



TESTIMONY OF STACEY CUMBERBATCH, NEW YORK CITY CENSUS  
COORDINATOR, BEFORE THE NEW YORK CITY COUNCIL COMMITTEES  
ON IMMIGRATION AND CIVIL RIGHTS

NOVEMBER 19, 2009

Good afternoon Chairs Seabrook and Stewart and members of the Committees on Immigration and Civil Rights. Thank you for the opportunity to speak with you today about efforts underway by the Mayor's Office to complement the work of the U.S. Census Bureau to ensure a full and accurate count of City's population in the upcoming decennial census. My name is Stacey Cumberbatch and I was appointed on April 7<sup>th</sup> by Mayor Bloomberg to serve as the City's 2010 Census Coordinator. Joining me today is Tony Farthing, Director of the U.S. Census Bureau's New York Regional Office, who is responsible for the overseeing the census operations in New York City.

I will provide an overview of the City's population, the upcoming 2010 Census, the challenges of conducting a complete count of the City's population and what the City is doing to address some of these challenges.

### **An Overview of New York City's Population**

As all of us know, the City of New York is the most populous and ethnically diverse city in the United States with a population of 8.36 million people as of July 2008. The City Planning Department's Population Division projects that, following the 2010 Census, the City's population will be 8.4 million people.

Currently, over 3 million of New York City's residents are foreign-born, about one-fifth (approximately 600,000 people) of whom arrived since 2000. The top 10 foreign-born populations hail from the Dominican Republic, China, Mexico, Jamaica, Guyana, Ecuador, Haiti, Trinidad and Tobago, India and Columbia.

New York City has the largest Chinese population of any City outside of Asia. More people of Caribbean ancestry live in New York City than any city outside of the Caribbean. Over 2.27 million Hispanics live in New York City, more than any other city in the United States. Non-Hispanic New Yorkers of African descent number 1.95 million, more than double the count in any other U.S. city.

More than 200 languages are spoken here with almost half of all New Yorkers speaking a language other than English at home. The top 5 languages spoken are Spanish, Chinese, Russian, Italian and French Creole.

### **The 2010 Census**

The United States Constitution, Article 1, Section 2, requires that the total number of people, regardless of citizenship, immigration or legal status, residing in the United States and its territories be counted every ten years. The next Census will occur in March 2010.

Census data is used to determine the number of congressional and State legislative seats that will be allotted to the City, as well as the size of each of the City's Council districts.

Following the census in 2000, New York State lost two congressional seats, going from 31 congressional representatives to 29. It is anticipated that following the 2010 census New York State could lose two additional seats.

Census data will be used, in part, to determine the amount of federal funding the City receives each year for the next 10 years for education, healthcare, job training, transportation and a host of other programs critical to meeting the needs of New Yorkers.

According to a 2008 Brookings Institution analysis, New York City received \$25 billion in federal funding, based in part, on census information.

The Census Bureau will mail census forms to approximately 3.5 million households in New York City in March 2010. (See Slide 1 - Sample Census Form).

The census form will be the shortest form in the history of the census with only ten questions. For the first time, the census form will also be mailed in Spanish and a language guide will be included explaining how to obtain the form in 59 other languages.

The form is mailed to "Resident" at a specific address with an associated bar code used by the Census Bureau to track if the form is mailed back. The census form will ask questions about each member in the household: name, how they are related, sex, age, ethnicity (i.e. whether the person is Hispanic or non-Hispanic), race, whether the household owns or rents and whether the household member sometimes resides elsewhere.

The census form does not ask any questions about a person's citizenship, immigration or legal status; nor does it ask about income.

The form will be mailed out in mid-March and we are going to encourage every household to fill it out completely and mail it back immediately, but no later than "Census Day" which is April 1, 2010.

Under federal law, the personal information provided on the census form is strictly confidential and remains so for 72 years. The information cannot be shared with anyone, including any federal, state or city agency.

## **The Challenge of a Complete Count in New York City**

The City's diversity has always been its strength. But it also poses a challenge to making sure that every one is counted in next year's census.

Recognizing the importance of an accurate census count to the City, Mayor Bloomberg signed Executive Order 127 in April creating the NYC 2010 Census Office. The Office's mission is to work with the U.S. Census Bureau's New York Regional Office and lead efforts to engage City agencies, community-based organizations, businesses, non-profits, leaders of faith-based organizations, and all sectors to focus particular attention on outreach to New York's diverse immigrant communities and neighborhoods who have been historically hard-to-count and in the past have had low participation in the census.

While the City's population exceeded 8 million people for the first time in 2000, only 55% of households mailed back a completed census form, much lower than the average national mail in response rate of 67%. (See Slide 2 – Citywide mail-in response Rate to the 2000 Census).

As you can see from the response rate map, there are several neighborhoods that have a high concentration of census tracts with mail in response rates to the 2000 census which fell below 40%.

There are a few areas in the City where mail in response rates to the 2000 census actually got worse from the 1990 census. (See

### Slide 3 – Map Detailing Change in Mail in Response Rate from 1990-2000)

There are many different reasons why people do not participate in the census. For example, many immigrants are fearful that their undocumented status might be disclosed to federal authorities if they complete the census form. Families living doubled or tripled up in a one family home may fear that information provided on the census form will be shared with City agencies such as the Buildings or Fire Departments. Some people simply do not know what the census is, the value it provides, and that their participation in it can bring resources to their community. Others do not understand that their participation in the census helps the government to properly enforce federal Civil Rights laws and the Voting Rights Act.

In a city as large, diverse and dynamic as New York, we have to mobilize trusted community voices and institutions across the city to allay fears, reinforce the message that personal information on the census form is strictly confidential and to explain the concrete benefits of an accurate count to each community.

### **NYC 2010 Census Initiative**

The goal of the NYC 2010 Census Office is to ensure a full and accurate count of all New Yorkers by increasing the number of City residents, regardless of citizenship or immigration status, completing the 2010 Census form in March and mailing it back promptly. Thereafter, our goal is to make sure that household residents, who did not mail back a census form in time, then cooperate with census workers who will make field visits to their homes starting in late April to personally collect information about the people living in the household.

There are many examples of how the City is aggressively acting to leverage its own resources and capacity to promote an accurate count in 2010. We are:

- Working with City agencies, such as the City Planning Department, Mayor's Office of Immigrant Affairs, the Mayor's Community Assistance Unit, the New York City Housing Authority, the Borough Presidents' Offices, and offices of other elected officials to identify hard-to-count groups and neighborhoods in the city and work overcome some of the barriers to participation I mentioned earlier;
- Using of 311 to receive inquires regarding the 2010 Census and provide timely updated information as the census operation rolls out over coming months;
- Communicating online via a nyc.gov website dedicated to the 2010 Census translated into 18 languages with a sample census form, basic information on the census, time-lines, pertinent web links to other information, as well as maps showing how the City did in the 2000 Census;
- Working with the Department of Education to provide outreach to parents through the network of Community Education Councils and to incorporate the "Census in Schools" curriculum for kids developed by the U.S. Census Bureau;
- Working with the Department of Youth & Community Development to provide outreach to their extensive network of contractors who provide services in many of the hard-to-count communities in the City;

- Working with the Health and Hospitals Corporation to provide outreach through their network of eleven public hospitals and other facilities serving historically hard-to-count populations; and,
- Work with the New York City Housing Authority and Residents Leaders to target outreach to all people, whether they are authorized residents on a lease or not, living in public housing or in apartments paid, in part, by the Section 8 program,

Our work is ongoing with many other City agencies to leverage their existing communications networks to promote the 2010 Census.

We have also developed very strong working relationships with a number of community based non-profit organizations, including faith-based organizations such as churches and synagogues, throughout the City. In June, we worked with the New York Community Media Alliance, the New York Immigration Coalition and the U.S. Census Bureau's New York Regional Office to co-host a briefing on the 2010 Census for ethnic and community press. This joint effort resulted in many articles appearing in the ethnic press about the importance of the upcoming census.

Over the past several months, we have also participated in scores of meetings and events across the City to encourage mass participation in the census.

Earlier this week, Mayor Bloomberg and Commissioner Tiven of the New York City Commission for the United Nations, Consular Corps and Protocol co-hosted a briefing entitled "The Changing Face of New York City & the 2010 Census" for 110 Consul Generals. Acknowledging the important role of Consulate Offices in immigrant communities, we requested that each office serve as a

point of distribution of census brochures and materials, recommend trusted community leaders and institutions we should contact to help in this efforts, and we requested that each Consulate designate a staff person to be their 2010 Census point person to attend a 2010 Census informational seminar.

We look forward to working with members of the City Council to promote the 2010 Census and ensure a full and accurate count of every New Yorker.



**Start here**

Use a blue or black pen.

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  all 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 if we don't understand an answer.

Area Code + Number  -  -

OMB No. 0507-0919-C. Approval Expires 12/31/2011.

