Arlington County Website dedicated to the 2010 Census. These pages were divided into three main categories: About Census 2010, Get Involved, and Upcoming Events. There was also a webpage with all 2010 Census information translated by staff into Spanish. In addition to banners on the County's homepage, the 2010 Census section of the website included the interactive components of "A Census Filled Day" and demographic maps.

A Census Filled Day

A Census Filled Day follows a hypothetical Arlington woman through her day. It shows how virtually everything is dependent on Census data. See Attachment #4 for a full display of the application. This application was replicated by the Town of Blacksburg, VA, who established their own Census Filled Day for a hypothetical Blacksburg resident.

Figure 5: A Census Filled Day (Arlington Website)

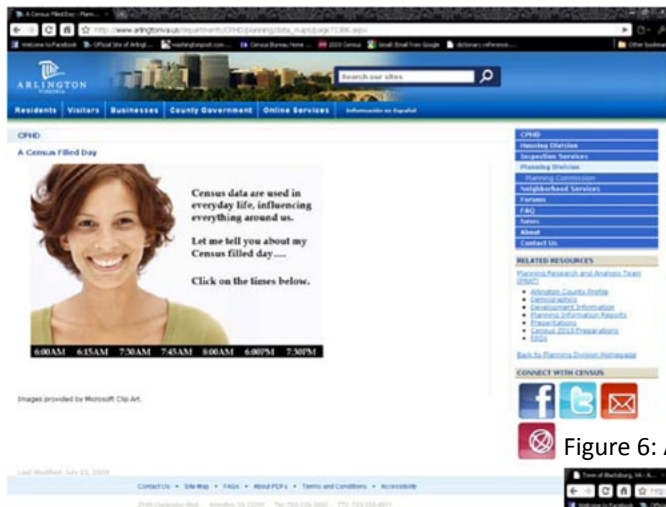
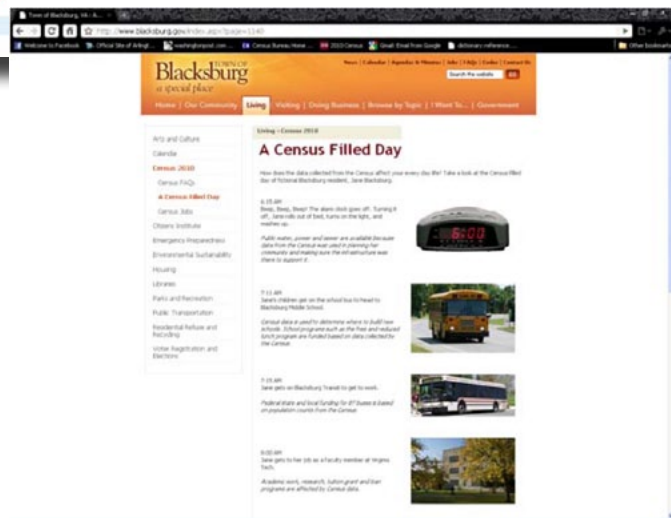


Figure 6: A Census Filled Day (Blacksburg Website)



Interactive Maps

Two interactive maps were designed to show the hard-to-count score and variables used to calculate the hard-to-count score. The hard-to-count map highlighted the areas that would be the hardest to count. When the cursor hovered over a tract, the hard-to-count score, population, and housing unit information relevant to that tract would pop-up. This interactive map made it possible to display several pieces of information about a community in a simple and understandable display.

The demographic trends map took four variables (education, language, poverty level, and renters) of the hard-to-count score and mapped each at the block group level. A user could click on the specific variable and the map would change to display the variables distribution over the County.

Figure 7: Hard-to-Count Score Interactive Map

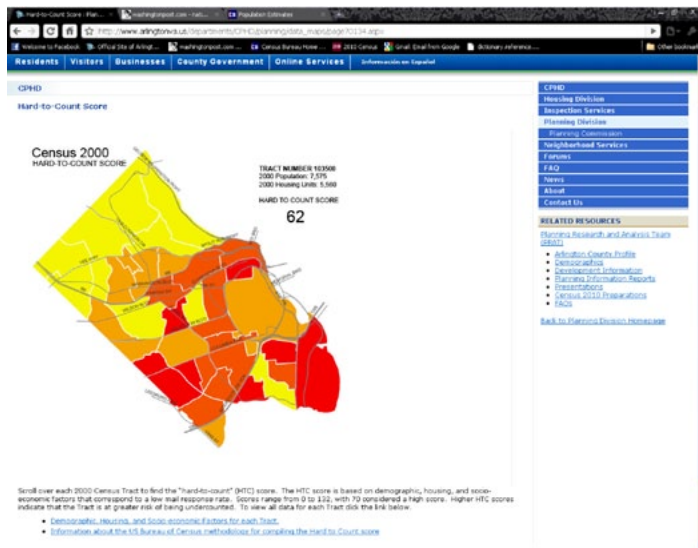
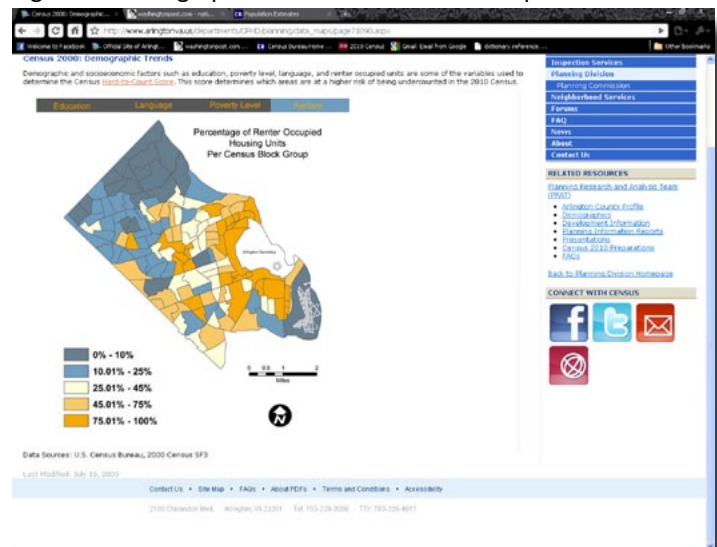


Figure 8: Demographic Variables Interactive Map



Homepage Banners

Throughout the campaign, messages about important 2010 Census information were prominently displayed on Arlington County's homepage. The following are images that were displayed in the scrolling banner.

Figure 9: Banner Linked to the Be Counted Sites

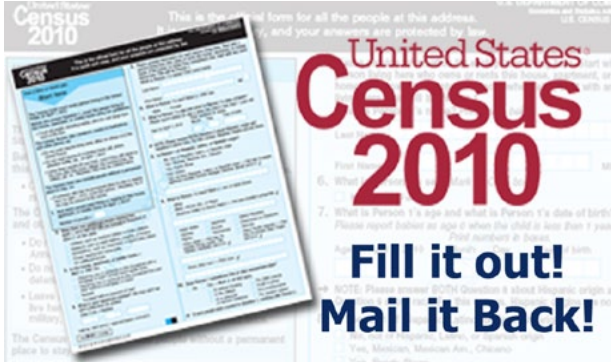
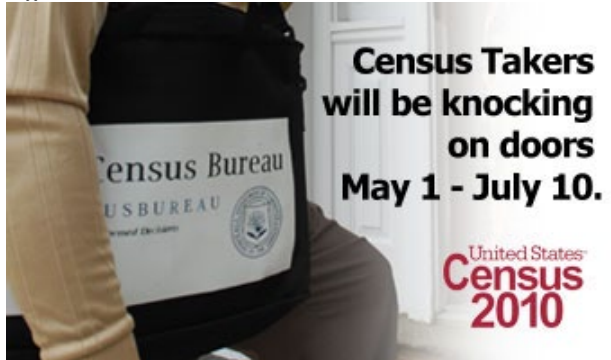


Figure 10: Banner linked to Local Census Employment Information



Figure 11: Banner linked to Census Taker Information



2. Personal Interaction

It is assumed that many of the hard-to-count populations do not have web access, and often lack trust in government provided information. Therefore personal one-on-one interaction and the CCC strategy for outreach became critical to a successful count. As such, the CCC made it possible to establish connections with hard-to-count communities and was a major facilitator of the outreach. Many CCC members represented nonprofit and advocacy groups that have established trust in the hard-to-count community. Detailed information on the CCC and personal interactions with the public can be found on pages 18-24. In addition, County staff held forums and meetings to provide these groups with the information and tools needed to deliver the Census message.

B. Phases

1. Outreach Phase I: Education (January 1, 2009 – December 31, 2009)

The goal of Phase I was to educate residents on the purpose, components, timeline and use of the decennial Census. When communicating the importance of the Census, three facts were emphasized: an accurate population count effects political apportionment, the population counts impact federal dollars, and it provides data that are important to understand our community. Residents were educated on the impact through a wide range of tools such as community forums, the internet, local newspapers, and the Arlington Virginia Network.

Several educational items were created for residents to have a more tangible understanding of the importance of the Census. An information piece was created to promote an understanding of the impacts of federal formula grants. Another example was the “A Census Filled Day” application that describes how the 2010 Census impact people in their everyday lives. More information on this application can be found in the previous section on page 10. Attachment 5 includes a group of documents produced by County staff to communicate the message of why it is important to participate in the Census.

A key method of transmitting information was through organizations that had already gained the trust of their stake holders. Since Arlington County Government and nonprofits operating in the County provide a plethora of services, these providers were used to pass along information to their clients. Materials and information were provided for distribution to various organizations. Arlington County hosted two community forums both titled: *Working Together, Building Trust and Counting Everyone*. The main goal of the forums was to bring community members together to work together and build trust with residents, so that everyone will choose to participate in the Census. More information on the forums is provided in section V. Events and Outreach List.

In September 2009, the Arlington County Board signed a resolution in support of the 2010 Census. See Attachment 6 for a copy of the resolution.

Water bills sent out from December 2009 through February 2010 included the following message about the Census:

Check your mail in March 2010 for your 2010 Census Form from the U.S. Census Bureau. The U.S. Census counts every resident in the United States, and is required by the Constitution to take place every 10 years. The Census does not share your information with anyone. There is only one Census Form per household. The Form is 10 questions and should only take 10 minutes to complete. For more information visit 2010.census.gov or call 1-800-923-8282.

A Complete Count Committee was established in November 2009. The members of the committee were individuals from various backgrounds who work and/or live in the County. CCC members represent diverse populations and brought unique and useful skills to further Census outreach. More information on the CCC is provided on page 18.

Outreach Materials

Outreach materials produced by the County were limited due to the lack of funding. However, in May 2009, the Census Bureau made available grant funding for each Census Partner. A partner could apply for a total of \$2,499 for product-based requests or \$2,999 for service-based requests. At the time when this grant was announced, County Staff had no funding for giveaway items. It was also unknown if the Census Bureau would develop promotional items for distribution. Arlington County Staff recommended producing t-shirts for give-away items for various outreach events. With the product-based grant of \$2,499, 600 custom t-shirts were produced. The t-shirt had the 2010 Census logo on the front left breast and the slogan “Arlington, Let’s Get Counted!” on the back in 11 languages. See Attachment 7 for a sketch of the t-shirt.

Figure 12: CCC Co-Chairs Jim Whittaker and Leni Gonzalez hold T-Shirts



Photo taken by Scott McCaffrey, Sun Gazette

Assistance from Census Bureau Partnership Specialists

County staff relied on the specialists for assistance at events and community presentations. County staff and U.S. Census Bureau Partnership Specialists met regularly to receive updates on the outreach and logistical operations of the 2010 Census. Staff shared ideas and gave the specialists copies of materials created by staff. Arlington County was a leader in preparing informational materials for the 2010 Census. The specialists used these printed handout and web based materials as models for other jurisdictions to follow throughout Virginia and the Charlotte region. In turn, the specialists provided hundreds of copies of printed materials in several different languages for distribution. See Attachments #8-12 for examples. Specialists provided County staff with giveaway items to be used at events throughout Arlington. Below is a list of items and the quantities provided:

Item	Quantity
Plastic Travel Coffee Mugs	500
Sling Back packs	375
Tote Bags	300
Drawstring Backpacks	200
Ceramic Mugs	48
Water bottles	600
Hats	75
Mouse Pads	50
Chip-Clips	100
Magnets	100
Notepads	100
Window Decals	200
Posters	500
Stickers	1,500
Pens and Pencils	200
Wall maps	150
Snuggies	10

In most cases, people were pleased to receive Census giveaway items. However, some items were more effective than others in capturing people's attention. For example the tote-bags, plastic mugs, t-shirts, backpacks, and water bottles were all useful items that people gravitated to. Other items such as mouse pads, window decals, and snuggies were less useful and not as effective.

2. Outreach Phase II: Promotion (January 1, 2010 – April 30, 2010)

Phase II was the main outreach push to Arlington residents. During this time period, Census questionnaires were mailed out to every household in the nation. See Attachment #13 for a copy of the 2010 Census Form. The Census Bureau asked for questionnaires to be completed and returned by April 1, 2010. If residents did not return their form by April 17, 2010 they would receive a visit from a Census Taker after May 1, 2010.

During this time the CCC and County staff met almost every two weeks to regroup and discuss outreach strategies. The main focus of the CCC was the hard-to-count population. Members actively participated in events throughout the County to spread the message of the Census. For details on CCC activities, see the CCC Outreach section beginning on page 20.

From January 2010 to mid-March 2010, residents were notified that their Census form would be arriving in the mail. They were instructed to fill it out and mail it back as soon as possible. Questionnaire Assistance Centers (QAC) and Be Counted Sites (BCS) were setup around the County. Each QAC was staffed by a Census employee for up to 20 hours a week. A BCS is a location that has a box filled with Census forms in six languages: English, Spanish, Russian, Chinese, Vietnamese, and Korean. Space was donated by service providers or the County for both QAC and BCS. Residents could ask questions and get assistance with filling out their form. Arlington County Staff developed an online Google based map for residents to find the QAC and BCS location near them.

The customer service semi-enclosed space on the second floor of the Arlington County Government Building (2100 Clarendon Blvd) was donated by the County Treasurer, Mr. Frank O’Leary, for a QAC. The Arlington Education and Employment Program (REEP) program located in Clarendon was also a QAC and BCS location. The local Census office reported that the REEP location was one of the most successful places in the County for helping residents complete their Census form. A complete list of these locations can be found in Attachment 14.

Figure 13: Webpage Listing QAC and BCS

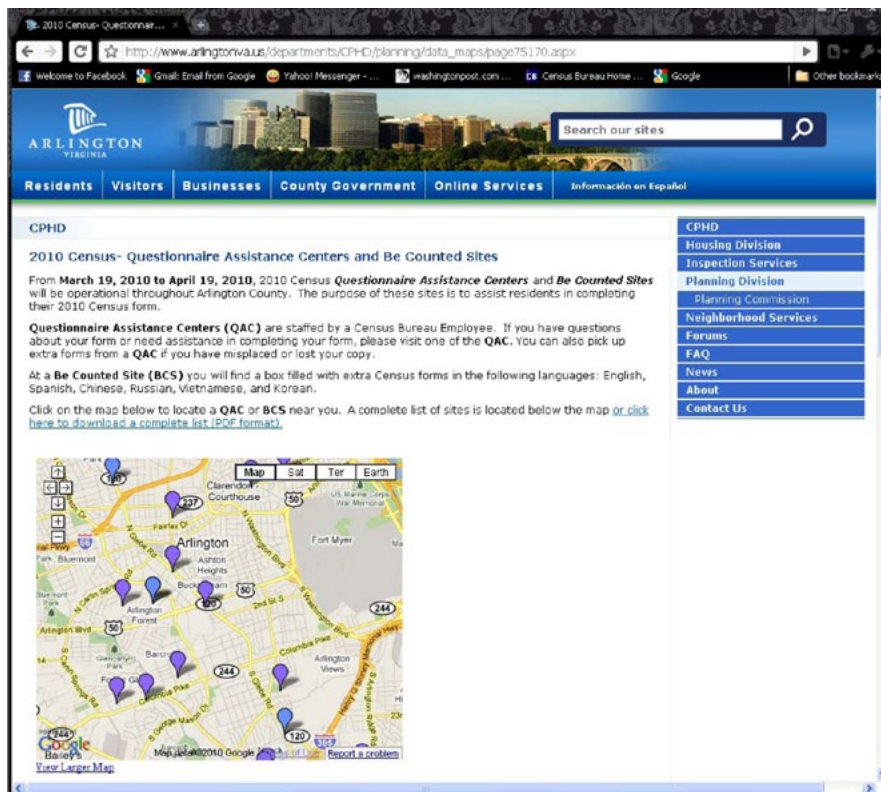


Figure 14: Regional Road Tour

The Road Tour was comprised of 2010 Census Vans and RVs and kicked off on January 4, 2010. There was a national Road Tour that started in Philadelphia and traveled around the country. Each Census Region also had a dedicated Road Tour. The Charlotte Region Road Tour's first visit to Northern Virginia was for the *Arlington Counts!* event at Ballston Mall on February 13, 2010. See page 27 for details on *Arlington Counts!*



Arlington County donated meeting space to train Census Enumerators from April 27, 2010 – April 30, 2010. These enumerators were tasked with working in the Arlington area to capture survey responses from those who did not send back their form.

3. Outreach Phase III: Follow Up (May 1, 2010 – July 30, 2010)

During Phase III of the outreach, the Census Takers knocked on doors of the non-response residents, those that did not respond to their Census questionnaire by mail. The primary outreach message from the U.S. Census Bureau to residents changed to “We can’t move forward until you give your answers back.”

County Staff and CCC members encouraged residents to open their doors and provide their 2010 Census questionnaire answers to the Census Takers. An informational flyer was created by County Staff called “What to do when a Census Taker knocks on your door!” The flyer, developed in both English and Spanish, provided information on how to identify a Census Taker and what questions would be asked. It also provided contact information on how to provide answers to the Questionnaire by telephone. See Attachment 15 for a copy of the flyer.

The third phase marked the final stage of making sure every resident was counted. Staff assisted the local Census Office with gaining access to apartment and condominium buildings. Several of the large residential buildings located in Arlington County were not assisting Census Bureau employees with access in the building and to the residents. Staff from the Housing Division of CPHD made contact with the management of each of these buildings, explained the importance of the Census, and assisted with establishing a date and time for the Census Takers to canvas the building. The assistance of the Housing Division was critical for obtaining an accurate count.

County Staff received notification that two multi-dwelling unit buildings did not receive Census Forms. In both cases County staff notified the local Census Office. County Staff also dropped off a box of over 200 Census Forms to one of the buildings. At the other building, the Census Bureau established a time for residents to come and fill out a form at a dedicated place in their building.

III. Complete Count Committee



The Arlington County Complete Count Committee (CCC) was established in the fall of 2009. Invitation letters requesting participation on the CCC were sent to prospective members in October 2009

and the first meeting of the CCC convened on November 4, 2009. See Attachment 16 for a copy of the invitation letter sent to members. The volunteer members of the CCC were civically involved members of the Arlington Community who lived or worked in the County. Since there was no funding available for the CCC efforts, CPHD donated printing costs and employee time to staff the CCC.

A. Structure

The members of the CCC were appointed by the County Manager and the committee functioned as a working group, where members were fully engaged with outreach activities. The CCC was designed to be dynamic, with the understanding that the CCC is a volunteer group and some members may come and go. The manager appointed the committee and gave the committee the flexibility to add new members at anytime.

The CCC was lead by co-chairs Leni Gonzalez and James Whittaker. The members within the committee were divided into subgroups depending on their areas of expertise. There was a total of 11 subgroups with expertise in the areas of education, media, faith-based, business, linguistically isolated Hispanic/Latino, linguistically isolated Asian, linguistically isolated African/Middle Eastern, homeless, working poor, elderly, and young and African American.

The members of the committee met on a regular basis from November 2009 through August 2010. The subgroups developed and implemented work plans designed to reach their targeted population. Ideas and the work of the CCC members and subgroups were shared at each CCC meeting. To the right is a list of meeting dates. Also, Copies of meeting agendas can be found in Attachments #17-24.

Figure 15: CCC Meetings

November 4, 2009	March 23, 2010
December 3, 2009	March 31, 2010 (CC)
January 7, 2010	April 7, 2010
January 28, 2010	April 20, 2010
February 8, 2010	May 17, 2010 (CC)
February 25, 2010	August 2010
March 8, 2010 (CC)	

(CC) Conference Call

B. Members

The members of the CCC worked with a diverse population throughout the County. Members included representatives of organizations as diverse as REEP- The Arlington Education & Employment Program, League of Women Voters of Arlington, Greater Washington Hispanic Chamber of Commerce, League of United Latin American Citizens, Telemundo, Shirlington

Employment Center, Buckingham Youth Brigade, Arlington Free Clinic, Arlington Interfaith Council, Members of the Sudanese and Mongolian Communities, Marymount University, Hispanic Committee of VA, BizLaunch (Arlington Economic Development), Lawrence Mason Architects, A-SPAN (Arlington Street People's Assistance Network), Arlington Public Schools, Arlington Partnership for Affordable Housing, Arlington County Managers Office, and Arlington County Departments of: Human Services, Community Planning Housing and Development Parks Recreation and Cultural Resources. See Attachment 18 for a full list of members.

In addition to the co-chairs, the original structure of the CCC had three types of members: Active, Auxiliary, and County Staff. As the CCC continued to work diligently on Census efforts, the members of the CCC were mostly Active Members and County staff. Below is a description of the member types:

- Active Members (10-12 hours per month): The active members were the primary participants on the committee. They were charged with the duties described in the Mission and Task sections.
- Auxiliary Members (average 3 hours per month): The auxiliary members were invited to participate on the committee on an as add needed basis. They were invited to assist in particular areas for limited periods of time. Auxiliary members were added over time to increase the network of community members on the CCC.
- Arlington County Staff: Provided support to working groups.

C. Member and Staff Roles

Since the CCC was designed as a working group instead of a traditional committee, the duties of the members and County staff were developed to make the committee function with maximum effectiveness. Below is the outline of the member and staff tasks. Please note, the County staff tasks listed below pertain to the CPHD – Planning Division staff responsible for Census outreach.

1. Committee Member Tasks

The members of the committee were tasked with the following roles:

- Actively spread the message of the 2010 Census
- Develop ways to reach the hard-to-count residents
- Build trust of the Census among their stakeholders
- Implement outreach strategies in his/her own community or organization
- Tracking and reporting progress and efforts
- Recruit other members to support the CCC
- Attend meetings of the CCC
- Convene community meetings

2. County Staff Tasks

The primary function of County staff was to provide guidance and Census materials for the CCC members. Due to a lack of financial resources, the majority of resources for the Committee were provided by the U.S. Census Bureau. The tasks of staff included:

- Convene CCC meetings
- Request materials from the U.S. Census Bureau
- Storing and keeping track of Census materials
- Mediate between the CCC and the U.S. Census Bureau
- Assist members with locating meeting space
- Assist members with tracking outreach efforts
- Provide graphic design assistance to promote the CCC events and forums
- Spanish translation of documents

D. CCC Outreach

Each of the subgroups had specific outreach strategies. The following are outlines of activities from several subgroups.

1. Linguistically Isolated – African

Ethiopian Community Development Council Outreach (ECDC)

The ECDC distributed Census information at non-Census events targeting new African immigrants from December 2009 through May 2010. The ECDC offices, local ethnic businesses, and places where ECDC staff does outreach for HIV/AIDS and breast cancer screenings were used to distribute Census brochures, job opportunities with the Census, and Census promotional posters.

For Example, on April 10, 2010 the ECDC held a Health Fair and Tax Preparation event providing health screenings and tax preparation. Census materials and giveaways were distributed at this event. All residents were targeted with a focus on the hard-to-count population of African newcomers.

ECDC also used radio announcements to pass along the message of the Census. Weekly public service announcements targeting Amharic Speakers occurred from January 15 – May 15, 2010. After April 15, 2010, listeners were provided with contact information to telephone in their questionnaire responses and what to expect from the enumerator.

2. Communications Subgroup

The communications subgroup was comprised of Arlington County communications staff and local media outlets. All Arlington County Government media outlets were utilized to push the Census message, including the Arlington Virginia Network (AVN), the *Citizen* newsletter, the *Arlington Insider*, the County website (in English and Spanish), and media boards within County buildings. Below are some examples of the Census outreach that occurred through Arlington County Government:

- Included an article and advertisement in the *Citizen* newsletter. (Attachment #19)
- Featured the Census in the *Arlington Insider* in the March 31, 2010 issue. (Attachment #19)
- Created AVN Newsmakers piece about the Census for several events: (see enclosed CD for copies of the videos.)
 - Census 2010 Forum on June 23, 2009
 - Arlington Counts! at Ballston Mall on February 13, 2010

Local media airing in the County also promoted the 2010 Census. Scott McCaffrey, staff writer for the *Sun Gazette Newspaper*, was a member of the communications subgroup and frequently published articles about Census operations in the County. See Attachment #20 for copies of the articles. Arlington County Communication Staff also contacted and conducted interviews with local Hispanic media outlets such as Telemundo, Univision, and El Tiempo Latino. Other print media that also published information on the Census included the Washington Hispanic, El Imparcial, and Metro Latino

Communication's staff also sent out Media Alerts in both English and Spanish to publicize various Census events organized by County Staff and the CCC, including Arlington Counts!, the Latino Round Table, and informational forums held at Arlington County Libraries.

