

NRFU

open your door to the future

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Non-Response Follow-Up (NRFU)

Now the Census Bureau turns to a demanding task—convincing those residents who did not return or receive their form to cooperate when census takers visit them in the coming weeks. The U.S. Constitution requires that the Census Bureau count everyone residing in the United States. That means the Census Bureau must visit every household for which a questionnaire has not been received.



SPOTLIGHT

Census Takers Perform An Important Community Service.

Census takers are predominately members of their own community, working to ensure the count is complete. While working in their own neighborhoods, they will explain the purpose of the census, conduct brief personal interviews, help neighbors complete their 2010 Census questionnaire, and record responses on paper forms. Accurate census data is the backbone of all civic engagement efforts and will help ensure each community gets the representation and services it needs.



Census Takers Are Also Your Neighbors.

Is your neighbor a nurse, a homemaker or perhaps a construction worker? In the next two months, chances are that at least one of your neighbors will also be a census taker. Beginning May 1, the Census Bureau will be sending some 40,000 to 50,000 enumerators throughout our ten-state region. These census takers will be visiting homes where a questionnaire was not received, completing a critical field operation for the 2010 Census. Please welcome your census taker and neighbor when he or she knocks on the door.

IT'S ABOUT COMMUNITY!

The importance of census data cannot be overstated. Accurate census data are used for so many purposes, from reapportionment and redistricting to allocation of federal, state and local funding, to recognizing trends and challenges in communities.

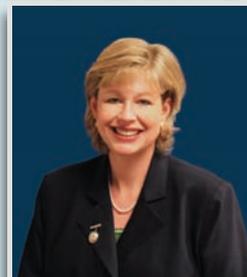
Our task now is to strengthen cooperation with census takers by reminding people why the Census is an indispensable community resource.

- It's about civic engagement
- It's about stewardship of tax dollars
- It's about people working to make a difference
- It's about being responsible
- It's about promoting the quality of life in our community
- It's about sustainability
- It's about building and maintaining the infrastructure of the community.

An accurate count will allow communities to track the well-being of children, families, and the elderly and determine where to locate new highways, schools, and where hospitals might be needed.



Regional Director HIGHLIGHTS



Cathy L. Lacy

NON-RESPONSE FOLLOW-UP

Beginning May 1, the Census Bureau will launch the largest—and most crucial—field operations in the Census 2010 campaign. This operation will visit all those households in our ten-state region where a questionnaire has not been received by the end of April.

The task for our census workers will be to help residents complete the ten question form. Because an accurate count of our population is so vital to fulfilling the needs for the next ten years of every state, city and community in our region, we are asking these residents to cooperate with our workers.

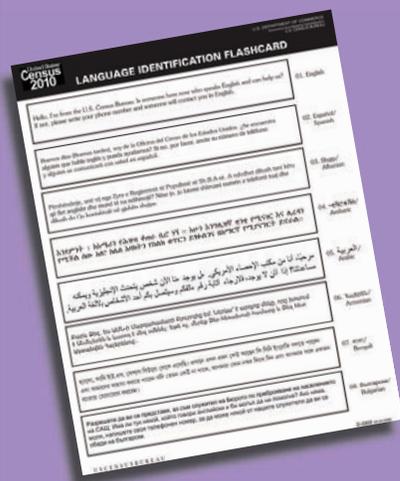
We have recruited and hired census takers at the neighborhood level so that the census worker, in most cases, will be someone who knows the neighborhood well. All of our workers have received extensive training on this field operation.

From the very beginning of this decennial, our goal has been to count all people—children, teens, adults, seniors, citizens and noncitizens. With the continued cooperation and support of our partners and community leaders we will reach our goal successfully.



Non-Response Follow-Up Facts

- The Census Bureau is required by the U.S. Constitution to count everyone living in this country, regardless of immigration or citizenship status.
- If the Census Bureau did not receive a completed form from a residence by the end of the mail back period, a census taker will likely visit that address to take a count in-person.
- The mail back period ended the latter half of April, with Non-Response Follow-Up operations launching May 1, 2010.
- During peak operations, Local Census Offices will employ about 650,000 temporary census workers nationally.
- All Non-Response Follow-Up production is scheduled to end no later than July 10, 2010.
- Each census taker will have a flashcard containing a sentence about the 2010 Census written in approximately 50 languages. If a resident does not speak English, the census taker will use the flashcard to allow the resident to point to the language he or she speaks. A census crew leader will then reassign that housing unit to a person who speaks that language.



