

## STAFF REPORT

**SUBJECT:** 2010 Census -South Coast Subregional

**MEETING DATE:** May 12, 2010

**AGENDA ITEM:** 4

**STAFF CONTACT:** Michael Powers, Brian Bresolin

### RECOMMENDATION:

Receive status report on the 2010 Census.

### DISCUSSION:

At previous South Coast Subregional meetings, local Complete Count Committee (CCC) representatives in the South Coast provided an overview of their 2010 census related outreach activities. Since that time the South Coast census CCC representatives, including the county and the cities, have been coordinating census outreach activities with other jurisdictions and the Census Bureau as well.

On March 22nd, the "Take Ten" Campaign started and provided a daily update of how many questionnaires have been returned. On a national level 72% of America households participated in the 2010 Census by mail, the same rate achieved in Census 2000. The percentage of households that have mailed back their Census forms topped the 2000 response rate, a major accomplishment in the face of growing suspicion of government, swelling population and increased diversity. The U.S. population has grown almost 10% since 2000, to an estimated 309 million. The Census mail-back period officially ended on April 16, but forms are expected to trickle in at least through the end of April. That could push the rate over 72%.

Data as of Tuesday, April 27, 2010, the cutoff for the mail-back response rates tabulation phase, show the State of California with 71% (73% in 2000) and the County of Santa Barbara with 72% (74% in 2000) mail participation. The California rate is lower than the national rate due to several factors including a greater degree of racial diversity, a higher proportion of renters among other factors. The 2000 rates are the final mail participation rates from the 2000 Census and the 2010 rates will be updated in the fall to include late mail returns so they may be somewhat higher.

For Santa Barbara County Jurisdictions the mail participation rates are the following:

	<b>2010 rates</b>	<b>2000 rates</b>
Santa Maria	70%	75%
Guadalupe	76%	74%
Lompoc	73%	76%
Buellton	74%	75%
Solvang	72%	79%
Goleta	76%	N/A
Santa Barbara	70%	71%
Carpinteria	76%	72%

In Carpinteria, a major concern relates to residents of local mobile home parks who did not receive a census mailed census questionnaire and now need to be counted by census enumerators. City staff has spoken with local census representatives who assured them that enumerators will be going to all mobile home parks to count residents.

The mail back phase of the census is now over and census enumerators begin the task of going door-to-door to obtain census responses in person. Starting May 1, 650,000 Census enumerators will visit every home that did not return a form, at an average cost of \$56 a household. Attachment 1 contains some reasons why a household may not have received a census form.

A census enumerator is a person from the community who is hired by the Census Bureau to make sure that all households respond to the census. The census enumerator's primary responsibility is to collect census information from residences that have not mailed back their 2010 Census form. Although many households returned their forms, an enumerator will make up to three phone calls and three personal visits to any non-responsive household. After the third visit, the enumerator may make an inquiry to a neighboring residence in order to find out if that household is occupied. The census enumerator will only ask the questions that appear on the census form. Attachment 2 provides information on safety and how to identify an enumerator.

The following procedures will be used by census enumerators in soliciting the census information at a person's residence.

- The Census Bureau provides the census enumerator with a binder containing all of the addresses that didn't send back a filled out census form.
- The census enumerator then visits all of those addresses and records the answers to the questions on the form.
- If no one answers at a particular residence, a census enumerator will visit a home up to three times and attempt to reach the household by phone three times. The census enumerator will leave a double-sided (English and Spanish) NOTICE of VISIT in the doorway that includes a phone number for the resident to schedule an appointment or provide answers to the questionnaire over the phone.

Participation in the 2010 Census is vital and required by law, (Section 221, of Title 13 of the U.S. Code). However, rather than rely on criminal charges, the Census Bureau is very successful in getting participation by explaining the importance of the questions they ask and how the information benefits our communities.

Privacy and confidentiality is a priority: The census taker who collects the information is sworn for life to protect an individual's data under Federal Law Title 13. Those who violate the oath face criminal penalties: Under federal law, the penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both.

Some remaining dates for Census Bureau operational activities include the following:

**April 10- May 21:** Census enumerators distribute and collect forms in prisons, barracks, dorms and nursing homes referred to as group quarters.

**May - July:** Census enumerators visit every home that has not returned a form.

**Late December:** State totals released.

**Feb. -March 2011:** Detailed data released state by state.

#### Attachments

Attachment 1, Census Questionnaire Delivery Issues

Attachment 2, Census Enumerator Identification

## Attachment 1, Census Questionnaire Delivery Issues

**You live in an Update/Enumerate area.** For about 1.5 million addresses in remote areas, many American Indian reservations and areas with high concentrations of seasonally vacant housing units, census workers are sent to these areas to collect the information in person. This operation only began on March 22, and will continue through the end of May.