3. Young and African American Subgroup

The young and the African American residents were targeted mainly by overall Census outreach. However, the subgroup targeting these populations implements specific strategies to communicate the Census message. Subgroup members emailed, mailed, and hand delivered posters, flyers, and County letters to over 100 civic, homeowner, condo, and tenant associations. In addition flyers were posted at ten targeted apartment complexes. To target the African American residents, a CCC member attended the *Feel the Heritage Festival* and distributed information and giveaways to participants.

4. Education Subgroup

The Education Subgroup was comprised of members from Arlington Public School, REEP, and Escuela Bolivia. Below are details on activities performed by each of the organizations to target the message of the Census to their students.

REEP (Arlington Education and Employment Program)

REEP is a program that helps adults learn English. The students that attend REEP are considered part of the primary targeted population for the CCC, therefore assistance from REEP was vital for Census outreach in the County. REEP developed an implementation strategy that consisted of awareness building and instructional activities. Staff, students, and volunteers were made aware that REEP supports participating in the 2010 Census. The main activities used to reinforce this awareness were:

- Displaying Census 2010 bulletin boards at the Clarendon Education Center and Trifold display boards at off-site locations.
- Allowing classes to attend the Latino Roundtable 2010 Census Event.
- Provided Census information at new student intake at Clarendon and Jefferson during January and February.
- Pilot research on Census Around the World conducted with REEP staff and students enrolled in conversation class at Clarendon; results shared with REEP teachers for the instructional phase.

Information on the 2010 Census was integrated into all levels of REEP classes. This provided students with an understanding on the importance and process of the Census. REEP staff also helped students develop the language skills needed to participate. Approximately 1,500 adults learning English, 35 teachers and other staff were involved in this process. Some of the tools REEP used to communicate the message included:

- Developed print and web-based instructional materials appropriate for adults learning English. Instructional materials posted at http://www.reepworld.org/staff/content/Teacher_Exchange/REEPCensus2010.
- Met with teachers to provide instructions and review available resources.
- Ruffled Census giveaways to encourage students to mail back their forms before the mail-in deadline.

REEP also provided additional support to the Census Bureau and the CCC through volunteering space for QACs participating in County wide Census activities. These activities include:

- *Arlington Counts!* (February 13, 2010)
- Community Conversations Information Session (February 27, 2010)
- Parent Education Conference (February 27, 2010)
- Latino Roundtable Census 2010 Event (March 11, 2010)

Arlington Public Schools

Arlington Public Schools (APS) instituted *Census in Schools Week* that took place March 22, 2010 – March 26, 2010. During this week, schools throughout the County hosted and implemented Census activities in classrooms. Schools received materials prepared by Scholastics from the U.S. Census Bureau to be given to students and parents. Stickers, backpacks, luggage tags, and other giveaways were distributed to students.

In particular, the ESOL/HILT Supervisor had Census in Schools information distributed to all of the teachers and students with hands-on activities. County staff presented information to students at Arlington Mill Continuation Program to get students interested and involved in the Census.

During Census in the Schools week, 5th grade students at Hoffman-Boston Elementary school students went into each classroom to teach other grade levels what they have learned about the Census several weeks prior. They then gave a short “in-house” census to all students and graphed the results for the school to use. The Hoffman-Boston census questions included:

- How old are you? Are you male or female?
- What grade are you in? Do you ride a bus to school?
- Do you eat school lunch or do you bring your own lunch?
- Do you like to play on the playground equipment?
- Do you like to play on the soccer field?

Campbell Elementary also created an “in-house” census which consisted of ten questions. Students participating in math night on Tuesday, March 16, 2010 had the opportunity to take the census. They also explored the online Census materials available to students and their families.

APS also publicized the Census in the *Newscheck* newsletter which is an employee newsletter, that featured several blurbs, including a front page article about student activities and the Census.

Escuela Bolivia

Escuela Bolivia provides Spanish and English classes to children and adults. Through this program, low-income Latino families were targeted for Census outreach. From January 2010 to April 2010, Escuela Boliva passed out coloring books, displayed Census posters at various locations, distributed flyers on Be Counted Sites, and dedicated specific time to talk about the Census to their classes. Escuela Bolivia also distributed information on their services at *Arlington Counts!* on February 13, 2010.

5. Business Subgroup

The Business Subgroups targeted businesses operating throughout Arlington County. They developed and distributed a flyer in English and Spanish that provided basic Census information. See Attachment #21 for a copy of the flyer. The BizLaunch program is Arlington's small business network which offers information and opportunities for starting or growing a business. The meetings of BizLaunch were used to pass along the message of why the 2010 Census is important for business owners. The Business Subgroup also distributed flyers, giveaways and spoke about the Census at events from January 2010 – April 2010. Table 3 provides a list of these events.

Table 3: Business Subgroup Outreach Activities

Event	Date	Language	Location	Attendees
Starting a Biz	1/26/10	English	Library	60
Get Clients Now	2/17/10	English/Spanish	Library	104 (64 S/40 E)
Social Media/Marketing	2/18/10	English	AED	43
Business Plan	2/24/10	English	Library	30
8a Information Sessions	3/8/10	English	AED	51
Gov't Contracting	3/24/10	English/Spanish	Library	42 (30 S/12 E)
CPRO Networking	3/18/10	English	5500	86
Quickstart w/SCORE	3/19/10	English	Library	23
Quickstart w/SCORE	3/26/10	English	Library	19
Quickstart w/SCORE	4/9/10	English	Library	26
GWHCC Business Expo	4/10/10	English/Spanish	DC	50
Quickstart w/SCORE	4/16/10	English	Library	26
Import/Export	4/21/10	Spanish	Library	unknown
Quickstart w/SCORE	4/23/10	English	Library	26
Starting a Biz	4/28/10	English	Library	50

IV. Events and Outreach List

A wide range of outreach took place in 2009 and 2010 to promote the 2010 Census in Arlington County. Below is a detailed list of events and activities performed by CCC members and County Staff.

A. County Organized Events

Arlington County Fair (August 19 – 23, 2009)

Census Partnership Specialist, Dr. Juan Callejas

Arlington County Staff, Elizabeth Rodgers (Demographer)

Fair attendees were encouraged to take the “Census Pledge” in return for a free item, including: t-shirt, water bottle, or tote bag. Over 500 people took the Census Pledge. People were asked to fill out their form and mail it back when they received it in March 2010. Information was handed out (in both English and Spanish) on the questions asked on the form and why the Census is important.

Figure 16: County Fair 2009 Display



Figure 17: Census Pledge

2010 CENSUS
Arlington let's get counted!

I _____, resident of
(print name)

_____ (County/City), take
the 2010 Census pledge to fill out the 2010
Census form that will be mailed to my home
in March 2010. I will encourage my friends
and neighbors to complete their forms too.

Signature: _____

United States[®]
Census
2010

Census 2010: Building Trust, Working Together and Counting Everyone (June 23, 2009)

County Board Member J. Walter Tejada
Census Partnership Specialist, Dr. Juan Callejas
2000 CCC Member, Leni Gonzalez
Arlington County Staff:

William Thomas (Planning Supervisor)
Robert Ruiz (Research Coordinator)
Elizabeth Rodgers (Demographer)

This forum was held at Central Library and was open to non-profit organizations and County staff that work with many of the hard-to-count population. County Board Member J. Walter Tejada, Juan Callejas, Leni Gonzalez and Elizabeth Rodgers made presentations on how to build trust and work together to get everyone in the Arlington community counted. Maps showing the distribution of the hard-to-count population, the demographic characteristics of residents, and the hard-to-count scores were displayed. Giveaways and packets of information were provided to attendees. About 50 people attended this forum. AVN reported on the forum in a News Makers Report.

Attachment #22 Agenda
Attachment #23 Pictures

Community Meeting September 16, 2009

Census Partnership Specialist, Dr. Juan Callejas
Arlington County Staff:

Robert Ruiz (Research Coordinator)
Elizabeth Rodgers (Demographer)

This community workshop held at Walter Reed Community Center was organized to get residents engaged in conceptualizing strategies for performing outreach activities among the hard-to-count communities for the 2010 Census. Attendees were given background on the Census operations by Juan Callejas and Elizabeth Rodgers. Attendees were then asked to perform a mapping exercise to highlight areas in their community which needed focused outreach. They were then asked to identify outreach methods to reach the people who lived in these areas.

Attachment #24 Agenda
Attachment #25 Map Exercise Directions

Census 2010: Building Trust, Working Together and Counting Everyone (October 20, 2009)

County Board Member J. Walter Tejada
2010 CCC Co-Chair, Leni Gonzalez
U.S. Census Bureau, Ron Brown (Partnership Coordinator)

This forum was held at Shirlington Library and was a continuation of the first forum held in June 2009. County Board Member J. Walter Tejada announced the formation of the Arlington County Complete Count Committee. Leni Gonzalez, the CCC's co-chair, announced the member organizations of the CCC. Ron Brown gave an update on Census Operations. Free T-Shirts were given out to attendees. About 30 people attended.

Attachment #26 Agenda

Arlington Counts! Employment and Services Showcase (February 13, 2010)

County Board Member J. Walter Tejada
Census Partnership Specialist Dr. Juan Callejas
2010 CCC Co-Chairs: Leni Gonzalez and Jim Whittaker

Participating Organizations:

- REEP
- Escuela Bolivia
- Employment Center
- Housing Department – Foreclosure Prevention
- Car Free Diet
- Arlingtonians for a Clean Environment
- Virginia Department of Motor Vehicles

Arlington County Staff:

- Robert Ruiz (Research Coordinator)
- Elizabeth Rodgers (Demographer)
- Dulce Carrillo (PRCR)
- Ingrid Vaicius (CMO)

Arlington Counts! was the first stop for the Charlotte Region Road Tour in Northern Virginia. The event was held at Ballston Mall. This was a lively event that included informative speeches on the 2010 Census and live performances from culturally diverse dance troops. The inclusion of the multi-cultural dance troops was to show that the residents of Arlington come from diverse backgrounds. County Board Member J. Walter Tejada spoke about the importance of the Census and handed out awards to the dance troops. The Road Tour participated in this event by setting up multimedia displays, posters and handed out various giveaways. The event also included a Census job fair. Other services providers such as the Arlington Employment Center and the REEP program also participated in the event. An estimated 600 people attended this event.

Attachment #27 Flyer

Attachment #28 Pictures

Latino Round Table: 2010 Census Forum (March 10, 2010)

County Board Member J. Walter Tejada
Census Partnership Specialist, Isabel Almendarez
2010 CCC Co-Chairs Leni Gonzalez

On March 11, 2010 the Latino Round Table hosted the third Census forum at the Career Center. Board Member J. Walter Tejada; CCC co-chair, Leni Gonzalez, and Census Bureau Specialist Isabel Almendarez spoke to over 150 people on the importance of the Census.

St. Patrick's Day Parade March 16, 2010

Arlington County Staff: Elizabeth Rodgers and Robert Ruiz

CCC Members:

- Kim Durand (APS)
- Amanda Keamerer
- Edgar Aranda-Yanoc
- Bonnie Franklin

Census Bureau Specialist: BJ and Mary

Complete Count Committee members and County staff walked in the Clarendon Alliance St. Patrick's Day Parade and handed out over 500 giveaways to the crowds of people lining the street.

Figure 18: St. Patrick's Day Parade



B. U.S. Census Organized Event

March to the Mailboxes (April 10, 2010)

Arlington County Staff: Elizabeth Rodgers (Demographer)

2010 CCC Co-Chair, Jim Whittaker

CCC Members:

Jessica Vasquez

Bonnie Franklin

Luz Stroh

Connie Freeman

The March to the Mailboxes event was a national push by the U.S. Census Bureau. Arlington had five locations where promotional items were distributed to the public. CCC members staffed a table during the Home Expo at the Walter Reed Community Center. Harvey Hall and the Gates at Ballston handed out the giveaways the week leading up April 10th. Douglas Park Civic Association distributed items throughout their neighborhood. Gunston Middle School handed out items at soccer games. In total over 1,000 t-shirts, 2,000 hats, and countless informational items were distributed throughout Arlington.

Attachment #29 Flyer

C. Fairs and Shows

Multi Cultural Parent Conference (April 18, 2009)

Partnership Specialist Juan Callejas

Arlington County Staff, Elizabeth Rodgers (Demographer)

County and Census staff members talked with parents and handed out information and giveaways. Parents were informed that the Census form would be coming in less than a year.

Mason Nation - George Mason University, Arlington Campus (September 2-3, 2009)

Arlington County Staff: Elizabeth Rodgers (Demographer)

A booth was setup to display Census information and promotional items. Information was handed out to GMU students many of which had never heard of the Census.

Child's Development Resource Fair (April 17, 2010)

2010 CCC Co-Chair, Leni Gonzalez

A table was staffed by CCC members and information was handed out to participants of the fair.

Housing Fair (May 8, 2010)

2010 CCC Co-Chairs: Leni Gonzalez and Jim Whittaker

CCC Members:

Amanda Keammerer

Stephen Wade

CCC members handed out information on how to identify Census Takers and what question they are going to ask. They also gave away Census promotional items.

Figure 19: Housing Fair



Celebrate Gunston (March 19, 2010)

Census Bureau Partnership Specialist Theron Cook

Arlington County Staff, Elizabeth Rodgers (Demographer)

Talked with students and their parents about the importance of completing the Census and handed out information and giveaways.

Multi Cultural Parent Conference (April 17, 2010)

Arlington County Staff:

Luz Stroh (DHS)

Elizabeth Rodgers (CPHD)

Participants were asked if they remembered to fill out and send back their survey form. If they did not, they were provided instructions on how to call and give their answers over the phone. Information and giveaways were distributed.

D. Canvassing Neighborhoods

Columbia Pike Canvas (April 13, 2010)

2010 CCC Co-Chair, Jim Whittaker

Arlington County Staff:

Robert Ruiz (CPHD)

Stephen Wade (CPHD)

Members of the CCC and County staff visited apartment buildings along Columbia Pike to hang up posters with Census information.

Buckingham Village Canvas (April 25, 2010)

CCC Member, Edgar Aranda-Yanoc and volunteers

Volunteers posted signs in Spanish that discussed Census questions, upcoming site visits from Census Takers, and how to protect against fraud at Buckingham Village residential buildings. An estimated 500 residents were reached by this effort.

Figure 20: Canvassing Buckingham



E. Presentations

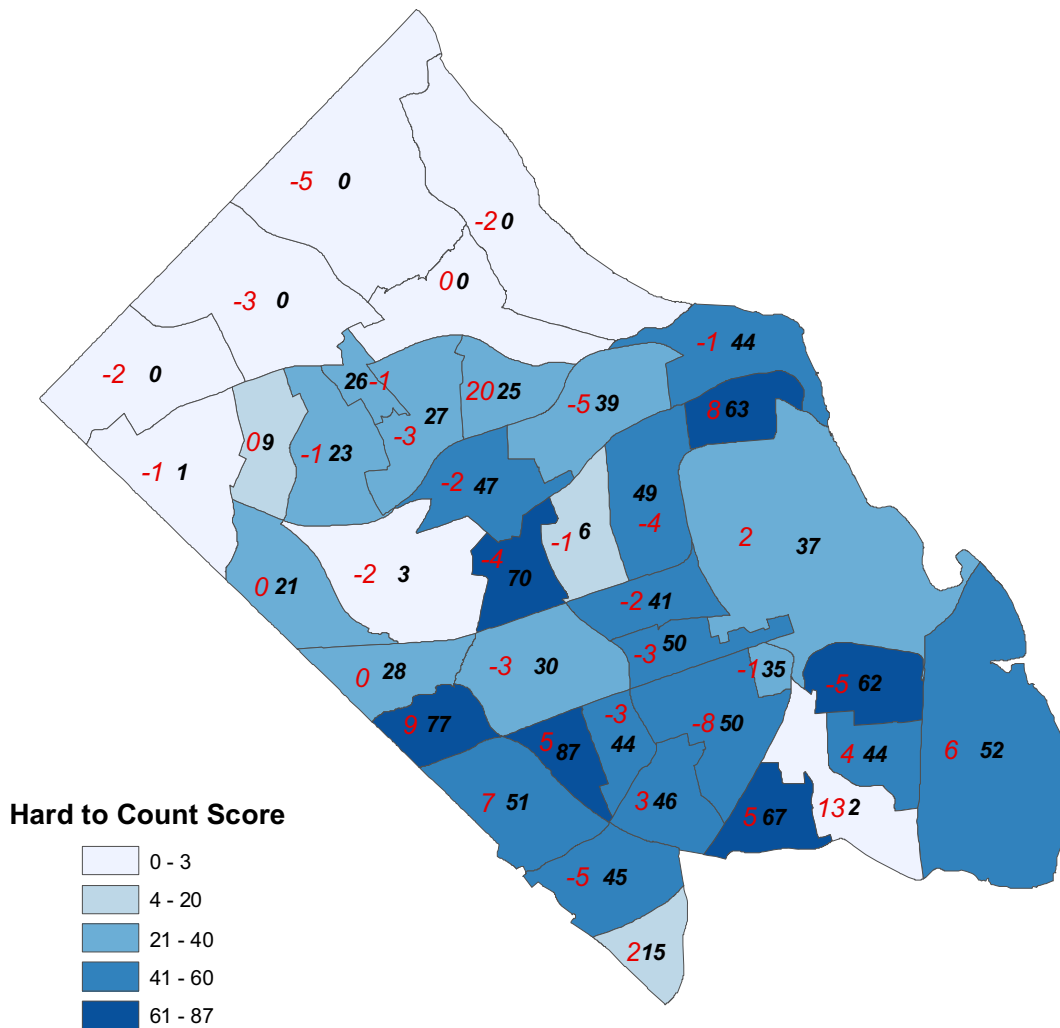
Penrose Civic Association (July 21, 2009) Elizabeth Rodgers
Rotary Club (September 3, 2009) Elizabeth Rodgers
Small Business Coordinating Council (October 14, 2009) Elizabeth Rodgers
Ask the Expert (July 27, 2009) Elizabeth Rodgers
City of Alexandria CCC – Social Media (July 9, 2009) Robert Ruiz and Elizabeth Rodgers
Jaycees Meeting (May 20, 2009) Robert Ruiz
National Association of Retired Federal Employees (January 12, 2010) Elizabeth Rodgers
Walter Reed Seniors (January 14, 2010) Elizabeth Rodgers
Glen Carlyn Civic Association (February 1, 2010) Elizabeth Rodgers
The Carlin (March 5, 2010) Elizabeth Rodgers
Aurora Highlands Civic Association (March 10, 2010) Robert Ruiz
Fairlington Civic Association (March 10, 2010) Elizabeth Rodgers
Claremont Civic Association (March 13, 2010) Elizabeth Rodgers
Arlington Mill HSCP - Census Blitz (March 25, 2010) Elizabeth Rodgers
See Attachment #30 for an example of presentations.

V. Participation Rate

A. Arlington County Mail Back Participation Rate

Arlington County's mail back participation rate for the 2010 Census was 74 percent, a one percent decrease since the 2000 Census. However, there were substantial participation increases in the hard-to-count areas of the County. Below is a map that shows the hard-to-count score versus the change in participation rate from 2000 to 2010.

Map 2: Hard-to-Count Score versus Change in Participation Rate 2000-2010 Census



Black Number = Hard-to-Count Score

Red Number = Change in Participation Rate from 2000 to 2010 Census

Overall more households participated in the mail back phase in the 2010 Census than the 2000 Census. In 2000, the Census Bureau reported there were 86,352 households in Arlington County. The 2000 participation rate was 75 percent which equates to about 64,800 households participating by mail. However, an additional 3,540 households participated by mail in the 2010 Census according to the total number of Arlington County households (92,352) in 2008 American Community Survey (ACS) and the 74 percent participation rate. Please see table below for details.

Table 4: Households Participating (Mail Back)

Data Source	Total Households	Mail Back Participation Rate	Participating Households
2000 Census	86,352	75%	~64,800
2008 ACS	92,352	74%	~68,340

The chart below provides a comparison of mail back participation rates for the Washington, D.C. Metropolitan Region. Please note that Alexandria funded their CCC with \$30,000, Washington, D.C. dedicated \$400,000 for Census outreach, and Prince George’s hired for two staff positions dedicated for Census outreach.

Table 5: Mail Back Participation Rate

	Mail Back Participation Rate		
	2000	2010	Change
Arlington	75	74	-1
Alexandria	72	73	+1
Fairfax	81	76	-5
Falls Church	81	77	-4
Loudoun	79	77	-2
Prince William	75	74	-1
Montgomery	79	78	-1
Prince George’s	71	71	0
District of Columbia	66	69	+3
Virginia	73	76	+3
National	72	72	0

B. Preliminary Analysis

Several areas had substantial increases in 2010 mail back participation rate when compared to the 2000 Census. In particular, tracts located in portions of Columbia Pike; the Jefferson Davis Corridor; Cherrydale, south of Lee Highway; and Southern Rosslyn showed the most increases. Most of these areas had higher than average hard-to-count scores, making these locations prime targets for Census outreach.

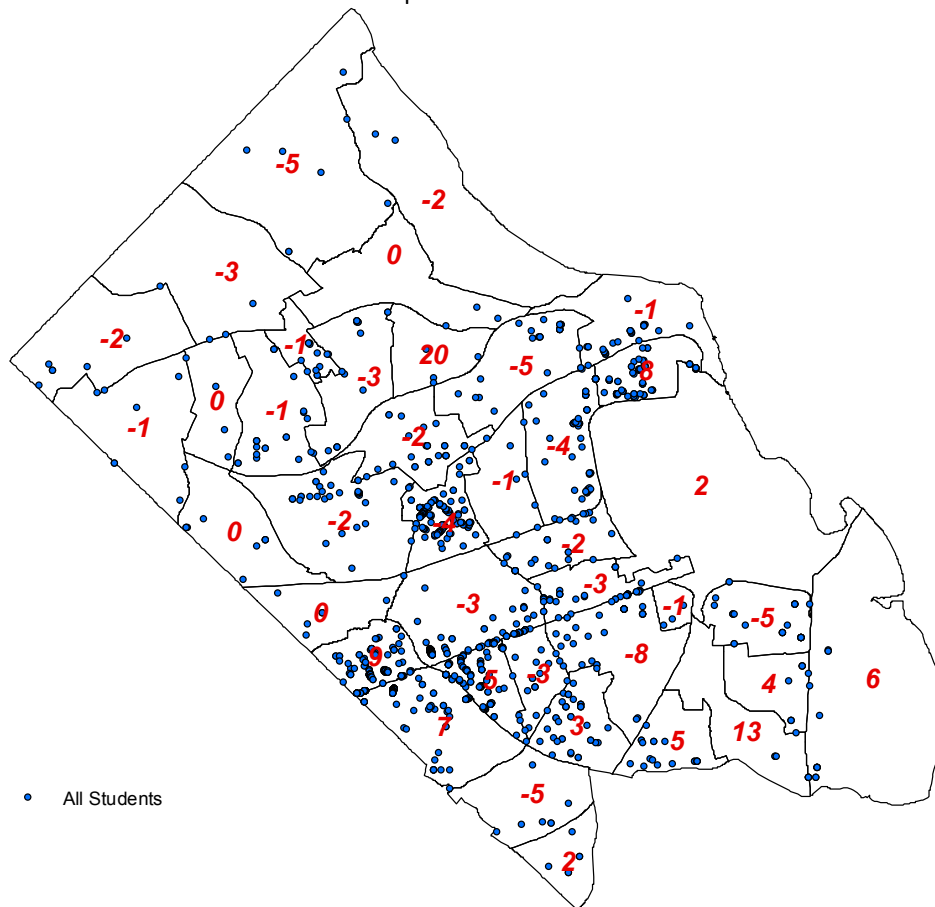
Since the overall goal of the CCC and County staff was to reach the residents in the hard-to-

count communities, there was special focus on outreach in these areas. For example several CCC members canvassed the Buckingham area and apartments along Columbia Pike.

The outreach performed by the REEP program was substantial in reaching the linguistically isolated population of the County. REEP activity pushed, over several months, the importance of the Census and how to complete the form to the students in the program. The map below shows the home location of REEP students versus the change in mail back participation rate from 2000 to 2010. Some of the areas with concentrations of REEP students also show an increase in participation rate.