HOW TO IDENTIFY A U.S. 2010 CENSUS TAKER

A Real 2010 Census Taker:

- Will ALWAYS have an official U.S. Census ID badge marked with their name.
- May have a "U.S. Census Bureau" bag.
- Will NEVER ask to enter your home.
- Will ONLY ask the ten questions that appear on the census form.
- Will NEVER ask for your Social Security number or any financial information.
- Will NEVER ask or suggest that you submit information to the census online. Census data CANNOT be submitted online.



If you mailed in your 2010 Census form on time, you probably will not be called on by a census taker; however, some addresses will be visited by census takers for Census Bureau follow up or quality control checks.

What if You Still Doubt the Census Worker's Identity?

If for any reason you are not sure of the census worker's identity, immediately call your Local Census Office to confirm they are employed by the Census Bureau. Misrepresenting oneself as a census worker is a federal crime.

Do You Have to Talk to the Census Taker?

Yes. Participation in the 2010 Census is vital and required by law (Section 221 of Title 13 of the U.S. Code); however, criminal charges are rarely filed. Instead, the Census Bureau tries to get everyone to participate by explaining the importance of answering the questions and demonstrating how the census information helps your community.

Do Census Takers Undergo a Security Check?

All U.S. 2010 Census workers undergo FBI background checks, including fingerprints screening.

What About Privacy and Confidentiality?

All employees of the Census Bureau - including census takers - are sworn for life under federal law to protect your data. Census employees who violate that oath face criminal prosecution. By law, the penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both. The Census Bureau and all of its employees are prohibited from sharing your census answers with anyone—not the President, not the IRS, not the FBI, not the CIA, and not with any other government agency.

You may call your Local Census Office to confirm your Census taker's credentials.



MEDIA COVERAGE GUIDELINES

Federal law (Title 13 of the U.S. Code) guarantees respondents that their information will be kept confidential. The only people who can access Title 13 information are employees or special sworn status individuals who take an oath for life to protect identifiable information. This means media representatives may not directly observe or record any activities or documents pertaining to 2010 Census activities, such as any enumeration or follow-up procedures with respondents.

Media representatives may not follow census staff while they are working. Census workers have instructions to stop their work if members of the media are close enough that individual respondents, their conversation or their addresses can be identified.

Media representatives may approach census staff before or after their work to request interviews. In such interviews, staffers are prohibited by Title 13 from revealing specific information, such as individual addresses of dwellings, who they talked to, or other information that would compromise the confidentiality of respondents.





WHAT DO CENSUS TAKERS DO?

Door-to-Door and Face-to-Face

What do the enumerators—census takers—have to do? Each enumerator is given a binder of addresses in an area that includes all those addresses for which we have not received a completed questionnaire. Because houses without numbers and street name addresses can be difficult to find, enumerators in rural areas also receive maps that have the housing unit locations marked on them. The enumerator must go to each address in the assignment area to complete the questionnaire for the housing unit and its occupants.



For each address, the enumerator must:

- Interview a household member at least 15 years of age and complete the assigned questionnaire.

If the unit was occupied by a different household on Census Day, the enumerator completes a questionnaire for the occupants who lived there on Census Day by interviewing a knowledgeable person, such as a neighbor. If the current occupants were not enumerated elsewhere, the enumerator will also complete a census questionnaire for them for their Census Day address.

If the housing unit was vacant on Census Day, the enumerator completes appropriate housing questions on the questionnaire by interviewing a knowledgeable person, such as a neighbor or apartment manager.

If the housing unit was demolished or otherwise nonexistent under census definitions, the enumerator completes a questionnaire that provides the reason why the unit should be deleted from the census address list.

- What if nobody's home? Will the census taker just go away?

Yes, but he or she will most certainly be back.



Census worker shows resident his ID badge.

The enumerator must make up to six attempts to contact the resident and complete a questionnaire.

If no one is home at an occupied housing unit, the enumerator obtains as much information as possible about how to contact the occupants from a neighbor, building manager, or other source.

The enumerator also leaves a notice at the address that they have visited and provides a telephone number so the occupant can call back to complete the interview or schedule a visit.

