

## OUR AMAZING CCs



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Thank You!



### **Regional Director HIGHLIGHTS**



**Cathy L. Lacy**

### ***Spirit of Community***

Counting the Denver Region's population is one of the most challenging tasks in the country. Our population is more dispersed and diverse than ever before. Our success depended on your influence to ultimately motivate people to participate. Community Complete Count Campaigns served as powerful advocates for the 2010 Census, reaching people less likely to participate and sending strong messages about the importance of participating in the 2010 Census. The Census message coming from trusted voices made the importance of the 2010 Census resonate with your communities. The Census messages were meaningful to your listeners in a way that resulted in many successful campaigns throughout the Denver Region. Your events drew people together from all walks of life, building mass awareness of the 2010 Census and ultimately influencing people to participate.

The active involvement of Complete Count Committees and partner organizations helped the Census message reach deep into all populations assuring an accurate and complete count.

## ***Thank you!***

### **It's About Community**

*Local Volunteer Committees Making A Difference In Their Communities*

Complete Count Committees (CCC) formed across the 10-State Denver Region to spread the word about the importance of the 2010 Census and to motivate every resident in their community to complete and return their 2010 Census questionnaire.

Made up of state, local and tribal governments, and community leaders, CCCs were one of the core strategic elements of the 2010 Census. Committees included a cross section of community representatives — including government agencies and education, business, and faith-based organizations — they aimed to address the various racial, ethnic, cultural and geographic considerations of their communities.

Using local knowledge, expertise and influence, CCCs planned and implemented census awareness campaigns to address the special characteristics of their communities.

### **The Second Half—Quality Counts**

*Census Takers Continue To Go Door-to-door To Ensure A Complete And Accurate Count*

The 2010 Census is in the midst of its important second half, which focuses on completing the census and ensuring its accuracy. These door-to-door follow-up efforts are an investment in the quality of the census that will pay off for 10 years.



As we follow-up with households who have not returned a completed census form or who did not receive one, we have quality control checks in place to ensure the work of our census takers is accurate.

- Census takers meet with their crew leader on a daily basis to review their work for quality and completeness and ensure uniform interview procedures.
- We systematically reinterview a randomly selected percentage of each census taker's cases and match the original data collected to the data collected in the reinterview process.
- Local Census Office managers can also select additional cases for reinterview to further investigate census takers' work.
- We conduct automated statistical tests on all work to uncover suspicious or unexpected patterns.
- Corrective action is taken to reinforce enumeration procedures and to correct any faulty data. Any employee whose work is falsified is terminated and their workload redone.

You may call 866-851-2010 to confirm that it is a census worker at your door.

## It's In Our Hands!

State, city, and community partners throughout the Denver Region enabled the Census to be seen as the voice of the people. Your involvement made a difference. You took ownership and spread the messages to others. The 2010 Census was literally in your hands. Your participation in the 2010 Census was the tipping point that made change possible. You tailored the campaign messages and events to address the needs of your communities.

For families, it was the education of children

"This is the best day of my life, when are you coming back so we can do this again?"



For American Indians it was about future generations



For older people, it was the health of the elderly

You provided personal empowerment and promoted the value of collective participation. You emphasized the "voice of the people," and the value of community. For Asian, Hispanic, African American, and American Indian residents you created a direct link to the form itself and the outcomes that can be achieved to benefit the community.



Multi Cultural



"And now, the end is near, and so we face the final curtain. My friends, I'll say it clear, I'll state my case of which I'm certain. You lived a life that's full - you travelled each and every highway. And more, much more than this, you did it your way."

## Looking Ahead (Fall - Winter 2010)

### December 2010

Census Bureau delivers apportionment counts to the President, which show state populations and the number of seats apportioned to each state in the U.S. House of Representatives.



### 2010 Census Data Product Releases

#### February 2011 - March 2011

Census Redistricting Data (P.L. 94-171) Summary File For States:

- State population counts for race and Hispanic or Latino categories
- State housing unit counts by occupancy status (occupied units, vacant units)
- Lowest Level Geography: Blocks

#### March 2011 - February 2011

2010 Census Briefs:

- Analysis of topics including graphs and tables
- Topics based on 2010 Census questions similar to the Census 2000 Briefs series
- Lowest Level Geography: Largest Places

#### April 2011

National Summary File of 2010 Census Redistricting Data (P.L. 94-171):

- Population and housing counts for the United States, regions, divisions, and American Indian, Alaska Native, and Native Hawaiian Areas

#### May 2011

Demographic Profile:

- Selected population and housing characteristics
- Includes Congressional Districts of the 111th Congress
- Lowest Level Geography: Places/Functioning Minor Civil Divisions

#### June 2011 - August 2011

Summary File 1 (SF 1) for States:

- Population counts for 63 race categories and Hispanic or Latino
- Population counts for many detailed race and Hispanic or Latino categories, and American Indian and Alaska Native tribes
- Selected population and housing characteristics
- Lowest Level Geography: Blocks

#### November 2011

National Summary File 1 (SF1) Update:

- Counts for the United States, regions, divisions, and geographic areas that cross state lines such as American Indian Areas and Core-Based Statistical Areas

#### December 2011 - April 2012

Summary File 2 (SF2):

- Population and housing characteristics iterated for many detailed race and Hispanic or Latino categories, and American Indian and Alaska Native tribes
- Lowest Level Geography: Census Tracts

### American Community Survey Release in American FactFinder:

- September 2010: 2009 1-year estimates
- November 2010: 5-year estimates 2005-2009
- December 2010: 3-year estimates 2007-2009

### Mail Back Participation Rates

As of Tuesday, April 27, 2010—72 percent of households participated in the 2010 Census by mail—the same rate achieved in Census 2000. Final rates will be posted in the fall and will include late mail returns.

## 2010 Census Team

### Thank You For Your Service To The Country

You were among the best labor force for a decennial census in decades; you brought to the census family the strongest set of skills and intelligence, the best work experience, incredible flexibility, and a strong devotion to serving the American public by devoting your talents to the 2010 Census. On behalf of the full Census Bureau family, I thank you for your service to the country, and I wish you well in the next steps in your careers. I hope some of the experiences you had during this massive, complicated, messy effort will provide knowledge that makes you a better employee in your next endeavor.

Thank you again

Dr. Robert Groves  
Director  
U. S. Census Bureau

