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[www.2010census.gov](http://www.2010census.gov)

### "We Can't Move Forward Until You Mail It Back." - The 2010 Census What does it mean?

The 2010 Census themes and tag lines "It's In Our Hands" and "We Can't Move Forward Until You Mail It Back" reflect a public attitude that "It's our census, it's up to me and my community to make sure that we have a complete and accurate count."

The 2010 Census will help determine how more than \$400 billion in federal funds is dispersed each year for things like hospitals, job training centers, schools, senior centers, emergency services, bridges, and public works projects. The data collected by the census also help determine the number of seats each state has in the U.S. House of Representatives. The census provides valuable information that can be used in diverse local applications like grant writing, eligibility for housing, and social actions.

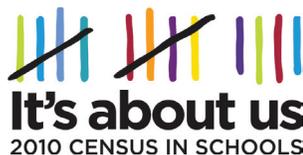
### Census Bureau Launches 2010 Census Advertising Campaign Communications Effort Seeks to Boost Nation's Mail-Back Participation Rates.

The U.S. Census Bureau has unveiled its national advertising campaign for the 2010 Census. One of the primary goals for the advertising and outreach campaign is to increase the number of people who mail back their forms when they arrive in March. For each percentage point increase in the national mail-back response rate, the Census Bureau saves taxpayers \$80 to \$90 million in costs associated with having to send census takers to non-responding households for in-person interviews. With ads produced in an unprecedented 28 languages, the 2010 Census advertising campaign will reach the average person multiple times with messages about the importance of participating in the census. More than half of the budgeted advertising will be targeted to media consumed by minority and ethnic audiences.

### Census in Schools

The 2010 Census is the one civic event that involves everyone, including children, who are historically undercounted. Most students experience only one decennial census during their school years. The Census in Schools program provides cross-curriculum lessons that teach students about the importance of the census in our democracy.

The Census Bureau is asking schools and teachers to designate a "Census in Schools Week" sometime between the end of January 2010 and April 2010. This week will be dedicated to 2010 census lessons and related activities to teach the entire school and/or individual classes about the census.



In mid-January 2010, the Census Bureau sent to every school principal in the U.S. student-take-home materials to support their "Census in Schools Week". These materials include five fifteen-minute lessons that highlight census student take-home materials. All the materials are posted on <a href="http://www.census.gov/schools">www.census.gov/schools</a>.

## Regional Director HIGHLIGHTS



Cathy L. Lacy

### 2010 Census and Census Bureau Surveys

#### On the One Hand:

*The 2010 Census is conducted every ten years.*

#### On the Other Hand:

*Census Bureau Surveys are conducted periodically.*

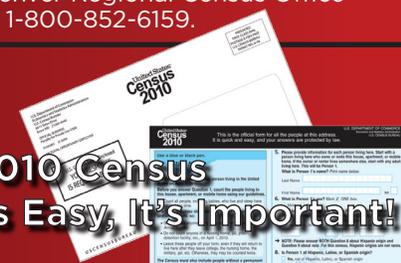
Many Americans think the U.S. Census Bureau's only mission is to conduct the once every 10-year census. However, a household address may also be chosen to be part of a randomly selected sample for one of the current surveys conducted by the Census Bureau. We conduct surveys every month involving thousands of households and businesses throughout the country. On-going surveys, called "current surveys", collect data that are used to continuously monitor and assess social and economic trends and conditions that affect our society. This includes the unemployment rates, and housing starts for example.

If a Census Bureau employee is at your door, he or she will show you their Census Bureau identification badge, tell you the name of the survey for which your participation is needed, provide a copy of the notification letter you received, or should have received, in the mail describing the survey. If a Census Bureau employee has called you and you would like to verify that the person calling is indeed a Census Bureau employee you may confirm this by calling the Denver Regional Census Office at: 1-800-852-6159.

United States  
**Census 2010**

2010 Census

**It's Safe, It's Easy, It's Important!**



## Update / Leave

*A Plan That Comes Together: We Drop It Off. You Mail It Back.*



Between March 1 and April 2, 2010, the U.S. Census Bureau will use a special enumeration process called "Update/Leave" in mainly rural areas, where most of the housing units do not have a city-style address such as "4505 Main Street". Census takers will visit each housing unit in Update/Leave areas to drop off a form at each of these units, which the respondent completes and mails back.

More than 1.7 million households in the Denver region will get their form by Update/Leave enumeration.  
87.73% of the land area in the Denver region is covered by Update/Leave.

## Census Bureau Launches 2010census.gov in Spanish Site Reinforces Confidentiality of Answers to Hispanic Community

The U.S. Census Bureau has launched its 2010 Census Spanish language web site:  
[www.2010census.gov/espanol](http://www.2010census.gov/espanol).

With an innovative, unique and digitally rich experience, the site's goal is to inform the more than 34 million people in the U.S. who speak Spanish at home about the 2010 Census and to demonstrate to the Hispanic community that participation is safe, easy, and important.



The new 2010 Spanish web site is an interactive experience, allowing users to preview the 10 questions on the 2010 Census form via an interactive application. The site reinforces the message that answers provided on the 2010 Census are strictly confidential and protected by law. The 2010 Census form will be one of the shortest in U.S. history and will take only 10 minutes to complete. The Web site, [www.2010census.gov/espanol](http://www.2010census.gov/espanol), presents six videos of real life stories in Spanish. Each video addresses answers to the most commonly asked questions about the 2010 Census. It also provides key dates, the 2010 Census Road Tour route, the latest in social media (such as the director's blog) and connections to many social media sites.

The Census Bureau will mail out 120 million forms starting in March. For the first time, the Census Bureau will mail out 13 million bilingual, English-Spanish forms across the country.

## 2010 CENSUS PORTRAIT OF AMERICA ROAD TOUR

February 2	Matt Kelly Elementary School - Las Vegas, NV
February 3	Latino Community Event - Las Vegas, NV
February 4	Dixie Downs Elementary School - St. George, UT
February 6	UNLV vs BYU Basketball - Las Vegas, NV
February 7	Korea Town Mall - Las Vegas, NV
February 9	Half-day Community Event - Ogden, UT
February 12	Race to the Sky Dog Sled Race - Helena, MT
February 13	All State Wrestling Tournament - Billings, MT
February 14	Wild West Winterfest - Great Falls, MT
February 16	Community Event - Bozeman, MT
February 17	Community Event - Billings, MT
February 20	United Tribes Tech College - Bismarck, ND
February 21	University of North Dakota at Grand Forks - Grand Forks, ND
February 22	Community Event - Fargo, ND
February 25	Community Event - Aberdeen, SD
February 26	Community Event - Sioux Falls, SD

*Weather conditions may affect the scheduled events.*

## IN THE SPOTLIGHT

*Coming Soon...*

*The Denver Region Tribal Road Tour Vehicle!*



**A Journey of Many Voices...**

## Black History Month: February 2010

To commemorate and celebrate the contributions to our nation made by people of African descent, American historian Carter G. Woodson established Black History Week. The first celebration occurred on Feb. 12, 1926. For many years, the second week of February was set aside for this celebration to coincide with the birthdays of abolitionist/editor Frederick Douglass and Abraham Lincoln. In 1976, as part of the nation's bicentennial, the week was expanded into Black History Month. Each year, U.S. presidents proclaim February as National African-American History Month.



**2 MONTHS... AND COUNTING!**



[www.2010census.gov](http://www.2010census.gov)