

**Status on the Census 2010 and promotional efforts by staff
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The U.S. Census is required by the Constitution to take place every 10 years to count every resident in the United States. The data collected by the census helps determine the number of seats that Arizona has in the U.S. House of Representatives. Arizona stands to gain 2 seats in the House of Representatives following the Census and local voting districts will be redrawn based on population changes.

The 2010 Census will help Prescott Valley receive its fair share of more than \$400 billion in federal funds each year for things like:

Hospitals, Job Training Centers, Schools, Senior Centers, Bridges, tunnels and other Public Works projects, Emergency Services, Head Start, Meals on Wheels

Key Dates

March, 2010. Questionnaire Mail Out/ Mail Back to every confirmed address.

March-April, 2010. Census Questionnaires are available at sites for those who didn't receive one.

February 15th. Establish Question Assistance Centers at Prescott Valley Library and CASA Center.

April 1, 2010. Census Day

May-July, 2010. Census takers visit all households that didn't return questionnaire until information is received.

December, 2010. Population figures are delivered to the President of the United States.

2011. Local Population figures are made available to the States and Public.

In March of 2010, census forms will be delivered to every residence in the United States and Puerto Rico. There are only 10 short questions. The form just needs to be mailed back in the postage-paid envelope provided. If it is not mailed back, then the resident will receive a visit from a census taker who will ask the questions from the form. The majority of the country will receive English-only materials. Households in areas with high concentrations of Spanish-speaking residents may receive a bilingual (English/Spanish) form. Any personal data provided is protected under federal law. Every question asked is for a specific reason to ensure response accuracy or to determine seats in Congress. Now less is more. Because of changes to the process and the introduction of the American Community Survey, the 2010 Census form is shorter making it even easier to fill in and send back.

The 2010 Census form is just 10 questions, such as:

- Name
- Sex
- Age
- Date of birth
- Hispanic origin
- Race
- Household relationship
- If you own or rent

The census **DOES NOT** ask about the legal status of respondents or their Social Security numbers.

In areas served by the United States Postal Service, postal workers will deliver the initial mailing in mid March, 2010. In all other areas, census takers will deliver the form packages between March 1 and April 30, 2010. The Census Bureau does not send out any confirmations that your form was received.

If you do not send back your form, you will receive a visit from a census taker. If a census taker visits you, here is what you should do:

- First ask to see their ID. All census workers carry official government badges marked with just their name; they may also have a "U.S. Census Bureau" bag
- Note that the census taker will never ask to enter your home
- If you're still not certain about their identity, please call the Regional Census Center's to confirm they are employed by the Census Bureau
- Answer the census form questions for your entire household (you must be at least 15 years old to answer questions) so that the census taker can record the results for submission to the Census Bureau
- Census Workers will never ask for donations
- Census Workers will never ask for Credit Card Numbers OR Social Security Numbers.
- The Census will never contact individuals by e-mail to request information.

Census takers visit local homes several times to capture resident information for the 2010 Census. If you prefer, you can schedule a visit with your census taker. Should the census taker come when you are away from your home, they will leave a contact number. If a census taker has not visited your home or you have a question about your participation with the census, call your Census office.

Any request for census information from the Census Bureau will be clearly identified as coming from the U.S. Census Bureau and as OFFICIAL BUSINESS of the United States. It is a federal offense for anyone to pretend they represent the Census Bureau. Before your household receives a mailed form, a phone call or a visit from the Census Bureau, you will be given a few days notice with a letter from the Census Bureau Director.

Federal Funding

The Government Accountability Office (GAO) identifies how many federal dollars are allocated to localities using U.S. Census data for the ten largest federal programs. For fiscal year 2009, the estimated obligations of the 10 largest federal assistance programs totaled \$478.3 billion, representing about 84 percent of total federal assistance. This included about \$122.7 billion funded by the Recovery Act and \$355.5 billion funded by other means. Every completed census form translates into fair, elected government representation and more federal dollars coming back to states. Without an accurate census count, some states will not get their fair share of federal dollars, which could handicap local governments and the citizens they serve for the next decade. Census data is how the Federal Government determines where federal aid is targeted for highways and transit, education, health care, and housing. Funding for the Largest Federal Assistance Programs is based on Census-related Data and other factors. The ten largest federal aid programs for the most recent actual budget year data available, 2008; these ten programs comprised 73% of total federal assistance.

