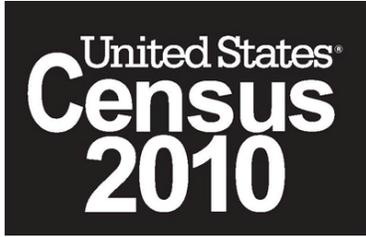


2010 Census: IT'S IN OUR HANDS



2010 Census is Different

The Census Bureau has changed the way it conducts the national count.

Goodbye Long Form

In the past, most households received a short-form questionnaire, while one household in

six received a long form that contained additional questions and provided more detailed socioeconomic information about the population.

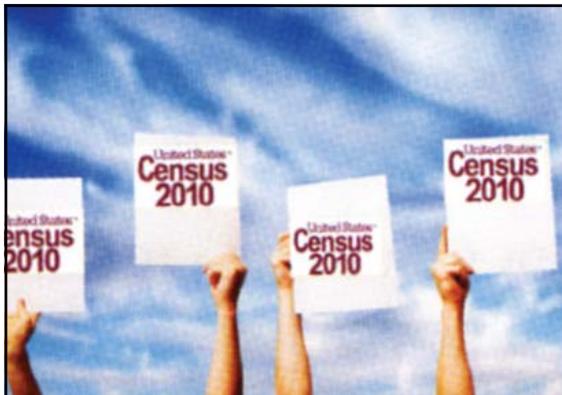
The 2010 Census will be a **short-form only** census and will count all residents living in the United States as well as ask for name, sex, age, date of birth, race, ethnicity, relationship and housing tenure – taking just minutes to complete.

The more detailed socioeconomic information is now collected through the American Community Survey. The survey provides current data about your community every year, rather than once every 10 years. It is sent to a small percentage of the population on a rotating basis throughout the decade. No household will receive the survey more often than once every five years.

Why fill out the census form?

Every household in the country will receive a questionnaire in 2010. To ensure an accurate and fair count of all populations at all geographic levels in the nation, the Census Bureau needs you or someone in your household to respond to the census questionnaire.

- It's important – Census data affect funding for your community, your community's representation in Congress and your community leader's planning decisions.
- It's easy – The census questionnaire takes only a few minutes to answer and return by mail.
- It's confidential – Your responses are protected by law (Title 13, U.S. Code, Section 9). All Census Bureau employees have taken an oath to protect confidentiality and are subject to a jail term, a fine –



or both – for disclosing any information that could identify a respondent or household.

- It's required by law – The information you provide is combined with responses provided by your neighbors and other households across the country, to provide summary statistical data that are used by various local, state and federal agencies.

It's important

- Census affects funding in your community. Census data directly affect how more than \$300 billion per year in federal and state funding is allocated to communities for neighborhood improvements, public health, education, transportation and much more. That's more than \$3 trillion over a 10-year period. Spending just a few minutes to fill out your census form will help ensure your community gets its fair share of federal and state funding.
- Census affects your voice in Congress. Mandated by the U.S. Constitution, the census is also used to apportion seats in the U.S. House of Representatives and to redistrict state legislatures.
- Census affects your representation in state and local government. Census data are used to define legislature districts, school district assignment areas and other important functional areas of government.
- Census informs your community's decisions the census is like a snapshot that helps define who we are as a nation. Data about changes in your community are crucial to many planning decisions, such as where to provide services for the elderly, where to build new roads and schools, or where to locate job training centers.

2010 Census Timeline

Fall 2009	Recruitment begins for census takers needed for peak workload in 2010.
February - March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
April – July 2010	Census takers visit households that did not return a questionnaire by mail.
December 1, 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 1, 2011	By law, Census Bureau completes delivery of redistricting data to states.

Utah Data Guide

A Newsletter For Data Users

Utah State Data Center
 Governor's Office of Planning and Budget
 Demographic and Economic Analysis

Now is the Time to Start Planning for the 2010 Census



The Countdown to the 2010 Census Has Begun

The U.S. Census Bureau is looking to national, tribal, state and local officials and community leaders to ensure an accurate count. With Census Day in less than one year —April 1, 2010— the Census Bureau has already launched a critical national effort that affects the apportionment of congressional seats and how the federal government annually allocates \$300 billion in federal assistance to state, local and tribal governments.

