



Address Canvassing: Coming to Your Neighborhood

Beginning in April 2009, U.S. Census employees will visit every community during the first major field activity in preparation for the 2010 Census.

What is Address Canvassing?

By visiting addresses in every community, the Census Bureau will know where to send questionnaires and enumerators in 2010. Using hand-held computers, Census employees will walk through your community to identify the location of every housing unit. This is how it will work:

1. Employees will make a courtesy visit to each housing unit.
2. They will verify the address.
3. Using the hand-held computer, the Census employee will capture the address and GPS coordinates for the housing unit.

This project is important for a number of reasons:

- It helps the Census Bureau build an up-to-date Address List and maps that serve as the backbone of the 2010 Decennial Census.
- Address Canvassing lays the groundwork for a more cost-effective and accurate operation.
- It paves the way for the success of other 2010 Census operations that follow.

How Can You Help?

2010 Census Partners can help the effort by making sure their communities are aware that Census employees will be working in their neighborhoods. Address Canvassing will be taking place during April, May, and June.

2010 Census Partnership Specialists

Partnership specialists are visiting city and town halls as well as *(over)*



During a 2008 dress rehearsal, an address canvasser uses a hand-held computer to capture an address.

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Complete Count Committees Taking Shape

Elected officials and community leaders across our Region have been forming Complete Count Committees (CCC).

Their Primary Objective?

Comprised of highly regarded representatives and trusted voices from different sectors of a community, CCCs plan and implement focused projects that help to increase the mailback response rate of their constituents, emphasizing the importance of being counted in the 2010 Census. These efforts uniquely address the special characteristics of each community because the CCC members bring local knowledge and expertise to the process.



Officers of the Chinese Consolidated Benevolent Association of New England and Boston Regional Census Center representatives at the public announcement of the formation of a Complete Count Committee.

CCCs continue to form across the Region. For example, on January 20th, 2009, the Chinese Consolidated Benevolent Association recently formed a CCC (see above photo). *(over)*

NOTES FROM THE REGION:

We are currently securing office space for our remaining 29 Local Census Offices (LCO) and we expect these offices will be fully operational in the fall. This will bring the total number of LCOs to 43.

Partnership specialists continue to identify partners to help spread the word about the benefits of forming Complete Count Committees.

Partnership specialists are also identifying hard to count areas in order to focus outreach efforts.

Employment opportunities are posted on www.census.gov/robos/www/ or www.usajobs.com.

Address Canvassing (continued)

police departments across the Region to alert officials about the Address Canvassing operation. They will provide specific dates and literature that explains the process.

Address Canvassing is another way the U.S. Census Bureau helps ensure a complete and accurate count and improves the data collection. If you have questions about Address Canvassing, call Partnership and Data Services (617-223-3610) and ask about materials you can use to help explain this important effort.



Hand-held computers (pictured above) will be used during Address Canvassing to capture GPS coordinates for the address of every housing unit.



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2010**

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CCCs (continued)

This community-based organization serves the Boston Chinatown community and is well positioned to promote awareness about the 2010 Decennial Census to member organizations and to help educate non-English speaking constituents about the importance of mailing back the 2010 Census. Other examples include the City of Stamford, CT, which is following up strong leadership in the 1990 and 2000 Decennials by forming another CCC for 2010. The Niagara Falls Housing Authority (NY) has also agreed to form a CCC.

Why Form a Complete Count Committee?

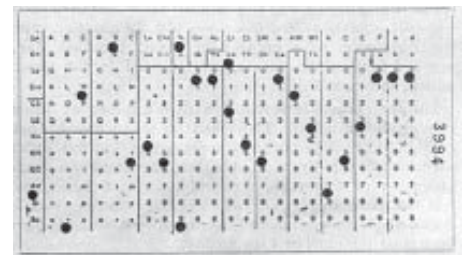
Elected officials and community leaders often form CCCs because they want to help assure a complete count in the 2010 Census so their community receives its fair share of congressional representation and federal funds. A CCC can lead community outreach and launch awareness campaigns that inform residents about the importance of achieving an accurate count and encourage them to take part in the 2010 Census.

A CCC also provides leaders with opportunities to reach out and build meaningful relationships with new immigrants, college students, senior citizens, businesses, the disabled, and other populations.

Working together on a CCC can also engender a strong sense of community pride. CCCs can host community and/or cultural events that encourage residents to fill out their questionnaires and mail them in. Community leaders can also engage local businesses to carry the 2010 message that everyone counts.

For more information about forming a CCC in your community, call Partnership and Data Services. A partnership specialist is available to meet with you to explain the CCC process. He or she will provide an operations guide and training to help your community be among the first to reach a 100% mail-return rate.

Herman Hollerith's Machines



In 1887, Herman Hollerith (1860-1929) revolutionized the decennial census when he developed machines that could quickly tabulate census data. Enumerators recorded data by punching small holes in cards like the one pictured above. A precursor to modern computers, the tabulating machine read these holes with tiny, electronic pins. Hollerith, whose machines completed the 1890 Census in record time, started a company to market his machines that later became the International Business Machines Corporation (IBM).

(image courtesy of the Library of Congress)

Census 2010: Key Dates

Spring 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