



2010 Census: One Year Out!!!



Massachusetts Secretary of the Commonwealth Galvin and Regional Director Ludgate answer questions during a 2010 Census Kick-Off event in Worcester.

During Census Awareness Week events held across the Boston Region, community leaders and government officials announced their support for achieving a complete and accurate count during the 2010 Census.

On March 30 in Worcester, MA, Secretary of the Commonwealth of Massachusetts and Census Liaison William Galvin

and Director of the Boston Regional Census Center Kathleen Ludgate invited local government officials to join efforts to encourage mail response from all cities and towns throughout Massachusetts.

“This is about our community, our State, our future. This is why it is so important for us to work together,” explained the Secretary during his opening remarks. Mr. Galvin also emphasized the importance of Census data ensuring a fair distribution of federal funds and political representation to all cities and towns.

Regional Director Ludgate presented the 2010 Census timeline, field operations, and the partnership program to attendees. “Your presence signifies your strong commitment to an accurate count. Every person matters, and together we will work to achieve a complete count. We encourage you to form Complete Count Committees and to implement projects which will encourage

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response from your community,” said Ludgate.

During the event, Regional Census Center staff promoted 2010 Census core Initiatives: Census in Schools, Colleges & Universities, Complete Count Committees, Faith-based Organizations, Foreign-born & Migrants, and Questionnaire Assistance Centers and Be Counted.

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Media Report: 2010 Census Ethnic Media Seminars

The Census Bureau is working closely with ethnic media outlets to reach out to minorities and to assure people in these communities that it is safe, easy, and important to participate in the 2010 Census.

In order to improve this relationship, the Boston Regional Media Team is coordinating ethnic media events with various partners throughout the Region with a specific focus on target cities.

During the first event related to this initiative, Representatives of the Boston Regional Census Center, led by the Regional Director Kathleen Ludgate, met with New England ethnic journalists at a recent seminar hosted by the Center on Media and Society, at the University of Massachusetts Boston. The journalists learned about the 2010 Census, data access, and the role of the ethnic media in



Partnership Coordinator Cesar Monzon addresses journalists during the first ethnic media seminar hosted by the University of Massachusetts Boston.

improving the mail response rate of the communities they serve.

“The Census Bureau is reaching out to the ethnic media because we recognize the importance of their voices within their communities,” explained Ludgate, who provided an overview of the 2010 Census operations and the Bureau’s Inte-

grated Communications Campaign to the journalists. The Regional Director also responded to questions regarding hard to count populations, language challenges, and confidentiality issues.

Communications Plan:

The Census Bureau has developed the Integrated Communications Campaign to serve the varied needs of its operations and programs. By unifying all Campaign elements (national and local partnerships, Census in Schools, media relations, publicity events, and paid advertising), the Census Bureau will generate a consistent message across the nation, which will increase the response rate, will improve the quality of Census data, and will heighten public cooperation with all field operations.

Census Spotlight: National Partner

Cynthia Scott, R.I. Partnership Specialist, secured a national partnership with CVS Caremark. Senior Vice President of Human Resources and Corporate Communications Michael Ferdinandi has agreed to encourage employee participation in the 2010 Census with notices on the employee website and articles in the CVS bi-monthly newsletter. CVS will also reach out to customers by placing a note about the Census on sales receipts in early 2010 when Census questionnaires will be delivered.



CVS Corporate VP Michael Ferdinandi (left of banner) at an April 1 Rhode Island joint-press conference with (L-R) Cumberland Mayor Daniel McKee, Pawtucket Mayor James Doyle, East Providence City Manager Richard Brown, and U.S. Census Deputy Regional Director Bruce Kaminski.



United States
**Census
2010**

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A New Portrait of America



A screenshot from the 2010 Census promotional video "A New Portrait of America."

In the new, five minute Census promotional video "A New Portrait of America," trusted community voices describe the importance of a complete count and why the 2010 Census will be the most important in our nation's history.

As a partner, you can display this video at events and activities in your community. It's available in the online newsroom at the Census Bureau's website (www.census.gov) or you can also request a link to the video by emailing Boston.PDSP@census.gov.

One Year Out (continued)

Other Regional Events

Other events marked the observance of "One Year Out" from the 2010 Census.

- The Maine State Planning Office announced its Complete Count Committee (CCC) and shared Address Canvassing information with the public.
- Albany (NY) Mayor Gerald Jennings held a press conference at City Hall to discuss Address Canvassing and announced the formation of an Albany CCC.
- In Rhode Island, press conferences were held for the Rhode Island Latino CCC, for a joint-CCC for the towns of Warwick and Cranston and for a partnership among the Mayors of Pawtucket, Cumberland, Lincoln, Woonsocket and East Providence in support of the Census.
- Puerto Rico Governor Luis Guillermo Fortuño-Burset formally signed a partnership agreement with the Census Bureau. In addition to serving as a spokesperson for the Puerto Rico Complete Count Committee, Governor Fortuño will appoint a liaison to coordinate support for the 2010 Census.



Present at the Albany, NY press conference were (L-R) Assistant Regional Census Manager Michael Horgan, Mayor Gerald Jennings, LCO Manager Howard Stoller, and Annette De Lavallade, Partnership Specialist.



RI Latino CCC co-chair Pablo Rodriguez, MD encouraged all Rhode Island Latinos to participate in the 2010 Census. [Photo courtesy of www.RIMix.com]

Census 2010: Key Dates

April 2009	Census employees go door-to-door to update address lists nationwide.
Fall 2009	Recruitment begins for local census jobs for 2010 Census operations.
Feb - Mar 2010	Census questionnaires are mailed or delivered to households.
April 2010	Residents are filling out and returning Census questionnaires.
April - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.



IT'S IN OUR HANDS