



# Governor's Census 2010 Outreach Plan

*The Success of the Census,*

**IT'S IN OUR HANDS MARYLAND!**

United States  
**Census  
2010**



## **Goal:**

The Goal of the Governor's Census 2010 Outreach Plan is to assure a complete and accurate population count for Maryland by building public/private partnerships to increase the awareness of Marylanders of the importance of participating in the Decennial Census, April 1, 2010.

## **Plan Objectives:**

1. Build awareness of Census 2010 and its importance to Marylanders (**The Success of the Census, IT'S IN OUR HANDS MARYLAND!**) in providing the information to support services and programs Marylanders need for the 21<sup>st</sup> Century.
2. Provide technical assistance for a complete and accurate Master Address File (**MAF**) of all housing units in Maryland, linked to the correct geographic location on Census maps (**TIGER**); the foundation for taking a good census.
3. Assure availability of **sufficient qualified labor** to fill over 6,500 full and part-time census positions to support all Census 2010 operations beginning in the Fall of 2008 through the Summer of 2010
4. Maximize the **completion and mail-back return** by Maryland households of census questionnaires soon after their delivery (circa April 1, 2010).
5. Encourage cooperation with enumerators when they knock on doors in neighborhoods for **Non-Response Follow Up** for questionnaires not returned by mail by Targeting Hard to Enumerate (**HTE**) Areas.
6. Provide **data access and dissemination** methods that meet the full range of user needs for obtaining the results from the census - "democratization of data" access.

## ***Importance of a Complete Count to Marylanders***

1. **Reapportionment and Redistricting** - political representation and the redrawing of political districts (congressional, state legislative) based on equal numbers of persons per district are impacted by the completeness and accuracy of the population count.
2. **Distribution of Funds** - the distribution of over 5.8 billion dollars annually in federal funds to Maryland as well as the allocation of State and local funds are based on formulas that depend on population counts from the decennial census and socioeconomic measures (e.g. poverty and income) derived from the American Community Survey. This amounts to at least ten thousand dollars per Marylander over the course of the decade. **A good count assures Marylanders of their fair share. An undercount of as little as 100,000 or 1.7% of Maryland's 5.8 million residents means a loss of \$1 billion dollars in federal funds over the decade.**
3. **Government and Community Programs and Services** - the decennial census provides the key data to support decisions on where investments need to be made for transportation, schools, healthcare, job training, housing, daycare and public safety to name just a few.
4. **Business Investment Decisions** - businesses rely on decennial census data to supply the detailed descriptions of communities and places needed to make site location, marketing, service delivery and advertising decisions. The census data are how business knows what Marylanders want and need in the way of goods and services.

## ***Building Partnerships for a Complete Count***

In Maryland, Governor O'Malley has asked the Maryland Department of Planning in conjunction with the Office of the Secretary of State and the Office of Community Initiatives to lead the State's 2010 Outreach Plan initiatives. This State partnership, working with the U.S. Bureau of the Census Philadelphia Regional Office, will assure a strong Federal-State partnership to develop and implement both the technical and outreach components necessary for a good census.

**As the lead State agency for Census 2010, the Maryland Department of Planning has established a long lasting partnership with the U.S. Census Bureau through the Bureau's State Data Center Program. The Governor's Office of Community Initiatives (GOCI) coordinates community and volunteer services throughout Maryland and has developed partnerships with many of the State partners that need to be included in development**

and implementation of the 2010 Census Outreach initiatives for Maryland. The Secretary of State's Office has contact and partnerships with many of the non-profit and charity organizations as well as Maryland State Agencies through the United Charity Campaign. The key initial partners would be the U.S. Bureau of the Census – Philadelphia Region Office, the Maryland Department of Planning, and the Governor's Office of Community Initiatives (GOCI) and the Office of the Secretary of State (SOS). The partnership would then be expanded to include the Local Complete Count Committees of Maryland, the Maryland State Government Complete Count Committee and the Maryland Statewide Complete Count Committee (see discussion that follows).

**Section A** describes the recommended initiatives for the State to pursue, in conjunction with the above partnership, to achieve a complete and accurate 2010 Census count of all Marylanders.

**Section B** describes the technical assistance and data access and dissemination initiatives being pursued by the Maryland Department of Planning in support of Census 2010.