Form **D-61** (1-15-2009)

U S C E N S U S B U R E A U

5. Please provide information for each person living here. Start with a person living here who owns or rents this 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? *Print name below.*

Last Name

First Name  MI

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. *Print 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 this 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 — *Print origin, 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 — *Print name of enrolled or principal tribe.*
- Asian Indian
- Japanese
- Chinese
- Filipino
- Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.*
- Native Hawaiian
- Guamanian or Chamorro
- Korean
- Vietnamese
- Samoan
- Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.*

Some other race — *Print race.*

10. Does Person 1 sometimes live or stay somewhere else?

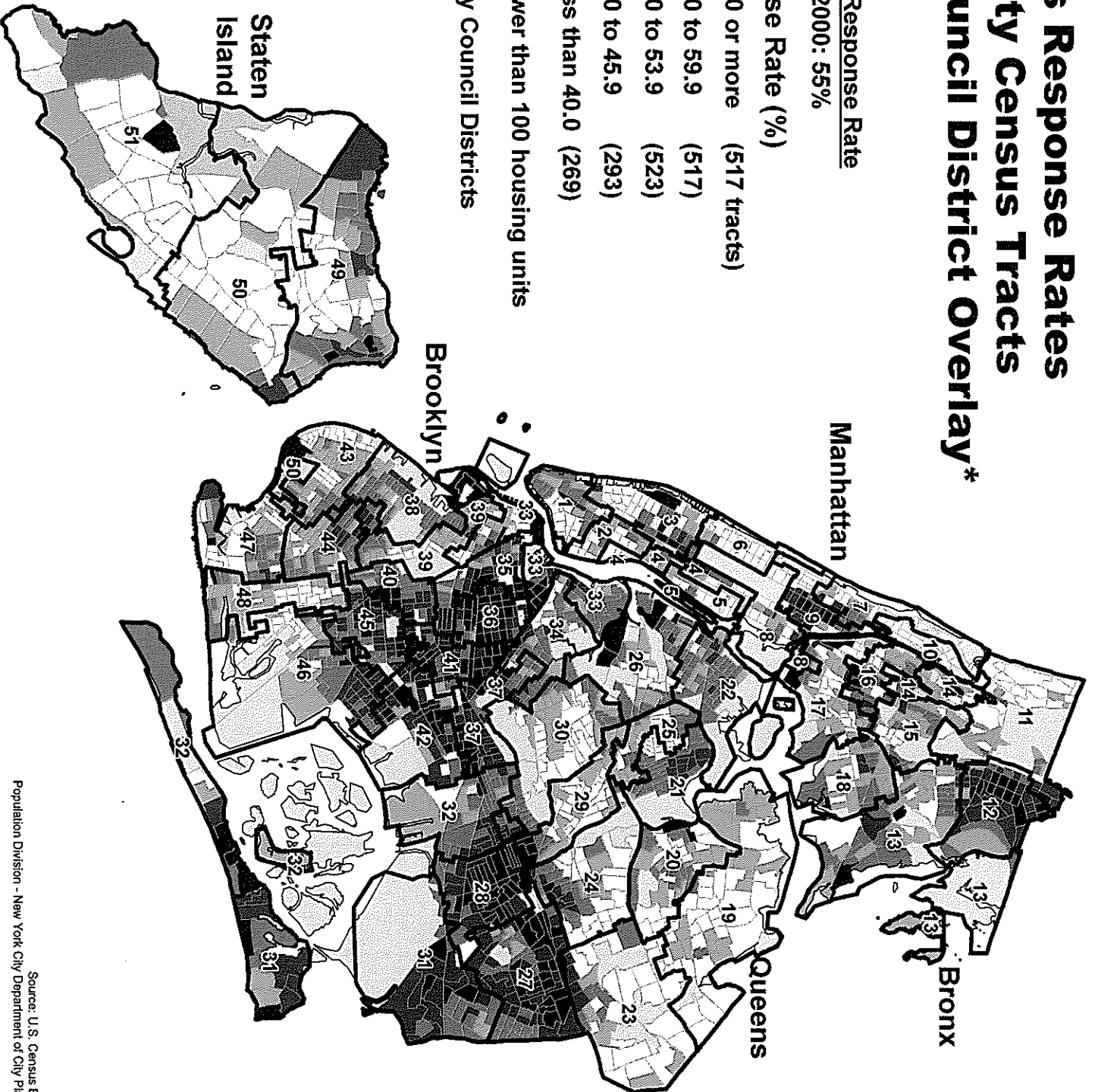
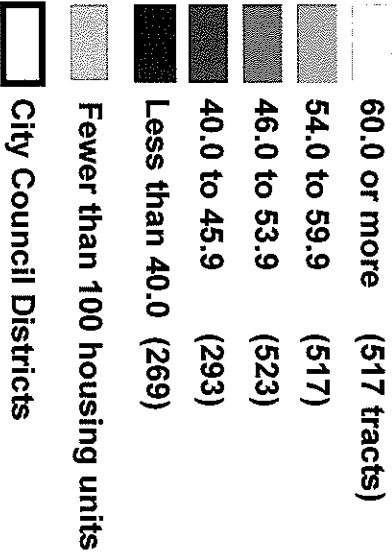
- No
- Yes — Mark  all that apply.
  - In college housing
  - In the military
  - At a seasonal or second residence
  - For child custody
  - In jail or prison
  - In a nursing home
  - For another reason

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

# 2000 Census Response Rates New York City Census Tracts With City Council District Overlay\*

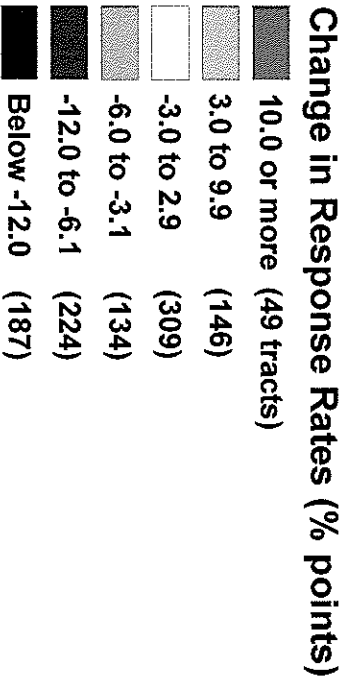
Avg. Response Rate  
2000: 55%

**Response Rate (%)**

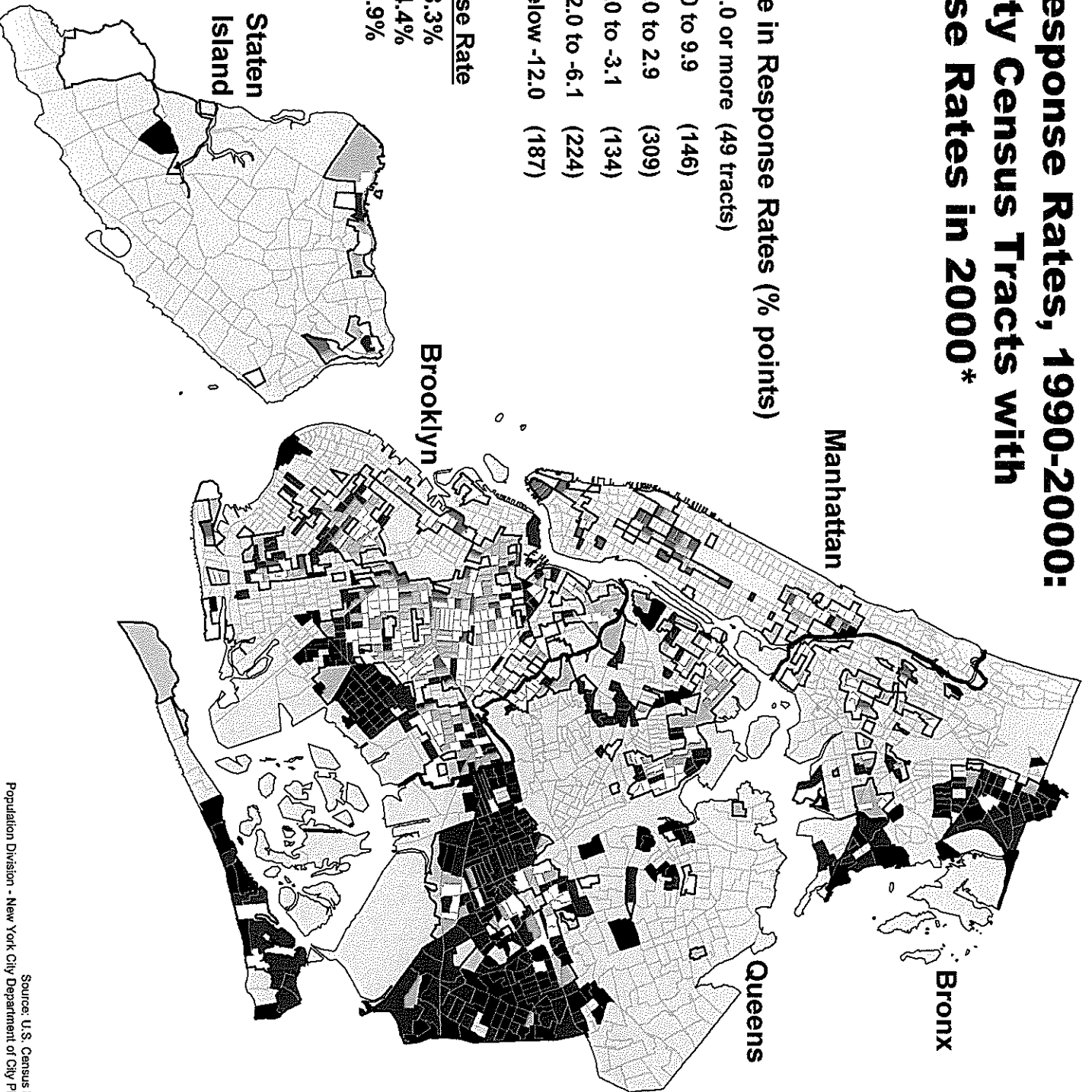


\* The response rate is calculated by dividing the number of returns by the total housing units that were mailed questionnaires. Returns included responses submitted on the Internet, over the telephone, and on "Be Counted" forms. Rates shown for census tracts with at least 100 housing units.

# Change in Response Rates, 1990-2000: New York City Census Tracts with Low Response Rates in 2000\*



**Avg. Response Rate**  
 1990: 48.3%  
 2000: 44.4%  
 Change: -3.9%



\* The response rate is calculated by dividing the number of returns by the total housing units that were mailed questionnaires. In 2000, returns include responses submitted on the Internet, over the telephone, and on "Be Counted" forms. Rates shown for census tracts with 2000 response rates in the bottom half that have at least 100 housing units. The average response rates for 1990 and 2000 are unweighted.

