

**2010 Decennial Census
What State Legislative Officials
Should Know**

Texas House Redistricting Committee
Austin, Texas

September 30, 2009

Census – Foundation of Our Democracy

“Representatives and direct taxes shall be apportioned among the several states... according to their respective numbers.”

– Article I, Section 2, Clause 3

Census History

1790 – The first census

1850 – Counting individuals

1920 – No reapportionment

1940 – First use of sampling

1970 – Mailout/mailback

2000 – Increased response rates



Why a Census?

The Constitution requires a census every 10 years to determine the number of representatives to Congress for each state based on the population.

\$4,000,000,000,000+

In the next decade, over \$3 *trillion* in federal funding will be allocated to tribal, state and local governments using census data.

Why We Take the Census

Mandated by the U.S. Constitution to ensure fair and equal representation in our state legislatures and Congress

Census data is used to apportion the 435 Congressional seats among the states

Census data is used to redistrict the Congressional and state legislative boundaries



What the Census Means for Your Community

Census data help planners and decision-makers determine *what* neighborhoods need to help their communities and decide *where* to invest in:

Transportation

Public works

Economic development

Public health

Emergency preparedness

Education

Senior services and more...

A Major Challenge

MUST COUNT EVERYONE...

- 309 million people who speak more than 50 languages
- 130 million households

...IN THE RIGHT PLACE!

- 50 states & District of Columbia
- Puerto Rico
- Commonwealth of the Northern Marianas Islands
- Guam
- American Samoa
- US Virgin Islands



Ensuring the Confidentiality of Your Information

- By law, the Census Bureau does not share personal information with ANYONE
- Not even with other federal or law enforcement agencies
- The Census Bureau strips all identifying information and publishes only summary data



Seven Topics on the 2010 Census Form

A short form only census

Takes only ten minutes to complete

- Name
- Age
- Gender
- Race
- Ethnicity
- Relationship
- Rent/own house

2010 Census: Operational Changes

Short form only—

Use of handheld computers equipped with GPS for nationwide address canvassing

Update and verify group quarters prior to the census

Bi-lingual English/Spanish questionnaires mailed to 13 million households

Replacement questionnaires mailed to low and medium response areas

What to Expect in 2010

Advance letter

Questionnaire

Reminder postcard

*Some areas will receive a **bilingual English Spanish questionnaire.***

*If you forget to return your completed questionnaire, in some areas you will receive a **replacement questionnaire.***

If you do not return the replacement questionnaire...

...Then a Census Taker Arrives



If a household does not mail back the questionnaire, then a census taker will come to the residence to conduct a non-response follow-up interview.



Time Is Short

The 2010 Census has begun – address list development is complete
Questionnaires are being printed.
Census Day is April 1, 2010
Deliver apportionment counts to the President by December 31, 2010
Deliver redistricting data to the states by April 1, 2011

How We Get it Done

Hire over 500,000 temporary employees

<http://www.census.gov/2010census/jobs/>

Establish *partnerships* to help:

- Convey importance of being counted to everyone
- Help those with language challenges
- Spread the word about census taker jobs



What Can You Do to Help?

- Form or participate in **Complete Count Committees** starting in 2009
- Help Census Bureau staff **identify areas** that will be **hardest to count**
- **Strategize** with us **the most effective way** to ensure everyone is counted in your community
- Use communication tools at your disposal to **let your community know** about the 2010 Census

Integrated Communications Program

🏗️ Goals

- 🏗️ Increase Mail Response
- 🏗️ Improve Accuracy and Reduce Differential Undercount
- 🏗️ Improve Cooperation with Enumerators

🏗️ Paid Media: 3 Phases

- 🏗️ Awareness (January-February)
- 🏗️ Motivation (March-April)
- 🏗️ Non-Response Follow-Up (May-June)

🏗️ Partnership: engage powerful advocates for the Census

- 🏗️ Work together throughout the census
- 🏗️ Reach the hard-to-count

2010 Census Language Program

Census Forms (6)

English . Chinese-Simplified
Korean . Russian . Spanish
Vietnamese

97.8%*

Promotional Materials, Paid Media (TV, Radio, Print, OOH, and/or Web) (28)

Arabic . Armenian . Bengali . Chinese-Mandarin . Chinese-Cantonese
English . Farsi . French . German . Greek . Haitian Creole . Hindi . Hmong
Italian . Japanese . Khmer . Korean . Laotian . Polish . Portuguese Russian
Spanish . Thai . Tagalog . Ukrainian . Urdu . Vietnamese . Yiddish

99.4%*

Language Assistance Guides (59)