## **A. Census Outreach and Promotion Partnerships**

1. **Public Awareness Campaign** - encourage public support and complete participation in Census 2010 by the people of Maryland through awareness and promotion activities. Special emphasis will be placed on targeting population groups that are the "hard to count", includes those reluctant to participate in the census as well as those less able to participate without encouragement and assistance

The purpose of the campaign is to increase public awareness of the census by letting Marylanders know that the 2010 Census is important to them and their community. Public support and participation will be particularly targeted to those geographic areas of the State and population subgroups that are known to be hard to count.

Components of the campaign include advertising focused on the hard to count which can be reached through transit (bus and metro), home/outdoor advertising and radio spots on stations that reach this market. Other components include census booths at ethnic festivals and association conferences that reach the hard to count population; brochures (multi-lingual), posters, banners, and displays; newspaper and

newsletter articles particularly targeted to community and minority populations; internet web page; press releases; and special events and kickoffs.

The advertising campaign will augment the Census Bureau's campaign by targeting audiences that are traditionally undercounted populations. The outreach materials will have a Maryland theme (The Success of the Census, It's in Our Hands Maryland!) while at the same time incorporate messages that the Census Bureau has determined to be effective through extensive research and focus group work.

*Key Partners:* U.S. Bureau of the Census - Headquarters and Philadelphia Regional Office, State of Maryland - Governor's Office of Community Initiatives, Maryland Department of Planning, Secretary of State, Local Government Complete Count Committees of Maryland, Maryland State Government Complete Count Committee and the Maryland Statewide Complete Count Committee.

2. **State Liaison with Local Complete Count Committees of Maryland** - past experience has shown that Local Complete Count Committees are one of the most effective means of establishing the importance and credibility of the census in local communities.

In March of 2009, the U.S. Bureau of the Census sent a letter of invitation to each Governor and to the Highest Elected Official (HEO) of each local government encouraging them to organize a Complete Count Committee (CCC). Accompanying the invitation is a handbook that will assist CCCs in implementing promotion and outreach activities. In anticipation of this, the Governor in January 2009 sent to each HEO a letter in support of their establishment of a local CCC.

The CCCs are charged with the task of determining the activities and materials that give a local flavor to the Census Bureau's campaign to promote a complete count. There are also opportunities to coordinate the State outreach activities with those of local governments. Areas of coordination include census booths at local events, development of multi-lingual promotional and job opportunity flyers, identifying and working with hard to enumerate populations, Census 2010 kickoff events, locating and staffing Census Questionnaire Assistance Centers and developing and airing radio advertisements for target populations to assure their cooperation with census takers.

In order to assure the most effective use of federal, State and local promotion resources, establishing an early working relationship with the

CCCs is important. The Governor's 2010 Census Outreach team will invite the local LCCC contact persons to a Census Outreach Workshop (planned for Spring 2009). The purpose of the workshop is to forge government partnerships at the federal, State, regional and local levels and to brainstorm on partnership activities that need to be coordinated for the 2010 Census.

Key Partners: U.S. Bureau of the Census - Headquarters and Philadelphia Regional Office, State of Maryland - Governor's Office of Community Initiatives, Maryland Department of Planning, Secretary of State, Maryland Municipal League, Maryland Association of Counties, Regional Planning Agencies and Local Government Complete Count Committees of Maryland.

3. **Maryland State Government Complete Count Committee** - at the invitation of the Governor, State Agencies in January of 2009 were asked to name a 2010 Census Coordinator to be the principal point of contact with the Governor's 2010 Census Outreach team. The Census 2010 coordinators comprise the Maryland State Government Complete Count Committee. They have their kickoff meeting on March 25, 2009. The census outreach efforts to be implemented by this committee are:

- a. **State Employee and Constituent Awareness Program** - assure that State of Maryland employees (including retirees) and their constituencies are encouraged to complete and return their 2010 Census questionnaire. State employees and their constituencies will also be encouraged to speak accurately and positively about the census and its benefits in conversations with family, friends, neighbors and associates (also see State Government Census Outreach Campaign below).

Elements of the awareness effort will be developed, reviewed and approved by the committee along with a schedule for implementing the awareness program.

The agency coordinators will be responsible for identifying and implementing specific action plans for promoting Census 2010 within their organization. Support materials and assistance will be provided to the Committee through the coordinator at MDP.

