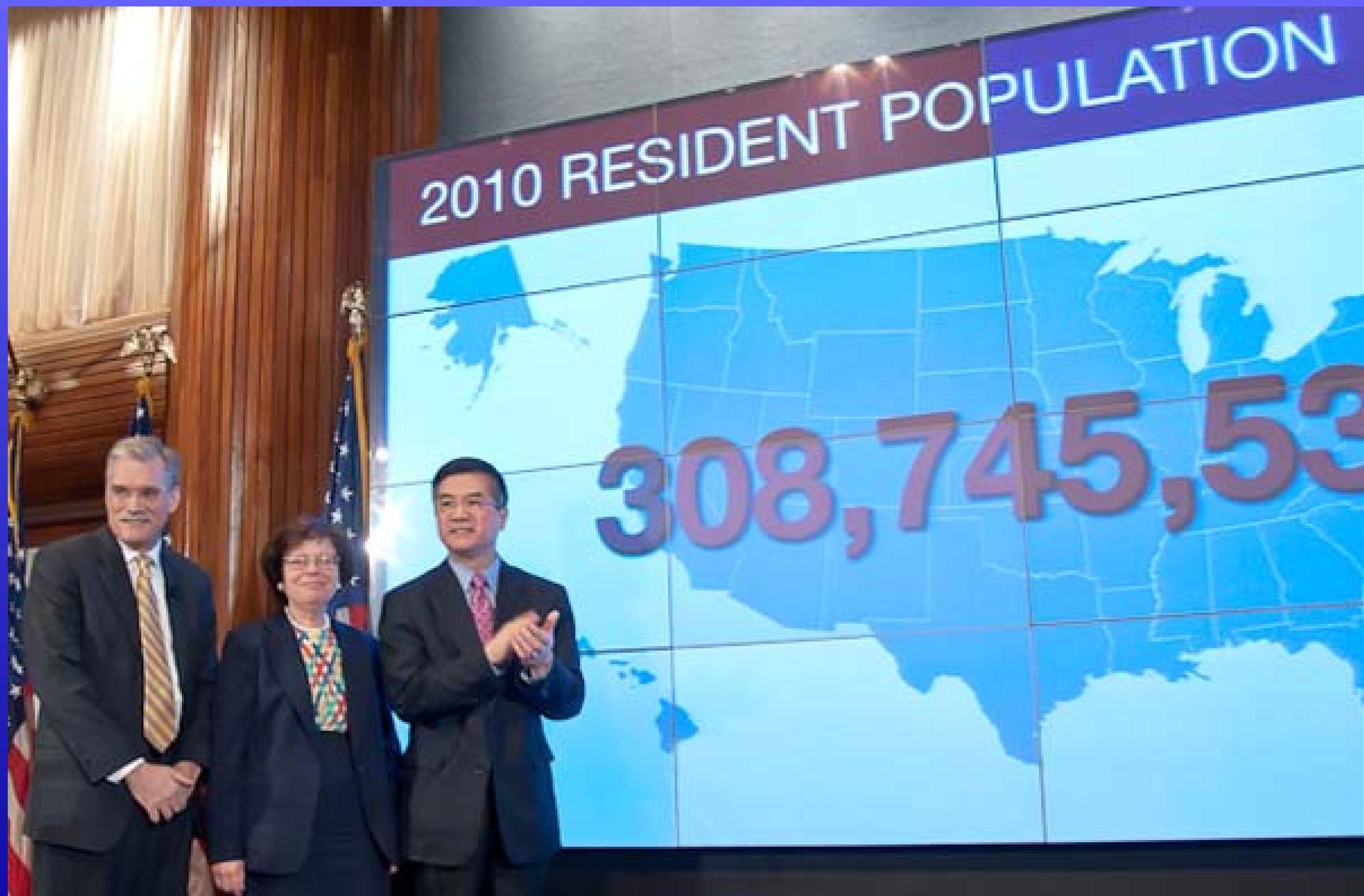


# Census Update

## California State Data Centers

James T. Christy  
Director, Los Angeles Region



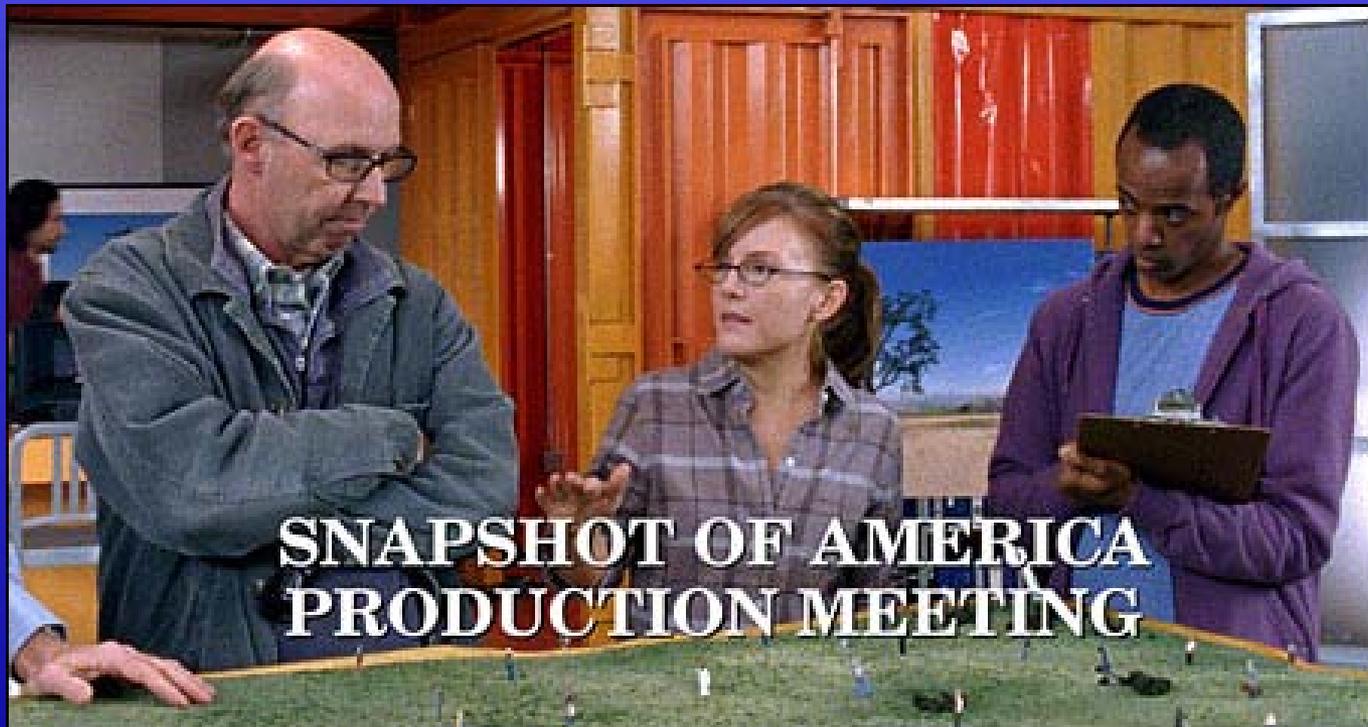
USCENSUSBUREAU

*Helping You Make Informed Decisions*

# Agenda

- How we got here
- Where we are
- What's ahead

# How We Got Here



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# Stuff You Probably Know Already

- Short Form Only
- Delivering the Form
  - Multiple Mailing Strategy
  - Hand Delivery
  - Special procedures for unique populations
- Advertising and Promotion
- Multiple Languages
- Advance Address Work

# Stuff you might NOT know about Our Effort in California

(From the Perspective of the LA  
Regional Director!)

# Decennial Planning Hard to Count Tracts



# Decennial Planning Hard to Count Tracts

- Tracts assessed based on likelihood of Census participation
- Twelve Variables were correlated with non-response rates from 1990 and 2000 to develop the HTC scores.
- Higher score meant harder to count

# Hard to Count Variables

## Housing Indicators

- Percent renters
- Multi Unit
- Crowded Housing
- Lack of Telephone
- Vacancy

## Person Indicators

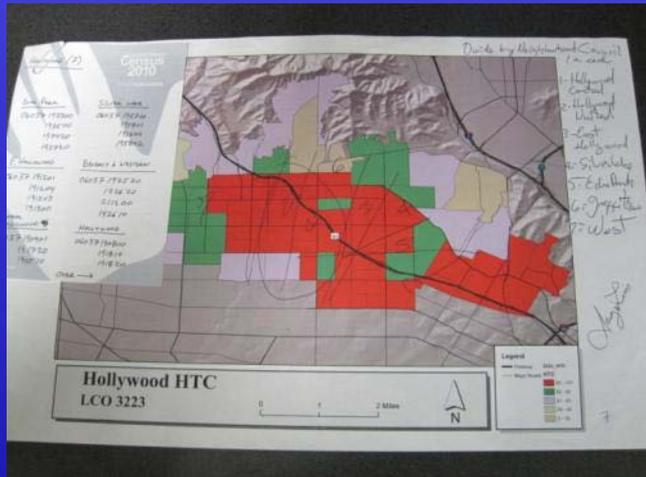
- Poverty
- Not High School Grad
- Unemployed
- Mobility
- Language isolation

## Other Demographic Data

- race/ethnic distribution