FOR THE RECORD

**Statement of  
Haitian-Americans United for Progress**

Hearing on Implementation of  
Executive Order No. 127  
and proposed resolutions

**Council of the City of New York  
Committees on Immigration and Civil Rights**

November 19, 2009

My name is Jocelyn McCalla and I am pleased to testify today before this Committee on behalf of the Haitian-Americans United for Progress (HAUP), which was founded 34 years ago to help resettle and integrate Haitian asylum-seekers and immigrants in New York City.

HAUP is located in Cambria Heights which is home to the largest Haitian-American enclave outside of Brooklyn. While HAUP began as a volunteer-based organization focused initially on responding to the needs of Haitian immigrants and refugees, it has since expanded and offers its multitude of services to newcomers and citizens alike. We serve annually some 15,000 people who come to us from Cambria Heights proper as well as from Queens Village, Jamaica, Springfield Gardens and Laurelton. We provide services to clients in Brooklyn through our ambulatory programs. Residents of Elmont and Hempstead on Long Island also seek our services and support, since we are located so close to the border with Nassau County.

**Ensuring that New York City's Hard to Count Populations Are Identified  
and Encouraged to Participate in the 2010 Census**

Mayor Michael Bloomberg issued Executive Order No. 127 five months ago to emphasize the city's determination to ensure that the 2010 census reflects more accurately the city's population size. It is an open secret that in the past New York City may have lost its fair share of federal dollars because the census count has regularly failed to reach the hard-to-count populations in the city. The Census 2000 response rate for New York City was 55 percent, well below the national average of 67 percent. Given that a lower than average response rate deeply affects the quality of life in our communities, we wholeheartedly subscribe to plans and campaigns that aim to get residents of our great city to provide information to the census either via mail or when the census workers come knocking at their doors.

Everyone who is involved with the census count understands that networking and extensive cooperation are essential to the success of this effort. The cooperation of our group, the Haitian-Americans United for Progress (HAUP) is a given. In recent weeks, we have welcomed to our

**Hearing on Executive Order No. 127 | November 19, 2009**  
**Statement of Haitian-Americans United for Progress**

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offices several Census district leaders to whom we have provided information about the communities that we serve in Queens and Brooklyn and with whom we have shared outreach strategies. We believe that the Haitian immigrant communities – which are concentrated in the Greater Cambria Heights area of Queens and in East Flatbush, and Crown Heights in Brooklyn – fit the definition of hard-to-count communities, because of language barriers, the level of misunderstanding that may exist as to where the information collected ends up, and doubts as to whether it will lead to positive difference in their lives. These obstacles can be overcome when confidence is built up through trusted institutions like HAUP.

Yet as we all know, trust does not spring eternal. It must be constantly nurtured and gained. We have gained much experience in doing just that through our 34 years of service delivery to our communities. It bears emphasizing that in this particular instance, trust is built and gained through a significant grassroots effort, which may be carried out via a combined volunteer and paid staff effort. In other words, it takes resources. Yet resources are woefully absent from the mix. Given the urgency of the hour and the benefits to the City of ensuring a higher than average census count, we strongly recommend that the City address this issue immediately. HAUP is prepared to help as much as possible, yet just like many other civic-minded organizations we have had to tighten our belts because of the recessionary squeeze. Providing resources to organizations like ours so that we can be involved in the grassroots efforts to get our communities to come out for the census is an investment that will be well worth it.

### **On Proposed Resolutions**

Both of the resolutions before the Committees – proposed resolution 190-A referring to the legal residency of prisoners, and the resolution proposed by Council Member Seabrook – make sense.

### **Conclusion**

We strongly recommend that there be closer consultation and cooperation with community-based organizations like HAUP which remains on the front line of efforts to ensure the smooth integration of new Americans of Haitian origin as well as those hailing from other nationalities. Our role as advocates and facilitators for the community members who seek our services makes us ideal partners with the city agencies that seek to develop winning strategies and plans. We know intimately the issues that they face. We can walk them through the system when the system itself remains unresponsive. If we are unable to do so, our failure is simply due to the lack of resources on hand. A stronger partnership with HAUP and other agencies like it should result in a greater capacity to deliver meaningful services to our constituents and empower them to take a more active part in the City's well-being. That includes ensuring a high census count in hard-to-count communities.

**Testimony Of Susan Lerner**  
**Executive Director, Common Cause/NY**  
**Before the**  
**New York City Council Committees on Civil Rights and on Immigration**  
**Regarding Joint Public Hearing on Census Issues**  
**November 20, 2009**

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Good afternoon. I am Susan Lerner, Executive Director of Common Cause/New York. Common Cause/New York is a nonpartisan citizens' lobby and a leading force in the battle for honest and accountable government. Common Cause fights to strengthen public participation and faith in our institutions of self-government and to ensure that government and political processes serve the general interest, and not simply the special interests. For more than 30 years, we have worked at both the state and municipal level to bring about honest, open and accountable government. Consonant with our overall mission we have consistently worked for election reform advocacy, working to improve accessibility, accuracy, transparency, and verifiability in our democratic process at the city, state and national level.

Common Cause's support for **Res 0190-2006** (Resolution calling on the New York State Legislature to amend the Election Law so that prisoners are counted as residents of the county in which they reside prior to incarceration, rather than as residents of the county in which they are detained), and **Res 2261-2009** (a Resolution calling upon the United States Census Bureau to enforce a decennial census enumeration policy in which incarcerated juveniles and adults are counted in keeping with the "one person, one vote" principle inherent in the Fourteenth Amendment of the Constitution, to insure that resources for the general welfare of all citizens are equitably and appropriately distributed.) and the oversight impetus behind **T2009-1757** (Ensuring that New York City's Hard to Count Populations Are Identified and Encouraged to Participate in the 2010 Census), flows directly from our long-standing work to insure that our elections are accurate and fair, and that our government is open and accountable.

While the language in Art. I, Sec. 2, Cl.3 can be seen as presenting some, albeit slight, support for divergent interpretations regarding census requirements, Sec .2 of the Fourteenth Amendment is straightforward, we believe, and requires that all persons living within the United States be counted in the census. Because of the number of government determinations which are dependent on the census count, not simply elective apportionment, an accurate count is essential. We cannot have honest, open and accountable government if the basis on which our legislatures are apportioned and essential services, such as public health resources, are allocated on a deliberately inaccurate basis. Accordingly, we regard all three of these measures as serving the same important goal: a census count that accurately reflects the population of these United States where people actually make their permanent home, in order to foster open, honest and accountable government.

Obtaining an accurate count in a city the size and density of New York City presents a tremendous challenge to the U.S. Census. Accordingly, Common Cause/NY believes that anything that the City can do to encourage its residents to be counted is worthwhile, leading us to strongly support **Executive**

**Order 127 of 2009** . We applaud the Committee's action to hold oversight hearings to determine what the City is doing to operationalize the laudable goals of the Executive Order.

Common Cause/NY strongly support efforts at all levels of government to insure that those who are incarcerated are accurately counted at their permanent home of record, and not at the prison where they temporarily and involuntarily are found. There are too many examples from around the state and around the country of the way in which counting the incarcerated for census purposes at the location of their imprisonment distorts any accurate population count and leads to absurd electoral situations such as the rural town in another state where a City Council district is composed of hundreds of people on paper – the prison population – but only 2 people who can actually vote in the City Council election. This story – the city is in Iowa, by the way, as reported by the NY Times last year – illustrates an important point. Insuring an accurate count has important consequences not only for the areas where the incarcerated make their permanent homes, but for the often rural areas where they serve their time. The result of failing to count those imprisoned at their place of permanent home is rank gerrymandering of the most obvious sort, and as you know, we have been vocal opponents of gerrymandering for decades. We applaud the proponents of these resolutions for identifying the important long term civil rights consequences of the Census Bureau's short-sighted policies .For these reasons, Common Cause/NY has actively supported the bills before the Legislature which would require reallocation of those incarcerated so that they are counted where they permanently make their homes and not where they are incarcerated. We believe that **Res 0190-2006** considered today, if passed, would assist the Legislature in evaluating and, we hope, passing, such bills. Common Cause/NY supports both Resolutions, **Res 0190-2006 and Res 2261-2009**. We believe that it is important for the City to make its support known on this important issue and we applaud your actions in conducting this hearing and fostering further public examination and discussion of this important issue.

**Testimony**

**To the Civil Rights Committee of the New York City  
Council**

**Hearing on  
Resolution 190-2006**

**By New York State Senator Eric T. Schneiderman  
Chair, Senate Codes Committee**

**Thursday, November 19<sup>th</sup>  
250 Broadway, Hearing Room 16<sup>th</sup> Floor**



My name is Eric Schneiderman and I am the New York State Senator for the 31<sup>st</sup> District and the Chair of the Senate Codes Committee.

I would like to thank the Chair of the Civil Rights Committee, Councilmember Larry Seabrook and the other members of the Committee, Councilmembers Mathieu Eugene, Julissa Ferreras, Darlene Mealy and Michael C. Nelson for inviting me to submit testimony at this hearing to discuss the importance of counting incarcerated people in New York State as residents of the county in which they reside prior to incarceration, rather than as residents of the county in which they are detained.

I very much appreciate the Committee holding this hearing as Resolution 190-2006 calls on the State Legislature to pass a bill that I introduced in the New York State Senate (S.1633) that would bring the state's practice into compliance with the state constitution. The bill, sponsored by Assemblymember Espaillat in the Assembly, would require New York to correct the inaccurate population data that results from the Census Bureau's practice of counting prisoners as residents of prison communities. Thirteen counties in New York State already correct the data, but many other counties are unaware of the democratic distortion or the fact that they are permitted to alter Census data.

Last session, I was proud to take the lead on the floor debate and in negotiations with the Assembly and Governor's office on the passage of the historic reforms to the Rockefeller Drug Laws. Undeniably, we took a significant step away from the ineffective war on drugs that has over-incarcerated and under-treated tens of thousands of people with substance abuse issues in New York State. But Rockefeller Reform must be a beginning and not an end to reforming our criminal justice system. Passing this resolution through the New York City Council will impact tremendously our ability to move this bill at the State level and further address inequities created by the confluence of our criminal justice system and redistricting.

