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 Welcome to the Denver Regional Office

*Spirit of Community*

"Democracy is Not a Spectator Sport."

**REGIONAL DIRECTOR HIGHLIGHTS**



Cathy L. Lacy

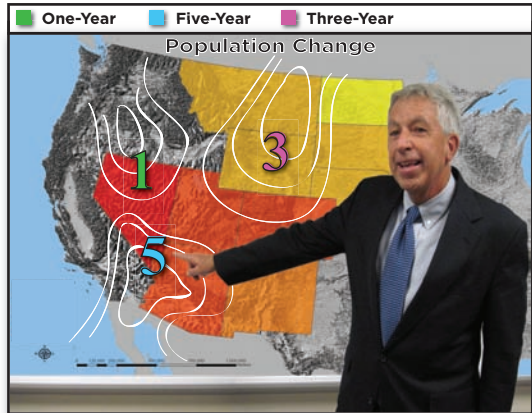
The 2010 Census was about community. Spirit of Community Celebrations marked the beginning of the 2010 Census throughout the Ten-State Denver Region. Local

Census partners and local Census workers throughout the Denver Region have demonstrated what civic engagement can do. Local residents interacted with each other, learned from each other, grew with each other, and celebrated a spirit of community together.

Participation in the 2010 Census has engaged residents who provided the time, understanding, and action to a common goal. The success of the Census depended on local knowledge and civic engagement. With your help, we have done the job. With your help, we will now begin to look to the future. Debriefing sessions with local partners and local census employees will identify best practices for a complete and accurate count. Your local knowledge and experience will continue to inform the Census Bureau as we look ahead to the 2020 Census.

**U.S. CENSUS DATA Futurecast**

**The American Community Survey Data Releases**



- ONE-YEAR ESTIMATES**  
September 2010  
Population 65,000 or more
- FIVE-YEAR ESTIMATES**  
December 2010  
Populations below 20,000\*
- THREE-YEAR ESTIMATES**  
January 2011  
Populations 20,000 or more

"For the first time in 10 years we will release social and economic characteristics of political and statistical areas below 20,000. These estimates are available for all areas regardless of population size, down to the census tract and block group level." - Jerry O'Donnell

**The American Community Survey (ACS)**

ACS, the successor to the former "long form" is a nationwide survey designed to provide communities with reliable and timely demographic, social, economic, and housing data every year. Based on interviews with people randomly chosen to represent their area's population and housing, the Census Bureau uses statistical methods to produce estimates of the characteristics covered by the survey for a broad set of geographic areas such as nation, states, congressional districts, counties, cities and more.

**The Perfect Storm**

The release of upcoming American Community Survey (ACS) data could create confusion. The ACS data to be released in September, December and January will coincide with the first population counts to be released from the 2010 Census beginning December 31, 2010. **The ACS data are not from the 2010 Census. The ACS data are estimates delivered from an ongoing, monthly survey and not from the 2010 Census count.**



**The Official 2010 Census Data Release**

By December 31, 2010 the 2010 Census apportionment count figures for each state will be delivered to the President with the official state population count. From February to March 2011, the U.S. Census Bureau will complete delivery of redistricting data to states. First time official population counts will be seen for counties, cities, and tribal lands. The data includes state population counts for race, Hispanic ethnicity and housing units. In May 2011 the Bureau will release demographic profiles highlighting selected populations and housing characteristics discovered through the 2010 Census. Summary File 1, which includes population counts for 62 race categories, will be released June to August 2011.



# UNDERSTANDING



**UNDERSTANDING IS THE BRIDGE BETWEEN DATA AND KNOWLEDGE; IT IS THE PURPOSE OF INFORMATION. *WE ARE IN THE UNDERSTANDING BUSINESS***

## Partnership and Data Services

The Denver Regional Office Partnership and Data Services Program (PDS) is an on-going program that promotes the availability and use of Census Bureau data products and provides support services to current and potential data users. The Denver Region covers the states of Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah and Wyoming.

PDS will help you find and apply the wealth of Census Bureau data available for making informed decisions regarding your community or business. The Partnership and Data Services staff offers a variety of workshops on Census Bureau data. Our staff is also available to deliver data presentations at local meetings and exhibit Census Bureau products at national, regional, Tribal, state and local conferences and conventions. Customized hands-on user training on data products and their uses are also provided at no charge.