Key Partners: The Governor's Office of Community Initiatives,

Maryland Department of Planning (lead State agency), Secretary of State and all key State Agencies. The U.S. Bureau of the Census, Philadelphia Regional Office would provide guidance and assistance as required.

- b. **State Government Census Guides Program** - use of State employees with direct public contact to provide encouragement and assistance to their “publics” (clients and customers) in completing and returning their Census 2010 questionnaire.

Most State agencies have at least some direct contact with the public and a number through district and field offices have substantial direct contact with the public and the client populations they serve. The client populations served by State agencies often include the hard to count populations that may be reluctant or unable to complete and mail back their census questionnaires.

Through the State Agency Census Coordinators, agencies will designate a key contact for the outreach campaign. The key contact will identify agency employees who have public contact to serve as “Census Guides.”

The key contact and designated “Census Guides” will receive a brief, very positive training (via webcast delivered video and support materials) about the Census 2010, its importance and confidentiality as well as their role as Guides in encouraging clients to complete their census questionnaire. The training will be reinforced with support materials.

For the period from the initial mail out of the census questionnaires, late mid March 2010 through the end of April the “Census Guides” will be asked during working hours to wear a button or to use other simple identification that says “Census Guides - Leading You to Your Completed Census.” In the course of normal public contact, they will be in a position to encourage clients and customers to complete their census or direct them to assistance centers where they can receive help in completing their questionnaire. The “Census Guides” will not provide direct public assistance in completing the questionnaire. This will remain the responsibility of the U.S. Bureau of the Census and sworn volunteers that are staffing assistance centers in order to assure that confidentiality is not breached.

For Census 2010, there will be “We All Count” census forms

available in public places for people to use if they lost or did not receive a questionnaire. In appropriate instances, "Census Guides" will have access to the "We All Count" forms and will be able to provide them to the public. Census Bureau Questionnaire Assistance Centers (QACs) may also be located in some State facilities.

Key Partners: The Governor's Office of Community Initiatives, Maryland Department of Planning (lead agency), Secretary of State and all key State Agencies and the U.S. Bureau of the Census, Philadelphia Regional Office.

4. **Maryland Statewide Complete Count Committee** - in March 2009 the Census Bureau also sent a letter to the Governor encouraging the formation of a Complete Count Committee. As part of the Governor's Outreach Plan a Maryland Statewide CCC will be created. The Maryland Statewide Complete Count Committee (MdSCCC) will be made up of private and largely non-governmental entities including one or more Honorary Chairs (Dr. Ben Carson has already agreed to serve as an honorary chair and several additional invitations are in the works).

The purpose of the MdSCCC is to bring together influential business, labor, religious, ethnic, community, minority and non-profit leaders at the State level to support Census 2010 awareness and outreach activities. Representatives would support and augment the State's public awareness campaign and promote media awareness of the importance of the census. Organizations represented would reach out to their employees and the customers and clients they serve to spread the census message. Census outreach would be encouraged to statewide networks representing ethnic, minority, recent immigrant populations, religious organizations, and non-profits.

The MdSCCC members are encouraged to replicate and supplement the activities planned by State and local governments. For example, while the State's activities concentrate on State agency employees, clients and constituent groups; the MdSCCC efforts would concentrate on the private and non-governmental sector's employees, customers and clients.

The invitation to these organizations to participate on the MdSCCC will go out in May 2009. The kick off meeting of the MdSCCC is planned for early October, 2009.

Key Partners: U.S. Bureau of the Census - Headquarters and Philadelphia Regional Office, State of Maryland - Governor's Office of Community Initiatives, Maryland Department of Planning, Secretary of State,

Statewide Complete Count Committee representatives from business, labor, religious, ethnic, community, minority and non-profit organizations.

5. **Recruitment and Hiring Initiatives** - support efforts to assure availability of sufficient qualified labor to fill over 6,500 full and part-time census positions to support all Census 2010 operations beginning in the Fall of 2008 through the Summer of 2010.

