



IT'S IN **OUR HANDS**

Long Beach & the 2010 Census

WE CAN'T MOVE FORWARD UNTIL YOU MAIL IT BACK!



What is the U.S. Census?

- Every 10 years, the government reports the number of people who live in the United States by conducting a count called the census
- All persons are required to be counted
- This count is required by the U.S. Constitution



Key Dates

- February – March 2010:** Census questionnaires are mailed or delivered to households
- April 1, 2010:** Census Day – Use this day as point of reference for returning your completed forms
- April – 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



What's at Stake?

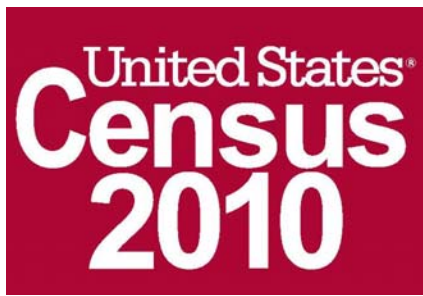
- Census data is used to determine the number of representatives your state receives in the U.S. Congress, as well as your county's representation in state legislature
- Government agencies use the data to make funding decisions for more than \$400 billion in federal and state funding for local communities

That's 4 trillion over a 10-year period!

- In Long Beach, it is estimated that each person counted represents \$2,900 in federal or state funding over a 10-year period



How Does It Work?



- It's Easy
- It's Safe
- It's Important

United States Census 2010
U.S. DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC ANALYSIS
U.S. CENSUS BUREAU

This is the official form for all the people at this address.
It is quick and easy, and your answers are protected by law.

Use a blue or black pen.
Start here

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 if 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! We don't understand an answer.
Area Code - Number
 - -

5. Please provide information for each person living here. Start with a person living here who owns or rents the 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? First name below:
Last Name
First Name M F

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.
First 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 the 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 — For example, for example, Argentinian, 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 — For several examples see page 2
- Asian Indian
- Japanese
- Native Hawaiian
- Chinese
- Korean
- Guamanian or Chamorro
- Filipino
- Vietnamese
- Samoan
- Other Asian — First race, for example, Bangladeshi, Cambodian, Pakistani, and so on.
- Other Pacific Islander — First race, for example, Fijian, Tongan, and so on.
- Some other race — First race.

10. Does Person 1 sometimes live or stay somewhere else?
 No Yes — Mark all that apply.

- In college housing
- In jail or prison
- In the military
- In a nursing home
- At a seasonal or second residence
- For child custody
- For another reason

→ If more people were counted in Question 1, continue with Person 2.

OMB No. 0970-019-C Approval Expires 12/31/2011
Form D-61 (2-10-2008)

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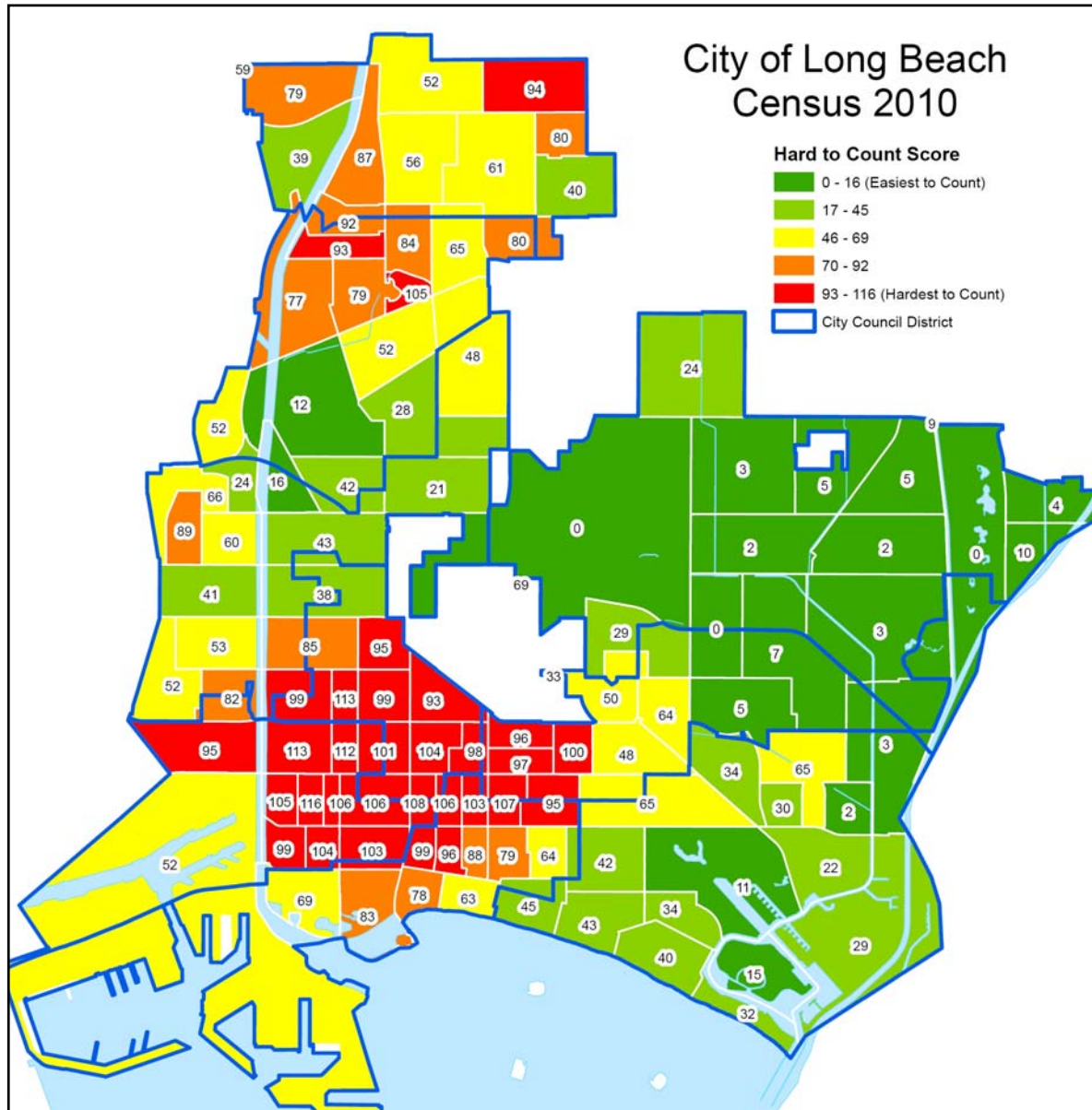