**Your form is undeliverable.** Some of the forms provided to the United States Postal Service for delivery are returned by them as undeliverable. As of April 3, the census had received 12.9 million of these from USPS. Many of these are for vacant housing units, but some will be situations where we an address error occurred or the address is not actually used for mail delivery. The census will visit each undeliverable address's during their nonresponse follow-up operation (May 1 – July 10) to collect census information in person or to determine the unit is vacant or non-residential.

**You live in an area of new construction.** In the spring of 2009, the census hired approximately 150,000 people to canvass the ground and update the nationwide master address file. Since the completion of that operation, new homes have been built. The census obtained information about such addresses from both the USPS and local governments, but most of these addresses were added to our file too late to include them in the initial mailout or hand delivery of questionnaires. Addresses sent to the census by USPS will receive a form during a late mailout that is happening now. Address information sent to the census by local governments will be visited during a later operation to make sure they are counted.

**Your addresses had a late code addition for its geographical location.** For some of the addresses in the census file, they were unable to assign them to a specific geographic block by the time they needed to begin printing and labeling questionnaires. They have since been able to complete this work for many of these cases (about 500,000 addresses) and began mailing questionnaires.

**Your address is included in the “update review” process.** As part of their address list development efforts, local, tribal, and state governments had an opportunity to review census address files and tell us about missing or miss-geocoded addresses. Some addresses have been the focus of an appeals process, and will be included in a late questionnaire mailing going on in the first weeks of April or visited during a later operation.

**You have a post office box in a mail out/mail back area.** Census forms are not mailed to P.O. boxes. The census is all about counting people where they live and sleep, so they must tie each form to a physical location. P.O. boxes are not tied to specific housing units, so they can't use them to send the forms to specific housing units. Census workers will visit houses that rely on P.O. boxes between May 1 and July 10.

**Your address is incomplete in the census file.** The census has some address listings in their file that are incomplete, and to which we cannot mail a form: an address with only a street name, or with only a location description. In most cases, they assigned these addresses to a specific location (either with GPS coordinates or a map spot) during the Address Canvassing operation in the Summer of 2009, so they will be able to visit them during the nonresponse follow-up operation (May 1 – July 10).

**Your form was misdelivered.** It is possible that some of the forms were delivered to the wrong address by either the post office or census workers conducting hand delivery. If these

addresses are in an area with historically low mail response rates, they will be included in the [blanket replacement mailing](#) that took place the first week of April. If they don't receive a form at all, they still have the address and location on file, and will be visited during the nonresponse follow-up operation to collect census information in person (May 1 – July 10).

**You live in “group quarters.”** Many people live in what are called “[group quarters](#)” -- college dormitories, military barracks, prisons and jails, most nursing homes, juvenile institutions, and other similar facilities. The census does not mail questionnaires to residents of group quarters. Instead, residents are counted during a separate operation where census workers visit the location to distribute and then collect completed forms. There are about 270,000 group quarters facilities to be enumerated in the 2010 Census (between April 1 and May 21).

**Your housing unit is miscoded as group quarters.** Although most group quarters are fairly easy to identify, sometimes miss-classification of multi-unit buildings as group quarters when they really should have been coded as housing units. Because these units are in the group quarters inventory, they won't have a form delivered in the mail. However, they will be enumerated during the group quarters operation – April 1 through May 21.

**We missed your address in our canvassing operation.** There may be some units that were completely missed in the canvassing in summer of 2009. If that is the case, the census may not be planning any follow-up activity. In this case, after April 12 the household should obtain a “be counted” form from a [Be Counted site in your area](#) or call 866-872-6868 for assistance.

If a household does not yet have a form, or may not know for sure which of the groups above they may fit into and if a person believes they won't be counted, then beginning on April 12 they can call 1-866-872-6868. The census will either take information over the phone or send a form by mail or a form can also be obtained from a [Be Counted or Questionnaire Assistance Center](#) site from now through April 19. Locations of these sites can be found on the census Web site.



2010 CENSUS: IT'S IN OUR HANDS

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## LAW ENFORCEMENT ADVISORY

**Contact:** Cynthia Endo  
(818) 510-5639 (cell)

**April 23, 2010**

### **“Census Takers” Hit the Streets May 1, 2010**

Beginning May 1, 2010, Census enumerators will begin follow-up activities, visiting the homes of people who have not returned their Census questionnaire.

Only Census employees will conduct official census activities. These individuals will be carrying a black shoulder bag with the Department of Commerce logo, have a Census badge and confidentiality information leaflet.

They **will not** ask:

- To enter a home
- For a social security number
- For financial information
- For a driver's license
- Immigration status
- For donations
- For a signature

Community members are being urged to contact local law enforcement if they are unsure about the legitimacy of a “Census Taker.”