Finding qualified workers to fill the temporary census jobs that have skills in speaking other languages and are indigenous to the “hard to count” communities will be extremely important for Census 2010. Three Early Local Census Offices have opened in Maryland and additional field offices will open in the Fall of 2009. While there are managerial (local office managers, assistant managers) and supervisory positions (crew leader, field operation supervisors) most of the jobs are for address canvassers and field enumerators. Temporary positions are needed for the following census operations: Address List Canvassing, Non-Response Follow up Interviewing, Questionnaire Assistance Center staffing and additional Partnership Specialists.

Preference will be given to people living in the communities where they will be working. All jobs are temporary and often require a car. Most jobs will be short term for about 6-8 weeks. The hourly wage for the field jobs will range from \$13-\$16 an hour. Training for each position is paid. Applicants must be citizens, pass a background check and be over 18.

Key Partners: U.S. Bureau of the Census - Philadelphia Regional Office, State of Maryland - Department of Labor, Licensing and Regulation, Governor’s Office of Community Initiatives, Maryland Department of Planning and Secretary of State.

## **B. Technical Assistance and Data Access and Dissemination**

The Maryland Department of Planning is the key State partner in providing technical assistance to the U. S. Bureau of the Census in preparation for taking the 2010 Census. MDP’s *MdProperty View*, a computerized spatial database of the State’s 2,800 property maps linked to 2.2 million parcel records, is helping to assure that the Census Bureau’s address files and maps are up-to-date and complete. Through a cooperative agreement with the U.S. Bureau of the Census, MDP also serves as the lead State agency for providing access to and dissemination of census and related federal statistical data through the State Data Center.

1. **Census 2010 Redistricting Data Program** –delineation of features to support census tabulation of population counts by race and age for Maryland precincts; assembly of precinct level election data (registered voters, voter turnout, votes for candidate - by party) for State level races (Presidential, U.S. Senatorial and Congressional, Gubernatorial, State Senate and House of Delegates) for primary and general - Maryland Department of Planning in conjunction with State Administrative Board of Election Laws and the Local Boards of Supervisors of Elections; procurement of computer hardware and mapping software to support redistricting; provision of staff support for Governor’s Redistricting Advisory Committee - Maryland Department of Planning (2007 to 2012).
2. **Updating MAF/TIGER (Master Address File and Topologically Integrated Geographic Encoding and Referencing mapping system)** - geographic area feature delineation and address linkages; identification of areas where there has been new residential development (streets and addresses) and areas where there have been changes to the existing housing stock such as demolitions and conversions; facilitated in Maryland by permitting the Census Bureau to use *MdProperty View* DVDs of streets, parcel maps and parcel premise addresses for each jurisdiction (2000 through 2009).
3. **Local Update of Census Addresses (LUCA)** - Review by MDP and local governments of the Census Bureau’s address list to identify and make corrections In the spring of 2008, MDP submitted under LUCA over 120,000 addresses by geographic location throughout all 24 Maryland jurisdictions that were not in the Census Bureau’s files. These addresses are now being check and verified by Census field canvassers (see below)
4. **Address Listing Operations** - Census Bureau field canvassing of all streets to verify the location and addresses of housing units:  
Spring of 2009
5. **Statistical Area Delineation** - Census Tracts, Block Groups, Municipalities, Census Designated Places (CDPs) - Review, revise and verify the boundaries for the statistical and political boundaries of areas for which 2010 Census data will be tabulated – MDP and local governments (2008 through 2009).
6. **Census Data Access and Dissemination** – MDP’s State Data Center is working closely with the U.S. Bureau of the Census in the development of their electronic application for distribution of the 2010 Census data.

The State Data Center has a network of affiliate agencies comprising

regional and county planning offices, university and local libraries and small business development centers throughout the State. These agencies will receive web delivered electronic information from the Census Bureau as well as the MDP resulting in faster and more efficient distribution of data to Maryland's data users.

Census data linked to small area census map boundary files will also be available for use with geographic information systems (GIS) via the web through the Maryland State Data Center

For more information on Census 2010 in Maryland and the Governor's Census 2010 Outreach, contact Linda Janey, Assistant Secretary, Maryland Department of Planning at 410-767-4500 or visit our website at [www.mdp.state.md.us](http://www.mdp.state.md.us).

The Governor's 2010 Outreach is a Partnership of the Maryland Department of Planning, the Office of the Secretary of State and the Governor's Office of Community Initiatives in conjunction with the U.S. Census Bureau and the Philadelphia Regional Office.