The 2010 Census will have one of the shortest census questionnaires in the history of the United States, dating back to the nation's first census in 1790. The 2010 Census will ask for name, gender, age, race, ethnicity, relationship and whether the householder owns or rents their home. The census form will take only about 10 minutes on average to complete, and answers are protected by law and strictly confidential.

“The participation of community leaders, organizations and local governments can help make the 2010 Census the most accurate census in our nation's history,” said Steve Murdock, director of the U.S. Census Bureau.

More than 11,000 state, local and tribal governments have registered for the Local Update of Census Addresses (LUCA) program to update the Census Bureau's address information for their communities. Communities also can begin planning for Complete Count Committees, a team of local government, business and community leaders, who are appointed by a governor for a statewide committee or by a community's highest-elected official for a local committee. Members of the committees work to make sure their communities are counted. During Census 2000, more than 11,800 Complete Count Committees were formed to help develop and implement locally based outreach and recruitment campaigns.

“The 2010 Census is the consummate partnership between local, state, tribal and federal government,” said Keith Hite, president of the National Association of Towns and Townships and executive director of the Pennsylvania State Association of Township Supervisors.

Preparing early for the 2010 Census is a great way for local leaders to learn the makeup of their communities and what they need from local government. Residents need to be aware of the upcoming census and the need to participate for several reasons:

- The federal government uses census numbers to allocate more than \$300 billion in federal funds annually for community programs and services, such as education, housing and community development, health care services for the elderly, job training and more.
- State, local and tribal governments use census information for planning and allocating funds for new school construction, libraries and other public buildings, highway safety and public transportation systems, new roads and bridges, location of police and fire departments, and many other projects.
- Community organizations use census information to develop social service programs, community action projects, senior lunch programs and child-care centers. The numbers help businesses identify where to locate factories, shopping centers, movie theaters, banks and offices — activities that often lead to new jobs.
- The census totals are used to determine how many seats each state will have in the U.S. House of Representatives. In addition, states use the numbers to allocate seats in their state legislatures.

For information about forming a Complete Count Committee, contact a Census Bureau Regional Office at <http://www.census.gov/field/www>. More information about the 2010 Census can be found at <http://www.census.gov/2010census>.

2010 Census Offers Short-Term Jobs with Long-Term Results

The U.S. Census Bureau is already looking for job applicants to work for the 2010 Census. Peak hiring will be from February 2009 through the end of May 2010 for temporary assignments, most lasting 5 to 10 weeks.

By working on this once-a-decade population headcount, residents have an opportunity to be a part of history. Conducted every decade

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Now is the Time to Start Planning for the 2010 Census

since 1790, the constitutionally mandated census affects community funding and determines representation in Congress.

“The jobs, which offer competitive wages and flexible schedules, also allow people to work in their neighborhoods and for their neighborhoods,” said Marilia Matos, the Census Bureau’s associate director for field operations. “We hire locally, and an accurate count means a fair distribution of money for schools, roads, neighborhood improvements and elderly care in your community.”

In 2009, the Census Bureau will hire about 140,000 people to help update the Census Bureau’s address list. The workers will use GPS-equipped hand-held computers to verify, add and delete addresses, and they will be paid for training. By the end of the 2010 Census, the Census Bureau will have employed about 1.4 million temporary workers in communities across the country. Employees will update the Census Bureau’s address list, interview people who do not respond to the census by mail and perform other assignments vital to the national count.

By 2010, there will be more than 310 million people living in an estimated 130 million households across the country and everyone must be counted in order to ensure seats are apportioned in the U.S. House of Representatives and federal and state funding is distributed fairly.

The U.S. population is more diverse than ever before, with people speaking a record number of languages. As a result, in many areas the Census Bureau will need to hire people who are bilingual.

“If we do not obtain an accurate count in 2010, each person residing in the United States will be affected,” Matos said. “Everyone deserves to have a voice and be counted, and by working for the 2010 Census, you will be directly involved with ensuring that happens.”