Medicaid:	\$214.0 billion
Highway planning and construction	\$37.4 billion
Temporary Aid for Needy Families:	\$17.0 billion
Section 8 Housing Choice Vouchers:	\$15.6 billion
Local Education Title 1 Grants:	\$13.9 billion
Individuals with Disabilities Education Act, Part B:	\$11.0 billion
Federal Transit Formula Grants:	\$8.2 billion
Head Start	\$6.9 billion
Community Health Insurance Program (CHIP)	\$6.0 billion
Community Development Block Grants (CDBG) and Neighborhood Stabilization:	\$4.9 billion

Outreach and Promotion

Town Staff members are working locally as a Complete Count Committee (CCC) and working jointly with other regional jurisdictions to bring awareness of the importance of mailing back the Census Questionnaire. The CCCs exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation. CCCs can achieve this goal through grassroots outreach efforts that promote the importance and benefits of responding to the census. One of the key reasons CCCs are effective in raising awareness is because of the members' knowledge and understanding of what it takes to engage and inspire others to take action. The Committee has secured \$2,900 dollars worth of promotional materials. The Committee is working together with the Prescott Valley Chamber of Commerce, who also received \$2,900 dollars worth of promotional materials that have been, and will, be used for various parts of the awareness promotional campaign. Below is a list of efforts being made to try and ensure a high response rate:

Census 2010 Promotion Plan and Schedule

- U.S. Census begins National Campaign on T.V and Radio. (Now)
- One page Flyer mailed out in January Utility Billing. (Done)
- P.V. Channel 15 running Census and local produced PSAs on rotation. (Now)
- Census 2010 link in pvaz.net (Done week of 1/11/09)
- E-Mail to approximately 700 Chamber of Commerce Members a PDF Poster and ask that it be printed in reasonable numbers to be displayed at the business site for employees and in a retail window if available. (Done.)
- Magnetic signs for Town Cars. (Now)
- Provide 5,000 color flyers "10 Questions, 10 Minutes" to H.U.S.D. to be distributed to students to take home to parents. (Done)
- Prepare and distribute 11 x 17 Posters for other prominent retail businesses and public agencies (Late February-Early March)
- Display posters at **CASA**
- Both the Library and CASA will be Question Assistance Centers from March to April staffed 15 hours a week by Census Workers. Sites secured.
- Visit Charter Schools, provide posters and links to "Census in Schools" at www.census.gov/schools/ (Late February)
- PSA for Arena, (Mid February)
- Promos and Census Logo on Entertainment District Sign (Arranged)
- March 5, Community Café at Library
- Visit RV Parks. Provide information flyers for residents (Late February)
- Visit Apartments, flyers, posters (Late February)

- Attend HOA Meetings and/or provide text for Newsletters

Viewpoint East;

Viewpoint West;

Pronghorn Ranch;

Antelope Meadows;

Granville; Universal Homes;

StoneRidge;

- Attend Fraternal Organizations (Most scheduled in February)

Elks Lodge

Lions (Early Bird)

Moose Lodge 319

Rotary:

- Visit Churches with Faith Based Kit provided by Census and Posters (Throughout February)

Bethel Baptist Church
6901 E. Horizon Lane

Trinity Lutheran
3950 N. Valorie Drive

Landmark Baptist Church
7440 E. Addis Ave., Prescott Valley

St. Germaine Catholic Community
7997 East Dana Drive • Prescott Valley

The Church at Glassford Hill
Prescott Valley

Mtn. Valley Church of God 772-5713
8123 E. Manley Dr., Prescott Valley

New Destiny Fellowship
8933 E. Florentine, Ste, C & D • Prescott Valley

Emmanuel Lutheran Church 772-4135
7763 E. Long Look, Prescott Valley

Bradshaw Mtn. Christian Assembly 772-1360
10160 E. Hwy 69, Prescott Valley

Mingus View Presbyterian Church 775-4606
8340 E. Leigh Drive, Prescott Valley

Calvary Frontier 778-4003 759-8494
7367 1st Street, Prescott Valley

- **Other Organizations and Clubs** (Late February, Early March)

Boys and Girls Club of Central Yavapai
Distribute Water Bottles and Flyers for Parents to take home (Done early Feb)

Prescott Valley High School Youth Chamber of Commerce,

The Kiwanis Club of Bradshaw Mountain

Soroptimist International of Prescott Valley

The Prescott Valley Toastmasters

The Prescott Valley Art Guild

Interested in Prescott Area Arts & Humanities,

Other Census Related Contact Information

Census Bureau Call Center

General Telephone Lines: 1-800-923-8282 (Monday to Thursday: 8:30 - 5:30 ET Friday: 8:30-4:30 ET)

Denver Regional Office:

(Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming)

Regional Census Center: (720)-475-3640

Regional Partnership Group: (720)-475-3670

Learn More at: www.census.gov

Job Information: 1-866-861-2010

Local Questions: Prescott Valley Community Development Department. 928-759-3057

ADDENDUM “A” OTHER QUESTIONS AND ANSWERS

What if I don't receive the form?