## Information Sessions and Data Workshops

The primary services of PDS are to conduct information sessions, data workshops, provide hands-on training and develop presentations to inform and educate current and potential users. Additional services include the following:

- Providing updates on new 2010 Census and American Community Survey data products
- Focusing on special data needs for communities, specific groups and organizations
- Increasing awareness of other Census, survey and population estimates programs
- Responding to data requests
- Providing data consultation
- Maintaining partnerships with community, government and Tribal groups
- Providing hands-on computer data training with Census.gov and the American FactFinder
- Offering other topical data workshops such as:
  - 2010 Census—Understanding Race, Hispanic and Ancestry Data
  - Community/Neighborhood Analysis
  - Using Census Data for Grant Writing
  - How to Find The Data You Need
  - Accessing American Indian Data
  - Aging Population Workshop
  - Understanding Economic Data
  - Census Data for Small Business Marketing

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**Helping You Make Informed Decisions**

Let the Partnership and Data Services staff guide you to the data you need. Visit our website at [www.census.gov](http://www.census.gov) to access data. If you need assistance contact us at 720-475-3670 or by e-mail at [dnro.census@census.gov](mailto:dnro.census@census.gov).



## THE ACS COMPASS PRODUCTS

In recognition of the need to provide guidance on new concepts and the challenges they bring to users of American Community Survey (ACS) data, the U.S. Census Bureau has developed a series of educational materials called The ACS Compass Products. The ACS Compass Products will give direction and guidance to you on using ACS data.

These handbooks provide user-friendly information about the ACS and the new multiyear estimates. Each handbook targets a specific user group, including first-time ACS data users.

Specific Books are available at: [http://www.census.gov/acs/guidance\\_for\\_data\\_users/handbooks/](http://www.census.gov/acs/guidance_for_data_users/handbooks/)

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## NOVEMBER IS AMERICAN INDIAN AND ALASKA NATIVE HERITAGE MONTH

U. S. Census Bureau policy reaffirms the unique government-to-government relationship that exists between AIAN tribal governments and the Census Bureau. There are 91 federally recognized tribes in the Denver Region. Under the Tribal Government Liaison Program we have worked with the tribes to strengthen all partnerships and achieve the goal of a complete



and accurate census count for the AIAN population. The Census Bureau will continue its partnerships with tribal governments to enhance awareness of all Census surveys and geography programs, particularly those including residents living in AIAN areas. The Census Bureau recognizes that there are distinct tribal protocols, cultural values, practices, religious beliefs, traditions and climate conditions, as well as tribe's authority over its land areas, that must be considered and abided by when conducting any Census or survey in AIAN areas.



## GUEST ARTICLE - HOW IMPORTANT IS THE CENSUS?



Burt Hubbard

We at I-News – an investigative and analytical news service for Colorado – eagerly look forward to the release of the 5-year American Community Survey. The data will provide the first real snapshot of what has happened demographically along the Front Range and throughout the state, down to the neighborhood and Census tract level. The 1990s were a time of recovery and prosperity for Colorado. The decade that ended in 2009 brought rapid change to the state.

Neighborhoods have transformed themselves in the past 10 years. They have seen a migration influx, been battered by two recessions and have been changed by the leading edge of the baby boom. Denver has become the growth leader in the metro area, outpacing the suburbs. For the first time, we will be able to get a picture of who lives in Stapleton, Lowry and the Platte Valley. They didn't exist or barely had any population 10 years ago. The suburbs have seen a diversity in their population that rivals the central city. Asian markets advertise their goods in Spanish. Vietnamese, Spanish and Anglo congregations share church space. The new data will document the changes in Aurora, Lakewood and other suburbs. The information will also show where the rapid growth has taken place in Larimer and Weld counties and give a portrait of the new residents.

During the decade, both Colorado Springs and the Grand Junction area emerged as regional centers, phenomena that will be documented by the new Census data. I-News is already developing plans to mine this data and provide regional and local demographic profiles of how the areas along the Front Range, in the Western Slope and on the Eastern Plains have changed over the decade. What neighborhood is the poorest, which is the most highly educated, where are the biggest concentrations of working seniors? The answers are close at hand.

About I-News: I-News – the Rocky Mountain Investigative News Network – is a nonprofit in-depth news service that produces multimedia reports on issues of public concern for print, broadcast, and electronic media throughout Colorado.



## DATA YOU CAN USE

### THE CURRENT POPULATION SURVEY (CPS)

<http://www.census.gov/cps/>

National findings for 2009 data for income, poverty and health insurance coverage, employment, unemployment, and persons not in the labor force, will be available September 28.

The Current Population Survey serves as the nation's primary source of data on labor force characteristics. It provides the official annual data on the nation's income and poverty levels and a monthly snapshot of employment levels. Labor force characteristics include data on age, sex, race, marital status and educational attainment. Other topics reported in the survey include income, poverty, employee benefits, work schedules, school enrollment and health insurance, among others.

### CONSOLIDATED FEDERAL FUNDS REPORT *Summer 2010*

<http://harvester.census.gov/cffr/>

The Consolidated Federal Funds Report (CFFR) is a presentation of data on federal government expenditures or obligations in state, county, and sub-county areas of the United States, including the District of Columbia and U.S. Outlying Areas. CFFR contains statistics on the geographic distribution of federal program expenditures, using data submitted by federal departments and agencies. These data have been consolidated and tabulated in a standard format by the U.S. Census Bureau, under the auspices of the U.S. Office of Management and Budget, for presentation in publications and electronic form.