Most positions require U.S. citizenship, a driver’s license and use of a vehicle, and each applicant will undergo a background check. A short-term job with long-term results, 2010 Census positions offer competitive wages and flexible schedules.

To apply for a census job, call toll free 1-866-861-2010. For more information on the 2010 Census, visit <http://www.census.gov/2010census/>.

Contact:

Public Information Office 301-763-3691/763-3762 (fax) 301-457-1037 (TDD) e-mail: pio@census.gov



Utah Data Guide

A Newsletter For Data Users

Utah State Data Center
 Governor's Office of Planning and Budget
 Demographic and Economic Analysis

Preparing for the 2010 Census



In 2010, the United States census will define who we are as a nation and a state. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. The census is a count of everyone residing in the United States, including people of all ages, races, and ethnic groups, both citizens and non-citizens.

The 2010 Census questionnaire asks only a few simple questions of each person--name, relationship, gender, age and date of birth, race, and whether the respondent owns or rents his or her home. This simple, short questionnaire takes just a few minutes to complete and return by mail.

The 2010 Census questionnaire asks only a few simple questions of each person--name, relationship, gender, age and date of birth, race, and whether the respondent owns or rents his or her home. This simple, short questionnaire takes just a few minutes to complete and return by mail.

Participation in the 2010 Census Matters

- Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data.
- Census data affect Utah's voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.
- Census data guide local decision-makers in important community planning efforts, including where to build new roads, hospitals, and schools.

- Census data is used by community planners and governments to determine where there is need for additional social services, including who receives community development block grants and other grant programs essential to many communities.
- Businesses and corporations rely on accurate census data for locating new businesses, marketing, and recruitment of employees.

Prepare by Starting a Complete Count Committee

- A Complete Count Committee (CCC) is a team of community leaders appointed by the highest-elected official to develop and implement a locally-based outreach and awareness campaign for the 2010 Census.
- A CCC's primary focus is to promote the 2010 Census in a particular community and to ensure that every resident in that area is counted. Community leaders are the most qualified to understand the best way to reach all populations that reside in their area.
- For additional information about the Complete Count Committee Program, please contact the Denver Regional Census Office at 1-720-897-6000 and ask for the partnership area.

For more information about the 2010 Census, visit www.census.gov/2010census.

2010 Census Timeline

Fall 2008	Recruitment begins for local census jobs for early census operations.
Spring 2009	Census employees go door-to-door to update address list nationwide.
Fall 2009	Recruitment begins for census takers needed for peak workload in 2010.
February - March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
April - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 1, 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 1, 2011	By law, Census Bureau completes delivery of redistricting data to states.

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Local Update of Census Addresses

With approximately three years remaining before the 2010 Decennial Census, the U.S. Census Bureau is preparing for that important event. One of the Census Bureau's important programs, the Local Update of Census Addresses, is already well underway. LUCA is a significant way the Census Bureau works with local government to ensure the accuracy of the decennial census.

Introduction

With over 300 million residents, the Census Bureau has found that the mail, both in terms of cost and resource utilization, is the most important method the Census Bureau uses to distribute census surveys. However, participation in the mail survey has decreased over several censuses. From 1970 to 1990, public responsiveness to the mail survey fell from 78% to 65%. In other words, nearly four out of five persons contacted by mail by the Census Bureau in 1970 responded by filling out and returning the census survey without further contact. By 1990, this rate fell to slightly less than two out of three. When households do not respond to the survey by mail, the Census Bureau spends greater resources to track down these non-respondents to ensure a full and complete survey.

In an effort to increase the response rate from mail surveys, Congress passed the Census Address List Improvement Act of 1994. This law authorized the Census Bureau to contact state, local, and tribal governments to invite participation in updating the Census Bureau's address list. Because of the Census Bureau's effort to collaborate with local government in verifying addresses, overall response rates to the 2000 Census increased, reversing a 30-year trend of declining participation. With increased participation for 2010, the hope exists that mail participation will be even higher than 2000.

Why is LUCA important?

