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Memorandum

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Deanna J. Santana

SUBJECT: CENSUS 2010 ACTIVITIES

DATE: March 4, 2009

Approved

Date

3/4/09

INFORMATION

This Information Memo is being distributed to provide preliminary information on the Census 2010 including current efforts in San Jose that will begin on April 6, 2009.

Background

The City of San José, in partnership with the United States Census Bureau, County of Santa Clara, and Valley Transportation Authority is gearing up for the 2010 Census. The Census is a count of everyone residing in the United States, including people of all ages, races, ethnic groups and citizens and non-citizens. Taken every 10 years (during the months of March-April), the census not only affects political representation, but also directly impacts the allocation of billions of dollars in government funding to local communities such as San Jose. Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data.

Funded programs include Medicaid, Highway Planning and Construction, Title I Grants to Local Education Agencies, the National School Lunch Program, Foster Care, Community Development Block Grants, Workforce Investment Act, and Supplemental Nutrition Program for Women, Infants, and Children (WIC). This makes participation in the Census extremely important for local communities. Given the importance of maximizing the amount of funding received, the City is working jointly with the above named partners to ensure an accurate population count is achieved in San Jose. This effort begins with an accurate inventory of addresses per Census tract. The attached FAQ provides more information on Address Canvassing.

Next Steps

Briefly, address canvassing takes place April 6 through June 19, 2009. Staff from the United States Census Bureau will be walking local neighborhoods with handheld computers updating/validating addresses and maps to ensure Census information is accurate and current for the purpose of mailing Census questionnaires to residents in March 2010. To ensure that all

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Subject: Upcoming Census Activities in San José

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residents are informed of address canvassing efforts, the City will be reaching out to neighborhood associations and working with Council Offices to provide information on address canvassing. The Police Department and the Call Center have also been informed that they may receive questions from the community and are prepared to respond to those inquiries.

Additionally, the City will continue to plan its overall Census outreach efforts via various sources, including the Neighborhood Development Center, Strong Neighborhood Initiative, and Community-Based Organizations to inform the community of upcoming events and the importance of the Census. The guidance of the Council Offices to reach out to constituents on upcoming events would also be greatly appreciated and helpful to ensure that the City has reached out to as many residents as possible. Outreach materials will be translated into Spanish and Vietnamese as needed.

On March 19, 2009 (10 a.m. - 11 a.m., City Manager's Office), the City Manager's Office, in partnership with the County of Santa Clara, will be holding a Chiefs of Staff meeting to provide Council Offices with informational materials, and review the timeline for address canvassing, other upcoming key Census activities as well as opportunities for your office to assist in City community outreach efforts. We look forward to seeing Council Office staff at this meeting.

For more information on the 2010 Census, please visit www.census.gov/2010census. If you have further questions, below are some contacts for this effort. The Census 2010 FAQ is also attached here as a reference.

San José Census Office

Jim Kamenelis

Office: (408) 343-8142

Email: lcom.lco.2724@CENSUS2010.GOV

City of San José

Nadine Nader

Office of the City Manager

Office: (408) 535-8104

Email: Nadine.Nader@sanjoseca.gov

County of Santa Clara


Melissa Erickson

Office of the County Executive

PH: (408) 299-5172

Email: melissa.erickson@ceo.sccgov.org

For additional information or questions, please contact Nadine Nader at 408.535.8104.


Deanna J. Santana
Deputy City Manager

ATTACHMENTS (2):

1. FREQUENTLY ASKED QUESTIONS (ADDRESS CANVASSING)
2. 2010 CENSUS: IT'S IN OUR HANDS

FREQUENTLY ASKED QUESTIONS: Address Canvassing

1. What is the Census and why is it important?

The census officially counts every person living in the United States once every ten years. It includes people of all ages, races, ethnic groups, and both citizens and non-citizens. An accurate count is critical to Santa Clara County because over \$300 billion per year in federal funding is awarded based on census data.

Over 50 federal programs rely, at least in part, on census data to apportion formula grants to state and local governments. These programs range from Education and Transportation to Health and Human Services.

Census data is also used to determine the number of seats each state will have in the U.S. House of Representatives. The State of California is at risk of losing a seat in the 2010 Census count. Given the importance of maximizing the amount of funding received, the City is working jointly with the above named partners to ensure an accurate population count. This effort begins with an accurate inventory of addresses per Census tract.

2. What is address canvassing?

The Address Canvassing Operation requires that Census staff canvass assigned census blocks looking for every place where people live, stay or could live or stay. The places they identify as somewhere where a person lives, stays or could live or stay are known as living quarters. Census staff will compare the living quarters that they find in the field operation to what is displayed on the Census Master Address List contained in the handheld computer.

3. When will address canvassing take place in San Jose?

Starting April 6 through June 19, 2009, staff from the United States Census Bureau (also known as Enumerators or Listers) will be walking San José neighborhoods with handheld computers updating/validating addresses and maps to ensure Census information is accurate and current for the purpose of mailing Census questionnaires to residents in March 2010. Census staff will be canvassing neighborhoods during daylight hours, seven days a week, including holidays.

If residents have any questions or concerns, they should call the Local Census Office at (408) 343-8140.

4. How will Census Enumerators/Listers be dressed?

Census workers will be dressed in plain civilian clothing and will carry official government badges as well as over-the-shoulder bags with a large Census logo and imprint.