According to a report conducted by the Prison Policy Initiative, *Importing Constituents: Prisoners and Political Clout in New York*, seven New York state senatorial districts met minimum population size requirements only because they included large prisons in the population total. The actual voting residents in these seven districts have inequitably inflated voting power relative to the inhabitants of the rest of the state.

This practice creates a perverse incentive for those elected officials who represent those prison districts to support the mandatory minimum sentences and harsh drug laws that have kept prisons full and devastated urban communities. In the meantime, the voting power of the people in the largely poor and minority communities those prisoners come from is diluted, making it more difficult for those communities to advocate for the resources and services all everyone needs to better their lives and end the cycle of poverty and crime.

Counting prisoners at their pre-incarceration address is essential for compliance with the "One Person, One Vote" rulings of the Supreme Court, which require that legislative districts at every level of government contain equal numbers of residents in order to ensure fair and equal representation for all.

Currently, the Census Bureau includes everyone housed in federal, state, and local prisons in its count of the general population of the Census block that contains the prison. State law, however, defines residence as the place where one voluntarily lives. Many states also have constitutional clauses or election law statutes that explicitly declare that incarceration does not change a residence. Prisoners therefore remain legal residents of their pre-incarceration addresses, and in situations where they retain voting rights, they send absentee ballots to their home districts. Unfortunately, the current census methodology disregards this, instead counting a significant proportion of our national population in the wrong place. Crediting the population of prisoners to the Census block where they are temporarily and involuntarily held creates electoral inequities at all levels of government.

For example, 65% of state prisoners in New York are from New York City, yet virtually all of these state prisoners are incarcerated in far-flung rural areas. Many rural communities have their local votes diluted as well. Most counties, cities, and towns use federal census data to draw their local legislative district and ward boundaries. St. Lawrence County, in northern New York, drew legislative districts with Census 2000 data that included more than 3,000 people in three correctional facilities as if they were actual residents of two small towns, Ogdensburg and Gouverneur. The increased voting power of Ogdensburg and Gouverneur residents diluted the votes of the many St. Lawrence County residents who do not live near those prisons. This inequity created a long-running and disruptive controversy in St. Lawrence, and a petition opposing the unequal representation gathered more than 2,000 signatures.

In neighboring Franklin County, to ensure equal representation and avoid creating a legislative district consisting mostly of prisoners, legislators subtracted the prison population from the official count. Franklin and other rural counties would be spared time, expense, and painstaking work if the federal census identified prisoners as residents of their legal pre-incarceration communities.

Every decade, states use federal census data to update their legislative district boundaries. The goal is to ensure that each district contains the same population, as required by the federal constitution's "one-person, one-vote" rule. The Census Bureau counts people in prison where their bodies are located on census day, not where they come from and where they will return, on average, 34 months later. The Bureau's current practice made sense before prison populations became large enough to distort democracy. However, more people now live in prison than our three least populous states combined, and African Americans are imprisoned at 7 times the rate of whites. Today, this Census practice undermines the rule of law.

In order to correct this practice before redistricting in 2011, we need to sign into law, as early as possible in the 2010 session, the bill Assemblymember Espaillat and I introduced.

Thank you for shedding light on this critical issue, and for advancing this resolution. I look forward to working with you to advance this issue. Please do not hesitate to contact me should you have any further questions.



## New York City AIDS Housing Network (NYCAHN)

80-A Fourth Ave. | Brooklyn, NY 11217 | (718) 802-9540 | 718-228-2477 fax | [www.nycahn.org](http://www.nycahn.org) | [info@nycahn.org](mailto:info@nycahn.org)

**November 18, 2009**

### **Testimony for the City Council Committees on Civil Rights and Immigration Joint Hearing on the Census and Prison-Based Gerrymandering**

*NYCAHN Supports Res 2261-2009 and Proposed Res 190-A (Res 0190-2006)*

The New York City AIDS Housing Network (NYCAHN) strongly supports both resolutions being considered today and we applaud the Committee on Civil Rights and Immigration for holding a joint hearing on the problem of prison-based gerrymandering and its impact on our state's democracy.

NYCAHN is led by low-income people with HIV/AIDS and service providers dedicated to addressing the root causes of the epidemic. Our VOCAL-NY Users Union program organizes low-income active and former drug users to end the war on drugs. We are also a part of a citywide coalition of grassroots organizations working to reduce the census undercount in communities of color and low-income neighborhoods.

As a community organizing group in New York whose members are heavily impacted by incarceration and other crises produced by racial and economic inequalities in our state, we are very concerned about prison-based gerrymandering and its consequences. Our membership is clearly impacted. For example, approximately 25% of New Yorkers living with HIV/AIDS spend at least one night incarcerated every year. More directly, the war on drugs – and, more accurately, the war on low-income people who use drugs – has driven our soaring prison population.

The current policy of counting prison inmates where they are incarcerated instead of their home communities for the purposes of political redistricting is deeply problematic for several reasons.

Most importantly, prison-based gerrymandering, by increasing the clout of individuals in upstate districts with prisons, violates the 14th Amendment of the US Constitution that enshrines the one person, one vote principle. In addition, it violates the New York State Constitution, which states that "no person shall be deemed to have gained or lost a residence, by reason of his presence or absence ... while confined in any public prison."

Prison-based gerrymandering also recalls the notorious three-fifths clause written into our nation's constitution that explicitly defined African Americans as less than human but enabled southern states to increase their political power by counting slaves as three-fifths of a person when drawing federal House districts without granting slaves political representation or any citizenship rights. In New York

today, prison-based gerrymandering enables conservative legislators to count prison inmates towards their constituencies in electoral districts even though they have no voting rights or common interest. At the same time, it diminishes the political power of the communities where people who are incarcerated come from and where nearly all will eventually return.

Prison-based gerrymandering has the effect of transferring political power from communities of color in urban areas to rural, predominantly white areas. New York City residents represent 66% of the prison population and 91% are housed in upstate prisons. In upstate New York, 30% of population growth in the 1990s was attributable to prison inmates relocating there involuntarily. In our state's prisons and jails, Latinos are 4.5 times and Blacks are 9.4 times as likely as whites to be incarcerated, according to the Sentencing Project. The current policy creates a self-perpetuating system of mass incarceration – those who draw political power from policies that produce a large prison population have no incentive to consider alternatives or solutions. Issues that could reduce incarceration are ignored by policymakers who benefit from the current system – fair drug policies, quality schools, affordable housing, living wage jobs, accessible healthcare and so on.

According to an analysis by Prisoners of the Census, 7 New York Senate districts would have to be redrawn if we adhered to our constitutional obligation to count inmates in their home districts. After subtracting inmates, these upstate districts are under-populated beyond an acceptable deviation when drawing electoral districts. Prisoners of the Census also estimate that 69% of New York State's prison cells are in Republican Assembly Districts and 98% of NY's prison cells are in Republican Senate Districts. One example is Senator Dale Volcker, who has been an outspoken critic of Rockefeller Drug Law reform as the former Chair and current Ranking Republican on the Senate Codes Committee. His district relies on nearly 9,000 prison inmates. It's time conservative politicians in upstate New York stop using Black and Latino inmates to unjustly exaggerate their political power.

Extensive information about the impact of prison-based gerrymandering in New York, as well as media coverage, is available through Prisoners of the Census at <http://www.prisonersofthecensus.org/newyork.html>.

The solution, as outlined in Resolution 2009-1758 and proposed Resolution 190-A, is to count inmates in their home communities rather than where they are incarcerated for the purposes of drawing electoral districts.

Thank you.

**Contact Information:** Sean Barry | [barry@nycahn.org](mailto:barry@nycahn.org) | 646.373.3344

**Committee on Immigration  
Committee on Civil Rights  
City Council Hearing**

**City Hall – New York, NY**

**November 19, 2009**

Presented by

Lester A. Farthing, Regional Director  
New York Regional Census Center

U.S. Census Bureau

USCENSUSBUREAU



# 2010 Census Timeline

## 2010 CENSUS TIMELINE

APR '09 - JUN '09

Address canvassing conducted  
Census workers canvass all census blocks, updating address/map information

MAR '10

United States Postal Service delivers Census questionnaires to households

APR '10

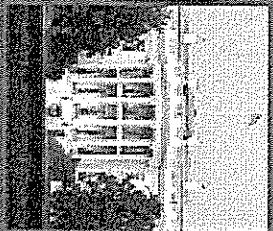
Census Day recognized on April 1, 2010!

APR '10 - JUN '10

Non-Response Follow Up  
Census workers visit households that do not mail back a census questionnaire

DEC '10

U.S. population totals are due to the President  
Show state populations and number of U.S. House of Representatives seats apportioned to each state.



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# Partnership Program

- The basic mission of the Partnership Program is to **conduct outreach, to educate, and increase awareness, and to generate support and participation** from governments, organizations, media, and businesses as well as the general public.
- Special emphasis is being placed on reaching populations that traditionally respond poorly and are historically undercounted.
- There are over 45 Partnership Specialists assigned to New York City from the neighborhoods representing diverse and hard-to-count communities. Partnership Specialists are also supported by over 60 Partnership Assistants.