Challenge of the Undercount

- **Privacy**: Some people are reluctant to give the government personal information
- **Confidentiality**: Some people worry the information they provide could be used against them

Never shared with other governmental agencies!

- **Immigration and Citizenship Concerns**: Some people do not want to draw attention to themselves
- **Difficulty in Counting**: 46 of 116 census tracts are considered hard to count based on a number of variables



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What is the City Doing?

- ✓ Election Materials
- ✓ Email Blasts
- ✓ Neighborhood Newsletters
- ✓ Community Meetings
- ✓ Section 8 Housing Materials
- ✓ Utility Bills & Public Mailers
- ✓ Printed Materials at City Facilities
- ✓ On Hold Messages
- ✓ City Council Meeting "Crawlers"
- ✓ Printed Materials at City Facilities
- ✓ Electronic Message Boards
- ✓ Spring Recreation Program Guide
- ✓ Port Newsletters
- ✓ Heart of the City Program Segment
- ✓ Weed and Seed Outreach
- ✓ Workforce Development Outreach
- ✓ Community Health Worker Outreach
- ✓ City Census Website



City Web Page

city menu **CENSUS 2010** **CITY OF LONG BEACH** **IT'S IN OUR HANDS** Google™ Custom Search **search**
Wednesday, November 4, 2009

Homepage : Census E-mail Print

Long Beach Census 2010 **CITY OF LONG BEACH** **IT'S IN OUR HANDS**
Spanish Khmer **APRIL 1, 2010 IS CENSUS DAY**

What does the 2010 Census mean to me?

Money to your community for the services you need. Because funding is distributed to cities and towns based on population, when you complete your census questionnaire you ensure that thousands of your tax dollars are returned to your community in critical services for you and your family. These services can range from safety and health programs to parks and transportation facilities—programs that improve your life.

Your answers alone can mean the difference of thousands of dollars to your community over the next 10 years. Multiply that by your neighbors' responses, and that means millions in these tough times!

"Can I fill out my form online?"
Not at this time. We are experimenting with Internet response for the future.
[Explore the form here ►](#)

It's Safe to Complete the Census

Don't be afraid to be counted, even if you are not a documented resident. Census forms are completely confidential and cannot be shared with anyone, including welfare and immigration agencies. No court of law, not even the President of the United States, can access your individual responses. Census workers are highly motivated to protect your answers – they are subject to a \$250,000 fine and/or a five-year prison term for disclosing any information that could identify a respondent or household.

Ten Questions, Ten Minutes, Every Ten Years

The U.S. Constitution requires a national census once every 10 years. Census forms will be mailed to every household in March 2010 and Census Day is April 1, 2010. In Long Beach, more than 180,000 housing units will receive the Census! The brief questionnaire takes about 10 minutes to complete, and asks for the name, gender, age, race, ethnicity and relationship to the householder, and whether the householder owns or rents their home. You should fill out your census form wherever you are on the day you receive it, regardless of where you live at other times of the year.