Please note 2010 Census data that will provide information on the demographic characteristics of the low and high mail back participating tracts will not be released until late 2011. A complete analysis will be done at that time.

Map 3: REEP Enrollment and Difference in Participation Rate 2000-2010



Red Number = Change in Participation Rate from 2000 to 2010 Census

VI. Lessons Learned

- 1) Census outreach activities need to be conducted in conjunction with non-Census themed events. Events solely dedicated to the Census did not attract people to the events. Also, the small number of people that would attend were usually not members of the hard-to-count population.
- 2) The Complete Count Committee should be formed in the early fall. As the CCC continued to meet, members reduced participation. By starting the CCC in the fall and staggering outreach initiatives, members of the committee should not be too overwhelmed with participation. During the fall, preparations of materials and work plans should be conducted, so that a more active outreach strategy can be implemented starting in January.
- 3) The manager appointed committee worked well as a working group. The dedicated members continuously participated with events; however a good number of volunteers did not continuously participate.
- 4) Building a relationship with the Census Bureau Partnership Specialist is essential for successful promotions. The Specialists assisted with staffing events and provided giveaways.
- 5) Although all residents were targeted in the outreach campaign, not enough emphasis was placed on the non hard-to-count areas. For example, many of the non hard-to-count areas, that is areas that were expected to have high mail back response rates, had lower 2010 mail back response rates compared to that of the 2000 Census. This is depicted in Map 2 on page 33. It is possible that there was not enough outreach concentrated in these areas.
- 6) It is essential to have the support of the County Board and have one member dedicated to the decennial Census activities. Board Member J. Walter Tejada provided a substantial amount of support including speaking at many events, giving interviews to the media, attending CCC meetings, and providing updates to the County Board.
- 7) Language translation services are essential for creating materials. The County Staff were lucky to have two bilingual members of their team who translated many documents and gave presentations in Spanish.
- 8) The subgroups of the CCC should have a more narrow focus. For the 2010 Census there were 11 subgroups. However, several of the subgroup outreach strategies overlapped. To be more efficient these groups should be combined and focus on specific outreach methods. Also, a larger number of subgroups is more taxing on the CCC and results in reduced participation by members.

VII. Recommendations

- 1) Secure funding for outreach activities. Not having dedicated funding significantly hampered the ability to do extensive outreach. Staff had to constrain outreach due to the lack of funding. CCC members and County staff had to abandon creative ideas for encouraging mail back participation, such as a prize for the community with the highest mail back participation rate.
- 2) Members of the CCC should canvas hard-to-count communities. Members of the CCC canvassed neighborhoods in April. However this should be a bi-weekly or monthly activity of the CCC and should start in March and continue until the end of April.
- 3) The CCC should include more bilingual members. Even with Arlington's diverse community, it was difficult to obtain volunteers that speak one of the multiple languages spoken by County residents.
- 4) Work with other jurisdictions and the Council of Governments to join Census efforts and coordinate regional events. For example, since the Northern Virginia jurisdictions are part of the Charlotte Region, these jurisdictions could combine resources for printing and the purchase of giveaway items in bulk.


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VIII. Attachments



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2010 CENSUS
Arlington let's get counted!



2010 PSAP
Participatory Statistical Areas Program
Robert Ruiz



2010 CENSUS
Arlington let's get counted!



- Problems with the Current Tract and Block Group structure
- US Census rules regarding Tract and Block Group manipulation
- Highlights of reconfiguration of New Block Groups
- New Tracts
- Q&A

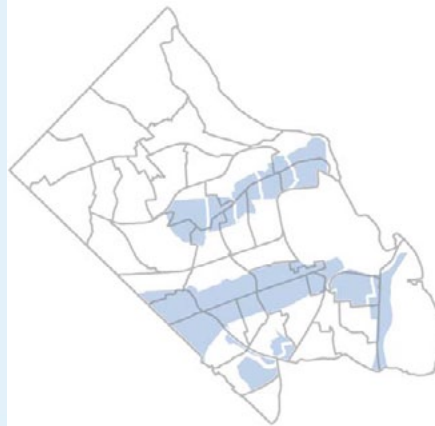


Problems with Current Tracts and Block Groups



Existing 2000 Tracts

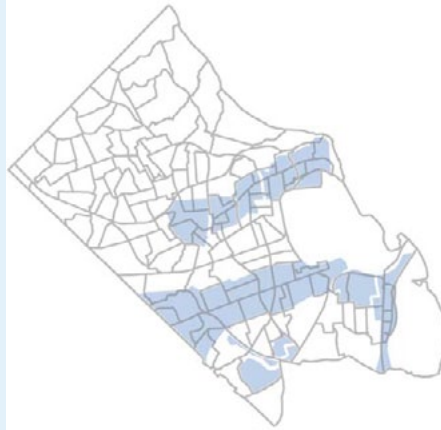
- SF1, short form data
- SF3, long form data





**Existing 2000
Block Groups**

- SF1, short form data
- SF3, long form data



**Participatory Statistical Areas
Program (PSAP) Guidelines**

2010 CENSUS
Arlington let's get counted!



- Participant Statistical Areas Program (PSAP) allows for:

“...designated participants, following Census Bureau guidelines, to review and **suggest** modifications to the boundaries for block groups, census tracts, census county divisions, and census designated places for reporting data from the 2010 Census.”

http://www.census.gov/geo/www/psap2010/psap2010_main.html

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- 2010 Census short form data, SF1 equivalent, will be released for the modified tract and block group boundaries.

- American Community Survey (ACS) data, the long form equivalent, will be available for the modified boundaries:

- “By 2010, the Census Bureau plans to provide the first 5-year estimates of demographic, housing, social and economic data for geographic areas down to **the block group level**. These 5-year estimates will then be updated annually by removing the earliest year and replacing it with the latest one. This will provide, for the first time, the ability to monitor social and economic trends in local communities.”

<http://www.census.gov/acs/www/SBasics/DataDiss/RelDates.htm>

- Old boundaries made available in 2010
- New boundaries made available in 2011 at the earliest, possibly 2012

2010 CENSUS
Arlington let's get counted!



Tract Guidelines:

- Thresholds are the most important factor for Census Tracts. Housing unit counts may be used in addition to population.

	Census 2000	2010 Census	
	Population	Population	Housing Unit
Optimum	4,000	4,000	1,600
Minimum	1,500	1,200	480
Maximum	8,000	8,000	3,200

- Comparability is second only to thresholds in importance among census tract criteria:
 - If changes are made, splitting or merging census tracts rather than shifting boundaries is preferred.
 - Re-tracing is discouraged – revisions should affect no more than 5% of a census tract's population or housing.
 - Letters from affected highest elected officials are required for retracting.

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Arlington let's get counted!



Block Group Guidelines:

- As with census tracts, block groups must meet the same national standard for thresholds:

	Census 2000	2010 Census	
	Population	Population	Housing Unit
Optimum	1,500	-	-
Minimum	600	600	240
Maximum	3,000	3,000	1,200

- Continuity and comparability from one census to another is much less of a concern than with census tracts. **Flexibility is a key characteristic of block groups.** Participants can redefine block groups to correspond to their local planning districts, neighborhoods, or other types of locally important areas without changing census tracts boundaries.



Block Group Highlights



2010 CENSUS
Arlington let's get counted!



R-B Corridor
2000 Block Groups

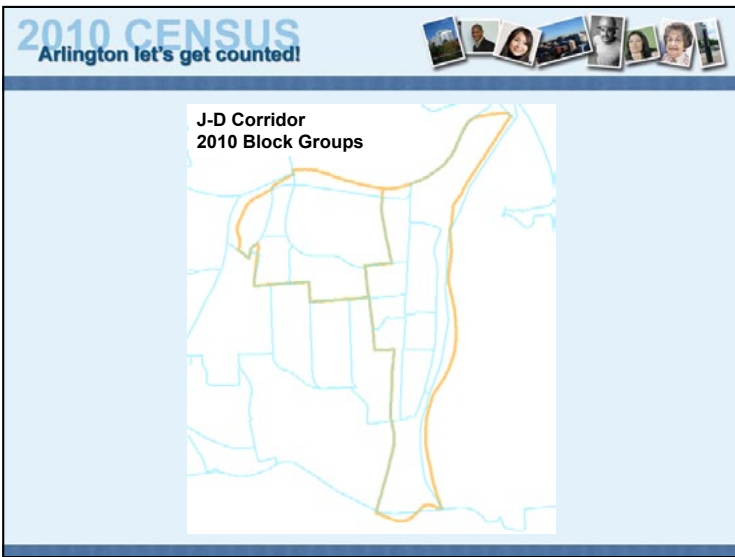
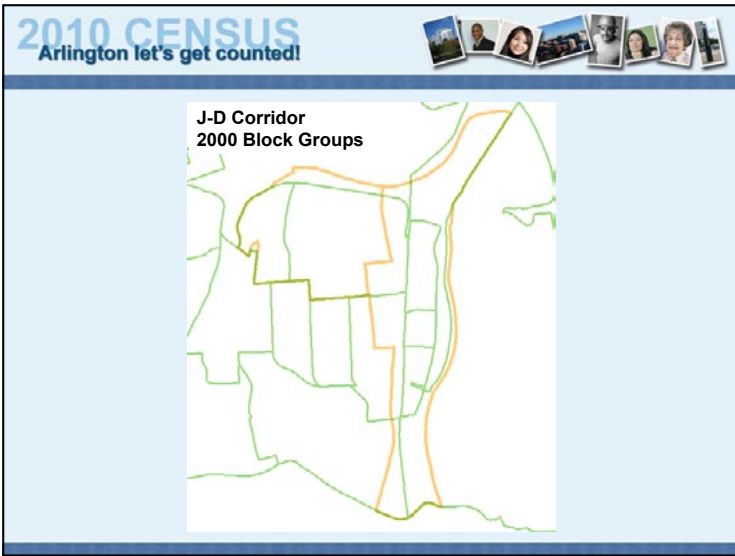


2010 CENSUS
Arlington let's get counted!



R-B Corridor
2010 Block Groups










2010 CENSUS
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Tracts


2010 CENSUS
Arlington let's get counted!



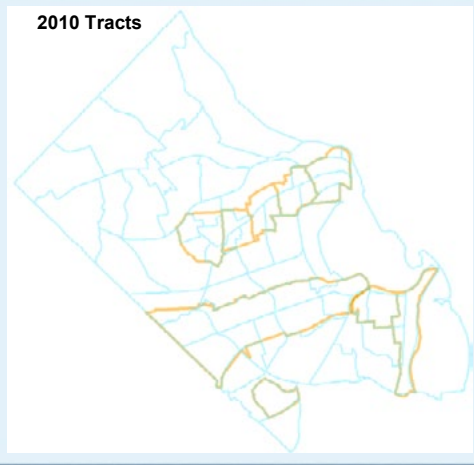
2000 Tracts




2010 CENSUS
Arlington let's get counted!



2010 Tracts



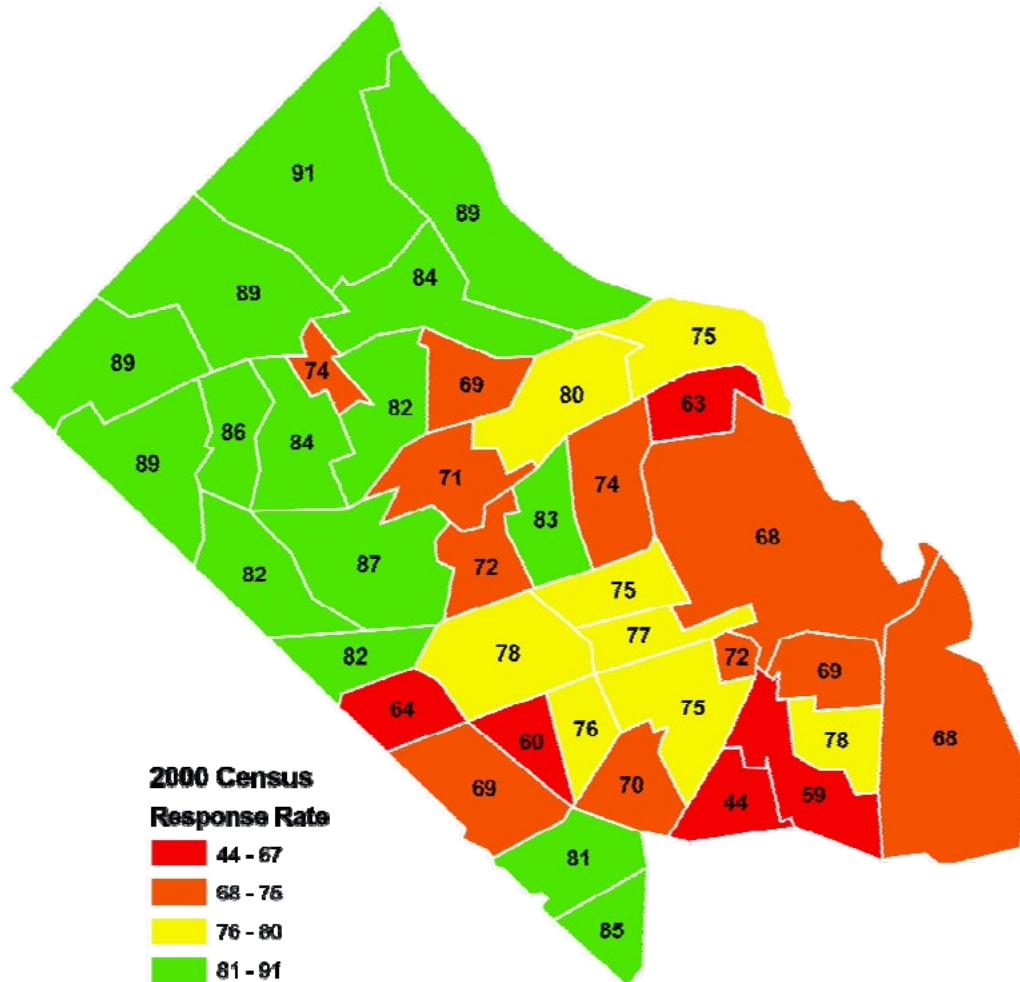
2010 CENSUS
Arlington let's get counted!



Questions

Census 2000 Results

2000 Census Response Rate



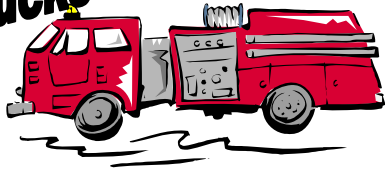
In a report to Congress, PricewaterhouseCoopers estimated that Arlington County was undercounted in the 2000 Census by **3,568 persons**. This translates into a potential loss of about **\$3.37 million** in federal funding over a 10-year period. The funding lost is based on the following eight major federal Programs:

1. Medicaid
2. Foster Care
3. Rehabilitation Services Basic Support
4. Child Care and Development Grant
5. Social Services Block Grant
6. Substance Abuse Prevention and Treatment Block Grant
7. Adoption Assistance
8. Vocational Educational Basic Grants

What Arlington could have bought with \$3.37 million?

Arlington could have bought 6 fire trucks, planted 12,400 trees, paid for the operations of 3 fitness centers, sent 3,900 kids to summer camp on scholarship, bought 50 affordable housing units, or bought 7 new ART buses.

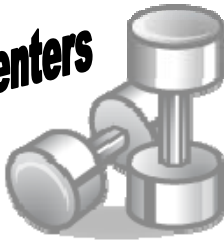
6 Fire Trucks



12,400 Trees



3 Fitness Centers



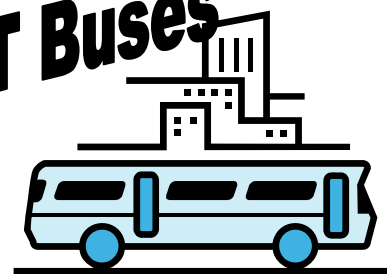
3,900 Summer Camp Scholarships



50 Affordable Housing Units



7 ART Buses



Attachment #3: Web Campaign Presentation

Arlington County's Web Campaign

United States Census 2010

Elizabeth Rodgers
Demographer
Arlington County

2010 CENSUS
Arlington let's get counted!

Icons for Website, Facebook, Email, and Twitter.

Components

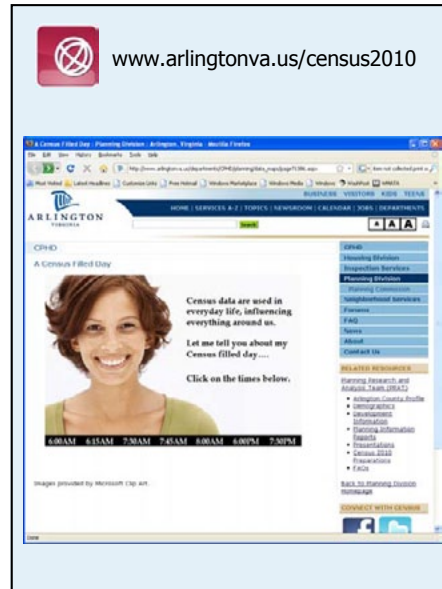
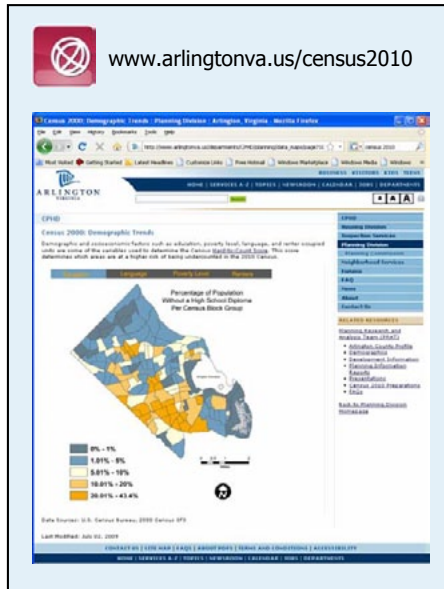
- Website
- Email
- Facebook
- Twitter


Website

- Overview of the Census
- Arlington Specific Documents
 - Interactive Maps
 - Federal Formula Grants effecting Arlington
- Short Addresses
 - www.arlingtonva.us/Census2010/
 - www.arlingtonva.us/Enso2010/
- 3 Topic Areas
 - About Census 2010
 - Get Involved
 - Upcoming Events

www.arlingtonva.us/census2010

The screenshot shows a web browser displaying the Arlington County website's page for the 2010 Census. The page features a header with the Arlington County logo and navigation links. The main content area includes a large banner for the 2010 Census with the slogan 'Arlington let's get counted!'. Below the banner, there is a section titled 'The 2010 US Census will officially kick off on April 1, 2010.' followed by a paragraph explaining the importance of the census. There are also several buttons and links for 'About Census 2010', 'Get Involved!', and 'Upcoming Events'. The footer contains contact information and accessibility links.



 Email Address

census2010@arlingtonva.us

- Personalized Address for the campaign
- No need to use staff email addresses
- Email address is used to set up accounts with Facebook and Twitter.

 Facebook

- Social Network
 - Profile
 - Form and join groups
 - Create promotional pages
 - Advertise events
 - Make connections with other organizations
 - Post current information
 - New stories
 - Videos
 - Pictures

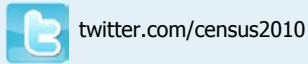


Facebook



Twitter

- Micro-blogging site
- Post short messages called tweets
- Post
 - Texted based
 - 140 characters
 - Include hyperlinks
 - Tweet at another user
 - Special symbols
 - @
 - #



Arlington County Census 2010 Social Media Outreach



www.arlingtonva.us/Census2010/
www.arlingtonva.us/Censo2010/



census2010@arlingtonva.us



www.facebook.com
Search for Census 2010:
Arlington Let's Get Counted



twitter.com/census2010

A Census Filled Day...



Census data are used in everyday life, influencing everything around us.

Let me tell you about my Census filled day....

Click on the times below.

6:00AM 6:15AM 7:30AM 7:45AM 8:00AM 6:00PM 7:30PM



6:00 AM

I wake up to the sound of an alarm clock. I get out of bed, turn on the lights and go wash my face.

All of these utilities are available because Census data was used in planning my community.

The data is used to make sure the infrastructure is adequate to support the people who live here.

6:00AM 6:15AM 7:30AM 7:45AM 8:00AM 6:00PM 7:30PM



6:15 AM

Out the door for a morning jog around the neighborhood - passing stores, parks, offices, and residential homes.

Census data play an important part in planning Arlington communities.

6:00AM 6:15AM 7:30AM 7:45AM 8:00AM 6:00PM 7:30PM



7:30 AM

The kids are off to school. Census data are used to help determine where to build new schools.

Also, school programs such as the free and reduced lunch program are funded based on data collected by the Census.

6:00AM 6:15AM 7:30AM 7:45AM 8:00AM 6:00PM 7:30PM



7:45 AM

I hop on the ART bus to get to work.

Federal, state and local funding for buses, trains and roads is distributed to jurisdictions based on population counts from the Census.

6:00AM 6:15AM 7:30AM **7:45AM** 8:00AM 6:00PM 7:30PM



8:00 AM - 5:00 PM

Working as a nurse, I take care of many patients that have Medicaid.

The amount of federal assistance each person receives in Virginia is based on income and population data from the Census.

6:00AM 6:15AM 7:30AM 7:45AM **8:00AM** 6:00PM 7:30PM



6:00 PM

At dinner I talk with my children about what they learned in school.

“Today we learned about our government. Did you know the number of our representatives in Congress is dependent on population totals collected by the Census?”

6:00AM 6:15AM 7:30AM 7:45AM 8:00AM 6:00PM 7:30PM



7:30 PM

After dinner, I head off to teach an English as a Second Language class.

This program is funded by an education grant that received money based on Census data.

For more information on the 2010 Census visit:
www.arlingtonva.us/census2010

6:00AM 6:15AM 7:30AM 7:45AM 8:00AM 6:00PM 7:30PM



WHAT IS THE CENSUS?

The decennial census is a count of all residents in the United States. This count includes people of "all ages, races, ethnic groups, citizens and non-citizens." Constitutionally, the Census exists for Congressional reapportionment, however the Census helps describe who we are as a county, state, and nation.

The Census has been conducted every 10 years since 1790. The next Census will be carried out in 2010.

Census questionnaires will take less than 10 minutes to complete and will be mailed or delivered to every U.S. household in March 2010. The questions should be answered based on household composition as of April 1, 2010. All responses are confidential and protected by law.

The Census is mandated by the U.S. Constitution (Article I, Section 2) and population totals must be submitted to the U.S. President by December 31, 2010 for legislative re-apportionment.



FORMULA GRANTS

A formula grant is a federal grant in which statutory legislation designates a specific formula for calculating how program funds are distributed. The variables used in formulas often portray those who benefit from the programs. Some examples of these variables include: population, age, and income.

"In fiscal year 2000, GAO found that 85% of federal government obligations in grants to state and local governments were distributed on the basis of formulas that use data such as state population and personal income." (GAO-08-230T)

The variables directly and indirectly influence allocation amounts to state and local agencies. The calculation for a formula grant can depend on one variable or several different variables.

The following provides information on federal formula grant programs that obligate funds to state and local governments. In particular, the areas of housing, education, transportation, human services and healthcare programs are discussed.

VIRGINIA & ARLINGTON COUNTY

In 2004, there were 1,172 grant programs administered by the federal government, totaling over \$460 billion. In fiscal year (FY) 2007 (July 1, 2006 - June 30, 2007), the federal grant programs amount rose to \$496 billion. The Commonwealth of Virginia ranked 48th out of 50 states based on the amount of FY 2007 federal government grant expenditures per capita.

Arlington County received \$888 million in federal grant funds in FY 2007. This translates to \$4,340 per capita. When compared to neighboring jurisdictions of Fairfax County and cities of Alexandria, Fairfax, and Falls Church, Arlington ranks second in federal grant funds per capita.

Total Federal Government Expenditure by County (FY 2007)

	Population*	Federal Grant Expenditures (\$1,000)	Percent of State	Expenditures per Capita
Virginia	7,712,091	9,194,764	100%	\$1,192.25
Arlington County	204,568	887,797	10%	\$4,339.86
Fairfax County	1,010,241	799,406	9%	\$791.30
Alexandria City	140,024	198,638	2%	\$1,418.60
Fairfax City	23,249	147,774	2%	\$6,328.92
Falls Church City	10,948	21,081	0%	\$1,925.56

*The population totals are based on FY 2007 and reflect the population as of July 1, 2006. The number above is calculated by the Census, and is different from Arlington County's Planning Division Estimate.

