

**The Success of the Census,**



# Census 2010

**It's In OUR Hands**



### **It's Important to You - Here's Why**

Where does that childcare or job training program go - or that health care facility or transit improvement?

Is it needed in your community?



### **It's Easy to Do - Just Reply**

By taking 10 minutes to answer your Census 2010 questionnaire, YOU SAY where it belongs

Your answers help decide who gets what.



### **Take Charge of Your Future - Don't Leave It Blank**

When you are counted in the Census, the services and programs you and your community need are there for years to come.



### **Your Safety Assured - Is First in Rank!**

Your answers are strictly **CONFIDENTIAL** - the law guarantees that they are never shared with other government agencies, assuring your privacy and safety.

**It's in OUR Hands**



United States  
**Census  
2010**

**Census Day  
April 1, 2010**



## How Communities Use Census Data

- Census data directs federal and state funding to community needs. Census information is used to allocate millions of dollars in government funding for schools, roads, hospitals nursing homes and child care centers.
- Federal programs use census data to allocate funding for services to elderly such as low income home energy assistance and other programs under the Older American Act, job training for workers, and services to children for free and reduce lunch programs.
- Census questions on housing provide data for community reinvestment act programming and emergency shelters.
- Census data are used to obtain grants for needed social, recreational and economic development programs.
- Census data on the community's labor force are used to recruit employees.
- Business rely on census data for locating new establishments and recruiting employees.
- Business use demographics and household characteristics for marketing products.

## What Can the Complete Count Committee Do

- Communicate the importance of completing census questionnaire.
- Include census information in newsletters and web pages.
- Place poster in work place encouraging employees to complete census Questionnaires.

## Census Timeline

**2009** Address canvassing to verify the mailing list for the census questionnaire

**March 2010** - Census forms mailed to households, special populations (nursing homes, correctional facilities, colleges etc.)

**April 1, 2010** – CENSUS DAY

**December 31, 2010** – Apportionment counts for Congressional Districts by State

**April 1, 2011** – Redistricting data delivered to the states for redrawing Congressional & Legislative Districts.



## Suggestions for Promoting the Census

- Provide space for Census Bureau Questionnaires Assistance Center.
- Adopt a school – Print census in School materials for schools.
- Start a Speakers Bureau - offer to speak to community groups about importance of the Census.
- Develop a video – PSA promoting the Census.
- Post on community and Business web sites.
- Write Census articles and messages promoting census in newsletters and in house communications.
- Hold Census events at your businesses in March encouraging employees to answer the census questionnaire.
- Encourage area religious leaders to talk about the importance of the Census.
- Ask schools and PTA's to encourage Census in School messages in March.

For assistance in implementing Census promotional activities contact City of Quincy Planning and Development Department at 217-228-4515 or Jeff Lawrence, Local Census Bureau Representative at 217-440-9072.



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