Portrait of America - General

What happens if I don't complete my 2010 Census form?

Getting an accurate count of the people is so important that, if you don't return the questionnaire, a Census representative will contact you by phone or visit your home as many as six times seeking your answers. If you still don't respond, your neighbors may be asked about the people residing in your home.

[Questions You May Have](#)
[Census Job Opportunities](#)
[US Census Bureau - United States Census 2010](#)

Make a difference in your community.
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CENSUS 2010
IT'S IN OUR HANDS

many unique neighborhoods, one great city **longbeach.ca**

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City Ad

United States® Census 2010

Just as every vote counts in City elections, every resident counts in the 2010 Census. That is why it is so important that all residents participate. It is easy, important, and safe.

Long Beach Receives federal funding based on the accuracy of the Census count. That information provides funding that allows the City to enhance programs and services that are vital to our community. This funding will make possible:

- Additional health care services
- Enhanced water quality
- More parks and open space
- Expanded library services
- Increased school funding
- Improvements to streets and sidewalks
- Expanded services and support for veterans
- Enhanced services for seniors ... and more.

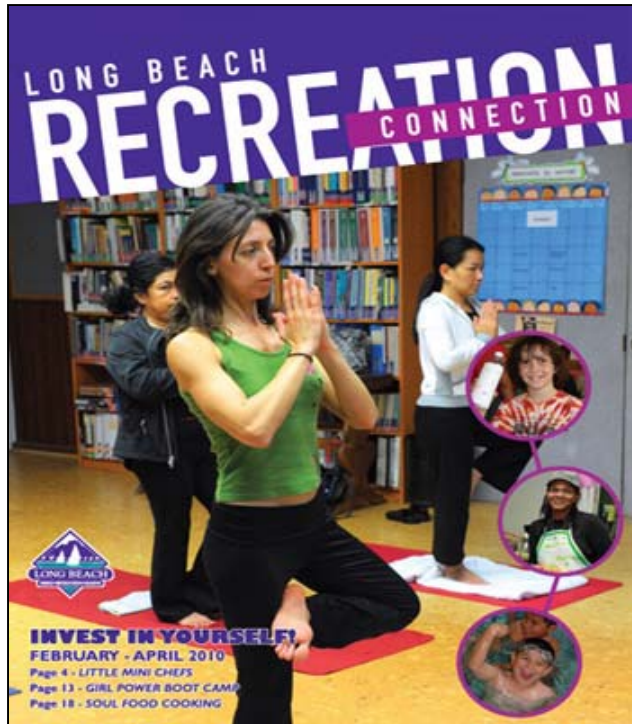
The U.S. Census Bureau will mail or deliver forms to your house in march 2010. The 2010 Census form is new and easy to understand. The questionnaire asks 10 questions, will take less than 10 minutes to complete, and your answers are confidential and safe. Residents are encouraged to fill out and return the questionnaire as soon as possible. To learn more, visit www.longbeach.gov.



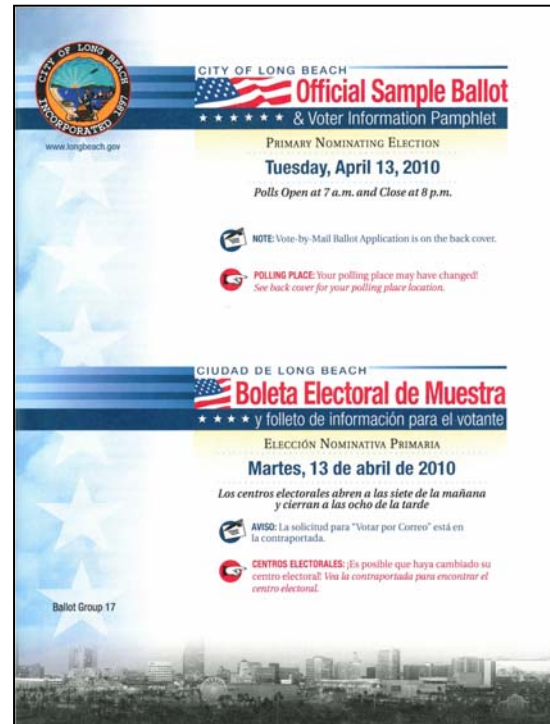
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Printed Materials



92,464
Copies Distributed



240,091
Copies Distributed



160,396
Copies Distributed

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What Can You Do?

- Community-based organizations, neighborhood associations, faith-based organizations can reach out to residents
- Schools can provide information to students to inform parents of the importance of the Census
- Business leaders can promote the Census to their customers
- The media has a unique opportunity to reach people in the community



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