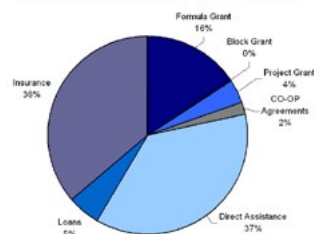
NOTE: The federal grant expenditures discussed in this section account for all federal grant programs, not just those that incorporate census data in funding formulas. State ranking and total federal grant expenditures in this document are based on all federal grants received by the state. All individually discussed grants are federal formula grant programs.

FUNDING ASSISTANCE

Virginia receives federal assistance from several program types including: formula grants, block grants, project grants, co-op agreements, direct assistance, loans, insurance, and other.

In FY 2007, formula grants account for \$1.6 billion (16%) of Virginia's assistance. In this same period, Arlington County received about \$101.5 million from federal formula grant programs.

Virginia FY 2007 Funding Assistance By Type



HOUSING

In FY 2007, the Department of Housing and Urban Development (HUD) allocated over \$32.4 million in federal grant expenditures to Virginia. Virginia ranked 36th of 50 states with \$66.12 of total federal expenditures per capita.

HUD grants focus on providing housing resources free from discrimination based on race, color, national origin, religion, sex, family status or disability.

Arlington County receives federal formula grant funds from both Community Development Block Grant/Entitlement Grant (CDBG) and Community Services Block Grant (CSBG) programs.

In FY 2007, Arlington received \$1.8 million from the CDBG program with the purpose to "develop viable urban communities, by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for persons of low and moderate income."⁶

Arlington also received \$50,000 in FY 2007 from the CSBG program to provide supportive services and assistance to low-income individuals and families to become self-sufficient.

Programs impacted/supported by CDBG and CSBG funding:

County:

- Employment training programs
- Homeownership programs
- Affordable housing development
- Housing rehabilitation
- Housing and neighborhood conditions

Nonprofits:

- Micro-enterprise technical assistance and loans
- Programs for youth, elderly, immigrants, homeless persons, teen mothers, and ex-offenders



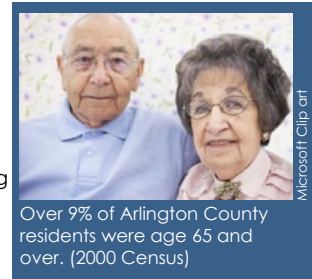
According to the 2000 Census, 58% of housing units were classified as multi-family (3 or more units per structure).

HUMAN SERVICES

The U.S. Department of Health and Human Services (HHS) is the principal agency for protecting the health of all Americans and providing essential human services, especially for those who are least able to help themselves. The total amount of federal HHS grant expenditures to Virginia in FY 2007 was \$284 million, which is about \$528 per capita. Virginia ranked the second to last state in the funding amount per capita received by HHS.

Based on Census data, HHS distributed \$34.4 million in federal grants in FY 2007 to the following programs:

- Child Abuse and Neglect Grants
- Child Welfare Services
- Special Programs for Aging
- Protection and Advocacy for Individuals with Mental Illness
- Projects for Assistance in Transition from homelessness



Over 9% of Arlington County residents were age 65 and over. (2000 Census)

Social Service Block Grant (SSBG) allocations are also based on state population. In FY 2007, Arlington Received \$2.4 million and Virginia received \$43.2 million from the SSBG program. The purpose of the grant is to provide social services best suited to the needs of the individuals residing in the state. The five goals of the program include⁶:

1. Prevention, reduction, or elimination of dependency
2. To achieve or maintain self-sufficiency
3. To prevent neglect, abuse, or exploitation of children and adults
4. To prevent or reduce inappropriate institutional care
5. To secure admission or referral for institutional care when other forms of care are not appropriate

HEALTHCARE

Medicaid provides assistance for medical services for low-income and eligible recipients. Medicaid is a state administered program, in which each state's allocation is based on a funding formula that includes population.

In FY 2007, Virginia received \$2.74 billion in Medicaid assistance, which is equivalent to \$355 per capita.

The Federal Medical Assistance Percentages (FMAPs), also based on population data, are used in determining the amount of federal matching funds for state expenditures for assistance payments for certain social services, and state medical and medical insurance expenditures. For FY 2009, Virginia's FMAP was 50%, the lowest allowable percentage. This means that the federal government will pay half of specific medical and social programs in Virginia.

The State Children's Insurance Program uses the FMAP formula for funding distributions. In FY 2007, Arlington County received \$2.5 million from this program.

TRANSPORTATION

The U.S. Department of Transportation allocated \$1.74 billion to Virginia, ranking the Commonwealth 34th out of 50 in total federal funding per capita. Arlington County transportation receives Congestion Mitigation and Air Quality (CMAQ) federal funds through the Northern Virginia Transportation Authority for the purpose of funding transportation projects that improve air quality. The funds are distributed to each state based on the severity of their ozone and CO₂ pollution and the population of each county in non-attainment or maintenance area.

Arlington County projects receiving CMAQ funds in the past include:

- Commuter Services Program
- Traffic Signal Optimization
- RTE 395 – Incident Management
- Sidewalk/Pedestrian Improvements
- Traffic monitor camera installation
- RTE 110 – South Bike Trail
- N Glebe RD Pedestrian Crossing

Regional funding is also impacted by changes in Census populations. Arlington County is one of eight jurisdictions that supports the Washington Metropolitan Area Transit Authority (WMATA), the primary recipient for 5307 funds for the Metropolitan Washington Council of Governments (MwCOG). The 5307 grant provides funding for transit capital and

operating assistance in urbanized areas designated as such by the Census Bureau. As populations increase in regions outside the boundaries of the MwCOG, competition for the 5307 funds also increases and WMATA could receive fewer federal funds. This would indirectly impact Arlington County, as funding is reduced for WMATA projects.

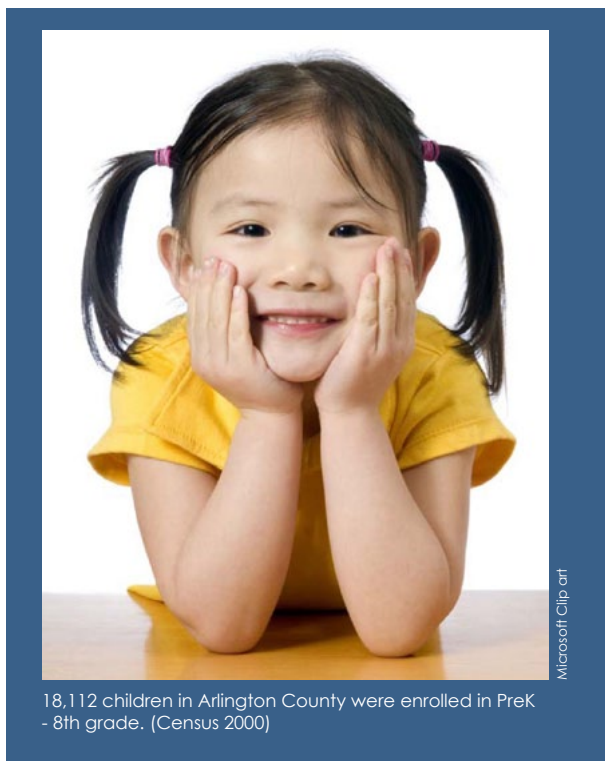


Arlington County AED

23% of Arlington County residents age 16 and older commuted by public transit. (Census 2000)

Regional 5307 Projects:

- Rail and Bus Operations Support Equipment
- Replacement of Locomotives and Prime Movers
- Station and Tunnel Rehab
- Parking Lot Rehabilitation
- Escalator Rehabilitation
- Fire System Rehabilitation
- Elevator/Escalator Maintenance
- Hybrid Diesel Bus Procurement



Microsoft Clip art

18,112 children in Arlington County were enrolled in PreK - 8th grade. (Census 2000)

EDUCATION

In FY 2007, Virginia ranked 39th out of 50 states in total federal grant expenditures per capita for education. Virginia accounted for 2.18% of all federal grants administered by the Department of Education. This translates to \$102.89 per capita.

Census estimates are used in the allocation formulas for several educational grants which are distributed to state educational agencies by the U.S. Department of Education.

In particular, the Title I Grants to Local Education Agency program uses factors such as population, income, and poverty in its allocation formula. In FY 2007, Virginia received \$138.7 million and Arlington received \$ 2.1 million from this program. The purpose of the Title I program is to help failing or at-risk of failing children meet state academic standards.

Adult education programs also use Census population estimates to distribute funds. Two of these programs in which Virginia is a recipient include: Tech-Prep Education grant and Adult Education State grant program. In FY 2007, Virginia received a total of \$15.2 million for these programs combined.

WHY FILL OUT THE CENSUS FORM?

The 2010 Census will directly and indirectly impact you, friends and family through programs that receive federal and state funding. This document lists only a few of the grants program that are impacted by every decennial census.

In addition, the data collected provides information about community changes, which are vital to many planning decisions, such as where to provide social services for the needy, where to build or maintain roadway facilities, or where new developments for employment and housing should be built.

Only one person from your household needs to fill out the form and it will take under 10 minutes to complete.

Your responses are confidential and all Census Bureau employees are subject to a jail term, a fine – or both – for violating this confidentiality.

**Your future is in your hands.
Check your mail in March 2010 for
your Census form.**

RESOURCES

2010 Census: Arlington Let's Get Counted
www.arlingtonva.us/census2010/

Censo 2010 – ¡Arlington, estemos todos incluidos!
www.arlingtonva.us/censo2010/

Planning Research & Analysis
www.arlingtonva.us/PRAT/

Arlington County
www.arlingtonva.us

U. S. Census Bureau
www.census.gov/

2010 Census
www.census.gov/2010census/

U.S. Census Bureau Charlotte Regional Office
www.census.gov/rocha/www/



DEPARTMENT OF COMMUNITY PLANNING,
HOUSING AND DEVELOPMENT

PLANNING RESEARCH & ANALYSIS TEAM
2100 Clarendon Boulevard, Suite 700
Arlington, VA 22201

(703)228-3525

www.arlingtonva.us

INFORMATION PROVIDED BY:

¹Arlington County Department of School & Community Relations

²Arlington County Housing Department

³Arlington County Transportation Division

⁴Federal Register (Vol. 73, No. 203 / Monday, October 20, 2008)

⁵Office of Management and Budget - Grant Spending Database (www.fedspending.org)

⁶The Catalog of Federal Domestic Assistance (CFDA) (www.cfda.gov)

⁷U.S. Census Bureau (www.census.gov/)

⁸U.S. Department of Education (idea.ed.gov/explore/view/p/%2Croot%2Cdynamic%2CTopicalBrief%2C11%2C)

⁹U.S. Department of Health and Human Services (aspe.hhs.gov/health/fmap.htm)

¹⁰U.S. Department of Housing and Urban Development (<http://www.hud.gov/>)

¹¹U.S. Government Accountability Office (www.gao.gov/)

Cover Art provided by Microsoft Clip art.

RESOLUTION SUPPORTING 2010 CENSUS

WHEREAS, an accurate census count is vital to our community and residents' well-being by helping planners determine where to plan for schools, day-care centers, roads and public transportation, hospitals and other facilities, and is used to make decisions concerning business growth and housing needs; and

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

WHEREAS, census data ensure fair Congressional representation by determining how many seats each state will have in the U. S. House of Representatives as well as the redistricting of state legislatures, county and city councils, and voting districts; and

WHEREAS, the 2010 Census creates jobs that stimulate economic growth and increase employment opportunities in our community; and

WHEREAS, the information collected by the census is protected by law and remains confidential for 72 years;

NOW, THEREFORE, BE IT RESOLVED THAT THE ARLINGTON COUNTY BOARD is committed to partnering with the U. S. Census Bureau to help ensure a full and accurate count in 2010. As a 2010 Census partner, Arlington will:

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

Attachment #7: Arlington Let's Get Counted T-Shirt

Front



Back



10 QUESTIONS MINUTES

TO DEFINE WHO WE ARE AS A NATION

The Census: A Snapshot

- ▶ **What:** The census is a count of everyone residing in the United States.
- ▶ **Who:** All U.S. residents must be counted—both citizens and non citizens.
- ▶ **When:** You will receive your questionnaire in March 2010 either by U.S. mail or hand delivery. Some people in remote areas will be counted in person.
- ▶ **Why:** The U.S. Constitution requires a national census once every 10 years to count the population and determine the number of seats each state will have in the U.S. House of Representatives.
- ▶ **How:** Households should complete and mail back their questionnaires upon receipt. Households that do not respond may receive a replacement questionnaire in early April. Census takers will visit households that do not return questionnaires to take a count in person.

A Complete Count: The Importance of Census Data

- ▶ Every year, the federal government allocates more than \$400 billion to states and communities based, in part, on census data.
- ▶ Census data are used to determine locations for retail stores, schools, hospitals, new housing developments and other community facilities.
- ▶ Census data determine boundaries for state and local legislative and congressional districts.

2010 Census Questionnaire: Easy, Important and Safe

- ▶ With only 10 questions, the 2010 Census questionnaire takes approximately 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 an individual's responses with anyone, including other federal agencies and law enforcement entities.

United States[®]
Census
2010

CENSUS HISTORY

The first census took place in 1790 to determine the number of seats each state would have in the U.S. House of Representatives. The census also was created to gain a better understanding of where people lived and to establish patterns of settlement as the nation grew.

ABOUT THE CENSUS BUREAU

The Census Bureau was established in 1902. Today, in addition to administering the census of population and housing, the Census Bureau conducts more than 200 annual surveys, including the American Community Survey, the Current Population Survey and economic censuses every five years.



**We move
forward
when you
send it back.**

2010 Census Key Dates



February – March 2010

Census questionnaires are mailed or delivered to households.



March – April 2010

Be Counted program is implemented. Census questionnaires are available at select public sites for individuals who did not receive one by mail.



April 1, 2010

CENSUS DAY



May – July 2010

Census takers visit households that did not return a questionnaire by mail.



Dec. 31, 2010

By law, the Census Bureau delivers population counts to the President.



March 2011

By law, the Census Bureau completes delivery of redistricting data to states.

Frequently Asked Questions

1. Q. Who should fill out the census questionnaire?

A. The individual in whose name the housing unit is owned or rented should complete the questionnaire on behalf of every person living in the residence, including relatives and non-relatives.

2. Q. How will the 2010 Census differ from previous censuses?

A. In 2010, every residence will receive a short questionnaire of just 10 questions. More detailed socioeconomic information previously collected through the decennial census will be asked of a small percentage of the population through the annual American Community Survey. To learn more about the American Community Survey, visit www.census.gov.

3. Q. How are census data used?

A. Census data determine the number of seats each state will have in the U.S. House of Representatives. Census data also can help determine the allocation of federal funds for community services, such as school lunch programs and senior citizen centers, and new construction, such as highways and hospitals.

4. Q. What kind of assistance is available to help people complete the questionnaire?

A. 2010 Census questionnaire language assistance guides are available in a variety of languages. Questionnaire Assistance Centers (QAC) will also assist those unable to read or understand the questionnaire. Large-print questionnaires are available to the visually impaired upon request, and a Teletext Device for the Deaf (TDD) program will help the hearing impaired. Contact your Regional Census Center for more details about the types of assistance available and for QAC locations.

5. Q. How does the Census Bureau count people without a permanent residence?

A. Census Bureau workers undertake extensive operations to take in-person counts of people living in group quarters, such as college dormitories, military barracks, nursing homes and shelters, as well as those who have been displaced by natural disasters.

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



2010 CENSUS
IT'S IN OUR HANDS

10 PREGUNTAS MINUTOS

PARA QUE SE ESCUCHE NUESTRA VOZ

El Censo: datos importantes

- **¿Qué es?** El Censo es un conteo de todas las personas que viven en los Estados Unidos.
- **¿Para quién?** Toda persona que vive en los EE.UU. tiene que ser contada; personas de todas las razas y grupos étnicos, tanto ciudadanos como no ciudadanos.
- **¿Cuándo es?** Usted recibirá su cuestionario en marzo del 2010, ya sea por correo o por entrega personal. Algunas personas en áreas remotas serán contadas en persona.
- **¿Por qué?** La Constitución de los EE.UU. requiere un censo nacional cada 10 años para contar la población y determinar la cantidad de espacios que cada estado tendrá en la Cámara de Representantes de los EE.UU.
- **¿Cómo?** Los hogares deben llenar y devolver sus cuestionarios en cuanto los reciban. Los hogares que no respondan podrían recibir un cuestionario de reemplazo a principios de abril. Los empleados del Censo en su comunidad, visitarán los hogares que no devuelvan sus cuestionarios, para contarlos en persona. El representante del Censo se compromete bajo juramento a proteger su información que, por ley, es confidencial. **¡Ábrale su puerta en confianza!**

Un conteo completo: ¿Cuán importante es para su comunidad?

- Cada año, el gobierno federal asigna más de \$400 mil millones de dólares a los estados y las comunidades, basado parcialmente en los datos del Censo.
- Los datos del Censo se utilizan para decidir dónde ubicar tiendas, escuelas, hospitales, nuevos proyectos de vivienda y otras facilidades comunitarias.
- Los datos del Censo determinan los distritos legislativos y congresionales, tanto locales como estatales.

Cuestionario del Censo del 2010: fácil, importante y confidencial

- El cuestionario del Censo del 2010 sólo tiene 10 preguntas y toma alrededor de 10 minutos completarlo. Se pregunta a los hogares información demográfica importante tales como: si la unidad de vivienda es alquilada o propia, la dirección de la residencia y los nombres, sexos, edades y razas de quienes viven en el hogar.
- Por ley, la Oficina del Censo no puede compartir las respuestas del cuestionario del Censo con nadie, ni siquiera con otras agencias federales y entidades policiales y del orden público.

United States®
**Census
2010**

LA HISTORIA DEL CENSO

El primer Censo se llevó a cabo en el 1790 para determinar la cantidad de espacios que cada estado tendría en la Cámara de Representantes de los EE.UU. El Censo también se creó para entender mejor dónde vivía la gente y para establecer los patrones de asentamiento en la medida que la nación crecía.

SOBRE LA OFICINA DEL CENSO

La Oficina del Censo se estableció en el 1902. Hoy, además de administrar el Censo de la Población y la Vivienda, la Oficina del Censo realiza más de 200 encuestas anuales, incluyendo la Encuesta sobre la Comunidad Estadounidense, la Encuesta de la Población Actual y censos económicos cada cinco años.



**Para
progresar,
lo tenemos
que enviar.**

Censo del 2010: Fechas Claves



febrero - marzo del 2010

Los cuestionarios del Censo se envían por correo o se entregan en persona en los hogares.



marzo - abril del 2010

Se implementa el programa "Sea Contado". Habrá cuestionarios del Censo en algunos lugares públicos, disponibles para quienes no lo recibieron por correo.



1 de abril del 2010

DÍA DEL CENSO.



mayo - julio del 2010

Los empleados del Censo visitan los hogares que no devolvieron el cuestionario por correo. Recuerde que ellos han jurado proteger su información ante la ley.



31 de diciembre del 2010

Por ley, la Oficina del Censo le envía al Presidente los conteos de la población.



marzo del 2011

Por ley, la Oficina del Censo finaliza la entrega de los datos de redistribución a los estados.

Publicado en agosto del 2009 | Formulario D-3286 (S)

Preguntas Frecuentes

1. P. ¿Quién debe llenar el cuestionario del Censo?

R. La persona a nombre de quién esté registrada la unidad de vivienda, sea propia o alquilada, debe llenar el cuestionario a nombre de cada persona que viva en la residencia en ese momento, incluyendo parientes y no parientes.

2. P. ¿Cómo se diferencia el Censo del 2010 de los anteriores?

R. En el 2010, cada residencia recibirá un breve cuestionario de sólo 10 preguntas. La información socioeconómica más detallada, que previamente se obtenía a través del Censo decenal, se le preguntará a un pequeño porcentaje de la población durante la Encuesta sobre la Comunidad Estadounidense. Para obtener más información sobre esta encuesta, visite www.2010census.gov

3. P. ¿Cómo se utilizan los datos del Censo?

R. Los datos del Censo determinan la cantidad de espacios que cada estado tendrá en la Cámara de Representantes de los EE.UU para lograr una representación justa. También ayudan a determinar la asignación de fondos federales para servicios comunitarios como: programas de comidas escolares, centros para personas de edad avanzada y construcción de nuevas carreteras y hospitales.

4. P. ¿Qué tipo de asistencia existe para ayudarle a llenar el cuestionario?

R. Las guías para ayudar a llenar el cuestionario del Censo del 2010 están disponibles en varios idiomas. Los Centros de Asistencia con el Cuestionario (QAC) también ayudarán a quienes no puedan leer o comprender el mismo. Hay cuestionarios con letras de mayor tamaño para quienes tengan impedimentos visuales y un programa de Dispositivos de Telecomunicación (TDD) para quienes tengan impedimentos auditivos. Comuníquese con el Centro Regional del Censo en su comunidad para más detalles sobre la ayuda disponible en español y para saber la localización de los Centros de Asistencia con el Cuestionario. El cuestionario del Censo del 2010 está disponible en español.

5. P. ¿Cómo cuenta la Oficina del Censo a las personas que no viven en residencias?

R. Los empleados de la Oficina del Censo se movilizan ampliamente para contar a las personas que viven en alojamientos de grupo como: viviendas universitarias, barracas militares, hogares para personas de edad avanzada y refugios, como también a quienes han sido desplazados por catástrofes naturales.

Para más información sobre el Censo del 2010, visite www.2010census.gov



ESTÁ EN NUESTRAS MANOS

United States® Census 2010

The U.S. Census Bureau is issuing a call to action for every resident of our nation: **“BE COUNTED IN 2010.”**

The Census: A Snapshot

- **What:** The census is a count of everyone residing in the United States.
- **Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- **When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day. More detailed socioeconomic information will be collected annually from a small percentage of the population through the **American Community Survey**.
- **Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- **How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

A Complete Count: The Importance of Census Data

- Businesses use demographic and economic census data to locate retail stores, new housing and other facilities.
- Every year, the federal government can allocate more than \$400 billion to states and communities based, in part, on census data.
- Census data guide local decision-makers on where to build new roads, hospitals, housing, schools and more.
- Census data determine representation in the U.S. House of Representatives and in state and local governments.

2010 Census Questionnaire: Quick, Easy and Confidential

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

THE 2010 CENSUS IS IMPORTANT.

It determines the distribution of more than \$400 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

YOU CAN MAKE A DIFFERENCE.

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



2010 CENSUS: PARTNERSHIP AT A GLANCE

United States
**Census
2010**

BUSINESSES

Become a 2010 Census Partner

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

- ▲ Ensure accurate census data, which guide funding decisions for your community and affect your representation in Congress.
- ▲ Spread the word about temporary census jobs in your community.
- ▲ Assure people that it is important – and safe – to answer the census.

Take Action for Your Community and Country

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

- ▲ Include 2010 Census information in mailers, circulars, employee communications and online.
- ▲ Serve as a spokesperson for media interviews and other engagements.
- ▲ Encourage other businesses, and your state and local affiliates, to sign on as partners or join a Complete Count Committee (CCC), an organized group of other influential leaders in your area who are committed to increasing participation in the census.
- ▲ Provide space for Be Counted sites, Questionnaire Assistance Centers or for testing and training census employees.
- ▲ Issue a public endorsement of the 2010 Census.
- ▲ Conduct meetings or other events to encourage participation in the census.

2010 Census Timeline: Key Dates

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



2010 CENSUS
IT'S IN OUR HANDS

A COMPLETE AND ACCURATE COUNT
IS IN OUR HANDS.

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

Issued February 2009
Form D-3235 (E)

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

United States[®] Census 2010

The U.S. Census Bureau is issuing a call to action for every resident of our nation: **“BE COUNTED IN 2010.”**

The Census: A Snapshot

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- **Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- **How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

A Complete Count: The Importance of Census Data

- Every year, the federal government can allocate awards more than \$400 billion to states and communities based, in part, on census data.
- Census data affect school budgets, including the distribution of Title I funding and college tuition grant and loan programs.
- Community planners use census data to determine where to build new schools, develop public transportation and create new roads.
- Census data affect your voice in Congress as well as the redistricting of state legislatures, county and city councils and voting districts.

2010 Census Questionnaire: Quick, Easy and Confidential

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

YOU CAN MAKE A DIFFERENCE.

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

THE CENSUS IN SCHOOLS PROGRAM

The U.S. Census Bureau and Scholastic Inc., have teamed up to create a Census in Schools program for the 2010 Census. The Census in Schools program will provide educators with resources to teach the nation's students about the importance of the census, so children can help deliver this message to their families. For more information, visit www.census.gov/schools/.



2010 CENSUS: PARTNERSHIP AT A GLANCE

United States
**Census
2010**

EDUCATORS

Become a 2010 Census Partner

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

- ▲ Shape school budgets.
- ▲ Build awareness of the Census in Schools program, which teaches students and their families about demography, civics and the value of being counted.
- ▲ Spread the word about temporary census jobs in your community.