LUCA is one of the most important decennial census programs. Since a majority of surveys are returned by mail, a complete and accurate address list is essential to a complete and accurate census. In addition to completing an actual enumeration mandated by the Constitution for apportionment of seats in the U.S. House of Representatives, accurate census data are important in other ways. Census data are used to allocate federal monies to state governments. Census data provide statistical support for grant applications which fund important programs in each community--from health programs to security programs.

LUCA allows local governments to review the address lists which the Census Bureau maintains for accuracy. Although the Bureau receives address updates from different sources, including an updated mailing address list from the Postal Service, LUCA is an important part in this process because local governments often have data which are more accurate and more specific than even the Postal Service may have.

Consider two examples where local government may have more accurate data. The first is a situation where a community relies on post office boxes for mail delivery. Because post office boxes do not necessarily correspond to actual physical addresses, post office boxes provided by the Postal Service are less useful to the Census Bureau for enumeration purposes. In this case, physical addresses from local governments, which they may have either for utility billing or 911-emergency services are an important piece of information to the Bureau. Next consider

the case of new construction, a situation facing many communities in Utah. Because of the permitting involved with new construction, local governments are better equipped to ascertain where new residences will be than nearly any other entity.

Confidentiality of Census Information

Census information is highly sensitive, and great measures are taken to ensure that its confidentiality is maintained. This confidentiality is maintained for several reasons. First, the Census Bureau relies on the candor of the public in honestly and truthfully answering the survey items it sends to the public. If the public had any reason to believe that the information shared with the Census Bureau could be used in a way other than that which was represented, the public may be less willing to provide it and the reliability of the Bureau's information could be limited. Second, the Census Bureau has a strong incentive to maintain the highly personal information which it receives. For these, and other, reasons, Census Bureau information is protected and confidential under Title 13 U.S.C. Heavy penalties may be levied against individuals who fail to take the necessary precautions to safeguard Census information.

LUCA Participation and Timeline

The Census Bureau will give local governments several participation options. Each of these options is designed to accommodate the needs of each community based upon the level of participation they desire. The program operates as follows:

- Invited governments designate a LUCA liaison to review the portion of the Census address list covering the area under its jurisdiction. The LUCA liaison will be prohibited from disclosing confidential census information. The address list is confidential under Title 13 U.S.C. Participants must review a set of security guidelines and sign a confidentiality agreement promising to protect the confidentiality of the addresses.
- The Census Bureau will send the LUCA liaison an address list, corresponding maps, and address tallies for the community or communities involved. Small communities have the option of receiving either paper or electronic versions of all materials; for larger communities, the materials are provided in electronic form only.
- The LUCA liaison will review the addresses and provide input based upon the participation option selected. This may include submitting

(Continued on page 6)

Tentative 2010 Decennial Census LUCA Schedule	
Time Frame	Activity
January to February 2007	LUCA Advance notice letters mailed to the highest elected official and other contacts in all active functioning governments.
July 1, 2007	LUCA invitation letters and registration materials mailed to the highest elected official and other contacts of each government.
July 2007 to January 2008	Invited governments register for LUCA and the Census Bureau ships the LUCA review materials to each participating government.
August 2007 to March 2008	LUCA participants review and update the address list and return their comments to the Census Bureau's Regional Office.
April 2008 to October 2008	Census Bureau reviews the participant's LUCA submission and updates the Master Address File and the TIGER geographic
November 2008 to May 2009	Census Bureau prepares for and conducts the Address Canvassing Operation using GPS equipped hand-held computers.
June 2009 to October 2009	Census Bureau ships feedback materials to the LUCA participants showing how we processed each government's LUCA submissions.
September 2009 to December 2009	LUCA participants review their LUCA feedback and have the opportunity to appeal the results to the LUCA Appeals Office.
September 2009 to January 2010	LUCA Appeals Office reviews and adjudicates the appeals.

Affiliates Corner: Mountainland Association of Governments



Mountainland Association of Governments

Mountainland Association of Governments is a political subdivision of the State of Utah, an intergovernmental agency working for all of the cities/towns of Summit, Utah and Wasatch Counties, and the counties of Summit and Wasatch. The Association is governed by the Executive Council, with input from a series of Program Advisory Boards and other coordinating agencies.