# Partnership Program

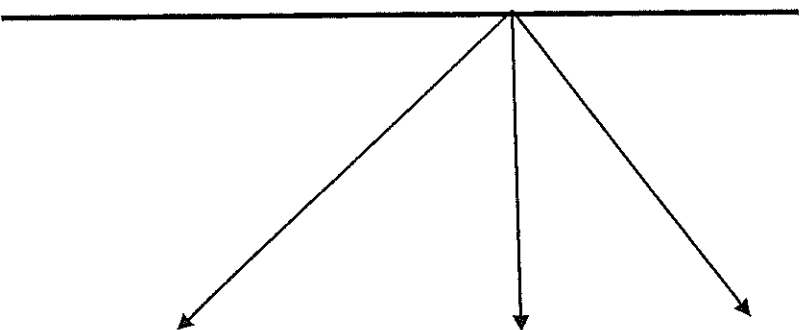
- Build on Campaign Theme of “Its In Our Hands”
- Mobilize Communities to Full Participation in the 2010 Census
- Specialized Focus on Hard-to-Count Populations
- Equip Local Stakeholders to Rally their Constituents
  - State, Local and Tribal Governments
  - Community-based Organizations
  - Ethnic and Minority Coalitions
  - Service Providers
  - Schools and Educators
  - Religious Leaders
  - Rural and Urban Organizations
  - Local Businesses and Chambers
  - Local Media Outlets





# Be Counted and Questionnaire Assistance Center Sites

- **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 individuals receive help completing their questionnaire.



March 19 – April 19, 2010

Paid Census Employee at each Questionnaire Assistance Center

Questionnaire Assistance Centers

Be Counted sites

# 2010 Census Language Program

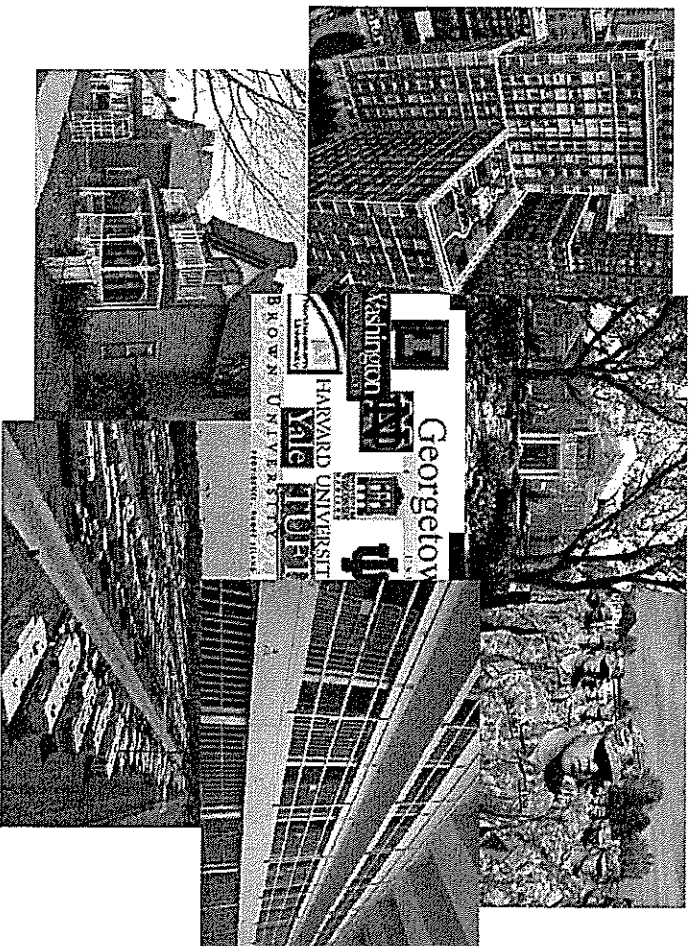
Language Guides in 59 languages				
Albanian	Chukese	Hebrew	Navajo	Tagalog
Amharic	Croatian	Hindi	Nepali	Tamil
Arabic	Czech	Hmong	Panjabi	Telugu
Armenian	Dan	Hungarian	Polish	Thai
Bengali	Dinka	Ilocano	Portuguese	Tigrinya
Bulgarian	Dutch	Italian	Romanian	Tongan
Burmese	Farsi	Japanese	Russian	Turkish
Khmer/Cambodian	French	Korean	Samoan	Ukrainian
Cebuano	German	Laotian	Serbian	Urdu
Chamorro	Greek	Lithuanian	Somali	Vietnamese
Chinese (Simplified)	Gujarati	Malayalam	Spanish	Yiddish
Chinese (Traditional)	Haitian Creole	Marshalese	Swahili	

- Mailing about 13 million bilingual Spanish/English forms to housing units in specific tracts identified as requiring high levels of Spanish assistance.
- Questionnaires available upon request in other languages: Spanish, Chinese (Simplified), Korean, Vietnamese, and Russian.
- Language guides available upon request in 59 languages

# Group Quarters

A person or family is counted no matter what type of living accommodation they are in on Decennial Day – April 1, 2010. It can be a **Household, Group Quarter or Transitory Location**; you will be counted.

## Housing, Group Quarters, & Transitory Locations



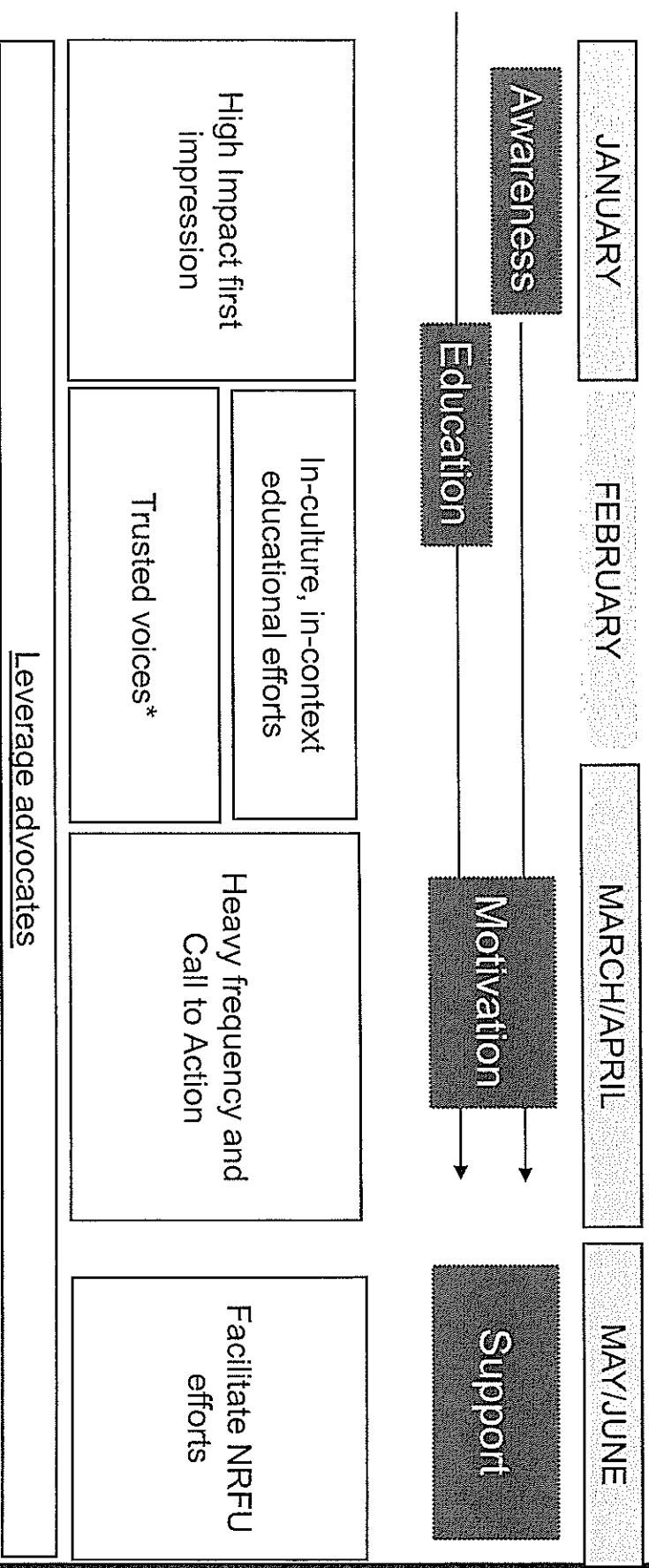
## Examples of Group Quarters include:

- College Dormitories & Housing
- Homeless Shelters
- Senior Facilities
- Nursing Homes
- Military Barracks
- Hospices
- Prisons

# **Group Quarters - Counting Prisoners**

- Census Bureau residence rules state that individuals should be counted at their “usual residence”. Usual residence is customarily defined as the place where the person lives and sleeps most of the time.
- According to the concept of usual residence, prisoners in correctional facilities, including prisons, jails, detention centers, etc., are counted at the correctional facility. The current plan for the 2010 Census, like Census 2000 and previous censuses, is to tabulate prisoners at the place of their incarceration.

# Paid Media Campaign Phases



\*For example, we will leverage media buys with popular DJs to acquire added value (live reads, local event appearances, etc.) to align with trusted voices



# Paid Advertising Program

Advertising and promotional materials will be available in 28 languages:

- Arabic
- Armenian
- Bengali
- Chinese-Mandarin
- Chinese-Cantonese
- English
- Farsi
- French
- Tagalog
- German
- Greek
- Haitian
- Creole
- Hindi
- Hmong
- Italian
- Japanese
- Khmer
- Korean
- Laotian
- Polish
- Portuguese
- Russian
- Spanish
- Thai
- Ukrainian
- Urdu
- Vietnamese
- Yiddish

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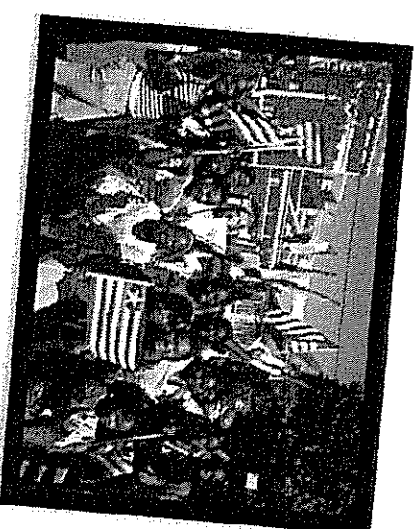
# Partnership Program Events Photo Gallery