Take Action for Your Community and Country

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

- ▲ Use Census in Schools lessons within your school curriculum or organization. Visit www.census.gov/schools/ for free K-12 lesson plans and other materials.
- ▲ Impress on students that children have traditionally been “hard-to-count” and that they should encourage their parents/guardians to complete the questionnaire.
- ▲ Include information about the 2010 Census in school newsletters and newspapers, on school marquees, at parent-teacher conferences and in school or campus lobbies.
- ▲ Participate in speaking opportunities at your education conferences, school symposiums, and school board or parent meetings.
- ▲ Provide space for Be Counted sites and Questionnaire Assistance Centers or for testing and training census employees.
- ▲ Join a Complete Count Committee (CCC), an organized group of other influential leaders in your area dedicated to increasing participation in the census.

2010 Census Timeline: Key Dates

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



2010 CENSUS
IT'S IN OUR HANDS

A COMPLETE AND ACCURATE COUNT
IS IN OUR HANDS.

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

Issued February 2009
Form D-3237 (E)

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



The U.S. Census Bureau is issuing a call to action for every resident of our nation: **“BE COUNTED IN 2010.”**

The Census: A Snapshot

- ▲ **What:** The census is a count of everyone residing in the United States.
- ▲ **Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- ▲ **When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day. More detailed socioeconomic information will be collected annually from a small percentage of the population through the **American Community Survey**.
- ▲ **Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- ▲ **How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

A Complete Count: The Importance of Census Data

- ▲ Every year, the Federal Government can allocate more than \$400 billion to states and communities based, in part, on census data.
- ▲ Religious organizations and institutions use census data to determine locations for new facilities, secure grants and connect with potential new members.
- ▲ Census information guides funding decisions for important community facilities, such as schools, hospitals, child-care centers, and more.
- ▲ Census data can be used to write proposals for grants that benefit your organization/institution.
- ▲ Census data affect your voice in Congress as well as the redistricting of state legislatures, county and city councils and voting districts.

2010 Census Questionnaire: Quick, Easy and Confidential

- ▲ With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- ▲ By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

THE 2010 CENSUS IS IMPORTANT.

It determines the distribution of more than \$400 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

YOU CAN MAKE A DIFFERENCE.

As an influential faith-based organization leader, you can ensure the people you represent are fully counted. With your help, the Census Bureau will continue to produce accurate data, which will directly affect the quality of life in your community.



Become a 2010 Census Partner

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

- ▲ Ensure accurate census data, which guide funding decisions for your community and affect your representation in Congress.
- ▲ Spread the word about temporary census jobs in your community.
- ▲ Assure people that it is important – and safe – to answer the census.

Take Action for Your Community and Country

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

- ▲ Notify members of your community about census job openings and help boost your local economy.
- ▲ Include information about the 2010 Census in newsletters, bulletins and Web sites.
- ▲ Conduct “Census Sundays” and devote a few minutes to building a greater understanding of the purpose and benefits of the census. Share the message that census participation is both important and safe.
- ▲ Provide space for Be Counted sites and Questionnaire Assistance Centers or for testing and training census employees.
- ▲ Work with schools and family service centers in your community to spark conversations with children and families about the importance of the 2010 Census.
- ▲ Create a Complete Count Committee (CCC) in your area and invite other influential leaders to join the effort to increase census participation.

2010 Census Timeline: Key Dates

Fall 2008	Recruitment begins for local census jobs for early census operations.
Spring 2009	Census employees go door-to-door to update address lists nationwide.
Fall 2009	Recruitment begins for census takers to support peak workload in 2010.
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A COMPLETE AND ACCURATE COUNT
IS IN OUR HANDS.

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

2010 CENSUS
IT'S IN OUR HANDS

Attachment #13: 2010 Census Bilingual Questionnaire

OMB No. 0607-0919-C: Approval Expires 12/31/2011

United States Census 2010 U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration U.S. CENSUS BUREAU

This is your official U.S. Census form. It is quick, easy, and your answers are protected by law. Please complete your form in the language most comfortable for you and return it today.

Start here

Use a blue or black pen.

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1?
Mark all that apply.

Children, such as newborn babies or foster children
 Relatives, such as adult children, cousins, or in-laws
 Nonrelatives, such as roommates or live-in baby sitters
 People staying here temporarily
 No additional people

3. Is this house, apartment, or mobile home —
Mark ONE box.

Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
 Owned by you or someone in this household free and clear (without a mortgage or loan)?
 Rented?
 Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.
Area Code + Number

- -

U S C E N S U S B U R E A U

United States Census 2010 DEPARTAMENTO DE COMERCIO DE LOS EE.UU.
Administración de Economía y Estadísticas OFICINA DEL CENSO DE LOS EE.UU.

Éste es su cuestionario oficial del Censo de los EE.UU. Es fácil, rápido de contestar y sus respuestas están protegidas por ley. Por favor, complete su cuestionario en el idioma que le sea más cómodo y devuélvalo por correo hoy.

Comience aquí

Use un bolígrafo de tinta azul o negra.

El Censo tiene que contar a cada persona que vive en los Estados Unidos el 1 de abril de 2010.

Antes de contestar la Pregunta 1, cuente a las personas que viven en esta casa, apartamento o casa móvil usando nuestras instrucciones.

- Cuente a todas las personas, incluyendo a bebés, que viven y duermen aquí la mayor parte del tiempo.

La Oficina del Censo también lleva a cabo recuentos en instituciones y otros lugares, por lo tanto:

- No cuente a alguien que no vive aquí por estar en la universidad o en las Fuerzas Armadas.
- No cuente a alguien que está en un hogar de convalecencia, cárcel, prisión, centro de detención, etc., el 1 de abril de 2010.
- No incluya a estas personas en su cuestionario, aunque vuelvan a vivir aquí después de salir de la universidad, hogar de convalecencia, ejército, cárcel, etc. De otra manera, serán contadas dos veces.

El Censo también tiene que incluir a las personas sin un lugar permanente donde quedarse, por lo tanto:

- Si alguien sin un lugar permanente donde quedarse se está quedando aquí el 1 de abril de 2010, cuente a esa persona. De lo contrario, puede que no sea contada en el censo.

1. ¿Cuántas personas vivían o se quedaban en esta casa, apartamento o casa móvil el 1 de abril de 2010?

Número de personas =

2. ¿Había personas adicionales quedándose aquí el 1 de abril de 2010 que usted no incluyó en la Pregunta 1?
Marque todas las que apliquen.

Niños, tales como bebés recién nacidos o hijos de crianza (foster)
 Parientes, tales como hijos adultos, primos o parientes políticos
 Personas que no son parientes, tales como compañeros de cuarto o niñeras que viven en el hogar
 Personas que se quedan aquí temporalmente
 No hay personas adicionales

3. ¿Es esta casa, apartamento o casa móvil —
Marque UNA casilla.

Propiedad suya o de alguien en este hogar con una hipoteca o préstamo? *Incluya los préstamos sobre el valor líquido de la casa.*
 Propiedad suya o de alguien en este hogar libre y sin deuda (sin una hipoteca o préstamo)?
 Alquilado(a)?
 Ocupado(a) sin pago de alquiler?

4. ¿Cuál es su número de teléfono? Puede que lo llamemos si no entendemos una respuesta.
Código de Área + Número

- -

Form D-61(E/S) (5-28-2009)

Person 1

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1's name? *Print name below.*

Last Name

First Name MI

6. What is Person 1's sex? Mark ONE box.

- Male Female

7. What is Person 1's age and what is Person 1's date of birth?

Please report babies as age 0 when the child is less than 1 year old.

Print numbers in boxes.

Age on April 1, 2010 Month Day Year of birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↴

9. What is Person 1's race? Mark one or more boxes.

- White
 Black, African Am., or Negro
 American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↴

- Asian Indian Japanese Native Hawaiian
 Chinese Korean Guamanian or Chamorro
 Filipino Vietnamese Samoan
 Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.* ↴ Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.* ↴

- Some other race — *Print race.* ↴

10. Does Person 1 sometimes live or stay somewhere else?

- No Yes — *Mark all that apply.*
 In college housing For child custody
 In the military In jail or prison
 At a seasonal or second residence For another reason

→ If more people live here, continue with Person 2.

Persona 1

5. Por favor, provea información para cada persona que vive aquí. Comience con la persona que es dueña o alquila esta casa, apartamento o casa móvil. Si el dueño o inquilino vive en otro lugar, comience con cualquier adulto que viva aquí. Este será la Persona 1. ¿Cuál es el nombre de la Persona 1? *Escriba el nombre a continuación.*

Apellido

Nombre Inicial

6. ¿Cuál es el sexo de la Persona 1? Marque UNA casilla.

- Masculino Femenino

7. ¿Cuál es la edad de la Persona 1 y cuál es su fecha de nacimiento?

Escriba 0 para los bebés que tengan menos de 1 año de edad.

Escriba los números en las casillas.

Edad el 1 de abril de 2010 Mes Día Año de nacimiento

→ NOTA: Por favor, conteste la Pregunta 8 sobre origen hispano Y la Pregunta 9 sobre raza. Para este censo, origen hispano no es una raza.

8. ¿Es la Persona 1 de origen hispano, latino o español?

- No, no es de origen hispano, latino o español
 Sí, mexicano, mexicano americano, chicano
 Sí, puertorriqueño
 Sí, cubano
 Sí, otro origen hispano, latino o español — *Escriba el origen, por ejemplo, argentino, colombiano, dominicano, nicaragüense, salvadoreño, español, etc.* ↴

9. ¿Cuál es la raza de la Persona 1? Marque una o más casillas.

- Blanca
 Negra o africana americana
 India americana o nativa de Alaska — *Escriba el nombre de la tribu en la que está inscrita o la tribu principal.* ↴

- India asiática Japonesa Nativa de Hawaii
 China Coreana Guameña o Chamorro
 Filipina Vietnamita Samoana
 Otra asiática — *Escriba la raza, por ejemplo, hmong, laosiana, tailandesa, paquistaní, camboyana, etc.* ↴ Otra de las islas del Pacífico — *Escriba la raza, por ejemplo, fiyiana, tongana, etc.* ↴

- Alguna otra raza — *Escriba la raza.* ↴

10. ¿Vive o se queda a veces la Persona 1 en algún otro lugar?

- No Sí — *Marque todas las que apliquen.*
 En vivienda universitaria Por custodia de niños
 En el servicio militar En la cárcel o prisión
 En vivienda de temporada o segunda residencia En un hogar de convalecencia o segunda residencia Por alguna otra razón

→ Si más personas viven aquí, continúe con la Persona 2.



Questionnaire Assistance Centers March 19- April 19, 2010

Get help filling out your Census form; talk to a Census Bureau employee; pick up information about the Census in many different languages; pick up replacement Census forms; and get forms in English, Spanish, Chinese, Russian, Vietnamese, and Korean.

Arlington Central Library, 1015 N. Quincy Street, 22201
Monday-Thursday 3-6pm and Sunday 1-4pm

Arlington County Government, 2100 Clarendon Boulevard, 22201
Wednesday – Friday, 12-5pm

Arlington Education and Employment Program (REEP), Clarendon Educ. Center
2801 Clarendon Blvd., Second Floor, 22201
Monday and Tuesday, 9am-12pm and 6:30-9pm
Thursday, 5:45-8:45pm

Arlington Food Assistance Center (AFAC), 2708 S. Nelson Street, 22206
Monday-Friday, 1:30-4:30pm

Culpepper Gardens (1st Floor), 4435 N. Pershing Drive, 22203
Monday-Friday, 2-5pm

Gates of Ballston Community Center, 4108 4th Street N., 22203
Monday and Thursday, 10am-1pm; Tuesday and Wednesday 2-5 pm
Friday 6-9pm

Giant Food, 2901 S Glebe Rd, 22206
Tuesday and Thursday, 10am-5pm

Goodwill Job Center, 10 South Glebe Rd., 22204
Tuesday and Thursday, 9am-3pm

Harvey Hall Community Center, 850 S. Greenbrier St., 22204
Monday and Thursday, 11am-2pm
Tuesday, Wednesday, and Friday, 10am-1pm

Holy Martyrs of Vietnam Parish, 915 S. Wakefield Street, 22204
Sunday 9am-2pm

Langston Brown Community Center, 2121 N. Culpeper Street, 22207
Tuesday, Thursday, and Friday, 12:30-3:30pm

Liberty Tax Service of Arlington, 5011 Columbia Pike, 22204
Saturday and Sunday, 10am-5pm

Lubber Run Community Center, 300 N. Park Drive, 22203
Monday, Tuesday, and Thursday, 9am-2:30pm

Shirlington Employment Center, 2701 S. Nelson Street, 22206
Monday-Thursday, 8-11am

Walter Reed Community Center, 2909 16th Street S., 22206
Monday-Friday, 10:30am-12pm and 6-7:30pm

We Can't Move Forward Until You Give Your Answers Back

What to do when a Census Taker knocks on your door!



If you did not return your 2010 Census form by April 15, 2010, a Census Taker will visit you at home to collect your information from May 1, 2010 - July 10, 2010.

- 1) Ask the Census Taker to show you proper Census Bureau identification:

Badge: Showing the Census Takers name and U.S. Census Bureau logo.

Bag: Black canvas with the official 2010 Census logo.



- 2) The Census Taker will NEVER ask to enter your home.

- 3) If you are not certain about the Census Taker's identity, call the regional Census centers:

1-866-872-6868 (English)

1-866-928-2010 (Spanish)

- 4) The Census Taker will only ask you questions that appear on the 2010 Census Form including:

Name	Race and Ethnicity
Sex	Relationship (if you are related)
Age	Whether the house is owned or rented

- 5) A Census Taker will NEVER ask for Social Security numbers, citizenship status, proof of citizenship, or any financial information (credit cards or bank accounts).



If you would prefer to give your information to the Census Bureau by phone, call 1-866-872-6868 (English) or 1-866-928-2010 (Spanish).

No podemos avanzar hasta que no nos de sus respuestas

¿Que hacer si un empleado del Censo llama a su puerta!



Si usted no ha devuelto su formulario del Censo para el 15 de abril, 2010, un empleado del Censo visitará su hogar para obtener la información entre el 1 de mayo al 10 de julio del 2010.

- 1) Pida identificación oficial al empleado del Censo

Insignia: Identificación con su nombre y el logotipo del U.S. Census Bureau

Bolsa: Bolsa negra de tela con el logotipo del Censo 2010



- 2) El empleado del Censo nunca pedirá entrar en su casa.

- 3) Si no está seguro de la identidad del empleado del Censo, llame a los centros del Censo:

1-866-872-6868 (Inglés)

1-866-928-2010 (Español)

- 4) El empleado del Censo sólo le preguntará las siguientes preguntas que aparecen en el formulario:

Nombre	Raza y grupo étnico
Sexo	Relación con otras personas de ese hogar
Edad	Si tiene casa propia o alquilada

- 5) El empleado del Censo NUNCA le pedirá su número de Seguro Social, estatus migratorio, prueba de ciudadanía o información financiera (tarjetas de crédito o cuentas bancarias)



Si prefiere dar sus respuestas por teléfono a la oficina del Censo, puede llamar al 1-866-872-6868 (Inglés) or 1-866-928-2010 (Español).

Attachment #16: CCC Invitation Letter



DEPARTMENT NAME
Division Name AND/OR Program Name

2100 Clarendon Boulevard, Suite 314, Arlington, VA 22201
TEL 703-228-XXXX FAX 703-228-XXXX TTY 703-228-XXXX www.arlingtonva.us

(date)

Name
Address
Address

Dear (name),

You have been appointed to be an [Active] member of Arlington County's Complete Count Committee (CCC) for the 2010 Census. The purpose of the Manager appointed committee is to encourage every resident to complete and return their 2010 Census forms.

Your active participation is critical to ensure a successful complete count of residents. The CCC will function as a working group, where members are fully engaged in developing and implementing outreach strategies to hard-to-count communities. Committee members will be tasked with actively spreading the message of the 2010 Census, developing effective ways to reach the hard-to-count communities, and using and creating personal connections and networks to reach these communities.

Complete Count Committee

The CCC will function as a working group and is structured to have three types of members: Active, Auxiliary, and Arlington County Staff. Active members will be the primary participants of the committee with 10-12 hours per month commitment. Active member's participation includes attending meetings and developing and implementing outreach strategies. Auxiliary members will participate on an as needed basis with a time commitment of 3 hours per month. Arlington County Staff will provide support to the CCC. The CCC will start in October 2009 and remain active until the spring of 2010.

On September 29, 2009, the Arlington County Board signed a resolution in support of the 2010 Census and announced Ms. Leni González and Mr. James Whittaker as the co-chairs of the Complete Count Committee. Attached is a copy of the resolution.

2010 Census

An accurate count is vital to Arlington County. Every resident needs to be counted in the 2010 Census. The information collected in the Census is used for determining the number of representatives in Congress, planning throughout the Country and the distribution of over \$400 billion annually across the nation through federal formula grants.

Arlington County receives millions of dollars annually from these grants. In fiscal year 2007, Arlington County received over \$207 million from federal formula grants that use Census data in formula allocations. Due to an estimated undercount of 3,568 persons in the 2000 Census, Arlington County lost about \$3.37 million in federal funding over a 10-year period.

We Need Your Help

With your help, as an [Active] participant on the CCC, we can achieve the goal of getting every Arlington resident counted. **Please contact Elizabeth Rodgers, Arlington County Demographer at (703) 228-3528 or erodgers@arlingtonva.us to accept your position as an [Active] member of the CCC.**

More information on the 2010 Census is available on the Arlington County web site at www.arlingtonva.us/Census2010.

2010 Census Forum

Pease join us at the 2010 Census Forum: Building Trust, Working Together and Counting Everyone on October 20, 2009, 7:00 PM at the Shirlington Library, 4200 Campbell Ave. Arlington, VA 22206. Board Member Walter Tejada and representatives from the U.S. Census Bureau will speak on working together to produce an accurate count. *Committee members will be announced during the forum.*

Thank you for your time and participation in this very important effort.

Sincerely,

Ron Carlee
County Manager

Important Dates

October 20, 2009 @ 7:00 PM (Shirlington Library)

2010 Census Forum: Working together, Building Trust and Counting Everyone
Member of the CCC will be announced.

November 4, 2009 @ 7:00 PM (TBD)

Attachments:

- 1) Board Resolution Supporting the 2010 Census
- 2) List of CCC Invitees



2010 Census Complete Count Committee (CCC)

November 4, 2009 @ 7:00 PM

NRECA Building - CC2

Agenda

- | | |
|--|-------------|
| 1. Welcome (Marsha Allgeier) | 7:00 – 7:05 |
| 2. Introductions | 7:05 – 7:10 |
| 3. Goals and Importance of the CCC (Leni Gonzalez and Jim Whittaker) | 7:10 – 7:20 |
| 4. Basic Census Information (Elizabeth Rodgers) | 7:20 – 7:30 |
| 5. Training and Role of the CCC Members (Ron Brown) | 7:30 – 8:30 |
| 6. What the U.S. Census Bureau is going to provide the CCC (Ron Brown) | 8:30 – 8:40 |
| 7. What Arlington County is going to provide the CCC (Elizabeth Rodgers) | 8:40 – 8:50 |
| 8. Recap and Next Steps (Lead by Leni Gonzalez and Jim Whittaker) | 8:50 – 9:00 |



2010 CENSUS
Arlington let's get counted!



2010 Census Complete Count Committee (CCC)

December 3, 2009 @ 3:00 PM

2100 Clarendon Blvd – RM 311

Agenda

- | | |
|--|------------|
| 1) Welcome and Recap of November 4th Meeting
<i>Jim Whittaker</i> | 10 minutes |
| 2) Demonstration of CCC Online Resource Center
<i>Elizabeth Rodgers</i> | 10 minutes |
| 3) Census Training
<i>Juan Callejas</i> | 45 minutes |
| -Developing Your Complete Count Committee Work Plan (15 minutes)
-2010 Census Integrated Communications Campaign (5 minutes)
-What to Expect From Your Partnership Specialists (5 minutes)
-Summary and Closing (5 minutes)
- Q and A (15 minutes) | |
| 4) Subgroup Formation
-Determine members: <i>Jim Whittaker</i>
-Start developing work plan: <i>CCC Members</i>
-Determine a meeting Schedule: <i>CCC Members</i> | 30 minutes |
| 5) Subgroups Summary
<i>CCC Members</i> | 20 minutes |
| 6) Next Steps
<i>Jim Whittaker</i> | 5 minutes |



2010 CENSUS
Arlington let's get counted!



2010 Census Complete Count Committee (CCC)

January 7, 2010 @ 3:00 PM

2100 Clarendon Blvd – Cherry and Dogwood

Agenda

CCC Meeting (3:00 PM – 4:00 PM)

- | | |
|--|------------|
| 1) Discussion of Subgroups <i>Leni Gonzalez and Jim Whittaker</i> | 30 minutes |
| Formation | |
| Membership | |
| 2) Online Resource Center <i>Elizabeth Rodgers</i> | 5 minutes |
| Calendar | |
| Tracking Table | |
| Google Group | |
| 3) 2010 Census Promotions in the Region <i>Elizabeth Rodgers</i> | 5 minutes |
| 4) Discussion of Census Day/Week | 20 minutes |
| RV Event in February | |
| Census Day/Week Events | |

Subgroup Meetings (4:00 PM – 5:00 PM)

- | | |
|---|------------|
| 1) Overview <i>Leni Gonzalez and Jim Whittaker</i> | 5 minutes |
| Examples of Outreach | |
| 2) Meet in Subgroups | 55 minutes |
| Designate Subgroup Lead | |
| Develop Workplans | |
| Meeting date to finalize workplan before next CCC meeting | |

Next CCC Meeting: January 28, 2010



2010 CENSUS
Arlington let's get counted!



2010 Census Complete Count Committee (CCC)

January 28, 2010 @ 3:00 PM

2100 Clarendon Blvd – Room 311

Agenda

CCC Meeting (3:00 PM – 5:00 PM)

- | | |
|---|------------|
| 1) February 13th Event <i>Leni Gonzalez and Jim Whittaker</i> | 30 minutes |
| Logistics and Venue
Additional Needs | |
| 2) Subgroups Meet | 60 minutes |
| 3) Subgroups Report on Workplan | 30 minutes |

Next CCC Meeting: February 8, 2010
2100 Clarendon Blvd. Room 311



2010 Census Complete Count Committee (CCC)

February 25, 2010 @ 3:00 PM

2100 Clarendon Blvd – Cherry/Dogwood

Agenda

CCC Meeting (3:00 PM – 4:20 PM)

- | | |
|--|------------|
| 1) Brief on Past Census Events (5 minutes)
- Arlington Counts! February 13, 2010
- Feel the Heritage February 20, 2010 | 5 minutes |
| 2) Tool Kit from NALEO and 800 phone number (Leni Gonzalez) | 10 minutes |
| 3) Latino Round Table Census Event (Leni Gonzalez)
- March 11, 2010 | 10 minutes |
| 4) Update from local Census Representative
-Neighborhood Blitz
- Be Counted Sites and Questionnaire Assistance Centers
-Recruiting | 20 minutes |
| 5) Briefing from Subgroups on Activities | 30 minutes |
| 6) Next Steps | 5 minutes |

Upcoming CCC Meetings:

March 8, 2010 @ 1:00 pm– Conference Call

March 16, 2010 @ 5:00 pm - Place TBD



2010 Census Complete Count Committee (CCC)

April 7, 2010 @ 3:00 PM

2100 Clarendon Blvd – Room 710A

Agenda

CCC Meeting (3:00 PM – 4:30 PM)

- | | |
|--|------------|
| 1) Brief on Past Census Activities
- April 1 st Census Day | 15 minutes |
| 2) Update from Census Bureau
- March to the Mailboxes
- Next Steps (after May 1, 2010) | 20 minutes |
| 3) Arlington's Response Rate | 10 minutes |
| 4) Upcoming Events
- April 10 th Home Expo / March to the Mailboxes
- April 12 th Census Road Tour (Alexandria)
- April 17 th Childhood Development Seminar DHS
- April 24 th Multicultural Parent Conference | 20 minutes |
| 5) Brief From CCC Members | 20 minutes |
| 6) Next Steps | 5 minutes |

Upcoming CCC Meetings:

TBD



2010 Census Complete Count Committee (CCC)

April 20, 2010 @ 3:00 PM

2100 Clarendon Blvd – Room Cherry/Dogwood (Lobby)

Agenda

CCC Meeting (3:00 PM – 4:30 PM)