- Crew leaders meet daily with each enumerator to pick up and check completed work.

Crew leaders are expected to make sure that enumerators produce quality work at a production rate appropriate for the area they are working. Crew leaders check each completed questionnaire for completeness and accuracy.

In order to prevent falsification of the data by enumerators, a percentage of each enumerator's work is verified for accuracy by a re-interview staff. This staff verifies a sample of each enumerator's work and may also verify additional questionnaires from enumerators whose work differs significantly from that of other enumerators working for the same crew leader. An enumerator who is discovered falsifying data is dismissed immediately and all the work will be redone by another enumerator.

Like all other employees of the Census Bureau, enumerators are subject by law to severe penalties including imprisonment for divulging information about any household or individual they are assigned or interview.

United States Constitution Article 1, Section II says:

"Enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of ten years, in such manner as they shall by law direct."

The final line, "In such manner as they shall by law direct," allows Congress to pass the laws that make the census mandatory. It also allows for Title 13 protections. Census information trumps even the President and the Patriot act because of Title 13 of the United States code.

In 2007 and 2008, congress approved how the 2010 census questionnaire looks today.



On Saturday April 10, 2010, from 1 to 5 PM a March to the Mailbox event at Klines Park in a beautiful, historic and hard-to-count area of Las Cruces, New Mexico welcomed about 500 visitors. Sunny skies and 80 degree weather made the perfect setting for an afternoon in the park.



Different tents held food and giveaways and about 40 volunteers kept things running smoothly. A Questionnaire Assistance Center site was set up for the community to encourage people to fill out their forms. There were also recruitment tables providing information on Census jobs.

A US Post Office vehicle and two uniformed postal workers stood by the mailbox accepting the Census questionnaires as people completed their forms and took them to the mailbox.

Speakers included Congressman Harry Teague, City Councilman Miguel Silva and County Commissioner Oscar Buttler. Entertainment throughout the day, included Regional Mexican dancers to ballerinas, and, at the end, Native American dancers performing a blessing dance.



Local businesses generously donated a never-ending supply of food consisting of burritos, enchiladas, pizza, and fruit pies. Two doves were released by children to mark the event's conclusion.



Tortilla Productions video taped the event for video requested from HQTs for b-roll and other outreach.

SOME HOUSEHOLDS WHO HAVE ALREADY RETURNED THEIR FORMS MAY STILL BE VISITED BY A CENSUS TAKER

There are a number of reasons why a census taker could be required to collect the information even though a census form has already been submitted.

Be Counted Form or TQA: If a respondent went to a **Be Counted** or **Questionnaire Assistance Center** and completed a form, or completed an interview through a Telephone Questionnaire Assistance Center and did not have their Census Geographic ID code to put on the questionnaire, the Census Bureau must figure out the physical location of the address the respondent entered on their form. Some addresses can quickly and automatically be matched to our master address file, while others require manual matching. Since this process takes time, not all completed forms were able to be removed from our non-response follow-up lists. To ensure that everyone is counted, it is necessary for us to take an interview in person. We have a process to remove duplicates so they will not be counted twice, but we must ensure that everyone is counted once.

Recently Mailed: If a respondent mailed their form after April 17, it is likely the form did not make it into the system in time to be taken out of the personal follow-up workload.

Duplicate Form: An address may have received more than one 2010 Census form. The respondent most likely completed one form and threw the other one away. If the addresses were not identical, we have two addresses in our master address file for that one physical location. We need to take the interview, and then we will match it in our system and remove duplicate information during processing.

Damaged Form: Occasionally a form may be damaged in the mail or during the Census Bureau's automated check-in process, making the Census ID number illegible. If we are unable to read this number we cannot check in the form and process it to the address where it belongs. When this happens it appears as though we have not received a form for a household so we visit in person to obtain the information.

THANK YOU!

Thank you to our local partners throughout the Denver Region who delivered the 2010 Census message to their communities, Tribes, and neighbors. Despite the challenges of our vast and diverse region, we have come together and residents have responded at unanticipated levels.

This only marks the half-way point for the 2010 Census. There is much hard work ahead. We need to have the public's cooperation to reach our final goal of a complete and accurate count of every person in the country.

*Cathy Lacy, Director
Denver Regional Census Center*