Manhattan (Sep '09) – Brazilian Day



Queens (Aug '09) – Colombian Parade



Staten Island (Sep '09) – African Heritage Parade



Brooklyn (Sep '09) – West Indian Carnival



Bronx – 2010 Census @ Yankee Stadium

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# Partnership Program Events Photo Gallery



Brooklyn (June '09) – Arab American Festival



Queens –  
Korean  
American Task  
Force Kick-Off



Manhattan (Aug '09) – Indian Day Parade



Queens – Ecuadorian Day Parade



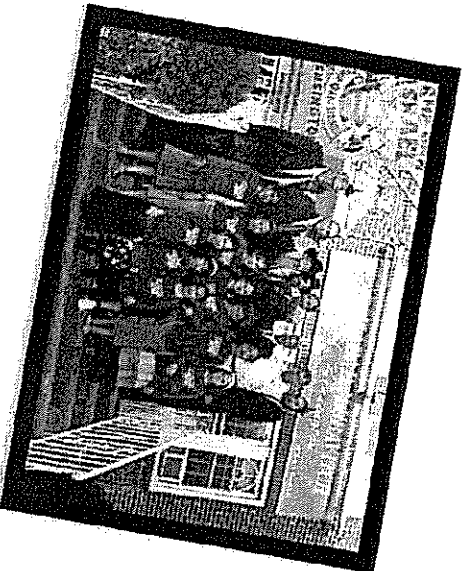
Manhattan –  
Harlem Soul Line

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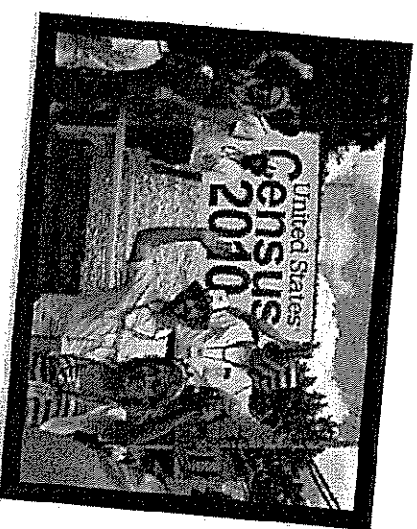
# Partnership Program Events Photo Gallery



Brooklyn – Chabad Lubavitch of  
Kensington



Bronx – Mount Hope  
Community Fair



Staten Island (July '09) – Fourth  
of July Celebration



Manhattan – Census in  
Schools Awareness



Queens – Dominican Day  
Parade

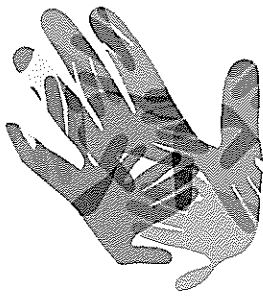
USCENSUS BUREAU





2010 Census  
IT'S IN OUR HANDS

USCENSUSBUREAU



## 2010 CENSUS: IT'S IN OUR HANDS

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### **Participating in the 2010 Census is Easy, Safe and Important**

Every 10 years, as mandated by the U.S. Constitution, our nation conducts a census — an effort to count every person living in the United States. The 2010 Census aims to accurately count everyone residing in the U.S., regardless of their age, gender, race, faith, ethnicity, income level, orientation, or immigration status.

The 2010 Census will have one of the shortest census questionnaires in the history of the United States, dating back to the nation's first census in 1790, and should take only a few minutes on average to complete.

All answers are protected by Title 13 of the U.S. Code, which strictly forbids Census Bureau from sharing of any personally identifiable information with any other government or private agency. The law also stipulates that any violation will be subject to a \$250,000 fine and/or a 5 year prison sentence. All Census Bureau employees have taken a lifetime oath to uphold this law.

The aim of this historic endeavor is to ensure that every household fills out and mails back a completed census form on or around April 1, 2010. Participation is critical, as the results determine how representation in Congress is apportioned and how more than \$400 billion in federal funds will be distributed annually to states and communities during the next decade. The results will impact local families' quality of life in numerous ways, ranging from economic and educational investment decisions to social and health services, and from job training to language assistance programs.

The New York Regional Census Center (NYRCC), which includes the ten northern counties of New Jersey and the nine southern counties of New York, has expanded its Partnership and Data Services (PDS) program by hiring and training close to 200 specialized staff members. The staff aims to be as diverse as the communities they serve, and the PDS staff is currently fluent in close to 40 languages. The PDS program goal is to increase the region's mail response rate, maximize the accuracy of the count, and improve overall collaboration with census takers.

One of the key PDS strategies is to partner with community-based organizations of all types, ranging from social service organizations to cultural and religious groups, businesses to educational institutions, and media to elected officials. Together, PDS staff and census partners are raising awareness and promoting participation in the upcoming census. Census partners and local residents are also invited to participate in local Complete Count Committees (CCCs).

CCCs are volunteer teams consisting of community leaders, elected officials, faith-based groups, schools, businesses, media outlets and others who work together to make sure entire communities are counted. PDS staff will provide materials and support all CCC efforts.

For more information about partnering with the 2010 Census, contact the NY Regional Census Office at (212) 356-3100, and ask to speak with a Partnership staff member. More information can be found at [www.2010census.gov](http://www.2010census.gov).

###

[http://www.census.gov/privacy/data\\_protection/title\\_13\\_-\\_protection\\_of\\_confidential\\_information.html](http://www.census.gov/privacy/data_protection/title_13_-_protection_of_confidential_information.html)

## Welcome to the U.S. Census Bureau's Data Protection and Online Privacy Policy website.

### Data Protection and Privacy Policy

#### Title 13 - Protection of Confidential Information

##### Sections 9 and 214 of Title 13

###### Sec. 9. Information as confidential; exception

(a) Neither the Secretary, nor any other officer or employee of the Department of Commerce or bureau or agency thereof, or local government census liaison may, except as provided in section 8 or 16 or chapter 10 of this title or section 210 of the Departments of Commerce, Justice, and State, the Judiciary, and Related Agencies Appropriations Act, 1998.<sup>(1)</sup>

1. Use the information furnished under the provisions of this title for any purpose other than the statistical purposes for which it is supplied; or
2. Make any publication whereby the data furnished by any particular establishment or individual under this title can be identified; or
3. Permit anyone other than the sworn officers and employees of the Department or bureau or agency thereof to examine the individual reports. No department, bureau, agency, officer, or employee of the Government, except the Secretary in carrying out the purposes of this title, shall require, for any reason, copies of census reports which have been retained by any such establishment or individual. Copies of census reports, which have been so retained, shall be immune from legal process, and shall not, without the consent of the individual or establishment concerned, be admitted as evidence or used for any purpose in any action, suit, or other judicial or administrative proceeding.

(b) The provisions of subsection (a) of this section relating to the confidential treatment of data for particular individuals and establishments, shall not apply to the censuses of governments provided for by subchapter III of chapter 5 of this title, nor to interim current data provided for by subchapter IV of chapter 5 of this title as to the subjects covered by censuses of governments, with respect to any information obtained therefore that is compiled from, or customarily provided in, public records.

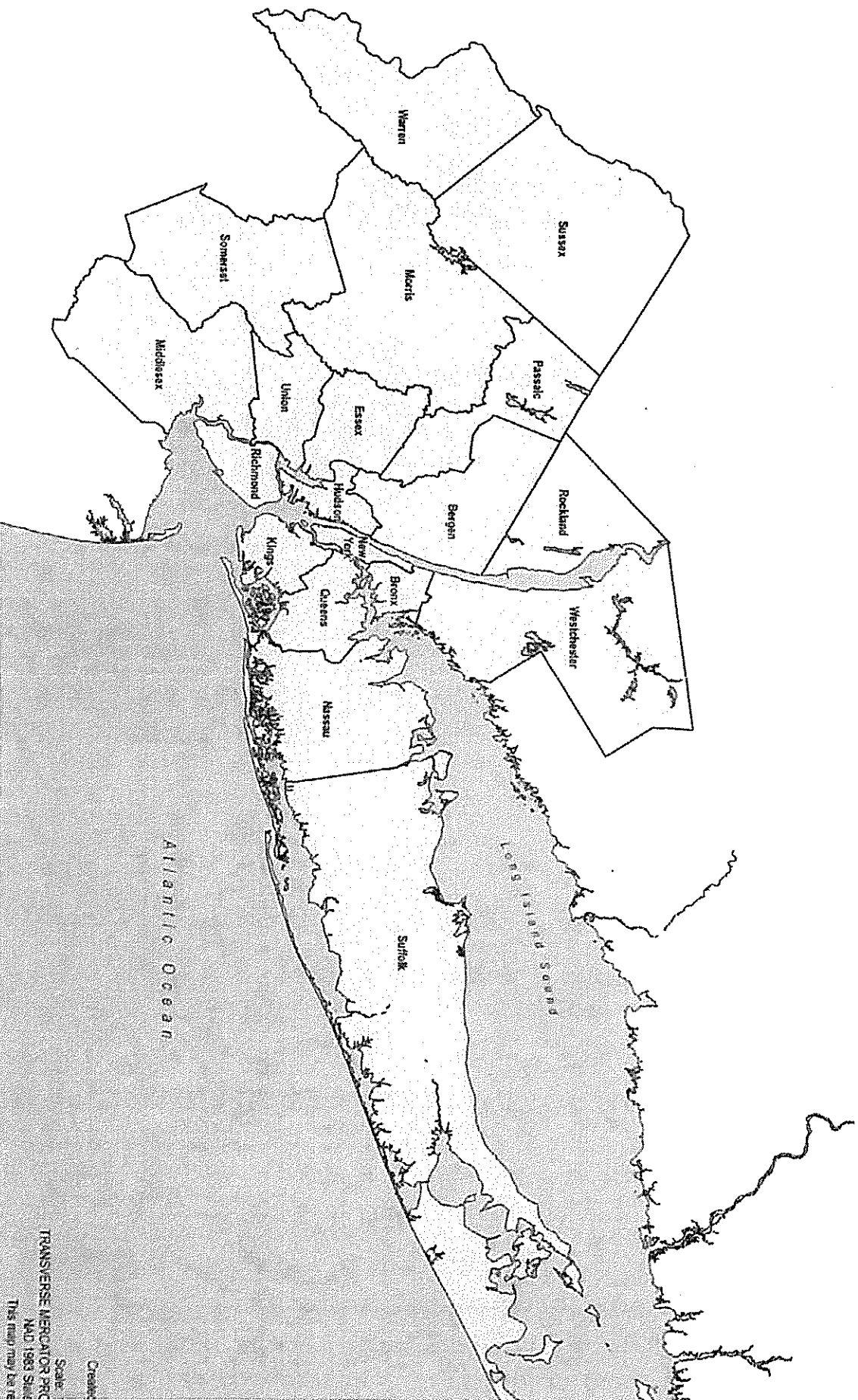
###### Sec. 214. Wrongful disclosure of information

Whoever, being or having been an employee or staff member referred to in subchapter II of chapter 1 of this title, having taken and subscribed the oath of office, or having sworn to observe the limitations imposed by section 9 of this title, or whoever, being or having been a census liaison within the meaning of section 16<sup>(2)</sup> of this title, publishes or communicates any information, the disclosure of which is prohibited under the provisions of section 9 of this title, and which comes into his possession by reason of his being employed (or otherwise providing services) under the provisions of this title, shall be fined not more than \$5,000 or imprisoned not more than 5 years, or both.

