

## “Take 10” and Help Greenburgh Get What it Needs for the Next 10 Years

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In March 2010, more than 130 million addresses will receive a 2010 Census form by mail or hand delivery. The 2010 Census will document the changes in our nation since the last decennial census in 2000, and tell us how we've evolved as a country. Because census data affect how more than \$400 billion in federal funding is distributed to tribal, state and local governments, the census also will frame the future of our country and our community for the next 10 years.

During Census 2000, the mail participation rate was 72 percent as of the April 2000 cut-off. About \$85 million is saved for every one percent increase in mail participation. For these and many other reasons, we must work to encourage everyone's participation in the census.

Here's what you should know about the 2010 Census:

**It's easy.** One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete. The individual in whose name the housing unit is rented or owned should complete the form on behalf of every person living there, both relatives and nonrelatives.

**It's important.** Census data are used to reapportion seats in Congress and ensure proper district representation in state and local governments. Information from the census helps determine locations for child-care and senior centers, new roads, hospitals, schools and community centers.

**It's safe.** By law, the U.S. Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an 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 five years, or both.

Finally, the most efficient way to respond to the 2010 Census is to complete the form as soon as it arrives and return it in the postage-paid return envelope. Census workers will visit households that do not return forms to take the count in person.

The Town of Greenburgh has issued a challenge to the entire Town to increase the mail participation rate and help ensure a complete and accurate count in 2010.

For more information about the 2010 Census and the “Take 10” initiative, visit [2010census.gov](http://2010census.gov), or contact Town Clerk Judith A. Beville at [Townclerk@greenburghny.com](mailto:Townclerk@greenburghny.com) or 914-993-1500.

## 2010 Census Fact Sheet

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### Facts about the 2010 Census

- More than 130 million addresses across the nation will receive a census form in March 2010 either by U.S. mail or hand delivery.
- April 1, 2010, is Census Day, the official day of the population count. Responses to the census form should include everyone who will be living at that address as of that day. (It is not necessary to wait until Census Day to return the census form, however. Forms should be returned as quickly as possible.) People should be counted where they live or sleep most of time.
- Everyone must be counted. This includes people of all ages, races and ethnic groups; citizens and noncitizens.
- The 2010 Census language assistance program will help non English-speakers fill out and mail back their census form.
  - For the first time in its history, the Census Bureau will mail about 13 million bilingual forms in English and Spanish to households in areas with high concentrations of Spanish-only speakers.
  - Forms will be available upon request in five languages in addition to English: Spanish, Chinese (Simplified), Korean, Vietnamese and Russian.
  - Questionnaire Assistance Centers (QAC) will be available to assist those unable to read or understand the census form, and a Language Assistance Guide also will be available in 59 languages at all QAC locations. All Language Assistance Guides will be available to download or print at [2010census.gov](http://2010census.gov).
  - For those with visual impairments, the Language Assistance Guide will be available in large print and Braille. Deaf and hard-of-hearing persons who do not have access to Video Relay Service (VRS) can call the TDD number, 1-866-783-2010.
- Those who feel they may not have been counted can visit any one of 40,000 “Be Counted” sites or Questionnaire Assistance Centers. The Census Bureau established these locations as a resource for people who need help filling out a form and to ensure they are counted only once and in the right place.

## **“Take 10” Turnkey Kit Fact Sheet (continued)**

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### **Facts about the “Take 10” Program, Mail Participation Rate and Nonresponse Follow-up (NRFU)**

- Completing and mailing back a form is the easiest and most efficient method of participating in the 2010 Census.
- Through the “Take 10” initiative, the Census Bureau and its partners ask people to “take 10 minutes” to complete and return their form by mail in an effort to surpass the Census 2000 mail participation rate of 72 percent, which was the national rate as of the April 2000 cut-off.
- About \$85 million is saved for every one percent increase in mail participation.
- The Census Bureau saves \$60-\$70 per census form that is returned by mail.
- The Census Bureau uses a “multiple contact” mailing strategy to improve the mail participation rate.
  - Studies have shown that sending advance notice of the arrival of the form will increase the mail participation rate. Most households who don’t respond will also receive a replacement form.
- During peak recruiting for 2010 field operations, nearly 500 Local Census Offices will hire more than 1.2 million people to conduct all remaining 2010 Census field operations.
- It is estimated that census workers will have to visit about 47 million homes during Nonresponse Follow-up (NRFU) operations; the process by which census workers visit addresses that did not return a census form in order to take the count in person.
- During NRFU, census workers will make up to six attempts to obtain data from households that do not respond by mail.
- Census workers will visit service-based locations, such as soup kitchens and shelters, to take a count of more transient populations in person.
- Census workers will re-visit every address that was previously classified as vacant or as non-existent to ensure that classification was correct. If the address is occupied on the return visit, census workers will take the count in person.
- From March 22 through May 3, 2010, daily mail participation rate data will be available at [2010census.gov](http://2010census.gov) in the form of maps and tables.
  - You can view the Web-based maps in nine different levels of detail: national, state, county, city, consolidated city, municipality, congressional district, minor civil division and collection tract.



# 2010 CENSUS: IT'S IN OUR HANDS

## *What You 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 a 2010 Census partner, you can educate your community about the importance of participating in this historic event and help ensure no one is left uncounted. You can help your community receive the fiscal and social benefits to which it is entitled. **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 Participation in the 2010 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 local decision-makers in important community planning efforts, including where to build new roads, hospitals and schools.
- ▲ Census data affect your voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.

### **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](http://www.census.gov/2010census)



## **2010 CENSUS:** *Frequently Asked Questions*

### **Why should everyone participate in the 2010 Census?**

Census data shape the future of your community and define your voice in Congress.

- ▲ 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.

### **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 partners so important to 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. The Census Bureau relies on partners to help explain the importance of completing the 2010 Census message to people in every corner of the United States. This is particularly important in areas isolated by language or geography. 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.

### **2010 Census Timeline: Key Dates**

<b>Fall 2008</b>	Recruitment begins for local census jobs for early census operations.
<b>Spring 2009</b>	Census employees go door-to-door to update address list nationwide.
<b>Fall 2009</b>	Recruitment begins for census takers needed for peak workload in 2010.
<b>February - March 2010</b>	Census questionnaires are mailed or delivered to households.
<b>April 1, 2010</b>	Census Day
<b>April - July 2010</b>	Census takers visit households that did not return a questionnaire by mail.
<b>December 2010</b>	By law, Census Bureau delivers population counts to President for apportionment.
<b>March 2011</b>	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](http://www.census.gov/2010census).**