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Regional Director HIGHLIGHTS



Cathy L. Lacy

Census Day Is Six Months Away!

The 2010 Census clock is ticking, and with time being limited, our strategy must reach out not just to the readily-accessible mainstream population, but penetrate deeper, into the least likely to respond populations. The barriers we face include lack of awareness, distrust of government, concerns about privacy, misunderstanding of purpose and apathy. Without purposeful communications to illustrate the benefits that come from being counted, such as money to solve more problems in the community, people will be less likely to respond. Messages delivered by local trusted voices, tailored to the hopes, the wishes and the concerns of local communities, tribal populations, and individuals, will relate to local audiences and motivate participation for a complete and accurate count for your community in the 2010 Census.

Census Bureau Director to Visit the Denver Region

Census Bureau Director Robert M. Groves will meet with the Denver and Colorado Springs Complete Count Committees, and the Denver Regional Census Center to review operational readiness for the 2010 Census. With only six months until Census Day, April 1, 2010, Groves is overseeing the planning for the 2010 Census, which is on track to be the most accurate and technologically advanced in our nation's history.



Now is the time to join the over 440 Complete Count Committees (CCCs) that have formed throughout the Denver Region. The immediate formulation of additional CCCs will ensure that we can reach our shared goals of counting all residents in the 2010 Census. Local appeals and public education are most likely to be effective in increasing participation and to influence people to respond positively and quickly to the census. Your CCC can help reach out to hard-to-count groups and areas the census message will not otherwise reach. Targeted local "messages" by the most trusted and credible local messengers will motivate participation. Your Complete Count Committee can help get the public to move from knowing about the census and its importance (awareness) to completing the questionnaire and mailing it back (action).

Action Steps for the 2010 Census

This action timeline describes the three phases of the 2010 Census campaign.

EDUCATION PHASE

We are currently in the education phase, often referred to as the "raising census awareness" phase. During this period, key community and municipal leaders receive training, informational materials, and one-on-one meetings with U.S. Census Bureau Partnership staff about the importance of the census and the need for local support to ensure a successful count. This is also the period when CCC Chairpersons and Subcommittee Chairpersons work to ensure their respective members fully understand the mission of the CCC in relation to the overall awareness-building effort. It is during this period that CCCs are engaged in raising awareness among all residents in their community. The message to each community member is that the census is a civic activity that affects people of all ages, races, cultures and ethnicities, regardless of citizenship status. This is the period to emphasize strongly the many uses of census data.

PROMOTION PHASE

The theme of the promotion phase is "The 2010 Census is Coming." During this period, CCCs reach out to government, faith- and community-based organization, business, media, and recruitment partners. An effective strategy guarantees that community residents will encounter census messages during times of work, play, leisure, learning and worship.

MOTIVATION/ ACTION PHASE

The motivation/action phase starts in February 2010, intensifies in March 2010, and reaches its peak in April 2010. The focus is to motivate each household to take ownership of the census, make a conscious decision to participate, know where to go for assistance in filling out the questionnaire, and to be poised and ready to answer the questions on April 1, 2010. The message is clear: "Fill it out and mail it back, now!" One of the objectives of the partnership outreach program is to increase the mail-response rate and reduce the number of households that do not return their questionnaires.

2010 Census Paid Media Campaign To Begin In January

The 2010 Census Integrated Communications Campaign is comprised of paid advertising, public relations, partnerships, online interaction and a Census in Schools program that have been designed and guided at every step of the process by detailed research. Our prime contractor, DraftFCB and their partner agencies have developed the Paid Media Plan to make the 2010 Census the most pervasive message everywhere, especially during the mail-out/mail-back phase in March and April 2010. The plan was created with the work of eight partner media agencies. It will encompass multiple languages and reach into every market across the U.S. The paid media plan encompasses all media types and is skewed towards those segments of the populations that are considered hard to count.

Paid media materials were developed in multiple languages to ensure that everyone is reached with relevant communications. National efforts will cover all the markets and specific local markets will be identified for incremental support designed to reach the hard to count populations.

The paid media campaign will occur in three phases:

1. January-February 2010 (Awareness/Education)
Goal: Build immediate awareness and provide educational information
2. March-April 2010 (Motivation/Participation)
Goal: Inspire and motivate everyone to complete the census questionnaire
3. May-June 2010 (Cooperation/Support)
Goal: Cooperation and support of census workers when they knock on doors of those households who did not return the census questionnaire. Also known as "non-response follow up".

On The Calendar

2010 Census Road Tour

Advanced planning is now underway for the 2010 Census Road Tour. The road tour is scheduled to begin in January to coincide with the paid advertising campaign leading up to Census Day, April 1, 2010. The Road Tour Vehicle (RTV) will travel throughout the 10-State Denver Region to engage people and motivate them to participate in the 2010 Census. Along the planned route, the RTV and the exhibits it carries will make thousands of appearances at civic events, county fairs, ethnic festivals, parades, shopping malls and sporting events. Your knowledge will help ensure its success. Please take a few moments to recommend scheduled events, meet and greet opportunities and display locations in your area.



Key Dates

Fall 2009	Targeted recruitment begins for local census jobs for 2010 Census operations.
Feb. - Mar. 2010	Census questionnaires are mailed or delivered to households.
April 2010	Residents fill out and return Census questionnaire.
April - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population count to the President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.

Local Census Office

Spirit of Community Celebrations

The Denver Region will celebrate the opening of 28 Local Census Offices during the first two weeks of December. State, Tribal, civic and community leaders will stress the importance of the 2010 Census to their communities.

December 1, 2009

Phoenix SE
Window Rock
Phoenix SW
Phoenix NE
Phoenix NW
Denver
Aurora
Westminster
Cheyenne



December 2, 2009

North Las Vegas
Henderson
Santa Fe
Greeley



December 3, 2009

Yuma
Reno
Las Cruces
Casper



December 8, 2009

Pueblo
Grand Junction
North Platte
Fargo



December 9, 2009

Provo
Ogden
Missoula
Sioux Falls



December 10, 2009

Great Falls
Omaha
Tucson Rural



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