- | | |
|--|------------|
| 1) Brief on Past Census Activities | 10 minutes |
| 2) Review of Participation Rate | 10 minutes |
| 3) NALEO Guest Speaker (Gloria Montaña Greene) | 30 minutes |
| 4) Bernadine Anthony (Census Partnership Specialist)
- General Region Update
- Next Steps and message for the CCC | 30 minutes |
| 5) CCC Member Outreach
- Each CCC member/subgroup should submit a report of all outreach activities by May 21, 2010. | 5 minutes |
| 6) Next Events/Steps | 5 minutes |

Upcoming CCC Meetings:

TBD



2010 Census Complete Count Committee (CCC)

March 16, 2010 @ 5:00 PM

2100 Clarendon Blvd – 9th Floor Employee Lounge

Agenda

CCC Meeting (5:00 PM – 6:10 PM)

- | | |
|--|------------|
| 1) Brief on Past Census Events
- Latino Round table March 11, 2010 | 10 minutes |
| 2) Update from local Census Representative (Theron Cook) | 20 minutes |
| 3) Update from CCC Members
- March 11, 2010 | 20 minutes |
| 4) Upcoming Events
- March 24 – Information Session
- April 1st Census Day | 20 minutes |

Upcoming CCC Meetings:

March 23, 2010 @ 5:00 pm
Arlington County Courthouse Government Building
2100 Clarendon Blvd
Room 311



2010 Census Complete Count Committee (CCC)

March 23, 2010 @ 5:00 PM

2100 Clarendon Blvd – Room 311

Agenda

CCC Meeting (5:00 PM – 6:00 PM)

- | | |
|--|------------|
| 1) Update on Census Activities | 10 minutes |
| 2) March to the Mailboxes <ul style="list-style-type: none">- Review of targeted Tracts- Proposed Activates for April 10, 2010 | 20 minutes |
| 3) Future Activities and Events <ul style="list-style-type: none">- ART Bus- Census Information Night (March 24, 2010)- Census Day Activities (April 1, 2010) | 30 minutes |

Upcoming CCC Meetings:

Proposed Conference Call on March 31, 2010



2010 Census Complete Count Committee (CCC)

May 17, 2010 @ 11:00 AM

Conference Call

Agenda

CCC Meeting (11:00 AM – 12:00 PM)

- | | |
|---|------------|
| 1) Update from Local Census Office (Bernadine Anthony) | 15 minutes |
| 2) Review of Participation Rate at tract level (Elizabeth Rodgers) | 10 minutes |
| 3) Written Report on Activities (Elizabeth Rodgers) | 5 minutes |
| 4) Next Steps (Leni Gonzalez) | 30 minutes |

Upcoming CCC Meetings:

August 2010

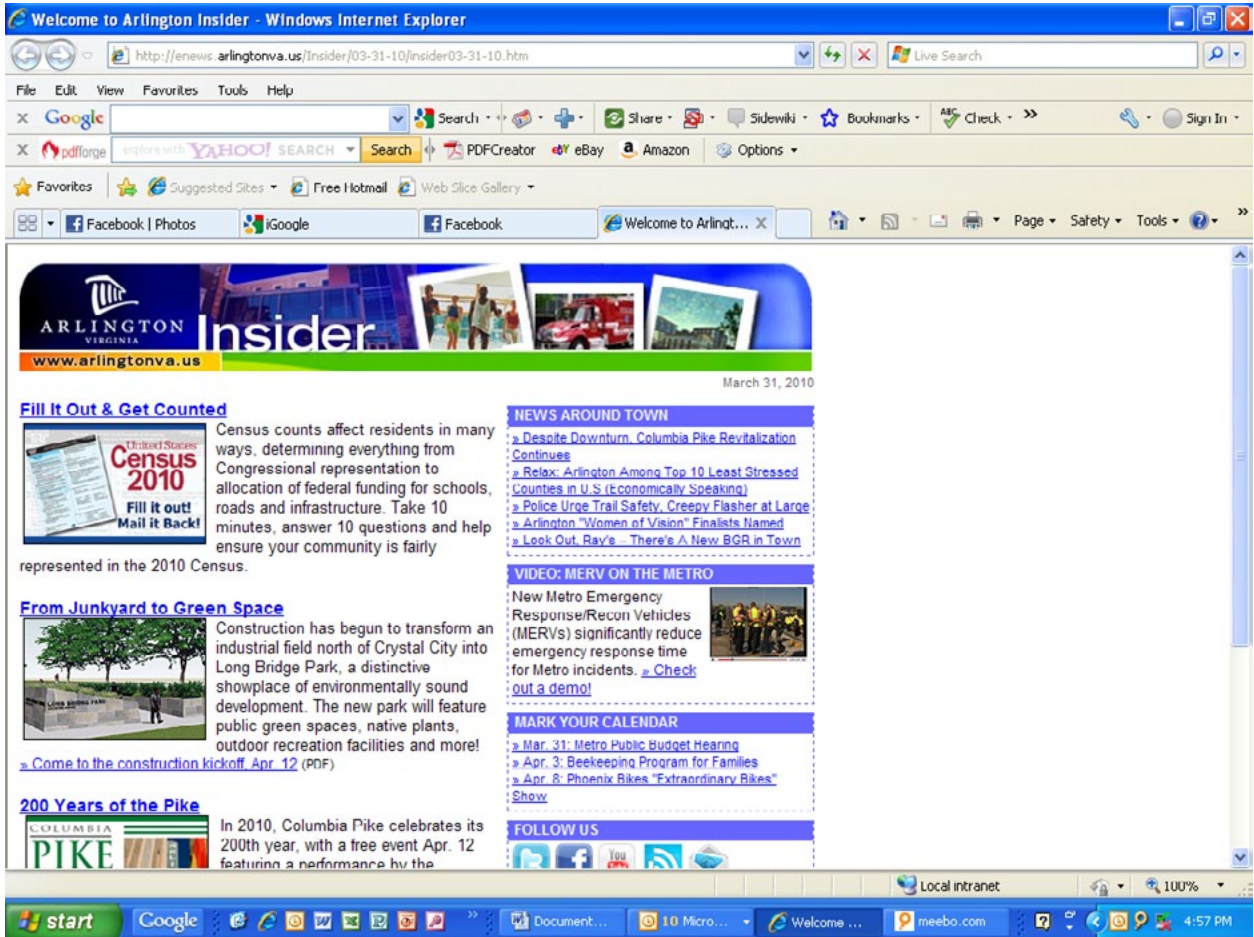
Attachment #18: CCC Subgroups

Contacts

2010 Census Arlington County CCC - Proposed Subgroups

First Name	Last Name	Organization	Education	Media	Faith-Based	Business	Linguistically Isolated			Homeless	Working Poor	Elderly	Young/African American
							Hispanic/Latino	Asian	African/Middle Eastern				
Edgar	Aranda-Yanoc	Immigrant Advocacy Program of the Legal Aid Justice Center											
Sylvia	Avila	APAH					X				X		
Rebecca	Blanco	Greater Washington Hispanic Chamber of Commerce				X					X		
Dulce	Carrillo	PRCR					X						
Greg	Castano	Arlington County			X								
Frances	Connell	EGDC						X			X		
Sharon	Core	Arlington Presbyterian			X								
Kim	Durand	APS	X										
Angela	Franco	GWHCC				X							
Bonnie	Franklin	League of Women Voters									X		
Connie	Freeman	DHS					X			X			
Karla	Gonzalez	Hispanic Committee of VA					X						
Suzanne	Grant	REEP	X										
Vanessa	Guerreto	Escuela Bolivia					X						
Jeanne	Ho	Northern Virginia Chinese School						X					
Lori	Hughes	DHS										X	
Fred	Jones	Arlington Interfaith Council			X								
Amanda	Kearmmerer	League of United Latin American Citizens					X						
Hong	Chen	Coordination Council of Chinese-American Association						X					
Munich	Lamjav	Mongolian Community						X					
Celeste	Luna	MALDEF					X						
Paul	Lynch	Marymount University	X										
Lawrence	Mason	Lawrence Mason Architects				X							
Maneltha	Mayen	Arlington Free Clinic								X			
Scott	McCaffrey	Sun Gazette		X									
Samuel	McTyre	LULAC		X			X						
Tara	Miles	AED				X							
Mohammed	Abdelilah	DAR AL HJURAH Islamic Center											
Chikwe	Njoku	GPHD - Housing										X	
Ahmed	Osman	Sudanese community											
Mimi	Oziel	Buckingham Youth Brigade					X						
Kathie	Panfil	Escuela Bolivia					X						
Kathleen	Sibert	A-SPAN (The Arlington Street People's Assistance Network)								X			
Jackie	Steven	Arlington Independent Media		X						X			
Luz	Stroh	DHS					X						
Nancy	Fate	League of Women Voters of Arlington										X	
Andres	Tobar	Shirlington Employment Center					X			X			
Ingrid	Vaielus	GMO		X									
Jessica	Vasquez	Arlington County					X				X		
Emma	Violand-Sanchez	Arlington County School Board	X										
Stephen	Wade	Arlington County CPHD											X
Mohammed	Abdelilah	DAR AL HJURAH Islamic Center											
Andrea	Sarraalde	Telernundo		V									

Arlington Insider



Media Alert about the Community Forum

Foro Comunitario de El Censo 2010 en Arlington, VA

¡Acuda, Aprenda, Ayude y Actúe!

Greater Washington Hispanic Chamber of Commerce, SunTrust , U.S. Census 2010, Arlington's Census 2010 Complete Count Committee, Buyers and Renters Arlington Voice (BRAVO), Shirlington Employment and Education Center , MANA A National Latina Organization, Parent Institute for Quality Education, Hispanic Committee of Virginia, The New Latino Movement, Arlington New Directions Coalition (ANDC), The Arlington Latino Network, The Buckingham Youth Brigade, Tenants Association for the Buckingham Neighborhood (BU-GATA)...
...cordialmente los invitan a un

Foro Comunitario de El Censo 2010

(en Español con traducción en Inglés)

Con el Miembro de la Junta del Condado de Arlington, J. Walter Tejada y La Mesa Redonda Latina

Panelistas:

Isabel Almendarez, Especialista en Colaboración Comunitaria, Oficina del Censo de Estados Unidos
Leni Gonzalez, Co-Presidente, Comité de Conteo Completo Latino de Arlington y Virginia

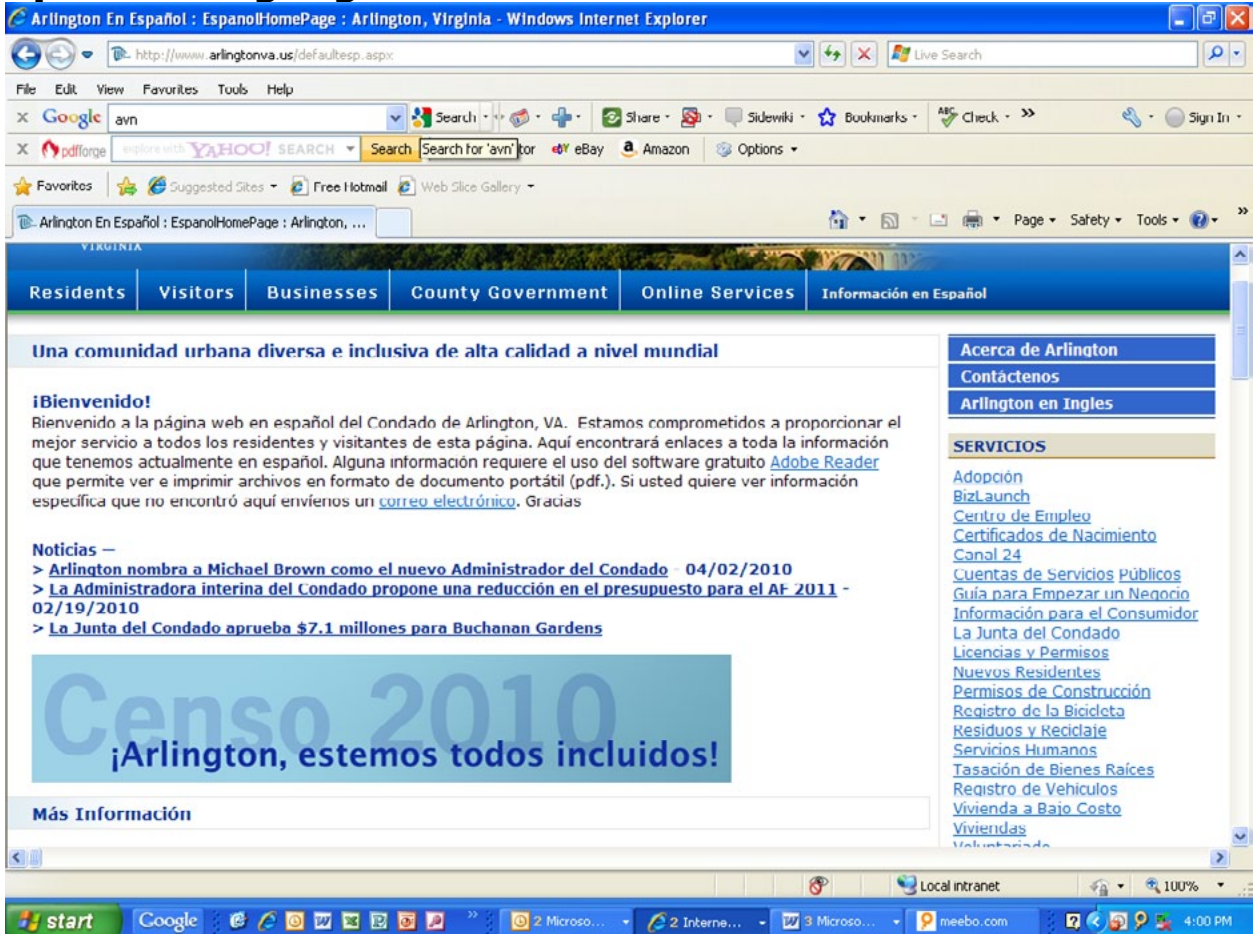
Fecha: Jueves, 11 de marzo de 2010
Lugar: Arlington Career Center (Atrium, Commons Area)
816 South Walter Reed Dr. , Arlington , VA 22204
Hora: 6:30pm – 9:00pm

Además habrá información sobre: Iniciativas del Condado, Oportunidades de Participación Cívica, Anuncios Comunitarios, Temas Regionales, Nacionales y mucho más.

Estacionamiento: GRATIS en frente del edificio ¡Habràn regalitos, rifas y comida gratis! ¡No se pierdan este importante foro público!

Para información adicional comuníquese con [Julissa Gutierrez](#) al (212) 480-1918, [Gloria Montaña Greene](#) al (202) 546-2536, o [Walter Tejada](#).

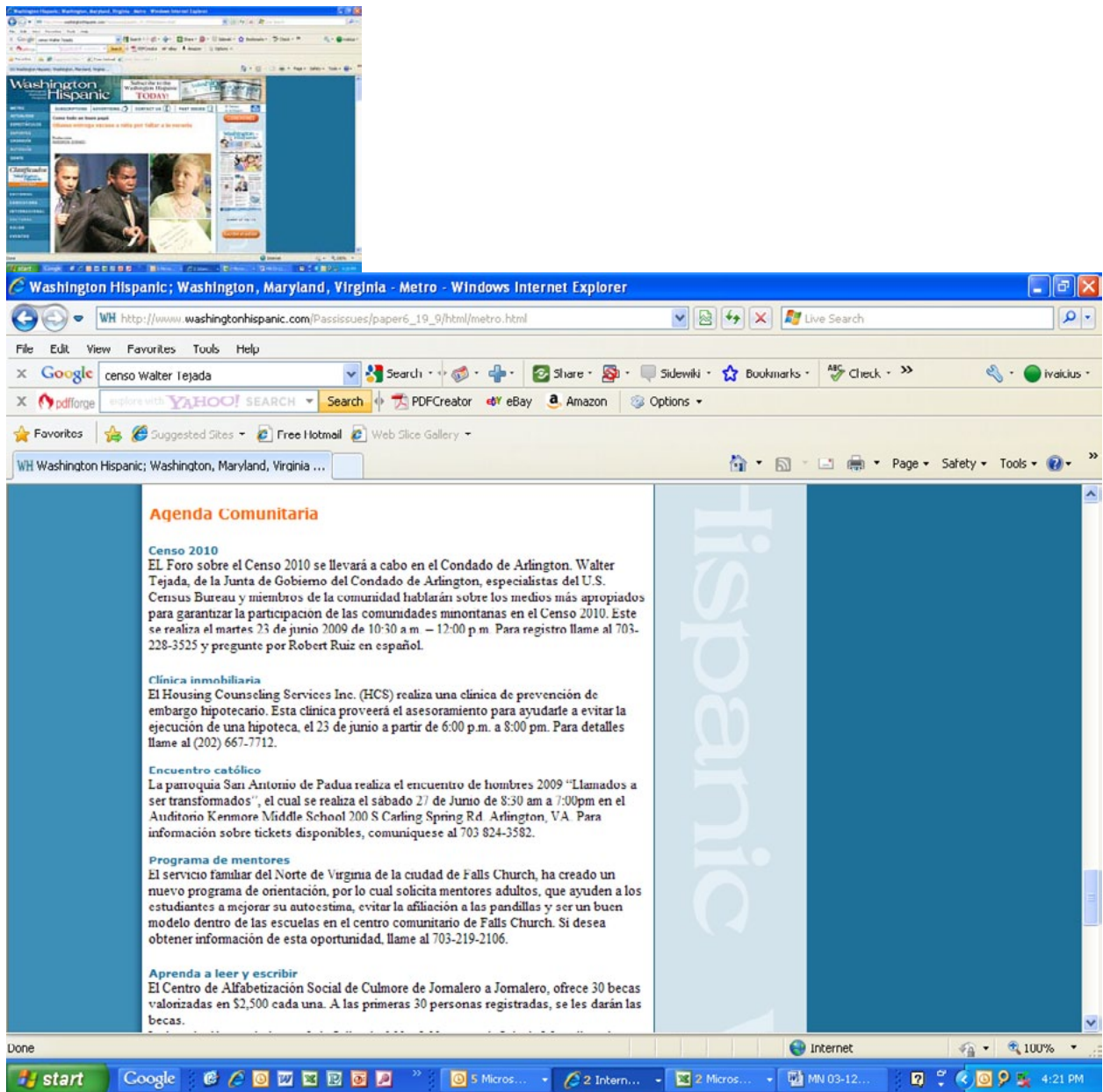
Spanish language website

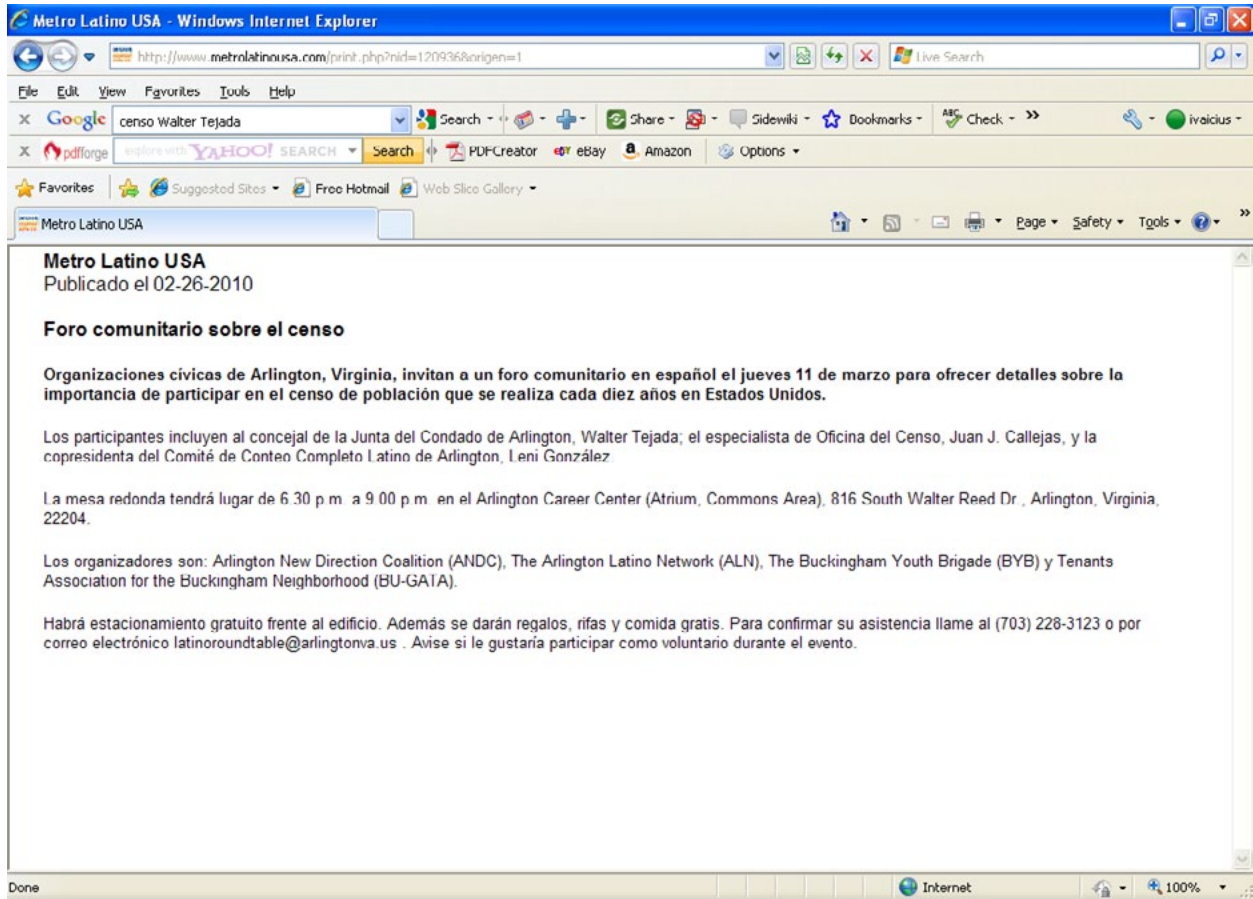


English Language website



Press Coverage





El Imparcial - El Periodico de Nuestra Comunidad - Windows Internet Explorer

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Jueves 10 de Junio del 2010 Washington DC, Maryland y Virginia

Nuevo gobierno, nuevas decisiones

el cambio ¡ENTÉRATE AQUÍ!

El Periodico de Nuestra Comunidad

PAGINA DE INICIO ESTADOS UNIDOS CENTRO AMERICA VIRGINIA INTERNACIONAL SOCIALES ESPECTACULOS DEPORTES

Estados Unidos - Censo 2010

12 de Marzo del 2010

Llaman a participar en el Censo 2010

Con el objetivo de lograr una amplia participación en el Censo 2010 de todas las personas que habitan en los Estados Unidos, diversas organizaciones y autoridades se han sumado al llamado para que nadie se quede sin llenar el formulario respectivo.

Dora la exploradora visita el Mary's Center
Dora Márquez, la niña latina de 7 años más conocida en la serie de dibujos animados como Dora la exploradora, visitó el centro materno infantil Mary's Center, de

United States Census 2010
ESTÁ EN NUESTRAS MANOS

VER DE NUEVO

Al contestar y enviar tu cuestionario del Censo del 2010, contribuyes al

Version Electronica

Enter city or U.S.zip GO

Manassas, VA

Currently

86°F

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Reaching the most affluent audience in the Washington D.C. Metro Area.

Print Page

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Local Census Committee Gears Up for Outreach Efforts

by **SCOTT McCAFFREY, Staff Writer**

(Created: Thursday, November 5, 2009 10:01 AM EST)

Six fire trucks. More than 12,000 planted trees. Three fitness centers. Nearly 4,000 scholarships to summer camp. Fifty units of affordable housing.

Any of these could have been funded from the \$3.7 million Arlington officials believe they lost out on by an undercount of residents in the 2000 federal census.

With the local government receiving more than \$200 million a year in federal funds, much of it based on population totals, officials are swinging into action early to make sure no Arlingtonian is similarly missed in the 2010 census.

"These are times of very tight budgets, and we have to make sure everyone gets counted so we don't lose any more money," said Leni Gonzalez, co-chairman of Arlington's Complete Count Committee, at the group's first formal meeting, held Nov. 4 in Ballston.

Gonzalez served on Arlington's Complete Count Committee in 2000, and was recruited to again participate.

"It was an interesting experience," she said of the effort a decade ago. "I never thought I was going to do it again, but I realized how important it was."

Several dozen community leaders have been recruited to serve on the committee, which is designed to help federal census-takers find and count under-served populations.

A decade ago, Arlington had a 75-percent initial response rate to the census, a figure better than the national average but one leaving plenty of room for improvement.

Among the major "hard-to-count" areas of the county: the Rosslyn-Ballston corridor, the Route 1 corridor, Columbia Pike and parts of Lee Highway.

"Immigrants and young people are just two of the groups we are trying to reach," said Jim Whittaker, who was appointed by County Board members to chair the committee with Gonzalez.