Albanian . Amharic . Arabic . Armenian . Bengali . Bulgarian . Burmese . Cebuano . Chamorro . Chinese-
Simplified . Chinese-Traditional . Chuukese . Croatian . Czech . Dari . Dinka . Dutch . Farsi . French . German
Greek . Gujarati . Haitian Creole . Hebrew . Hindi . Hmong . Hungarian . Ilocano . Italian . Japanese . Khmer
Korean . Laotian . Lithuanian . Malayalam . Marshallese . Navajo . Nepali . Polish . Portuguese . Punjabi
Romanian . Russian . Samoan . Serbian . Somali . Spanish . Swahili . Tagalog . Tamil . Telugu . Thai . Tigrinya
Tongan . Turkish . Ukrainian . Urdu . Vietnamese . Yiddish

99.7%*

Partnership Staff Linguistic Capabilities (101)

Albanian . Amharic . American Sign Language . Anishinaabemowin . Arabic . Aramaic . Armenian . Bahasa Melayu . Bengali . Bicol . Bosnian . Bube
Burmese . Caddo . Cebuano . Chaldean . Chinese-Cantonese . Chinese-Chaochowese . Chinese-Fukienese . Chinese-Mandarin . Chinese-Shanghaiese
Chinese-Simplified . Chinese-Traditional . Choctaw . Coshatta/Koasati . Creole . Dakota . Dutch . English . Fang . Farsi . Flemish . French . French Creole
German . Greek . Gujarati . Haitian Creole . Hawaiian . Hebrew . Hindi . Hmong . Hokkien . Hungarian . Igbo . Indonesian . Irish Gaelic . Italian . Japanese
Keres . Khmer . Kickapoo . Korean . Lokata . Laotian . Lithuanian . Lummi . Maliseet . Marshallese . Mayan-Yucatec . Micmac . Mixteca . Mohawk . Muskogee
. Navajo . Nez Perce . Oneida . Oriya . Oromo . Pawnee . Polish . Portuguese . Portuguese-Brazilian . Portuguese Creole . Punjabi . Purepecha . Russian
Sahaptin . Salish . Samoan . Sinhalese . Slovak . Somali . Spanish . Swahili . Tagalog . Taiwanese . Tamil . Taosanese . Teochew . Thai . Tigrinya . Tongan
Ukrainian . Urdu . Vietnamese . Wikang Filipino . Wolof . Yiddish . Yoruba

99.8%*

* Percent of all adults either in their native tongue, or in English for those who are bilingual

National and Regional Partnership Overview

- **Program objective is to engage national and regional partner organizations so they are equipped and excited to engage their own constituents with a powerful, authentic and motivating call to participate in the 2010 Census**

- **Helps hard-to-count populations overcome their fear of participating in the census**

- **Types of partners include local and tribal governments, Fortune 500 companies, local businesses, religious organizations, media outlets, etc.**

How Partners Support the Census

- Establish Complete Count Committees
- Provide and distribute promotional materials for use by partner organizations
- Identify locations for Be Counted and Questionnaire Assistance sites
- Translate materials
- Provide a strong census presence at local and national events

What Happened to the Long Form?

- It's now the *American Community Survey (ACS)* collecting information from three million households and group quarters every year.
- ACS data can be accessed now via American FactFinder at www.census.gov

The screenshot shows the U.S. Census Bureau website. The header includes the U.S. Census Bureau logo and navigation links for Subjects A to Z, FAQs, Privacy Policy, and Help. A search bar is present with the text 'SEARCH: Census.gov' and a 'GO' button. The main content area is divided into several sections: 'New on the Site', 'Data Tools', 'American FactFinder' (highlighted with a red circle), 'Jobs@Census', 'Catalog', 'Publications', 'Are You in a Survey?', 'About the Bureau', 'Regional Offices', 'Doing Business with Us', and 'Related Sites'. The 'American FactFinder' link is circled in red. The 'Data Finders' section on the right includes 'Population Clocks' showing 'U.S. 303,318,010' and 'Population Finder' with a search form. The footer contains the U.S. Census Bureau logo and the tagline 'Helping You Make Informed Decisions', along with accessibility and privacy information.

ACS Data Release Schedule

Data Product	Population Threshold	Year of Data Release							
		2006	2007	2008	2009	2010	2011	2012	2013
		Year(s) of Data Collection							
1-year Estimates	65,000+	2005	2006	2007	2008	2009	2010	2011	2012
3-year Estimates	20,000+			2005-2007	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012
5-year Estimates	All Areas					2005-2009	2006-2010	2007-2011	2008-2012

Data products are released in the year following the single year or multiyear period in which data are collected.

For More Information On the ACS

Suscribe to “ACS Alert”

*[http://www.census.gov/acs/www
/Special/Alerts.htm](http://www.census.gov/acs/www/Special/Alerts.htm)*

Visit the ACS website:

www.census.gov/acs/www

For More Information On the 2010 Census

www.census.gov/2010census/

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United States
Census 2010

2010 Census Main | About 2010 Census | 2008 Dress Rehearsal | Jobs | Timeline of Activities | Promotional Materials | FAQs

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Protecting Your Answers
Redistricting Data Program
Local Update of Census Addresses Program (LUCA)
Census In Schools

Looking for Previous Census Data?
Census 2000
1990 Census

Top Story

Census Workers to Update Address List at Dress Rehearsal Sites

The Census Bureau is entering the first major phase of the 2008 Census Dress Rehearsal after months of recruiting hundreds of people from the two dress rehearsal sites — San Joaquin County, Calif., and a nine-county area around Fayetteville, N.C.