1. The Census Address List Improvement Act of 1994, P.L. 103-430 amends section 9(a) by inserting "or local government census liaison" and adding references to section 16. P.L. 105-119, the Departments of Commerce, Justice, and State, the Judiciary, and Related Agencies Appropriations Act, 1998, adds the reference to section 210.

2. The Census Address List Improvement Act of 1994 (P.L. 103-430) amends section 214 making references to section 16 and "census liaisons."

# New York Regional Office/Census Center Boundaries



Scale:  
TRANSVERSE MERCATOR PROJ  
MAD 1983 STATE  
This map may be re  
Created

# 10 QUESTIONS MINUTES

TO DEFINE WHO WE ARE AS A NATION

## The Census: A Snapshot

- **What:** The census is a count of everyone residing in the United States.
- **Who:** All U.S. residents must be counted—both citizens and non citizens.
- **When:** You will receive your questionnaire in March 2010 either by U.S. mail or hand delivery. Some people in remote areas will be counted in person.
- **Why:** The U.S. Constitution requires a national census once every 10 years to count the population and determine the number of seats each state will have in the U.S. House of Representatives.
- **How:** Households should complete and mail back their questionnaires upon receipt. Households that do not respond may receive a replacement questionnaire in early April. Census takers will visit households that do not return questionnaires to take a count in person.

## A Complete Count:

### The Importance of Census Data

- Every year, the federal government allocates more than \$400 billion to states and communities based, in part, on census data.
- Census data are used to determine locations for retail stores, schools, hospitals, new housing developments and other community facilities.
- Census data determine boundaries for state and local legislative and congressional districts.

## 2010 Census Questionnaire:

### Easy, Important and Safe

- With only 10 questions, the 2010 Census questionnaire takes approximately 10 minutes to complete. Households are asked to provide key demographic information, including: whether a housing unit is rented or owned; the address of the residence; and the names, genders, ages and races of others living in the household.
- By law, the Census Bureau cannot share an individual's responses with anyone, including other federal agencies and law enforcement entities.

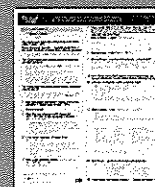
United States  
**Census  
2010**

## CENSUS HISTORY

The first census took place in 1790 to determine the number of seats each state would have in the U.S. House of Representatives. The census also was created to gain a better understanding of where people lived and to establish patterns of settlement as the nation grew.

## ABOUT THE CENSUS BUREAU


The Census Bureau was established in 1902. Today, in addition to administering the census of population and housing, the Census Bureau conducts more than 200 annual surveys, including the American Community Survey, the Current Population Survey and economic censuses every five years.



**We move  
forward when  
you send it  
back!**


# 2010 Census Key Dates

## February - March 2010



Census questionnaires are mailed or delivered to households.

## March - April 2010




Be Counted program is implemented. Census questionnaires are available at select public sites for individuals who did not receive one by mail.

## April 1, 2010




CENSUS DAY

## May - July 2010




Census takers visit households that did not return a questionnaire by mail.

## Dec. 31, 2010



By law, the Census Bureau delivers population counts to the President.

## March 2011



By law, the Census Bureau completes delivery of redistricting data to states.

# Frequently Asked Questions

## 1. Q. Who should fill out the census questionnaire?

**A.** The individual in whose name the housing unit is owned or rented should complete the questionnaire on behalf of every person living in the residence, including relatives and non-relatives.

## 2. Q. How will the 2010 Census differ from previous censuses?

**A.** In 2010, every residence will receive a short questionnaire of just 10 questions. More detailed socioeconomic information previously collected through the decennial census will be asked of a small percentage of the population through the annual American Community Survey. To learn more about the American Community Survey, visit [www.census.gov](http://www.census.gov).

## 3. Q. How are census data used?

**A.** Census data determine the number of seats each state will have in the U.S. House of Representatives. Census data also can help determine the allocation of federal funds for community services, such as school lunch programs and senior citizen centers, and new construction, such as highways and hospitals.

## 4. Q. What kind of assistance is available to help people complete the questionnaire?

**A.** 2010 Census questionnaire language assistance guides are available in a variety of languages. Questionnaire Assistance Centers (QAC) will also assist those unable to read or understand the questionnaire. Large-print questionnaires are available to the visually impaired upon request, and a Teletext Device for the Deaf (TDD) program will help the hearing impaired. Contact your Regional Census Center for more details about the types of assistance available and for QAC locations.

## 5. Q. How does the Census Bureau count people without a permanent residence?

**A.** Census Bureau workers undertake extensive operations to take in-person counts of people living in group quarters, such as college dormitories, military barracks, nursing homes and shelters, as well as those who have been displaced by natural disasters.

For more information about the  
2010 Census, go to [2010census.gov](http://2010census.gov).



2010 CENSUS  
IT'S IN OUR HANDS

# 10 PREGUNTAS MINUTOS

## PARA QUE SE ESCUCHE NUESTRA VOZ

### El Censo: datos importantes

- **¿Qué es?** El Censo es un conteo de todas las personas que viven en los Estados Unidos.
- **¿Para quién?** Toda persona que vive en los EE.UU. tiene que ser contada; personas de todas las razas y grupos étnicos, tanto ciudadanos como no ciudadanos.
- **¿Cuándo es?** Usted recibirá su cuestionario en marzo del 2010, ya sea por correo o por entrega personal. Algunas personas en áreas remotas serán contadas en persona.
- **¿Por qué?** La Constitución de los EE.UU. requiere un censo nacional cada 10 años para contar la población y determinar la cantidad de espacios que cada estado tendrá en la Cámara de Representantes de los EE.UU.
- **¿Cómo?** Los hogares deben llenar y devolver sus cuestionarios en cuanto los reciban. Los hogares que no respondan podrían recibir un cuestionario de reemplazo a principios de abril. Los empleados del Censo en su comunidad, visitarán los hogares que no devuelvan sus cuestionarios, para contarlos en persona. El representante del Censo se compromete bajo juramento a proteger su información que, por ley, es confidencial. ¡Ábrale su puerta en confianza!

### Un conteo completo: ¿Cuán importante es para su comunidad?

- Cada año, el gobierno federal asigna más de \$400 mil millones de dólares a los estados y las comunidades, basado parcialmente en los datos del Censo.
- Los datos del Censo se utilizan para decidir dónde ubicar tiendas, escuelas, hospitales, nuevos proyectos de vivienda y otras facilidades comunitarias.
- Los datos del Censo determinan los distritos legislativos y congresionales, tanto locales como estatales.

### Cuestionario del Censo del 2010: fácil, importante y confidencial

- El cuestionario del Censo del 2010 sólo tiene 10 preguntas y toma alrededor de 10 minutos completarlo. Se pregunta a los hogares información demográfica importante tales como: si la unidad de vivienda es alquilada o propia, la dirección de la residencia y los nombres, sexos, edades y razas de quienes viven en el hogar.
- Por ley, la Oficina del Censo no puede compartir las respuestas del cuestionario del Censo con nadie, ni siquiera con otras agencias federales y entidades policiales y del orden público.

United States  
**Census  
2010**

### LA HISTORIA DEL CENSO

El primer Censo se llevó a cabo en el 1790 para determinar la cantidad de espacios que cada estado tendría en la Cámara de Representantes de los EE.UU. El Censo también se creó para entender mejor dónde vivía la gente y para establecer los patrones de asentamiento en la medida que la nación crecía.

### SOBRE LA OFICINA DEL CENSO

La Oficina del Censo se estableció en el 1902. Hoy, además de administrar el Censo de la Población y la Vivienda, la Oficina del Censo realiza más de 200 encuestas anuales, incluyendo la Encuesta sobre la Comunidad Estadounidense, la Encuesta de la Población Actual y censos económicos cada cinco años.



Para  
progresar,  
lo tenemos  
que enviar.



## Censo del 2010: Fechas Claves



### febrero - marzo del 2010

Los cuestionarios del Censo se envían por correo o se entregan en persona en los hogares.



### marzo - abril del 2010

Se implementa el programa "Sea Contado". Habrá cuestionarios del Censo en algunos lugares públicos, disponibles para quienes no lo recibieron por correo.



### 1 de abril del 2010 DÍA DEL CENSO.



### mayo - julio del 2010

Los empleados del Censo visitan los hogares que no devolvieron el cuestionario por correo. Recuerde que ellos han jurado proteger su información ante la ley.



### 31 de diciembre del 2010

Por ley, la Oficina del Censo le envía al Presidente los conteos de la población.