But Whittaker said the effort to accurately count everyone was about more than dollars and cents. He believes it has to do with "the inherent worth and dignity of each individual."

At the initial meeting, one of a series of monthly gatherings planned for the next 10 months, the local advocates were briefed by Ron Brown, who coordinates outreach efforts in a five-state area for the Census Bureau.

He said that the roughly 10,000 Complete Count Committees being set up around the nation would provide grass-roots leadership to promote census participation.

"It's not for us to tell you what to do," he told committee members. "You represent the trusted voices in the community. You have to make people understand why it's important to them. "We've got to motivate everyone."

The effort also will focus on local schools, in the belief that children will become enthusiastic and encourage - perhaps even pester - their parents to fill out and return the census forms.

"Kids are our biggest supporters," Brown said. "That's why we go to schools. We do school blitzes."

Efforts also will be made to integrate the census into lesson plans in an effort to teach math, geography and

sungazette.net/articles/.../nw367.prt



Complete Count Committee co-chairs Jim Whittaker and Leni Gonzalez display T-shirts that will be used to help promote the census effort in Arlington. (Photo by Scott McCaffrey)



07/06/2010

Printer Friendly - Local Census Commit...

political science.

Census forms will begin being distributed in March, and under federal law should be filled out and returned by April 1. Those who don't return the form will receive follow-up visits, but the goal of the local effort is to get as many forms returned on time as possible.

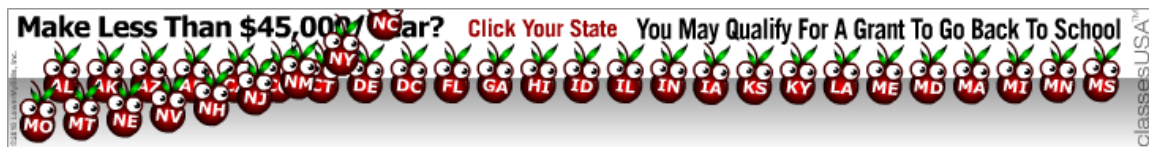
"This is one of our highest priorities right now," said County Board member Walter Tejada, the board's liaison to the census committee. "We all want to do the best job possible to make sure everyone's counted."

The county's current estimated population is about 210,000. Based on the last census, the official Arlington population for April 1, 2000 was pegged at 189,444 people. Arlington officials believe that figure was low by as many as 3,500.

"That cost us money - serious money," Tejada said.

The county government has set up a Web address - www.arlingtonva.us/Census2010 - to showcase local census efforts.

The Sun Gazette has a media representative on the Complete Count Committee.



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Outreach Effort Aims to Connect Census With Homeless Population

by **SCOTT McCAFFREY, Staff Writer**

(Created: Friday, March 26, 2010 8:39 AM EDT)

Social-service providers and county government officials are hoping outreach efforts will lead to a successful count of Arlington's homeless population as part of the 2010 federal census.

"We're really making a great effort to make sure everyone is counted - we're all very focused," said Kathleen Sibert, who chairs the subcommittee focused on the homeless population for Arlington's "Complete Count" census panel.

Estimates vary, but perhaps 600 people are living on the street and in shelters across the county. Sibert, who also is executive director of the Arlington Street People's Assistance Network (A-SPAN), said the goal is to get 75 to 80 percent of Arlington's homeless fill out census forms.

Census officials are traveling to the county's shelter facilities and other areas where those without homes congregate. They are using a special census form, with seven questions (three fewer than on regular forms), to give to those without permanent housing.

The reaction from those being sought out has varied, Sibert said.

"It really depends on the individual," she said. "People in the shelters, those clients are not so resistant. Those people who are really living on the streets, they're more resistant. For some of the mentally-ill clients, they have a natural resistance. For the immigrant population, they're nervous."

The homeless population is one of several groups in Arlington that traditionally are underrepresented in census counts. Among others being targeted by the Complete Count committee: young people and immigrants.

For information on local efforts related to the census, see the Web site at www.arlingtonva.us/census.

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Census Committee Preps for Outreach as New Year Starts

(Created: Tuesday, January 5, 2010 6:20 AM EST)

The Arlington County government's Complete Count Committee will break into eight subgroups in its effort to reach hard-to-count populations as part of the 2010 federal census. □

The task force, appointed last year by the County Board, has selected to target its efforts on the linguistically isolated, homeless, working poor and elderly, and also has set up committees to work with schools, the business community, the media and faith-based communities to increase participation in the census across Arlington.

In the 2000 census, Arlington's countywide response rate was 75 percent, but participation rates varied widely by neighborhood - from 44 percent to 91 percent.

County government officials believe the less-than-full response rate resulted in Arlington's population being undercounted by about 3,600 people, costing the local community nearly \$3.4 million in federal funding over the subsequent 10 years.

The local task force is one of about 10,000 Complete Count committees being set up across the nation in an effort to assist in federal census efforts. The local effort is being co-chaired by civic leaders Leni Gonzalez and Jim Whittaker. □

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Update: Census Outreach Effort Expands Communities of Focus

(Created: Saturday, January 9, 2010 7:52 AM EST)

The Arlington County government's Complete Count Committee will break into 11 subgroups in its effort to reach hard-to-count populations and promote the 2010 federal census. □

The task force, appointed last year by the County Board, has selected to target its efforts on the linguistically isolated (with specific groups targeting Latino, Asian and African/Middle Eastern communities), homeless, working poor, elderly, and young professionals (with a specific focus on young African-Americans), and also has set up committees to work with educational institutions, the business community, the media and faith-based communities, to increase participation in the census across Arlington.

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The local task force is one of about 10,000 Complete Count committees being set up across the nation in an effort to assist in federal census efforts.

The local effort is being co-chaired by civic leaders Leni Gonzalez and Jim Whittaker, with planning underway for events leading up to Census Day, which is April 1.

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Arlington Notes

(Created: Monday, January 11, 2010 9:32 AM EST)

News of interest from across the community:

COUNTY OFFICES CLOSED FOR KING HOLIDAY; COURTS CLOSED FOR LEE-JACKSON DAY: Most Arlington County government offices will be closed on Monday, Jan. 18 for the Dr. Martin Luther King Jr. federal holiday. Schools and school offices also will be closed.

Additionally, courts and court offices will be closed on Friday, Jan. 15 for the state Lee-Jackson holiday.

For information on what is open and what is closed for the holidays, see the county government Web site at www.arlingtonva.us.

TRIBUTE TO DR. KING SLATED FOR JAN. 17: The annual Arlington County tribute to Dr. Martin Luther King Jr. will be held on Sunday, Jan. 17 at 7 p.m. at Thomas Jefferson Community Theatre, 125 South Old Glebe Road. Doors open at 6 p.m.

The commemoration will feature music, dance, excerpts from Dr. King's speeches and the reading of essays by student winner of the 12th annual Dr. Martin Luther King Jr. Writing Contest.

Among those performing will be the Washington-Lee High School Jazz Big Band and a combined choir featuring gospel singers from Arlington's Lomax A.M.E. Zion Church, Macedonia Baptist Church, Mount Olive Baptist Church, Mount Zion Baptist Church and St. John Baptist Church.

The community is invited. There is no charge, and no tickets are required. For information, see the county government's Web site at www.arlingtonva.us.

BELL-RINGING TO HONOR DR. KING: The Constitution Garden Bell will be rung on Monday, Jan. 18 at noon in honor of Dr. Martin Luther King Jr.

The bell is located at Constitution Bicentennial Garden, North George Mason Drive and Wilson Boulevard. The event is hosted by the Bluemont Citizen Association.

CENSUS COMMITTEE DEVELOPS TARGET AUDIENCES FOR OUTREACH: The Arlington County government's Complete Count Committee will break into 11 subgroups in its effort to reach hard-to-count populations and promote the 2010 federal census.

The task force, appointed last year by the County Board, has selected to focus its efforts on the linguistically isolated (with specific groups targeting Latino, Asian and African/Middle Eastern communities), homeless, working poor, elderly, and young professionals (with a specific focus on young African-Americans), and also has set up committees to work with educational institutions, the business community, the media and faith-based communities, to increase participation in the census across Arlington.

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The local task force is one of about 10,000 Complete Count committees being set up across the nation in an effort to assist in federal census efforts.

The local effort is being co-chaired by civic leaders Leni Gonzalez and Jim Whittaker, with planning underway for events leading up to Census Day, which is April 1.

LOCAL RESIDENTS PART OF DELEGATION TO VIETNAM: Arlington residents John McEville Jr. and Dr. Sam Metters are traveling to Vietnam this month as part of a delegation from the Vietnam Veterans Memorial Fund.

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The group, which includes nearly a dozen participants from the metropolitan Washington area as well as others from across the U.S., is being led by retired U.S. Army Gen. Barry McCaffrey, who also lives in Arlington. For McCaffrey, it will be his first trip back to Vietnam since serving in the U.S. Army there more than three decades ago.

The organization will meet with U.S. and Vietnamese officials and Vietnam War veterans, and will review efforts being made by the group to remediate the effects of mines that continue to litter the countryside of Vietnam.

McEvelly is a principal of Millennium Realty Advisors. As an officer in the U.S. Marine Corps, he completed one-and-a-half combat tours in Vietnam, earning several awards for distinguished service and leadership.

Metters is president and CEO of Metters Industries, and is a retired lieutenant colonel in the U.S. Army Reserve. In Vietnam, he was highly decorated by both the U.S. and South Vietnam governments for service as an artillery officer.

PLANETARIUM OPENS NEW SHOW: The Arlington Planetarium will present "Our Place in Space," a whimsical program for younger visitors, on Fridays and Saturdays at 7:30 p.m., Sundays at 1:30 and 3 p.m. The program runs through March 28.

The planetarium is located at 1426 North Quincy St., adjacent to the Arlington Education Center. For information, call (703) 228-6070 or see the Web site at www.apsva.us/planetarium.

AMERICAN CENTURY PRESENTS SPOOF: American Century Theater will present Faustian spoof "Will Success Spoil Rock Hunter?" from Jan. 13 to Feb 7 at Gunston Arts Center Theatre II, 2700 South Lang St.

Previews will be held Jan. 13 and 14 at 8 p.m., with regular performances generally Thursdays and Fridays at 8 p.m., Saturdays at 2:30 and 8 p.m. and Sundays at 2:30 p.m. Tickets are \$26-\$32, and students are admitted free with each paying adult.

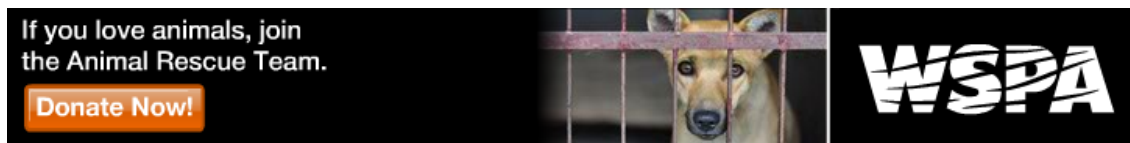
For information, call (703) 998-4555 or see the Web site at www.americancentury.org.

TEATRO DE LA LUNA PRESENTS CHILDREN'S FESTIVAL: Teatro de la Luna will present its annual Children's Theatre Festival on Saturday, Jan. 16 from 11 a.m. to 5 p.m. at Rosslyn Spectrum Theatre.

Activities will include coloring, reading and story time; presentations of "The Cat and the Seagull" at noon and 4 p.m.; and a performance by Los Quetzalitos and Las Lunitas at 2 p.m. All performances are bilingual, and refreshments will be available.

Admission to the event is free; tickets to the performances of "The Cat and the Seagull" are \$10 per person.

For information, call (703) 548-3092 or see the Web site at www.teatrodelaluna.org.



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Arlington Notes II

(Created: Monday, February 8, 2010 9:16 AM EST)

More news of interest from across the community:

COUNTY'S EFFORT TO WIN CONTROL OF COLUMBIA PIKE CONTINUES: County government (they are continuing to negotiate with the Virginia Department of Transportation, in preparation for taking control of Columbia Pike through Arlington.

County officials last summer sought Commonwealth Transportation Board approval to take ownership which has long been owned by the state government.

Doing so would cost Arlington taxpayers from \$180,000 to \$400,000 per year, according to estimates planners, but would give Arlington more flexibility as the Columbia Pike corridor is redeveloped and if, as government officials hope, a streetcar line is built in the corridor.

A work session with the Commonwealth Transportation Board is slated for Feb. 17, county government Mary Curtius said. The state body is slated to take action on any agreement in mid-March.

Columbia Pike began life as a privately owned toll road, having been authorized by Congress in 1958.

LOCAL CENSUS KICKOFF SLATED: Arlington officials will kick off local participation in the 2010 census with a special event on Saturday, Feb. 13 from 11 a.m. to 2 p.m. at the food court of Ballston Corner.

The event will feature music, dancing, free giveaways and recruitment for temporary census workers.

For information on census activities in Arlington, see the Web site at www.arlingtonva.us/census2

SCHOOL OFFICIALS SEEK INPUT ON 2010-11 CALENDAR: Arlington Public Schools is inviting parents, students and residents to participate in a survey and submit comments about the draft of the 2010-11 calendar. Comments will be taken into consideration by the Calendar Committee.

The deadline for submitting feedback and comments online is Friday, Feb. 19.

Drafts of the proposed calendar, a calendar summary, guidelines and a timeline for calendar development are available on the school system Web site at www.apsva.us/1540108110416937/site/default.asp

Among the issues being considered in the survey: Whether there is interest in ending the school year by extending winter break by having school on some days currently scheduled as holidays.

Superintendent Patrick Murphy will make a final recommendation to the School Board on March 11 and is expected to adopt the calendar at its March 25 meeting.

YMCA TO ESTABLISH SCHOLARSHIP IN HONOR OF CARL DIENER: The YMCA of Metropolitan Washington is planning to establish the Carl Diener Memorial Tennis Scholarship Fund in memory of a staff member who was killed in 1999 in Arlington.

Police have characterized the death as a homicide, and the investigation is continuing.

07/06/2010

Printer Friendly - Arlington Notes II

world or to their captors urging humane treatment and/or their immediate and unconditional release.

All told, 203 letters were sent, exceeding the local goal by 35 percent and easily surpassing last year's 125 letters.

For more information on Amnesty International Group 159, or Amnesty International, see the Web site at www.amnestyusa.org.

POESIS POETRY-READING SERIES CONTINUES: The Poesis poetry-reading series continues on Wednesday, Feb. 17 at 7 p.m. at Pentagon City Borders, 1201 South Hayes St.

The event will be hosted by Simki Ghebremichael and will feature poets Teri Ellen Cross and Kathi Morrison-Taylor, accompanied by Shep Williams on keyboard and Curly Robinson on drums. An open-mike event follows the program.

For information, call (703) 418-0166.

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Local Census Effort to Include Help Sites

by **SCOTT McCAFFREY**, Staff Writer

(Created: Thursday, March 4, 2010 4:33 AM EST)

Arlington residents in need of assistance filling out federal census forms will be able to find help at an array of sites across the county over the next few weeks. □

From March 19 to April 19, Census Questionnaire Assistance Centers and "Be Counted" sites will be operational. They serve separate purposes:

* Questionnaire Assistance Centers are staffed by a Census Bureau employee, who can answer questions about forms and provide assistance in filling them out (within federal guidelines). Extra copies of census forms also are available for those who have misplaced or lost their copies.

* The Be Counted sites will not be not staffed, but will have boxes with extra census forms in English, Spanish, Chinese, Russian, Vietnamese and Korean.

Locations of Questionnaire Assistance Centers:

Arlington Central Library, 1015 North Quincy St. Staffed Mondays to Thursdays 3-6 p.m., Sundays 1-4 p.m.

Arlington County government headquarters, 2100 Clarendon Blvd. Staffed Wednesdays through Fridays noon-4 p.m.

Arlington Education and Employment Program (REEP), 2801 Clarendon Blvd., second floor. Staffed Mondays and Tuesdays 9 a.m.-noon and 6:30-9:30 p.m., Thursdays 5:45-8:45 p.m.

Arlington Food Assistance Center (AFAC), 2708 North Nelson St. Staffed weekdays 1:30-4:30 p.m.

Culpepper Gardens, 4435 North Pershing Dr., first floor. Staffed weekdays 2-5 p.m.

Gates of Ballston Community Center, 4108 4th St. North. Staffed Mondays and Thursdays 10 a.m.-1 p.m., Fridays 6-9 p.m.

Giant Food, 2901 South Glebe Road. Staffed Tuesdays and Thursdays 10 a.m.-5 p.m.

Goodwill Job Center, 10 South Glebe Road. Staffed Tuesdays and Thursdays 9 a.m.-3 p.m. □

Harvey Hall Community Center, 850 South Greenbrier St. Staffed Tuesdays, Wednesdays and Fridays 10 a.m.-2 p.m., Mondays and Fridays 11 a.m.-2 p.m.

Holy Martyrs of Vietnam Parish, 915 S. Wakefield St. Staffed Sundays 9 a.m.-2 p.m.

Langston-Brown Community Center, 2121 North Culpepper St. Staffed Tuesdays, Thursdays and Fridays 12:30-3:30 p.m.

Liberty Tax Service of Arlington, 5011 Columbia Pike. Staffed Saturdays and Sundays 10 a.m.-5 p.m.

Lubber Run Community Center, 300 North Park Dr. Staffed Mondays, Tuesdays and Thursdays 9 a.m.-2:30 p.m.

Shirlington Employment Center, 2701 South Nelson St., staffed Mondays to Thursdays 8-11 a.m.

Walter Reed Community Center, 2909 16th St. South. Staffed weekdays 10:30 a.m.-noon and 6-7:30 p.m.

Be Counted sites are located at Culpepper Gardens Senior Center (4435 North Pershing Dr.); Macedonia Baptist Church (3412 22nd St. South); and Mount Olivet United Methodist Church (1500 North Glebe Road).



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Local Latinos Urged to Be Boosters of Census Participation

by **SCOTT McCAFFREY, Staff Writer**

(Created: Friday, March 12, 2010 8:10 AM EST)

With the federal census fast approaching, Arlington's Latinos are being encouraged to spread the word and support participation.

"You need to go and share this with your family members, your friends, your co-workers," County Board member Walter Tejada said at the quarterly meeting of the Latino Roundtable, held March 11 at the Arlington Career Center.

"Share it - that way, we can expand the reach of what we are trying to do," Tejada said at the roundtable, which four times a year brings together members of Arlington's Hispanic community to discuss topics of interest from the local to the national level.

Arlington officials are hoping to exceed the 75-percent response rate among county residents during the 2000 census. Immigrants and young people are among those being targeted for outreach, as they tend to respond in lower numbers than others.

Andres Tobar, executive director of the Shirlington Employment and Education Center, said the outreach effort is having an effect among Arlington's large Latino community.

"They're definitely aware," Tobar said of the day-laborers his organization assists. "We try to let them know they've got nothing to fear. I think we're going to get a good response."

"People are definitely getting the word," Tejada said. "They need to get the word out to others."

The effort to get a full count of Arlington's population is about more than just bragging rights. Cold, hard cash is involved.

County officials estimate that Arlington's population was undercounted in the 2000 census, which has cost the local government as much as \$3.7 million in federal funding over the past decade.

"These are times of very tight budgets, and we have to make sure everyone gets counted so we don't lose any more money," said Leni Gonzalez, co-chairman of Arlington's Complete Count Committee, when the group kicked off efforts for the 2010 census.

School officials also are doing their part, designating March 22-26 as "Census in the Schools Week" and encouraging students, especially those from minority households, to serve as a vital link in the process.

"Many times, the students will also assist their families and communities," said School Board member Emma Violand-Sanchez.

Federal census forms are arriving in households over the next few weeks. April 1 is the response deadline.



County Board member Walter Tejada is expecting good participation from Arlington immigrants in the federal census. (File photo by Scott McCaffrey)

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Local Students to Play Key Role in Census Efforts

by **SCOTT McCAFFREY, Staff Writer**

(Created: Saturday, November 7, 2009 7:54 AM EST)

Schoolchildren across Northern Virginia will be enlisted to help encourage - perhaps even gently pester - their parents and other family members to participate in the 2010 federal census. □

"Kids are our biggest supporters," said Ron Brown, a Census Bureau official who coordinates outreach efforts in Virginia and four other states. "That's why we go to schools. We do school blitzes."

Efforts also will be made to integrate the census into lesson plans in an effort to teach math, geography and political science.

"We're going to superintendents, we're going to principals," Brown said of outreach efforts. "We're going into classrooms and handing out water bottles."

Planning currently is underway for the once-every-10-years federal census, which is mandated by the Constitution and has been undertaken since 1790.

As part of the grass-roots effort, localities across Northern Virginia are setting up "Complete Count Committees" of local leaders to help encourage the public to participate.

Fairfax County's Complete Count Committee, appointed by the Board of Supervisors, is set to start meeting this month, one of about 10,000 such committees nationwide.

"It's not for us to tell you what to do," Brown said at the kickoff to the Arlington County Complete Count Committee's work. "You represent the trusted voices in the community. You have to make people understand why it's important to them. "We've got to motivate everyone."

Census forms will begin being distributed in March, and under federal law should be filled out and returned by April 1. Those who don't return the form will receive follow-up visits, but the goal of the local effort is to get as many forms returned on time as possible.

At stake to localities: Enormous sums of federal funding. As much as \$400 billion a year of it is funneled to localities each year, much of it based on population.

"These are times of very tight budgets, and we have to make sure everyone gets counted so we don't lose any more money," said Leni Gonzalez, who is serving on a statewide census task force, is a member of Fairfax's Complete Count Committee and is co-chairman of the committee in Arlington.

Gonzalez also participated in census efforts a decade ago.

"It was an interesting experience," she said of the effort then. "I never thought I was going to do it again, but I realized how important it was." □

The 2010 federal census will be the briefest ever, with just 10 questions. Federal officials estimate it will take about 10 minutes to fill out.

Virginia's response rate to the initial census mailing was 12th highest in the nation, and the highest among the five states of the local region, which also includes the Carolinas, Tennessee and Kentucky. But there is also room for improvement, officials said.

And participation is about more than just dollars and cents, or congressional representation, said Jim Whittaker, who is helping to lead one of the local committees.

He believes it has to do with "the inherent worth and dignity of each individual."

The 2000 federal census pegged Fairfax County's population at 969,749, a figure that has now risen to more than 1 million.

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- Schools
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- Head Start Programs
- Social Services
- Foster Care
- WIC (Women, Infants, and Children) Programs
- Assistance to Needy Families
- Programs and Services for the Homeless
- Programs and Services for the Disabled
- Job Training Centers and Programs
- Senior Services and Programs for the Elderly
- Roads, Bridges, and Tunnels
- Public Transportation
- Emergency Services

DID YOU KNOW...?

All of the information gathered by the Census Bureau as part of the U.S. Census is strictly confidential and cannot be accessed or used by Law Enforcement, Immigration, the IRS, or any other government body for any reason.

DID YOU KNOW...?

If you do not participate, both you, and the citizens of Arlington County risk losing valuable funds to support vital services and programs like those listed above.

ARLINGTON IS COUNTING ON YOU !

Participation in the 2010 census makes sense for you, your family, your neighbors, and all of Arlington County.

<p>MAKE YOURSELF COUNT !</p>	
<p>CENSUS DAY IS APRIL 1, 2010</p>	
<p>IT'S IN OUR HANDS</p>	

<p>?</p>	<p>WWW.2010.CENSUS.GOV</p>	<p>WWW.ARLINGTONVA.US/CENSUS2010</p>	<p>WWW.ARLINGTONVA.US/CENSO2010</p>
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ایالات متحده آمریکا

سرشماری سال ۲۰۱۰ در استان ماست

ESTÁ NAS NOSSAS MÃOS

미국인구조사

Η Απογραφή Πληθυσμού
Ηνωμένων Πολιτειών του 2010

Από εμάς εξαρτάται

Thống Kê Dân Số Hoa Kỳ

Recensement des États-Unis 2010

C'EST ENTRE NOS MAINS

Spis ludności USA

Stati Uniti Censimento 2010

È TUTTO NELLE NOSTRE MANI

अमरीकी सेंसस

हमारा भविष्य हमारे हाथ

ԱՐԼՆԿԱՆՏԱՆԱՅԻՆ 2010
ԱՅՆ ԱՄԵՐԻԿԱՅԻՆ ՄԱՍՆ

LI NAN MIEN NOU

การสำราจสำมะโน
ประชากรสหรัฐ

ລາຍຊື່ປະຊາກອນສະຫະລັດ

திதீங் தெி் தெிங் சாங் குறங்

NASA ATING MGA KAMAY

مردم ششماری. امریکه

به ہمارے اختیار میں ہے۔

פאראייניקטע ערשטע
2010 צענזע

אין אונדזערע הענט ליגט ער

Vereinigete Staaten
Volkszählung 2010

ES LIEGT IN UNSEREN HÄNDEN

মার্কিন যুক্তরাষ্ট্রের সেন্সাস

এটি আমাদের দায়িত্ব

美國人口普查



¿SABÍAS QUE...?

