

Memorandum



DATE November 14, 2008

TO Honorable Mayor and Members of the Dallas City Council

SUBJECT The 2010 Census: An Overview

On Wednesday, November 19, 2008, Stan Lewis, Partnership Specialist for the Dallas Regional Census Center, will provide an overview of the 2010 Census. A copy of the presentation is attached.



Mary K. Suhm
City Manager

cc: Deborah Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Forest Turner, Interim Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
Dave Cook, Chief Financial Officer
Frank Libro, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager

The 2010 Census: An Overview



Stan Lewis
2010 Partnership Program
Partnership Specialist
Dallas Regional Census Center

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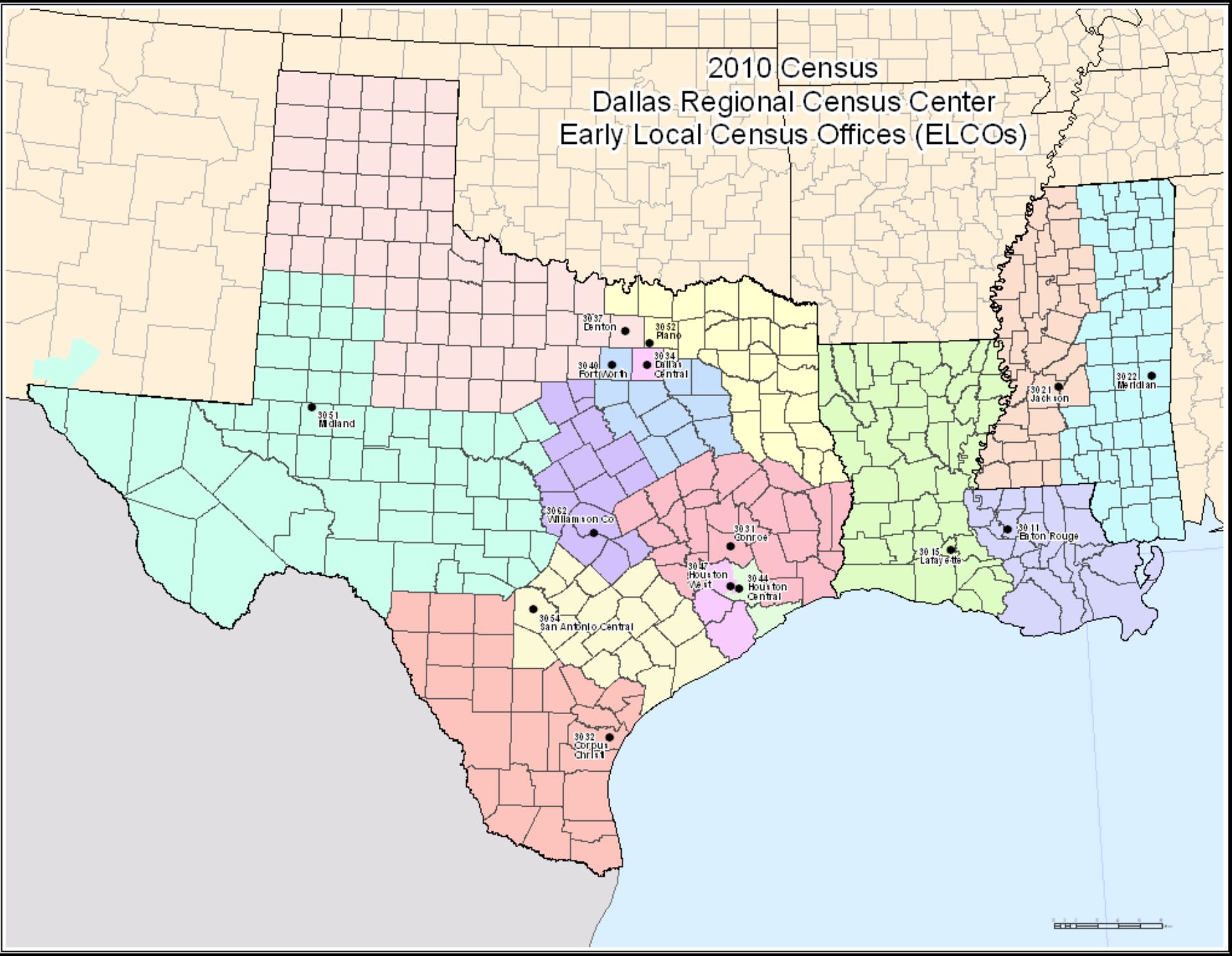
The “Big” Picture!

