

# 1 MONTH AND COUNTING!

**Mailout Out Delivery: March 15 - 17**  
**Rural Door-to-Door: March 1 - April 2**

## IT'S IN OUR HANDS!



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## 2010 CENSUS: We Can't Move Forward Until You Mail It Back

Look for Your Census Form in your mailbox in the next few weeks. It's important that you fill it out and mail it back as soon as possible. With only 10 questions, the 2010 Census should only take about 10 minutes to complete. [www.2010census.gov](http://www.2010census.gov)

It costs the Census just 42 cents in a postage paid envelope when households mail back their 2010 Census forms. The Census Bureau will spend about \$25 per person visiting households that don't mail their form back.



## Regional Director HIGHLIGHTS



Cathy L. Lacy

### TAKE 10 CAMPAIGN

To encourage everyone to take 10 minutes to answer 10 simple questions on the 2010 Census form, we are launching the "Take 10" campaign. Through "Take 10" you can visit [www.2010census.gov](http://www.2010census.gov) beginning March 22 to get updates on the proportion of households that have mailed back 2010 Census forms. You will be able to view differences between your community's participation rates and those of neighboring communities or other area across the country.

An electronic toolkit is available at <http://2010.census.gov/partners/toolkits/> with suggestions on how to use friendly competition with other communities to inspire your community to participate in the census.

You can play an important leadership role in encouraging your community to mail back their forms. The 2010 Census questionnaires are delivered from March 15-17, 2010. From the time the forms are delivered until the closing of the mail campaign at the end of April, you have the opportunity to remind your community of the importance of mailing back their census forms and the impact of the census on the community.

## UPDATE / LEAVE

### Census Takers Are Hand Delivering 2010 Census Questionnaires to Rural Addresses

Census workers are hand delivering 2010 Census questionnaires to rural addresses across the Denver Region, mostly in areas where people do not receive mail at the same location as their residence.



Census takers will deliver 2010 Census questionnaires directly to each residence in these areas, leaving the form packaged in a plastic bag at the home's main door. Residents are encouraged to fill out and mail back their census forms using the enclosed pre-paid envelope as soon as possible.

## TELEPHONE QUESTIONNAIRE ASSISTANCE

For help filling out the 2010 Census form, call one of the toll-free help lines.



### 2010 Census Toll-Free Help Lines

- English:** 1-866-872-6868
- Spanish:** 1-866-928-2010
- Chinese:** 1-866-935-2010
- Korean:** 1-866-955-2010
- Russian:** 1-866-965-2010
- Vietnamese:** 1-866-945-2010
- Deaf/Hard of Hearing:** 1-866-783-2010

The phone lines are open nationwide from 8 a.m. to 9 p.m. (local time), seven days a week, through July 30, 2010. Staff who speak English, Spanish, Chinese, Korean, Vietnamese, and Russian will be available to help.

### 2010 CENSUS KEY DATES

- March 8-10, 2010 - Advance Letters Mailed
- March 15-17, 2010 - Questionnaires Mailed
- March 22 - 24, 2010 - Reminder Postcards Mailed
- April 1, 2010 - Census Day

## IN THE SPOTLIGHT

### Commerce Secretary Locke In Las Vegas



U.S. Commerce Secretary Gary Locke traveled to Las Vegas to lead a roundtable discussion to address challenges and explore solutions for conducting a complete 2010 Census in the wake of the housing crisis – a crisis that has hit Nevada particularly hard, forcing many families to leave their homes and move into temporary housing. Locke was joined by Nevada Secretary

of State Ross Miller, Denver Regional Director, Cathy Lacy, local Census officials, city officials and private sector Census partners. Secretary Locke also led a round table discussion with more than 30 leaders of the Asian Pacific Islanders American community on Census 2010 challenges in their communities.

## IN THE NEWS

### President Obama Records Message Urging Participation in 2010 Census



President Barack Obama recorded a public service announcement encouraging national participation in the 2010 Census available at: <http://2010census.gov>

*Dora the Explorer public service announcements remind you to include all little explorers in the 2010 Census!*



*Children have been undercounted in every census since the first one in 1790. Please remember to include all of your children when you complete the 2010 Census form.*

## 2010 CENSUS COMMUNICATIONS CAMPAIGN

The Integrated Communications Campaign for the 2010 Census is one of the most extensive and far-reaching marketing campaigns ever conducted in this country. The campaign is designed to increase the mail participation rate, improve accuracy and reduce the differential undercount, and improve cooperation with census takers. For every one percent of households that mail back their Census forms, the government saves over \$80 million dollars in enumeration costs. Therefore the objective of the

campaign is to insure an accurate count of the population as mandated by the Constitution, and provide a significant cost savings to the country. Paid media activities, partnership support and public relations, nationally and locally to all audiences, will be at their highest levels. Messaging will urge audiences to “act now,” to participate in the

Census by filling out their forms, mailing them back and encouraging others in communities to do the same. It is anticipated that during this window the Census will be the most visible and persuasive advertiser in our country.

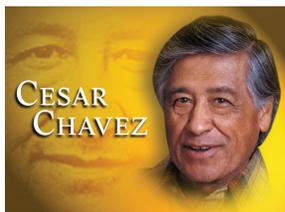


## CESAR CHAVEZ DAY

March 31 is Cesar Chavez Day in the United States. Key community leaders use this event to speak to the public about the values that Dr. Chavez showed in his lifetime and how they made a positive impact on society.

“We cannot seek achievement for ourselves and forget about progress and prosperity for our community...Our ambitions must be broad enough to include the aspirations and needs of others, for their sakes and for our own.”

- Cesar Chavez



## 2010 Toolkit - PSA Spot Source

The 2010 Census PSA Spot Source is the main archive and clearinghouse for all 2010 Census PSAs. We offer TV and radio products for download in both English and Spanish, as well as other languages when available. You can download broadcast quality files or request broadcast quality hardcopies.

<http://spotsource.census.gov>

## 2010 Census Countdown Widget

A new 2010 Census Countdown Widget is available on the 2010 Census Web site and you can now encourage partners to incorporate this widget on their Web sites. You will find this link at: <http://2010.census.gov/2010census/involved/index.php> Scroll to the bottom to locate the Countdown Widget. You can also go to [www.2010.census.gov](http://www.2010.census.gov), click on the “Take Part” icon at the top of the page and find the widget at the bottom of the page.



## CHILDREN COUNT TOO CAMPAIGN

Census Bureau partner Nickelodeon will debut a new television spot featuring Dora the Explorer, the popular children’s character on the network’s award-winning animated preschool series.



## FREQUENTLY ASKED QUESTIONS

### Q. What if I refuse to Participate In The Census?

A. Participation in the 2010 Census is vital and required by law. (Section 221, Title 13, U.S. Code). The law makes it a crime not to answer “any of the questions on any schedule submitted in connection with any census or survey” and authorizes the courts to impose a fine for failure to respond. However, rather than rely on criminal charges, the Census Bureau prefers and has been successful in getting participation by explaining the importance of the questions we ask and how the information benefits our community.

### Q. Is the Census Safe?

A. The Census is safe. Your answers are protected by law and are NOT shared with anyone—including all agencies. The Census Bureau is bound by strict law and solemn commitment to protect the confidential information we collect. We take extreme measures to protect the identity of individuals and businesses, starting from the point at which the data are collected and continuing decades after the data are published as aggregate statistics. This includes protecting the addresses of residents and businesses we collect and maintain. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

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