Los datos del censo ayudan a determinar la asignación anual de más de 400 millones de dólares en fondos federales.

¿SABÍAS QUE...?

Estos fondos van a la construcción, financiamiento y mantenimiento de...

- Hospitales
- Clinicas y servicios de salud
- Escuelas
- Subvenciones Educativas
- Programas del Head Start
- Servicios Sociales
- Cuidados de Crianzas
- Programas WIC (Mujeres, Infantes y Niños)
- Asistencia para familias necesitadas
- Programas y servicios para las personas sin hogar
- Programas y servicios para los incapacitados
- Centros y programas de capacitación laboral
- Servicios y programas para las personas de edad avanzada
- Carreteras, puentes y túneles
- Transportación pública
- Servicios de Emergencia

¿SABÍAS QUE...?

Toda la información reunida por la Oficina del Censo como parte del censo de Estados Unidos es estrictamente confidencial y no se puede acceder o utilizar por las fuerzas del orden, inmigración, IRS, o cualquier otro organismo público por ningún motivo.

¿SABÍAS QUE...?

Si no participan, tanto usted como los ciudadanos del Condado de Arlington corremos el riesgo de perder fondos valiosos para apoyar los servicios y programas vitales como los mencionados anteriormente.

¡ARLINGTON CUENTA CONTIGO !

Tu participación en el censo del 2010 hace sentido para ti, tu familia, tus vecinos y para todo el Condado de Arlington.

¡HAZTE CONTAR !
EL PRIMERO DE ABRIL DEL 2010



IT'S IN OUR HANDS



WWW.2010.CENSUS.GOV
WWW.ARLINGTONVA.US/CENSUS2010 WWW.ARLINGTONVA.US/CENSO2010

ESTÁ EN NUESTRAS MANOS

U.S. Kev Suay Neeg

NWS YOG PEB SAWVDAWS
LUB LUAG HAUJLWM

احصاء سكان الولايات المتحدة

بين أيدينا

Перепись населения в США

Усе в наших руках

米国国勢調査

HAMAARA BHAVISHYA,
HAMAARE HAATH

ສາມຂໍ້ໃນຕົວຂອງ
ສະຫະລັດອາເມຣິກາ

ນັ້ນຢູ່ໃນຄວາມຮັບຜິດຊອບ
ຂອງພວກເຮົາທຸກຄົນ

ایالات متحده آمریکا

سرشماری سال ۲۰۱۰ در دستان ماست

ESTÁ NAS NOSSAS MÃOS

미국인구조사

Η Απογραφή Πληθυσμού
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हमारा भविष्य हमारे हाथ

ԱՄՆ ԲՆԵՄԱՆՆԵՐՈՒՄ 2010

ԱՅՆ ԱՄՆ ԶԵՆՈՒՔՈՒՄ Է

LI NAN MEN NOU

การสำรวจสำมะโน
ประชากรสหรัฐ

ອນາດຂຶ້ນລູກກັບເຈາ

ចំរើនຊຸມຊົນອາເມຣິກາ

தீதிமதீமீமீசஜம்சும

NASA ATING MGA KAMAY

مردم ششماری. امریکه

به ہمارے اختیار میں ہے۔

פאראייניקטע שטאַטן
2010 צענזוס

אין אונדזערע הענט ליגט ער

Vereinigete Staaten
Volkszählung 2010

ES LIEGT IN UNSEREN HÄNDEN

মার্কিন যুক্তরাষ্ট্রের সেন্সাস

এটি আমাদের দায়িত্ব

美國人口普查

Attachment #22: June 23, 2009 Forum



DEPARTMENT OF COMMUNITY PLANNING, HOUSING AND DEVELOPMENT
Planning Division

#1 Courthouse Plaza, 2100 Clarendon Boulevard, Suite 700, Arlington, VA 22201
TEL 703.228.3525 FAX 703.228.3543 www.arlingtonva.us

June 2, 2009

Dear Arlington County Community Member:

2010 Census Forum: Working Together, Building Trust and Counting Everyone

You are cordially invited to join Arlington County at the 2010 Census Forum: Working Together, Building Trust and Counting Everyone.

Please join Arlington County Board Member J. Walter Tejada, Arlington County staff, U.S. Census Bureau Partnership Specialists, and members of your community at the first in a series of Arlington County 2010 Census Forums.

Arlington County Board Member J. Walter Tejada will address current issues involving hard-to-reach and minority communities and the 2010 Census. Find out what Arlington County has been doing to prepare for the Census and how you can help build trust in your community for a successful count. This is also an opportunity to ask questions and receive information on how to become a 2010 Census Partner.

To register for this event please click here or go to:

<https://www.arlingtonva.us/2010censusforum/>

Arlington County Central Library
1015 N. Quincy St.
Arlington, VA 22201

Tuesday, June 23, 2009
10:30 AM – 12:00 PM

Sincerely,

Arlington County Census Team
Census2010@arlingtonva.us

To register by phone please call 703-228-3525 and ask for Elizabeth Rodgers. To register in Spanish please ask for Robert Ruiz.

Attachment #23: June 23, 2009 Forum Photos



2010 CENSUS

Arlington let's get counted!



2010 CENSUS: MAKING SURE YOUR COMMUNITY IS COUNTED!

SEPTEMBER 16, 2009 AT 7:00 PM
WALTER REED COMMUNITY CENTER

CENSUS OVERVIEW (7:00PM - 7:15PM):

*What is the 2010 Census?
What will be asked on the census form?
Is my information kept private and confidential?*

HOW ARLINGTON COUNTY BENEFITS FROM CENSUS DATA (7:15PM – 7:20PM)

*What is census data used for?
What are federal formula grants?
How much money was lost due to an undercount in the 2000 Census?*

HARD-TO-COUNT AREAS (7:20PM – 7:30)

*What characteristics make up a hard-to-count area?
Where are the hard-to-count areas in Arlington County?*

WORKING SESSION (7:30PM – 8:15PM)

*Where are the hard-to-count areas in your community?
What is the best way to reach the hard-to-count populations living in these areas?*

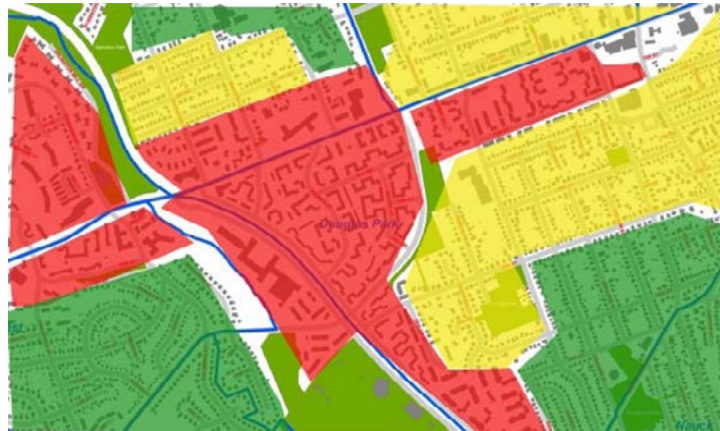
RECAP (8:15PM – 8:30PM)

Map Activity: Hard-to-Count Areas in Your Community

Directions:

Step 1: Based on your knowledge of your community, use the following color scheme to indicate the hard-to-count rates of areas in your community.

- RED** = High rate of hard-to-count individuals
- YELLOW** = Moderate rate of hard-to-count individuals
- GREEN** = Low rate of hard-to-count individuals



Step 2: Determine an outreach strategy for reaching the people in the areas you have designated with a **High** rate of hard-to-count individuals.

- 1) Use **BLUE** to circle high rate areas. You may wish to group adjacent areas if you are using the same outreach strategy.
- 2) Assign a number to each the circled area.
- 3) On the Outreach Strategy Sheet write:
 - a. number corresponding to the high rate area
 - b. a general description of the area
 - c. a description of the strategy to reach the people living in these areas

EXAMPLE:



Outreach Strategy Sheet		
MAP NUMBER:		
GROUP MEMBERS:		
1:		
Area #	Area Description	Strategy Description
1	Mix of multi-family dwelling units along Columbia Pike	Target outreach through businesses located on Columbia Pike. Use posters in stores.

2010 CENSUS

Arlington let's get counted!



2010 CENSUS FORUM

WORKING TOGETHER, BUILDING TRUST AND COUNTING EVERYONE

OCTOBER 20, 2009
7:00 PM
ARLINGTON COUNTY SHIRLINGTON LIBRARY

WELCOME & INTRODUCTIONS

ROBERT RUIZ
ARLINGTON COUNTY
URBAN PLANNER, RESEARCH COORDINATOR

KEYNOTE SPEAKER

HONORABLE J. WALTER TEJADA
ARLINGTON COUNTY
BOARD MEMBER

**ANNOUNCEMENT OF THE
COMPLETE COUNT COMMITTEE
MEMBER ORGANIZATIONS**

LENI GONZALEZ
COMPLETE COUNT COMMITTEE
CO-CHAIR

ROAD TO THE 2010 CENSUS

RON BROWN
U.S. CENSUS BUREAU
PARTNERSHIP COORDINATOR

QUESTION AND ANSWER PERIOD



EMPLOYMENT OPPORTUNITIES & SERVICES SHOWCASE

Join Arlington County Board Member Walter Tejada and the U.S. Census Bureau for Arlington Counts!

A fun filled afternoon with music, dancing, and FREE GIVEAWAYS!

The U.S. Census Bureau will be recruiting for 2010 Census workers. Paying up to \$20 per hour! Bilingual workers needed!

Ballston Common Mall
February 13, 2010
11:00am - 2:00pm



J. Walter Tejada
Arlington County Board

www.ArlingtonVa.us/Census2010

¡GRATIS!



ARLINGTON
COUNTS!

United States[®]
Census
2010

OPORTUNIDADES DE EMPLEO Y DEMOSTRACIÓN DE SERVICIOS

Participe junto con Walter Tejada, Miembro de la Junta del Condado de Arlington, y el Departamento del Censo de los Estados Unidos en Arlington Counts!

¡Una tarde divertida llena de música, baile y regalos!

El Departamento del Censo de los Estados Unidos estará buscando trabajadores para el Censo 2010. ¡Pagarán hasta \$20 la hora!
¡Se necesitan trabajadores bilingües!

Ballston Common Mall- Food Court

13 de Febrero, 2010

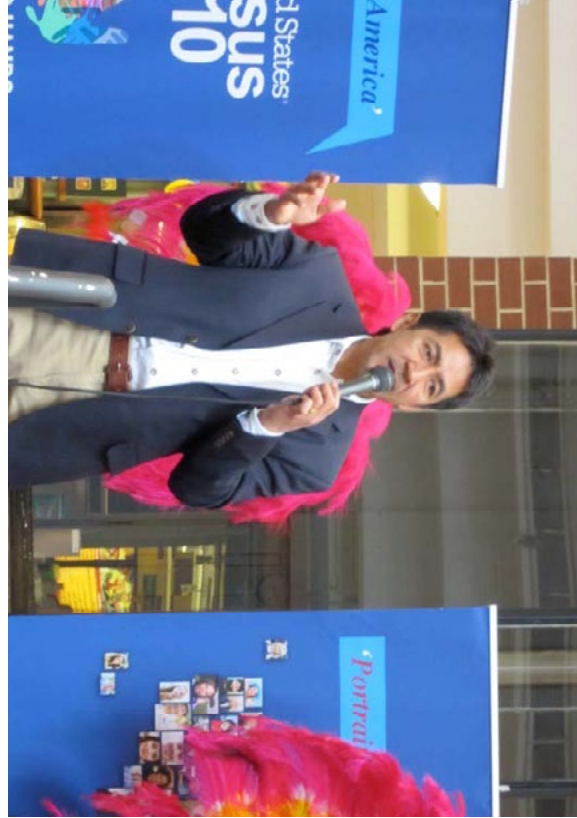
11:00am - 2:00pm



J. Walter Tejada
Arlington County Board

www.ArlingtonVa.us/Censo2010

Attachment #28: Arlington Counts! Photos







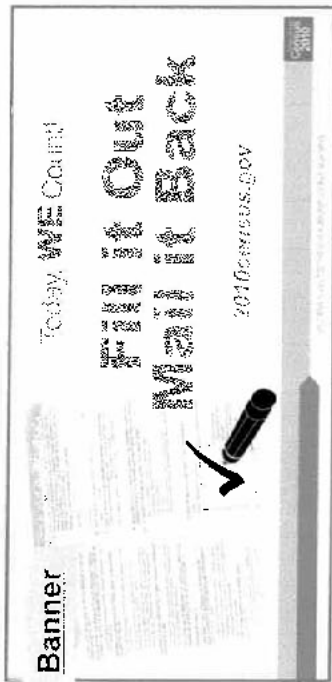
Attachment #29: March to the Mailboxes Promotional Items



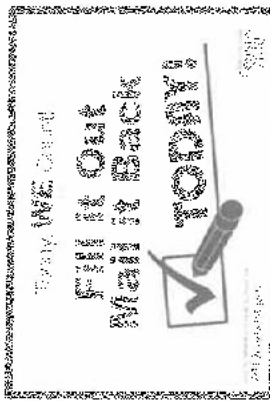
Census Bureau will provide:

- Shirts and Hats (max. 175 per tract)
- Flyers (1,500 per tract)
- Air Horns (3 per tract)

- Vinyl Parade Banner (1 per tract)
- Lawn Signs (75 per tract)
- Parade Signs (30 per tract)

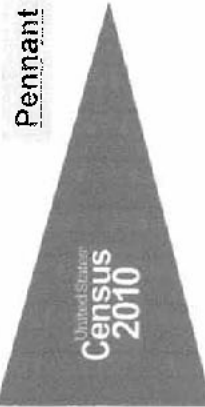


Rally Sign

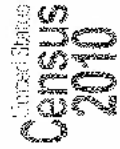



Lawn Sign

Flyer





Pennant






2010 Census
Claremont Civic Association
March 10, 2010



Overview

- Decennial Census vs. American Community Survey (ACS)
- Importance of the 2010 Census
 - Representation
 - Understanding of Community
 - The Claremont Community Snapshot
 - Federal Funding
 - 2000 Undercount and Funding Lost
- Arlington County's Role in the 2010 Census
- Logistics

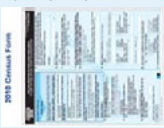



Decennial Census vs. ACS

- Started in 1790 to determine the number of seats in the House of Representatives.
- 1940 Census added the long form.
- 2000 Census was the last year for both long and short form in a Decennial Census.
- Starting in 2005 the American Community Survey (ACS) administers only the long form.
- The Decennial Census is only the short form.




Decennial



- Once every 10 Years
- Every household
- Short Form (10 Questions)

ACS



- Annually
- Sampled Population
- Long Form

The Decennial and ACS are two separate programs Conducted at the same time!
Some households will receive both Decennial and ACS in 2010!

2010 CENSUS
Arlington let's get counted!

Why is the Census important?

2010 CENSUS
Arlington let's get counted!

Representation

- The Census counts everyone to determine the number of seats each state will have in the U.S. House of Representatives.

Likely to Lose a Seat

Illinois
Iowa
Louisiana
Massachusetts
Michigan
New Jersey
New York
Ohio
Pennsylvania

Likely to Gain a Seat

Texas (3)
Arizona
Florida
Georgia
Nevada
South Carolina
Utah
Washington

2010 CENSUS
Arlington let's get counted!

Understanding of Community

- Understanding of the demographics of Arlington's population to provide for future planning and services.

6:00 AM
Get out of bed, brush your teeth, and get ready for the day.

6:15 AM
Get the kids ready for a morning of learning, sports, play, and social interaction.

7:30 AM
The kids are off to school. Administration is ready to handle the day's activities.

8:00 AM
Arlington is ready to go!

8:15 AM
Arlington is ready to go!

8:30 AM
Arlington is ready to go!

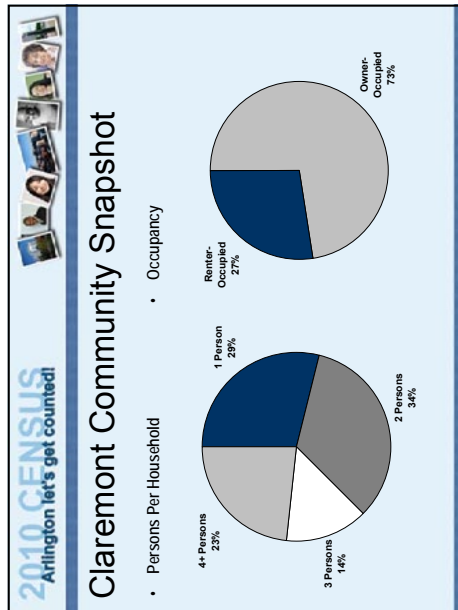
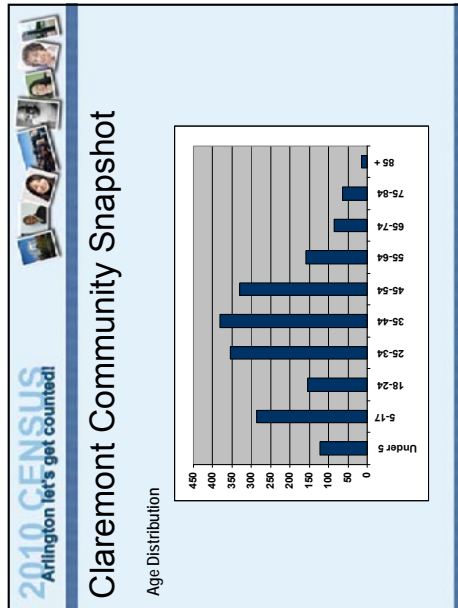
A Census Filled Day...

2010 CENSUS
Arlington let's get counted!

Claremont Community Snapshot

2000 Census Total Population = 1,947

Race/Ethnicity	2000	%
Non-Hispanic	1,566	81.6%
White	1,104	58.7%
Black or African American	190	9.8%
American Indian or Alaska Native	3	0.2%
Asian or other Pacific Islander	230	11.8%
Some Other Race	3	0.2%
Population of 2 or more races	58	3.0%
Total Hispanic or Latino	359	18.4%



-
- 2010 CENSUS**
Arlington let's get counted!
- ### Federal Funding
- Federal formula grants use Census data to distribute funds to jurisdictions and agencies.
 - In FY 2007, Arlington County received over \$207 million from grants that use Census data in allocations. Some program benefiting from this funding include:
 - Senior Community Service Employment Program
 - Medical Assistance Program
 - Temporary Assistance for Needy Families
 - Supportive Housing for the Elderly
 - State Children's Insurance Program
 - Community Development Block Grants/Entitlement Grants

2010 CENSUS
Arlington let's get counted!

Undercount and Federal Funding

2000 Undercount = 3,568 persons


\$3.37 Million

- 6 Fire Trucks of 12,400 Trees of 3,500 Summer Camp Scholarships
- 3 Fitness Centers of 50 Affordable Housing Units
- 7 ART Buses of

2010 CENSUS
Arlington let's get counted!

Arlington County's Role

- Preparing for the Census
 - Local Update of Census Addresses (LUCA)
 - The County submitted to the Census an additional 18,861 addresses that would otherwise not have been included in the Master Address File.
 - Participant Statistical Areas Program (PSAP)
 - Realigned Census geographies for more meaningful comparisons.



Ballston MSA

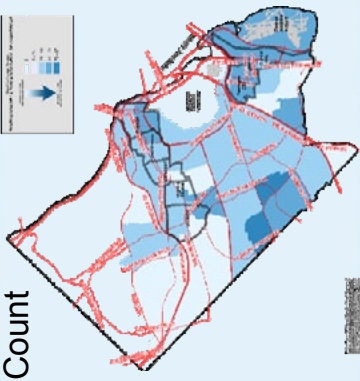
2010 CENSUS
Arlington let's get counted!

Arlington County's Role

- Targeted Outreach Campaign to the Hard-to-Count Population
- Hard-to-Count Score:
 - Response Rate
 - Percent of Housing not single detached or attached
 - Percent of Housing with more than 1.5 persons per room
 - Percent Occupied with more than 1.5 persons per room
 - Percent Households not husband/wife families
 - Percent Occupied Units with no telephone service
 - Percent not High School Graduate
 - Percent People Below Poverty
 - Percent Households with Public Assistance Income
 - Percent of People Unemployed
 - Percent Linguistically Isolated households
 - Percent Occupied Units where Householder Moved into less than 12 months

2010 CENSUS
Arlington let's get counted!

Hard-to-Count



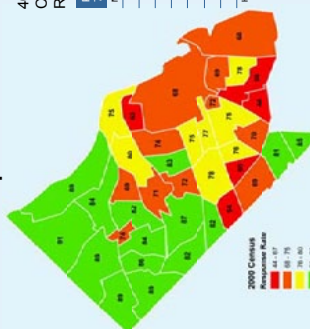
2010 CENSUS
Arlington let's get counted!

2000 Response Rate

46.6% of Arlington's population live in Census Tracts with a 75% or less Response Rate.

Percent of each race and ethnicity residing in tracts with a 75% or less response rate in Census 2000

Non-Hispanic/Latino Total	42.2%
White	35.0%
Black/African American	64.6%
American Indian/Alaskan Native	47.6%
Asian	56.6%
Native Hawaiian and Other Pacific Islander	58.1%
Some other race	52.2%
Total of race/ethnic	52.1%
Hispanic/Latino	62.9%



2000 Census
Response Rate
75% or more
70-75%
65-70%
60-65%
55-60%
50-55%
45-50%
40-45%
35-40%
30-35%
25-30%
20-25%
15-20%
10-15%
5-10%
0-5%

2010 CENSUS
Arlington let's get counted!

Arlington County's Role

Maximize Response Rate by Minimizing the Undercount

```

    graph TD
      Root[2010 Census Outreach Method  
Arlington County] --> Personal[Personal Interaction]
      Root --> Technology[Technology]
      Personal --- PersonalList[Civic Associations  
Non-Profits  
Schools  
Businesses  
Faith Based Organizations]
      Technology --- TechList[Websites  
E-mail  
Facebook  
Twitter]
  
```

2010 CENSUS
Arlington let's get counted!

Complete Count Committee

- Organizations and Members of the Arlington Community
- Split into 11 subgroups:
 - Linguistically isolated
 - Latino
 - Asian
 - African/Middle Eastern
 - Homeless
 - Working poor
 - Elderly
 - Young professionals and African Americans
 - Education
 - Business
 - Media
 - Faith-based communities

2010 CENSUS
Arlington let's get counted!

Web Outreach

www.arlingtonva.us/census2010
www.arlingtonva.us/census2010

census2010@arlingtonva.us

Facebook Search for: Arlington Let's Get Counted

Twitter <http://twitter.com/Census2010>

2010 CENSUS
Arlington let's get counted!

What is the Census?

"The census is like a snapshot that helps define who we are as a nation"

A count of all residents in the United States: includes people of all ages, races, ethnic groups, citizens and non-citizens.

- Describes who we are as a county, state, and nation.

Important **Safe** **Easy**

2010 CENSUS
Arlington let's get counted!




Privacy

- All information is kept private and secure for 72 years.
- Title 13, U.S. Code:
 - Information collected can only be used for statistical purposes.
- Patriot Act doesn't override confidentiality in Census
- Census Employees take an oath for life
- If violated penalties include 5 years in prison and/or a \$250,000 fine.




2010 CENSUS
Arlington let's get counted!




2010 Census Logistics

- Starting in March 2010, questionnaires will be mailed to every U.S. household.
- Questions should be answered based on household composition as of April 1, 2010.
- Short form = 10 minutes to complete



Name	Ethnicity
Sex	Relationship
Age	If the house is owned or rented.
Race	

2010 CENSUS
Arlington let's get counted!



"It's In Our Hands"

- Encourage friends, family, and neighbors to complete and send back their 2010 Census Questionnaire.
- Join the social networking groups and spread the message of the Census.
- Distribute information to local businesses, places of worship, school, etc.
- Attend upcoming Census Events:
 - Latino Round Table 2010 Census Community Forum
 - March 11, 2010 at Arlington Career Center (Arlinum, Commons Area) 6:30pm - 9:00pm

2010 CENSUS
Arlington let's get counted!



Thank You!



IT'S IN OUR HANDS
www.ArlingtonVA.gov

ARLINGTON
VIRGINIA

Elizabeth Rodgers
Demographer
Arlington County
703-228-3525
census2010@arlingtonva.us



ARLINGTON
VIRGINIA

DEPARTMENT OF COMMUNITY PLANNING, HOUSING AND DEVELOPMENT
Planning Division
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