



CENSUS 2010 ACTIVITIES UPDATE

IT'S IN OUR HANDS

December 2009, Vol. 2, Issue 10

2010 Census Hits the Road with "Be Counted" Message

Between January 4 and April 13, 2010, the Census Bureau will be taking the 2010 Census campaign to the streets with a fleet of 13 regional interactive vehicles that will promote census participation in cities across the nation.

The Boston Region will launch its road tour by christening the vehicle, the Democracy, on January 4 at the USS Constitution (the oldest working military ship in the nation, commissioned in 1797). The road tour will make nearly 80 stops in cities across New England and Upstate New York.

The Boston Region will also host the national road tour vehicle on the following dates:

- January 6, Three Kings Celebration, Hartford, CT.
- January 7, Juanita Sanchez Education Complex, Providence, RI.
- January 8, Sun Life Frozen Fenway hockey tournament, Boston, MA.



The 2010 Census road tour is scheduled to visit cities across the Boston Region from January to April to increase census participation.

Visitors to road tour events will have the opportunity to record video testimonials, explaining why the census will make a difference to their communities. This constantly changing Portrait of America will live online at 2010census.gov. State-of-the-art technology will allow the public to follow the road tour as it winds its way across America through live GPS tracking and daily social media postings.

A complete road tour schedule will be released in January.

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Rendering of the 2010 Census road tour exhibit. Event visitors will learn about how participation in the 2010 Census is safe, easy, and important.

Price Chopper Prints 2.1 Million Census Grocery Bags



The above design will appear on Price Chopper's shopping bags during the holiday season.

The Price Chopper chain of supermarkets, based in Schenectady, NY, capitalizing on the busy holiday season, will print and distribute 2.1 million grocery bags that highlight the importance of participating in the 2010 Census.

The census grocery bags display the message "2010 Census: Everyone Counts" in five languages (English, Spanish, Chinese, Russian, and Arabic) widely spoken in the six-state area (New York, Vermont, Connecticut, Pennsylvania, New Hampshire, and Massachusetts) Price Chopper serves.

"We greatly appreciate Price Chopper's generosity in promoting the census in all 116 stores," said Kathleen Ludgate, director of the Boston Regional Census Center. "Providing an in-language census message to millions of patrons is an excellent way to increase the mail-back response rate, and to help ensure an accurate count."

Census Bureau Partners with Food Pantries

In a continuing effort to reach diverse populations and to achieve a complete count in New England, Upstate New York, and Puerto Rico, the Boston Regional Census Center will distribute 250,000 reusable grocery bags to food pantries in December. The attractive bags will carry the message

"Easy, Safe, Important - Everyone Counts" and the 2010 Census logo in ten languages (English, Arabic, Chinese, Haitian Creole, Khmer, Russian, Portuguese, Russian, Spanish, and Vietnamese). Food pantries across the country have reported an unprecedented number of visits this year, and December will be a busy month. The 2010 Census message that "Everybody Counts" is expected to reach thousands.



Red reusable bags will be distributed to food pantries across the Boston Region.

2010 Census Launches New “Census on Campus” Web Page



Students, faculty, and administrative staff of colleges and universities can now learn more about the 2010 Census through the recently launched “Census on Campus” webpage. Check it out at www.2010census.gov/campus.

Targeted Recruitment for Census Takers Begins in Specific Areas

The U.S. Census Bureau has begun a targeted recruitment campaign to hire part-time, temporary workers to serve as census takers in spring 2010. These individuals will conduct in-person interviews with community residents who do not return census questionnaires.

All 2010 Census job applicants must be at least 18 years old, have a valid Social Security number, be able to pass a background check, and complete a 30-minute, multiple-choice employment test that measures basic knowledge, skills, and abilities required to perform a variety of census jobs. A practice test is available at www.2010censusjobs.gov.

To learn about census job opportunities in your community, call the toll-free 2010 Census Jobs Line: 1-866-861-2010. TTY Callers: Please use the Federal Relay Service at 1-800-877-8339. A recording will ask you to enter your zip code so that you are connected to your local census office recruiting department.

Correction to last month’s edition: Boston RCC Director Kathleen Ludgate met with leaders of the Maliseet, Micmac, and Passamaquoddy tribes in Houlton, Maine.



Cobbet Elementary School students participate in a Census in Schools activity in Lynn, MA.

Lynn Students & Parents Benefit From Census in Schools Materials

Launched in April, the Census in Schools (CIS) program provides free online K-12 lessons and resources. Besides capturing the attention of educators, the CIS initiative has sparked the interest of Pam Freeman, the Title One Parents Liaison representing 27 public schools in Lynn, MA. Ms. Freeman has been reaching out to thousands of parents and students to share the message that the 2010 Census is easy, safe, and important.

She has organized mini-forums to educate parents about the significance of the 2010 Census and introduce them to the CIS resources. “It’s our job to prepare parents to fill out and mail back the census questionnaire next March. It is part of education,” said Freeman.

CIS materials can be downloaded at www.census.gov/schools.



Community leaders and census employees cut ribbon at the Roxbury, MA, Local Census Office (LCO) opening ceremony on Nov. 6. LCOs are opening across the region in preparation for 2010 Census operations.



United States
**Census
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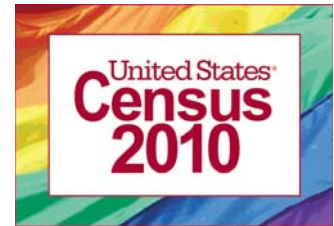
U.S. Census Bureau Boston Regional Census Center

One Beacon Street, 7th Floor
Boston, MA 02108

Phone: (617) 223-3610

E-mail: Boston.PDSP@census.gov

Census Bureau Reaches Out to LGBT Community



The LGBT Census 2010 initiative logo.

The Census Bureau has launched a national outreach campaign to create awareness among the lesbian, gay, bisexual, and transgender community about the importance of being counted in 2010.

For the first time in history, the Bureau will release data on same-sex partners – both married and unmarried. Leaders, organizations, and members of the LGBT community are celebrating this change and will cooperate with the Census Bureau to help ensure an accurate count.

The Boston Region has developed a 2010 logo for the LGBT community that is being used at the national level. This logo is available for partners to reproduce in print, electronic, and promotional items.

Our Families Count, a voluntary educational campaign, is helping to raise census awareness. This Census partner has a website with more information at <http://ourfamiliescount.org>.

For more information on this initiative or to get involved, contact Partnership Specialist Laura Waldon at 617-223-3610 or boston.pdsp@census.gov.

Census 2010: Key Dates

December 2009	Targeted recruitment for local 2010 Census operations jobs begins.
March 2010	Census questionnaires are mailed or delivered to households.
April 2010	Residents fill out and return 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.



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