- April 1, 2010
- 12 Regions ... Dallas is TX, LA, & MS
- 51 Local Census Offices
 - 38 in TX
- 60 Partnership Specialists in Dallas Region
 - 40 – 45 in TX
- 2000 Census Mail Response Rates:

Area	% Response
United States	67%
Texas	64%
City of Dallas	62%



2010 Census
Dallas Regional Census Center
Early Local Census Offices (ELCOs)



2010 Census Core Messages

- **It's Easy:**
 - Shortest questionnaire in Census history
 - Seven questions: name, gender, age, race, ethnicity, relationship, own/rent
 - Will take only about 10 minutes to complete
- **It's Important:**
 - Census data directly affect how more than \$300 billion per year in federal funding is allocated
 - The census will count all residents living in the United States on April 1, 2010
 - The census provides a snapshot of the nation, which helps define who we are
- **It's Safe:**
 - Answers are protected by law and strictly confidential
 - Information collected is used for statistical purposes only

2010 Census Questionnaire

- The 2010 Census questionnaire is easy to complete
- It asks only a few simple questions of each person, designed to collect information related to the name, relationship, gender, age, race, & Hispanic origin of each person at the residence, and whether the respondent owns or rents his or her home.
- This simple, short questionnaire takes just a few minutes to complete and return by mail