### marzo del 2011

Por ley, la Oficina del Censo finaliza la entrega de los datos de redistribución a los estados.

## Preguntas Frecuentes

1. P. ¿Quién debe llenar el cuestionario del Censo?

R. La persona a nombre de quién esté registrada la unidad de vivienda, sea propia o alquilada, debe llenar el cuestionario a nombre de cada persona que viva en la residencia en ese momento, incluyendo parientes y no parientes.

2. P. ¿Cómo se diferencia el Censo del 2010 de los anteriores?

R. En el 2010, cada residencia recibirá un breve cuestionario de sólo 10 preguntas. La información socioeconómica más detallada, que previamente se obtenía a través del Censo decenal, se le preguntará a un pequeño porcentaje de la población durante la Encuesta sobre la Comunidad Estadounidense. Para obtener más información sobre esta encuesta, visite [www.2010census.gov](http://www.2010census.gov)

3. P. ¿Cómo se utilizan los datos del Censo?

R. Los datos del Censo determinan la cantidad de espacios que cada estado tendrá en la Cámara de Representantes de los EE.UU para lograr una representación justa. También ayudan a determinar la asignación de fondos federales para servicios comunitarios como: programas de comidas escolares, centros para personas de edad avanzada y construcción de nuevas carreteras y hospitales.

4. P. ¿Qué tipo de asistencia existe para ayudarle a llenar el cuestionario?

R. Las guías para ayudar a llenar el cuestionario del Censo del 2010 están disponibles en varios idiomas. Los Centros de Asistencia con el Cuestionario (QAC) también ayudarán a quienes no puedan leer o comprender el mismo. Hay cuestionarios con letras de mayor tamaño para quienes tengan impedimentos visuales y un programa de Dispositivos de Telecomunicación (TDD) para quienes tengan impedimentos auditivos. Comuníquese con el Centro Regional del Censo en su comunidad para más detalles sobre la ayuda disponible en español y para saber la localización de los Centros de Asistencia con el Cuestionario. El cuestionario del Censo del 2010 está disponible en español.

5. P. ¿Cómo cuenta la Oficina del Censo a las personas que no viven en residencias?

R. Los empleados de la Oficina del Censo se movilizan ampliamente para contar a las personas que viven en alojamientos de grupo como: viviendas universitarias, barracas militares, hogares para personas de edad avanzada y refugios, como también a quienes han sido desplazados por catástrofes naturales.

Para más información sobre el Censo del 2010, visite [www.2010census.gov](http://www.2010census.gov)



ESTÁ EN NUESTRAS MANOS



The 2010 Census Is Coming.  
Make Sure Your Students Count!

## The Census in Schools program: It's About Us

The U.S. Census Bureau has created a Census in Schools program called 2010 Census: It's About Us. The program will provide educators with resources to teach the nation's students about the importance of the census so children can help deliver this message to their families. The program will engage America's youth to help ensure every child and every household member is counted in 2010.

## Who will the Census in Schools program reach?

The program will reach the following audiences within the 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands and American Samoa:

- ▲ Every public, private and tribal school, through printed and Web-based materials
- ▲ Home schools, through Web-based materials
- ▲ Students in kindergarten through 12th grade
- ▲ School administrators
- ▲ Teachers
- ▲ Households with school-age children
- ▲ Educational organizations

## What does the Census in Schools program offer educators and students?

- ▲ Age-specific educational materials for students in kindergarten through 12th grade. Materials include: maps displaying population counts and other demographic information; and lesson plans grouped by grade and correlated to national standards for math, geography and language arts. Materials that integrate census information with social studies and community participation also will be available.
- ▲ Kits for principals containing maps, a Census in Schools program brochure, information about online lessons, quick-start teaching guides and family take-home kits.
- ▲ Online resources for teachers, including lesson plans, family take-home kits, event ideas and census data to teach students and their families about the census' role in U.S. history, current events and more. The interactive, user-friendly Census in Schools Web site features memory games, word finds, state facts, coloring pages, research project ideas and more.
- ▲ Opportunities to discuss and practice civic responsibility through five 15-minute lessons, available online, during a Census in Schools Week celebration.



2010 CENSUS  
IT'S IN OUR HANDS

A COMPLETE AND ACCURATE COUNT  
IS IN OUR HANDS.

United States<sup>™</sup>  
**Census**  
**2010**

## 2010 Census Timeline: Key Dates



### April 2009

Every principal in the United States receives a letter announcing the 2010 Census: It's About Us program; Census Bureau and Scholastic Inc. raise awareness of the Census in Schools program among educators so census-related lessons can be integrated into 2009 - 2010 curriculums.



### August 2009

Principals receive Census in Schools program kits in conjunction with the beginning of 2009 - 2010 school year; teachers can access educational digital lessons online.



### January 2010 - March 2010

Schools host their Census in Schools Week celebrations and distribute family take-home pages to encourage census-related conversations at home.



### April 1, 2010

Schools recognize Census Day with projects, lessons and games available on the Census in Schools Web site.

## What do Census in Schools program lessons entail?

Lessons are designed to:

- ▲ Familiarize students with the census questionnaire.
- ▲ Help children build map literacy by teaching students how to read different kinds of maps and how to create their own maps.
- ▲ Immerse students in census data and encourage them to collect data on their own.
- ▲ Challenge students to get to know their communities and think about community needs.
- ▲ Make it easy for educators to include the materials in their lesson plans.

## How can you use the Census in Schools program?

Administrators and educators:

- ▲ Integrate the standards-aligned materials and lesson plans into your curriculum.
- ▲ Teach students about the history and importance of the nation's census and underscore how a complete count benefits their communities.
- ▲ Help students understand that the census is about them, their families and their neighbors, not just about people in other places.
- ▲ Ask Parent Teacher Associations and Parent Teacher Organizations to get involved in raising awareness of the 2010 Census.
- ▲ Spread the news about the 2010 Census through school Web sites, newsletters and parent-teacher conferences.
- ▲ Provide students with family take-home pages to promote participation in the 2010 Census and initiate a family dialogue about the benefits of being counted.

Educational organizations:

- ▲ Become an official Census Bureau partner for the 2010 Census.
- ▲ Send notices about the Census in Schools program to your members.
- ▲ Publish articles about the program in newsletters and on your organization's Web site.
- ▲ Encourage school administrators to endorse the Census in Schools program nationwide.

**For more information about the Census in Schools program, please visit [census.gov/schools/](http://census.gov/schools/). For more information about the 2010 Census, please visit [2010census.gov](http://2010census.gov).**

# 50 Uses for Census Data

- Reapportioning seats in the House of Representatives
- Decision making at all levels of government
- Drawing federal, state, and local legislative districts
- Distributing over \$300 billion in federal funds and even more in state funds
- Planning for hospitals, nursing homes, clinics, and the location of other health services
- Attracting new businesses to state and local areas
- Forecasting future transportation needs for all segments of the population
- Forecasting future housing needs for all segments of the population
- Directing funds for services for people in poverty
- Designing public safety strategies
- Development of rural areas
- Analyzing local trends
- Estimating the number of people displaced by natural disasters
- Developing assistance programs for American Indians and Alaska Natives
- Creating maps to speed emergency services to households in need of assistance
- Delivering goods and services to local markets
- Designing facilities for people with disabilities, the elderly, or children
- Planning future government services
- Planning investments and evaluating financial risk
- Publishing economic and statistical reports about the United States and its people
- Facilitating scientific research
- Developing "intelligent" maps for government and business
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau
- Distributing medical research
- Planning and researching for media as backup for news stories
- Providing evidence in litigation involving land use, voting rights, and equal opportunity
- Drawing school district boundaries
- Planning budgets for government at all levels
- Spotting trends in the economic well-being of the nation
- Planning for public transportation services
- Planning health and educational services for people with disabilities
- Establishing fair market rents and enforcing fair lending practices
- Directing services to children and adults with limited English language proficiency
- Planning urban land use
- Planning outreach strategies
- Understanding labor supply
- Assessing the potential for spread of communicable diseases
- Analyzing military potential
- Making business decisions
- Understanding consumer needs
- Planning for congregations
- Locating factory sites and distribution centers
- Distributing catalogs and developing direct mail pieces
- Setting a standard for creating both public and private sector surveys
- Evaluating programs in different geographic areas
- Providing genealogical research
- Planning for school projects
- Developing adult education programs
- Researching historical subject areas
- Determining areas eligible for housing assistance and rehabilitation loans

Census  
2010

# United States Census 2010

## KEY 2010 CENSUS DATES

### JULY 2009

Address canvassing completed

### AUGUST 2009

Census in Schools materials arrive in schools

### OCTOBER 2009 - APRIL 2010

Census worker recruitment underway

### NOVEMBER 2009

New 2010 Census Web site launch

### FEBRUARY 2010 - APRIL 2010

Questionnaire Assistance Centers and Be Counted sites open to answer questions

### MARCH 2010

United States Postal Service (USPS) delivers census questionnaires

### APRIL 1, 2010

#### GENSUS DAY

Send your questionnaire back!

### MAY 2010 - JULY 2010

Census takers follow up with households that did not return questionnaires

### DECEMBER 31, 2010

U.S. Census Bureau delivers apportionment counts to the president

### July

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### August

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### September

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### October

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### November

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### December

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### July

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### August

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### September

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### October

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### November

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### December

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## IT'S IN OUR HANDS

### GET INVOLVED! HERE'S HOW:

- Announce partnership with Census Bureau
- Access free communications resources online
- Establish/join a Complete Count Committee
- Support Census in Schools program
- Use 2010 Census drop-in articles in mailings
- Link to/from 2010 Census Web site
- Display/distribute 2010 Census promotional materials
- Plan event around mailout of census questionnaires
- Provide space for 2010 Census Be Counted sites and Questionnaire Assistance Centers
- Discuss the importance of 2010 Census participation
- Encourage completion/return of questionnaires