### ECONOMIC CENSUS 2008 TO 2011

<http://www.census.gov/econ/census07/>

The Economic Census provides a detailed portrait of the United States' economy once every five years, from the national to the local level. It covers most of the U.S. economy in its basic collection of establishment statistics. There are several related programs, including statistics on minority- and women-owned businesses. Business establishments in the Economic Census are grouped into industries based on the similarity of their production processes. These industries are coded according to the North American Industry Classification System (NAICS). The 2007 Economic Census data sets are being released over time, from December 2008 through late 2011. The Economic Census data are being disseminated solely on the American FactFinder (AFF).

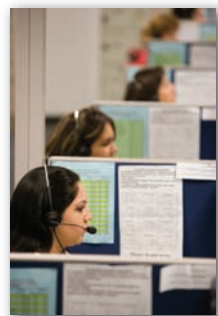
## American FactFinder

The American Fact Finder website is the most effective way of accessing census data. The website address is <http://factfinder.census.gov>. The website configuration will be changing in January in an effort to make it more user-friendly.

## EMPLOYEES MAKING FINAL TECHNICAL CHECKS TO COMPLETE CENSUS 2010

Crucial technical and statistical quality control work lies ahead in the next three months for officials of Census 2010 before the first official count is delivered to President Obama on New Year's Eve. That first count of each state population will determine the number of seats each state will have in the U.S. House of Representatives.

While the collection of data is over, Census employees now need to reconcile the master address file from responses to the Census questionnaires, update geographic boundaries and code write-in responses to the race and Hispanic origin questions. The goal is to assure that edits were programmed correctly and that the data makes good demographical sense.



"This part of the Census involves detail and careful work. We have to do it well to produce the quality product that the country expects from us," said Cathy Lacy, the Denver Regional Census Center Director.



# Greetings From the U.S. Census Bureau Denver Regional Office



## THE 2010 CENSUS IS WINDING DOWN, BUT THE ONGOING CENSUS OPERATIONS IN THE DENVER REGION WILL CONTINUE.

The Denver Regional Office is responsible for all data collection, data dissemination, and geographic operations for Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, and Wyoming.

The data we collect includes the population and housing Census every 10 years, the Economic Census every 5 years, Census of governments every 5 years, American Community Survey annually, and many demographic and economic surveys.

Our data are used to determine the distribution of congressional seats in the U. S. House of Representatives and distribution of federal funds, as well as defining legislative districts, school district assignment areas, and other important functional areas of government.

## HELPING YOU MAKE INFORMED DECISIONS

*Community decisions are based on Census data.*

- **Business:** By measuring the activities of business and industry, we are able to create an accurate picture of our nation's current economic condition to study conditions and anticipate local needs.
- **Education:** In partnership with the Department of Education and others, the Census Bureau collects information about spending programs, schools, teachers, enrollments, and the impact that education has on earnings and employment.
- **Health:** Health statistics gathered for the National Center for Health Statistics aid governments, businesses, industries, and health facilities in planning, program development and research, in order to provide adequate health care services.
- **Employment:** The monthly unemployment rate - a principal economic indicator - comes from the 60,000 households that we survey each month.
- **Income:** The Census Bureau asks questions about income in nearly all of its surveys, to provide current information about the financial situation of Americans.
- **Housing:** The survey conducted by the Bureau of the Census for the Department of Housing and Urban Development (HUD) collects data on the nation's housing, including apartments, single-family homes, mobile homes, vacant housing units, household characteristics, income, housing and neighborhood quality, housing costs, equipment and fuels, size of housing unit and recent movers.
- **Special Census:** The Office of Special Censuses works with local and tribal governments to conduct Censuses for their communities in the years between decennial Censuses.
- **Crime:** Working with the Justice Department we conduct surveys that help determine the extent and nature of crime in America and document changes in the criminal justice system.
- **Consumer Expenditure Survey (CE):** Conducted by the U.S. Census Bureau for the Bureau of Labor Statistics, the Consumer Expenditure Survey provides information on the buying habits of American consumers that feeds into the Consumer Price Index.
- **Spending:** In addition to the Consumer Price Index, the Census Bureau gathers information that covers public and private investments and spending and conduct surveys for the Bureau of Labor Statistics and others that ask how and where we spend our money.



WE'LL BE IN TOUCH...SO YOU STAY IN TOUCH.

Look up data at [www.census.gov/regions/denver](http://www.census.gov/regions/denver)

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And check out the Director's [Blog](http://blogs.census.gov/2010census/) at <http://blogs.census.gov/2010census/>



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