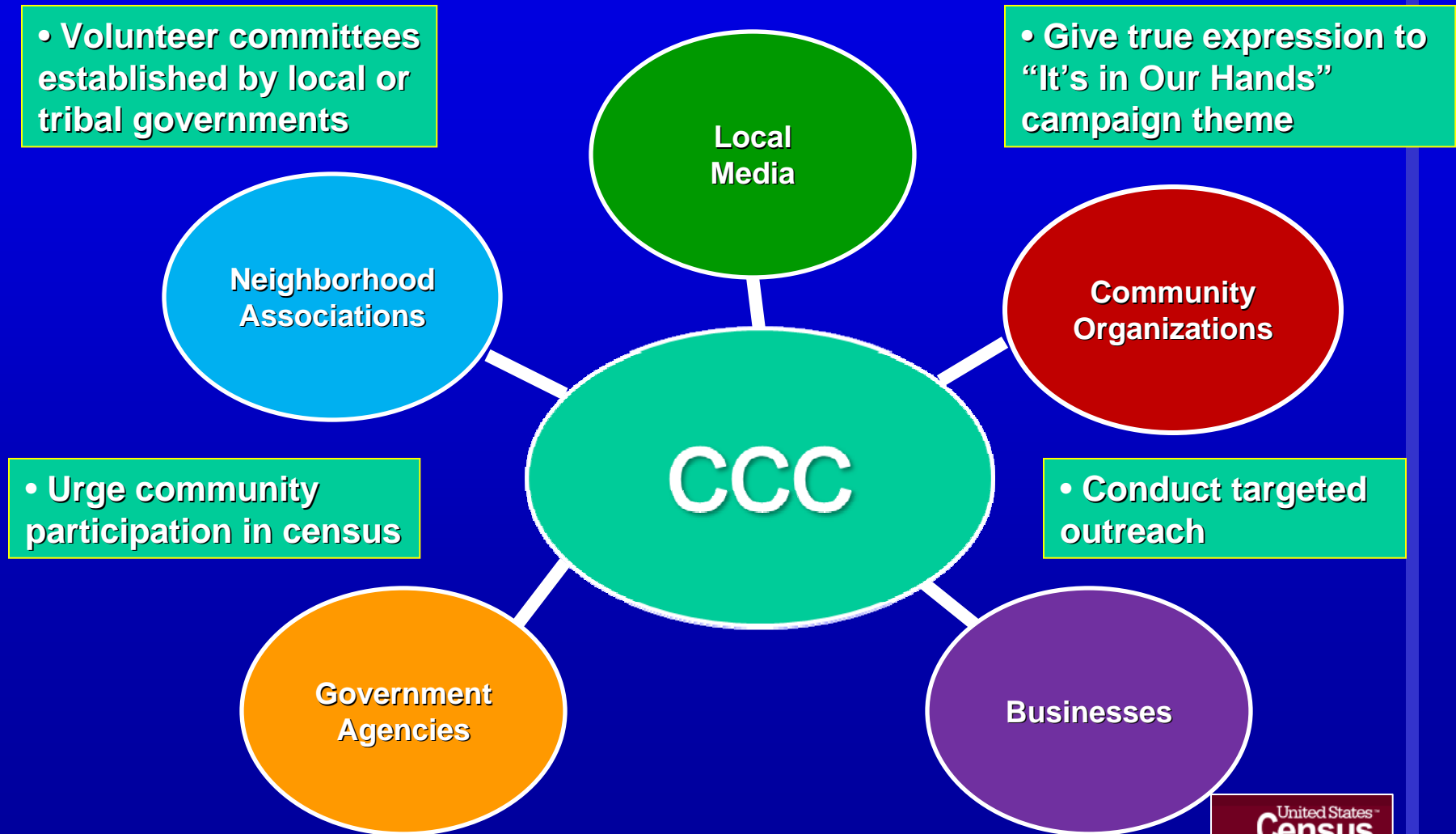
Language Assistance

- Spanish/English Questionnaire
 - Mailed to areas with high concentrations of “Spanish Spoken at Home”
- Questionnaire will be printed in English + 5:
 - Spanish, Russian, Chinese, Korean, Vietnamese
- Telephone Questionnaire Assistance
- Language Assistance Guides
- Language Identification Flash Cards
- Multilingual Enumerators
- Questionnaire Assistance Centers
- Be Counted Sites

Partnership Efforts

- Complete Count Committees
- Promotional materials
- Specialized outreach to HTC communities
- Targeted special events
- Be Counted/Questionnaire Assistance Centers
- Faith Based Organizations
- Census in Schools
- Partnership Specialists (Approximately)
 - 3-4 in Dallas County

Partnerships: Complete Count Committees



Partnerships: Be Counted/Questionnaire Assistance Center Programs

Be Counted sites are locations where people go to get a blank questionnaire if they feel they were missed

Questionnaire Assistance Centers are locations where people receive help completing their questionnaire

Nationwide 30,000 QACs & 40,000 BC Sites in community locations

Paid Questionnaire Assistance Center Representatives

BC sites will only have questionnaires & will not be staffed

April and May 2010

Hard to Count (HTC) Indicators

- Elderly
- Children/Infants
- Minorities
- Language
- Lower Socioeconomic
- Renters
- Newly Arrived Immigrants
- Migrant Farm/Ranch Workers & Their Families
- Homeless

Partnerships: Targeted Outreach to Hard-to-Count Populations

- Overcome community fears through awareness, education, motivation, and community events.
 - Support through community leaders
 - Raise census awareness among HTC populations
 - Provide tools to help HTC populations participate
 - In-language promotional materials
 - Language Assistance guides
 - Be Counted Sites
 - Questionnaire Assistance Centers
 - Telephone Questionnaire Assistance

Partnerships: Census in Schools

- Web site for teachers, students & parents
- Lesson plans
- Newsletters
- Flyers & take home materials for students
- Encourage in-school events