Now through the end of June, more than 1,000 locally hired workers will update the Census Bureau's address list — verifying, adding and correcting addresses.

To help ensure the accuracy of the census and improve efficiency, the Census Bureau has moved away from using traditional pencil and paper to update its address list and maps. Now, census workers will update the information electronically, using hand-held computers and coordinates from the Global Positioning System (GPS).



Residents can easily identify census workers by their official badges, hand-held computers and census bags.

News Release: [Fayetteville Address Update](#) | [San Joaquin County Address Update](#) | [Podcast](#)

Recent News

- [U.S. Census Bureau Kicks Off 2008 Dress Rehearsal, Opens Local Census Offices](#)
- [Census Bureau Submits Subjects for 2010 Census to Congress](#)
- [Census Bureau Hires Managers for New Dress Rehearsal Offices](#)
- [The Census Bureau is seeking nominations for its Race and Ethnic Advisory Committees \(REAC\)](#)
- [State, Local and Tribal Governments Benefit by Early Participation in the 2010 Census \(LUCA Program\)](#)

Population Clocks
U.S. 301,970,313
World 6,598,691,827
20:35 GMT (EST-6) May 31, 2007

Population Finder
city/ town, county, or zip
or
Select a state
GO

Did You Know?
In 1790, the first census was taken by U.S. marshals on horseback and counted 3.9 million people. Census 2000 counted more than 281 million people.

U.S. CENSUS BUREAU
Helping You Make Informed Decisions

Data Tools | Catalog | Census 2000 | Quality | Privacy Policy | Contact Us | Home

Source: U.S. Census Bureau | Public Information Office | (301) 763-3030 | Last Revised: May 08, 2007

2010 Census Redistricting Data Program--

What is your role and how does it work with the overall program?

Let's get into the background first.

History of the Census Redistricting Data Program

Voting Rights Act of 1965

Public Law 94-171 passed in 1975

Creation of TIGER Database for 1990
Census

1990 Redistricting Data Program

2000 Redistricting Data Program

Impressive Numbers from 2000 for the State of Texas

675,062 Census Tabulation Blocks

8,284 Voting Districts

31 Senate Districts (provided for 2010)

150 House Districts (provided for 2010)

Texas's Redistricting Data Program Liaisons

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2010 Census Redistricting Data Program

- Public Law 94-171
 - Mandates the provision of small area data required for legislative redistricting no later than 1 year following Census Day
 - Requires the Census Bureau to work with the states to identify those small areas
 - Examples: voting districts, census blocks

The Five Phases

- Phase 1 – State Legislative District Project
- Phase 2 – Voting District/Block Boundary Suggestion Project
- Phase 3 – 2010 Census Data Delivery
- Phase 4 – Collection of post-2010 Census Redistricting Plans
- Phase 5 – Evaluation and Recommendations
- See brochure

Phase 1 – State Legislative District Project

- 2005 – 2007
- 100% participation
- Collected state legislative district boundaries in effect during '06 elections
- Tabulated 2000 Census data to those boundaries
- Released data on DVD and AFF in January 2007
- Updates will be collected during Phase 2
- Geographic areas will be used to tabulate 2010 Census data

Phase 2 – Voting District/Block Boundary Suggestion Project

- 2008 – 2010
- 100% response
- Collecting voting district boundaries and tabulation block boundary suggestions
- Geographic areas will be used to tabulate 2010 Census data

Phase 3 – 2010 Census Data Delivery

- Delivery of the P.L. 94-171 Redistricting Data and Geographic Products
- Geographic products delivered first, data products follow
- No later than April 1, 2011
- Data includes:
 - Race for the Total Population and Population 18 and Over
 - Hispanic or Latino, and Not Hispanic or Latino by Race for the Total Population and Population 18 and Over
 - Total Housing Units (occupied and vacant)

P.L. 94-171 Redistricting Data Prototype

- Prototype of the P.L. 94-171 Redistricting Data and Geographic Products will be released in April 2009
- Geographic products will precede the data products
- Prototype will allow states, vendors, DOJ to develop their redistricting data systems in advance of the official 2010 Census delivery
- School districts, housing unit table

Phase 4 - Collection of post-2010 Census Redistricting Plans

- 2012-2013
- Collection of newly drawn congressional and legislative district boundaries
- Tabulation of 2010 Census data to those new districts
- Release of data via DVD and AFF

Phase 5 – Evaluation and Recommendations for 2020 Census

- The “View From the States” will appear in a final publication and will be used to formulate the 2020 Census Redistricting Data Program
- http://www.census.gov/rdo/about_the_program/index.html

Questions?

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