5. Who are Census Enumerators/Listers?

Census Enumerators/Listers are members of your community hired by the Census Bureau to perform the task of canvassing San José neighborhoods with handheld computers updating/validating addresses and maps to ensure Census information is accurate and current for the purpose of mailing Census questionnaires to residents in March 2010.

Every Census worker has gone through an extensive background screening and taken an ***oath for life*** to protect the confidentiality of your information. Violation of such oath would result in jail term of up to 5 years and/or fine up to \$250K.

6. How will the Census use the information?

The information collected is confidential and will only be used by Census staff to update/validate addresses and maps for the purpose of mailing Census questionnaires to residents in March 2010. By law, the Census Bureau cannot share an individual's information with anyone, including welfare and immigration agencies.

7. Will the information collected during the address canvassing and Census be kept confidential?

Yes. Every Census worker takes an ***oath for life*** to protect the confidentiality of your information. By law, personally identifying information cannot be released for 72 years to any other agency, including immigration officials, the IRS, and welfare agencies.

8. Is Census staff allowed to come onto my private property and/or knock on my door?

In general, address data is verified at curbside. However, if there is a question as to how many questionnaires are to be mailed to an address or the number of living quarters on the property, Census staff may conduct an interview.

If Census staff must knock on a resident's door, he/she will identify him/herself as a Census worker and will explain the reason for the visit. Residents may request to see a badge or call the Local Census Office at (408) 343-8140 for more information.

9. Does Census staff have permission to enter my home?

No, the enumerator does not need to enter your home. While we encourage the public's participation with this important community activity, if residents have any concerns with a Census staff member, they should call the Local Census Office at 408-343-8140.

10. What questions will Census staff ask?

The enumerators will only ask about mailing details for the unit or units on your parcel. They may also request your name and telephone number. Residents should not give out any other personal information, including Social Security numbers, or financial account information.

11. Where can I get more information?

If residents have any questions or concerns about Address Canvassing, they should call the Local Census Office at (408) 343-8140.

For more information about the 2010 Census, visit <http://www.census.gov/2010census/>.



2010 CENSUS: IT'S IN OUR HANDS

What Elected Officials Need to Know about the 2010 Census

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. As an elected official, you work daily to secure the best interests of your constituents and to ignite positive change for your community. By becoming a 2010 Census partner, you can help ensure that everyone in your community is counted so that your community receives its fair share of important services and resources. **Achieving a complete and accurate 2010 Census is in our hands.**

The Census: A Snapshot

- ▲ The U.S. Constitution requires a national census once every 10 years.
- ▲ The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.
- ▲ The 2010 Census will create hundreds of thousands of temporary jobs across the nation.

It's in Our Hands: Your Community's Participation in the Census Matters

- ▲ Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That's more than \$3 trillion over a 10-year period.
- ▲ Census data guide planning for new hospitals, schools and other services.
- ▲ Census data is used to determine the most need for additional social services, including who receives community development block grants and other grant programs essential to many communities.

Completing the 2010 Census Questionnaire: Simple and Safe

- ▲ The 2010 Census questionnaire asks only a few simple questions of each person—name, relationship, gender, age and date of birth, race, 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.
- ▲ The Census Bureau does not release or share information that identifies individual respondents or their household for 72 years.

www.census.gov/2010census



2010 CENSUS: *Frequently Asked Questions*

Why should everyone participate in the 2010 Census?

The 2010 Census will shape the future of your community, define your voice in Congress and generate local employment opportunities for your constituents.

- ▲ Census information helps determine locations for schools, roads, hospitals, child-care and senior citizen centers, and more.
- ▲ Businesses use census data to locate supermarkets, shopping centers, new housing and other facilities.
- ▲ The census determines how many seats each state will have in the U.S. House of Representatives as well as the boundaries of legislative districts.
- ▲ Local communities use census data to gauge the financial health of the community and the future of vital social service programs. Census data inform a diverse range of local initiatives, such as justifying the need for an after-school program to designating urban revitalization areas.

How will the 2010 Census differ from previous census efforts?

In the last census, one in six households received a long questionnaire asking for detailed socioeconomic information. In 2010, every residence will receive a short questionnaire that is simple and fast to complete and return. More detailed information will be collected annually from a small percentage of the population through the American Community Survey.

Will the information the Census Bureau collects remain confidential?

Yes. Every Census Bureau worker takes an oath for life to protect the confidentiality of census responses. Violation would result in a jail term of up to five years and/or fine of up to \$250,000. By law, the Census Bureau cannot share an individual's answers with anyone, including welfare and immigration agencies.

Why are elected officials important partners in the 2010 Census campaign?

More than 140,000 organizations supported Census 2000, including state and local governments, community- and faith-based organizations, schools, media, businesses and others. By joining forces with partners, the Census Bureau has a far greater chance to reach every U.S. resident than by attempting this monumental task alone. As an elected official, you can communicate the importance and safety of completing the census questionnaire to constituents, including those isolated by language or geography. You can form a Complete Count Committee, hold town hall meetings, include census information in newsletters and Web sites, and provide space for the Census Bureau to test and train.

2010 Census Timeline: Key Dates

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.
February - 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 Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.

For more information about the 2010 Census, please go to www.census.gov/2010census.