If you did not receive a form, call the Telephone Questionnaire Assistance center at 1-866-872-6868. (If you prefer a Spanish-speaking operator, then dial 1-866-928-2010.) The lines will be open from 8 a.m. to 9 p.m. (your local time) seven days a week from February 25, 2010 through July 30, 2010. For the hearing-impaired, TDD 1-866-783-2010 (during the times noted above).

What if I don't have a permanent address?

You should be counted where you live and sleep most of the time. These residence rules serve as the guiding principle for the census, whether you are living with relatives because of a natural disaster or foreclosure, or are a college student living away from home, or a soldier living on a military base.

What if I don't have a home?

At the Census Bureau we understand that these can be challenging times for many people. Because of this, we created the Service Based Enumeration (SBE) operation. The SBE is designed to provide an opportunity for people experiencing some form of displacement or lack of permanent address to be included in the census, by counting them at service-based locations, such as homeless shelters, soup kitchens, etc. The Be Counted form is another way people can take part in the census. Be Counted forms are census forms that are available at various community locations for use by people who either did not receive a census form in the mail or who believe they were not otherwise included on any other census form.

How do I get a form in a different language?

The forms are available in six languages: English, Spanish, Chinese (simplified), Korean, Russian and Vietnamese. English/Spanish bi-lingual forms will be mailed to areas with large numbers of Spanish-only households. You will be able to request a form in one of the five non-English languages via toll-free numbers that will be available closer to Census Day. However, Language Assistance Guides are available in 59 different languages to help people fill out the English version of the census form. You may also access large print and Braille guides and a language reference dictionary

Is there another way to get the form other than the mail?

Be Counted forms are census forms that are available at various community locations for use by people who either did not receive a form in the mail or whose information was not collected on any other form. Be Counted forms are available in English, Spanish, Chinese, Korean, Vietnamese and Russian. These forms can be picked up in various community locations and mailed back in the attached postage-paid envelope.

Completing the 2010 form

Can I fill the form out online?

No, not this time. We are experimenting with Internet response options for the future

What if I don't fill in the form?

Many residents who do not complete and return a 2010 Census form will receive a replacement form. If no form is mailed back, residents can expect a personal visit from a census taker some time after March 2010. The census taker will ask you the questions on the form, record your answers and then submit the form for your household. Learn more about the census taker.

What if I make a mistake on the form?

If you checked the wrong box, just draw a line through it and mark the correct box for the question. If the error is in a write-in box, carefully draw a line through the incorrect entry and write the correct information as close as possible to the entry.

What if I lose the form?

If you lost or misplaced your form, call the Telephone Questionnaire Assistance Center at 1-866-872-6868. (If you prefer a Spanish-speaking operator, then dial 1-866-928-2010.) The lines will be open from 8 a.m. to 9 p.m. (your local time) seven days a week from February 25, 2010 through July 31, 2010. For the hearing-impaired, TDD 1-866-783-2010 (during the times noted above).

Do I have to fill the form in?

Yes. Respondents are required by law to answer all questions to the best of their ability.

What if I provide false information?

According to Title 13, Chapter 7, Subtitle 2, anyone who willfully gives an answer that is false could be fined up to \$500.

Privacy & Confidentiality

How do I know the form I received isn't counterfeit?

Any request for census information from the Census Bureau will be clearly identified as coming from the U.S. Census Bureau and as OFFICIAL BUSINESS of the United States. Before your household receives a mailed form, a phone call or a visit from the Census Bureau, you will be given a few days' notice with a letter from the Census Bureau Director.

Security: Who sees my information?

By law, the Census Bureau cannot share respondents' answers with anyone, including the IRS, FBI, CIA or any other government agency. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to 5 years, or both. Read more about Privacy & Confidentiality.

Can my neighbor see my information?

No. It is unlawful for the Census Bureau to give personally identifiable information about an individual to any other individual or agency until 72 years after it is collected for the decennial census. Additionally every Census Bureau employee has taken an oath to protect your information and is subject to a jail term, a fine—or both—if he or she discloses ANY information that could identify you or your household.

Census Takers

I filled out and returned the form but a census taker visited my home anyway.

Quality checks are used to assure our procedures are working and that our staff is doing the job they were assigned to do. These checks require that some households be visited more than once. Additionally, if you returned your form late, your response might not be logged before a census taker is sent out.

Why does the census taker visit my home more than once?

Census takers visit local homes up to three times to record resident information for 2010 Census. The census taker leaves a door hanger, featuring a phone number, each time, if the residents they're trying to reach aren't home. Residents can then call the number to schedule the visit. In addition, quality checks to ensure that census procedures are working and census staff is doing their job will require that some households be visited more than once.