The current activities of the Association include administration of the Area Agency on Aging (AAA) for the three county area through the Department of Aging and Family Services, and administration of the Metropolitan Planning Organization (MPO) for Utah County through the Department of Regional Planning.

Other activities include administration of the Community Development Block Grant (CDBG) program, administration of the Economic Development District (EDD), administration of the Rural Planning Organization (RPO) in Wasatch County, administration of the Social Services Block Grant (SSBG, Title XX), community planning services, and other functions as needed and directed by the Executive Council.

Mountainland Aging Services

Mountainland's Aging & Family Services Department is the designated Area Agency on Aging charged with the responsibility of planning, advocating, and providing services on behalf of the 42,751 older adults residing in Summit, Utah, and Wasatch Counties. The Department is also the planning agency for Title XX, Social Services Block Grant Funds (SSBG), which supports broader human service needs within our three-county service area.

Mountainland Community Development

Community Development includes demographic information about the region, the coordination of professional community planning services to communities, development of various plans that impact our communities, and administration of the Community Development Block Grant (CDBG) program.

Mountainland MPO and RPO

Transportation Planning is a function of Mountainland AOG conducted in Wasatch County as a Rural Planning Organization (RPO) and Utah county as a Metropolitan Planning Organization (MPO). With the high growth occurring though out the region, transportation has become a paramount issue. Mountainland is charged with coordinating with the municipalities, counties, the department of transportation, transit agencies and others in the transportation community to develop solutions to the mounting transportation problems.

(Continued from page 3)

addresses which are missing from the address list provided by the Census Bureau, or providing input regarding the count of housing units and group quarters in each census block. At a later date, the Census Bureau will verify this information during the Address Canvassing Operation.

- If there is a dispute following the Address Canvassing Operation, two of the three participation options allow for an appeal which will be adjudicated by a third-party agency and which must be adjudicated before Census Day 2010.

Contact Information

This is just a brief overview of the LUCA program and its implementation in Utah. State and local government officials have already been contacted about this program, and the Census Bureau is currently holding informational meetings around the state to introduce this program further. The importance of this program cannot be overstated. Utah will benefit considerably from an accurate census, and LUCA is a way that this may be accomplished. Questions regarding the LUCA program may be directed to the Local Geographic Partnerships Branch in Washington, D.C. or to the Denver Regional Office via e-mail, by phone, or by mail. at lucan@geo.census.gov, by phone at 866-511-LUCA, or by mail to:

Mail:

Geography Division
US Census Bureau
Stop 7400
4600 Silver Hill Road
Washington, DC 20233-7400

Geography Section
Denver Regional Office
U.S. Census Bureau
6900 W Jefferson Avenue, Ste. 100
Denver, CO 80235-2032

Email: lucan@geo.census.gov denver.geography@census.gov
Phone: (866) 511-LUCA (5822) (303) 264-0290
Web: <http://www.census.gov/geo/www/luca2010/luca.html>
<http://www.census.gov/roden/www/geo.html>

The Utah State Data Center Program

In 1982 the State of Utah entered into a voluntary agreement with the U.S. Census Bureau to establish the Utah State Data Center (SDC) program. The SDC program provides training and technical assistance in accessing and using census data for research, administration, planning, and decision-making by the government, the business community, university researchers, and other interested data users.

The Governor's Office of Planning and Budget serves as the lead coordinating agency for 34 organizations in Utah that make up the Utah State, Business, and Industry Data Center (SDC/BIDC) information network. This extensive network of SDC affiliates consists of major universities, libraries, regional and local organizations, as well as government agencies that produce primary data on the Utah economy. Each of these affiliates use, and provide the public with economic, demographic, or fiscal data on Utah. The Affiliate's Corner page of the *Utah Data Guide* has been created to highlight and recognize SDC program affiliates and their great work. A complete list of the program affiliates can be found on the back page of this newsletter. For more information on the SDC program, contact SDC staff at (801) 538-1036 or email dea@utah.gov.