2010 Census Timeline

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



Recruitment Efforts

- Two big recruitment drives
 - National Address Canvassing – October 2008 to April 2009
 - Nonresponse Followup – October 2009 to April 2010
- Approximately 750,000 applicants needed in Dallas Region (TX, LA, & MS)
- Positions
 - LCO Management
 - LCO Office Staff
 - Field Enumerators
- Competitive Pay - \$8 and up in Dallas County



2010 Census Positions Available

Hiring Start: October 2008

Office Opening Start: October 2008

Your community is counting on you

Every 10 years, we conduct a census of our population. The results help determine your representation in government, as well as how federal funds are spent in your community on things like roads, parks, housing, schools, and public safety. As census employees, you'll play a vital role in making sure that everyone is included.

Earn good pay

Census employees receive competitive pay on a weekly basis. In addition, you will be reimbursed for authorized mileage and related expenses.

Bilingual speakers are encouraged to apply!

All census employees must be able to speak English, but bilingual skills in English and other languages are needed in communities that have a large number of residents who speak a language other than English. If you have such skills, we encourage you to apply.

Get more than just a paycheck

Besides good pay, you'll have flexible hours, paid training, and the chance to work within your own community. You'll earn a place in history, as well as work experience you can add to your résumé.

Throughout Texas

Pay Rate: \$8.00 – \$19.25 per hour
(Depending on position and Location)

*Mileage Reimbursement Rate
Authorized*

Must be U.S. Citizen
Applicants must be 18 yrs. of age or older
Call 1-866-861-2010
to Schedule the Field Employee Selection
Aid Test.

For more information please visit
www.census.gov/rodal/www/employ.html

Department of Commerce
U.S. Census Bureau
An Equal Opportunity Employer



**2010 Census Jobs:
Crew Leaders and Enumerators**

Texas Pay Rate Ranges: \$8.00 – \$19.25 per hour (Pay rates depends on position and location)

Crew Leaders: Supervise enumerators during field operations. They are responsible for the review and certification of enumerator payroll forms and the timely submission of these forms.

Enumerators: Visits all the residences in their assigned area to verify address lists. They will record information on a small, hand held computing device, which will transmit the data via wireless communications.

Recruiter Assistant

Texas Pay Rate: \$12.00 – \$19.25 per hour

Recruiter Assistant: performs recruiting activities to ensure there is a sufficient pool of qualified applicants to be tested for temporary census employment

Office Clerks

Texas Pay Rate Ranges: \$8.00 – \$13.50 per hour

Office Clerks: Performs a wide variety of clerical functions associated with office processing, field operations, recruiting, testing and administrative operations.

Administrative Assistant (Note: This position closes November 24th, 2008)

Dallas Pay Rate \$15.75 per hour

Administrative Assistant: Servers as a Administrative Assistant to the Local Census Office manager. Receives and reviews incoming correspondence and other materials. Monitors and controls documents requiring action by a specific date and insures such deadlines are met. Maintains supervisor's calendar and schedules appointments and meetings. Makes all necessary arrangements for meetings.

Must be U.S. Citizen
Applicants must be 18 yrs. of age or older
Call 1-866-861-2010
to Schedule the Field Employee Selection Aid Test.
For more information please visit
www.census.gov/rodal/www/emply.html

What You Can Do to Take Action: “The Future is in OUR HANDS”

- Include information about the 2010 Census in newsletters, on bulletin boards, in lobbies and online. Information available on www.census.gov
- Answer questions and help people overcome misconceptions about the 2010 Census. Share the benefits of being counted and reassure your community their answers are safe.
- Help recruit applicants for 2010 Census positions, providing jobs to your community.
- Provide space for testing and training 2010 Census employees.
- Provide space for Be Counted sites and Questionnaire Assistance Centers.
- Link to the 2010 Census website (www.census.gov/2010census/) for downloadable promotional items & the Dallas Regional Census Center website (www.census.gov/rodal/www/2010Jobs.html) for census jobs.

**Thank You So Much
Any Questions?**



United States
**Census
2010**

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