

# The 2010 Census Road Tour

EDUCATE, ENGAGE, AND ENCOURAGE PARTICIPATION IN CENSUS

- ▶ **What:** The Road Tour is a national operation that consists of thirteen vehicles visiting numerous locations and affirming that census participation is safe, easy and important.
- ▶ **Who:** The target audiences are hard-to-count communities as well as the general public.
- ▶ **When:** The Road Tour will launch on January 4 and continue through April 2010.
- ▶ **Why:** Its aim is to increase awareness and participation in 2010 Census as well as increase Census visibility, and increase response rates in hard-to-count communities.
- ▶ **How:** The regional vehicle will travel to hard-to-count communities throughout the New York Region and participate in local, community-focused events.

## A Complete Count:

### The Importance of Census Data

- ▶ Every year, the federal government allocates more than \$400 billion to states and communities based, in part, on census data.
- ▶ Census data are used to determine locations for retail stores, schools, hospitals, new housing developments and other community facilities.
- ▶ Census data determine boundaries for state and local legislative and congressional districts.

## 2010 Census Questionnaire: Easy, Important and Safe

- ▶ With only 10 questions, the 2010 Census questionnaire takes approximately 10 minutes to complete. Households are asked to provide key demographic information, including whether a housing unit is rented or owned; the address of the residence, and the names, genders, ages and races of others living in the household.
- ▶ By law, the Census Bureau cannot share an individual's responses with anyone, including other federal agencies and law enforcement entities.

'Portrait of America'

United States®  
**Census  
2010**

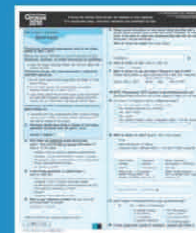
IT'S IN OUR HANDS

## CENSUS HISTORY

A national census is mandated by the U. S. Constitution, Article I Section II, to be conducted once every ten year. The first census took place in 1790 to determine the number of seats each state would have in the U. S. House of Representatives. The census also was created to gain a better understanding of where people lived and to establish patterns of settlement as the nation grew.

## ABOUT THE CENSUS BUREAU


The Census Bureau was established in 1902. Today, in addition to administering the census of population and housing, the Census Bureau conducts more than 200 annual surveys, including the American Community Survey, the Current Population Survey and economic censuses every five years.



We move  
forward  
when you  
send it back.

## 2010 Census Road Tour Key Dates

*January 4, 2010*




The 2010 Census Road Tour vehicles start to visit towns and cities across our nation. Road Tour awareness phase begins.

*February 26, 2010*



Census Questionnaire Assistant Centers open.

*March 15, 2010*




Census questionnaires are mailed or delivered to households. Road Tour motivation phase begins.

*April 1, 2010*



Census Day

*April 2, 2010*



Blanket mailing of replacement census questionnaires.

*April 13, 2010*



The 2010 Census Road Tour ends.

## New York Regional Road Tour Vehicle

# Liberty

### Regional Vehicle: A Snapshot

- ◆ New York regional vehicle, Liberty, will participate in community-based events and visits to community based-organizations within the region for the duration of the Road Tour.
- ◆ It is designed to be flexible and support multiple types of events, onsite scenarios and visitors' experiences such as:
  - A general event where the vehicle is there to provide 2010 census information and materials.
  - An appearance at a Census Bureau-sponsored higher profile event.
  - An appearance at a regional or national event.
  - Other events.
- ◆ The vehicle can participate in either outdoor or indoor events.
- ◆ It is a cargo van paired with a bumper-pulled trailer that features enhanced displays, interactivity and social media capabilities.

### Counties to Be Visited:

NJ

Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union, Warren.

NY

The Bronx, Kings, Nassau, New York, Richmond, Rockland, Queens, Suffolk, Westchester.

### Take Action: Road Tour Cannot Be Successful Without You

- ◆ Host an event to promote participation in the 2010 Census
- ◆ Promote attendance among members and stakeholders through 2010 Census Road Tour events in newsletters or other forms of communication
- ◆ Record PSA in advance and onsite
- ◆ Integrate Road Tour into existing events
- ◆ Volunteer to participate in 2010 Census Road Tour events
- ◆ Provide guest speakers for 2010 Census Road Tour events
- ◆ Issue a public endorsements for the 2010 Census.



For more information about the  
2010 Census, go to [2010census.gov](http://2010census.gov).



2010 CENSUS  
IT'S IN OUR HANDS