## Hard To Count Tracts (HTC)



- 13.6% (644 Tracts) of Southern California's 4,697 Census Tracts were initially designated Hard to Count Tracts.
- Local Census Offices developed strategies for an additional 901 Tracts that were classified in the next tier.
- Augmented strategies were in place for 33% of Census Tracts in Southern California

# Hard to Count Tract Action plan

•Validation

•Recruiting

•Outreach

•Conducting  
Enumeration  
Activities

## CENSUS TRACT 1835.20

RED HTE TRACT PLAN  
Address Canvassing 2009:  
AA# 728, 718, 717, 711, 714

Developed by: East Los Angeles ELCO  
Date: August 2009  
LCO: 3232 Map B

### A. Location:

N – Aldama St  
E – N Ave 56  
S – Monte Vista St  
W – N Ave 50

### B. Reason tract is an HTE: HTC score is 88

Mail Return Rate is 73.5%  
**High rate of linguistic isolation (36.8%; 34.8% Spanish)**  
**High poverty rate – 35.8% households below poverty line (about percentile 94.5)**  
1/5 households on public assistance (20.1%)  
Majority multi-unit housing (56.3%)  
Strong majority rental housing (73%)  
1/3 housing overcrowded (33.3%)  
Majority residents 25+ not HS graduates (64.4%)  
¼ households considered mobile (25.4%)

**Current US Census Available Applicants: 8, 0 experienced**

### C. Strategy: Who is responsible (O=Operations, P=Partnership, R=Recruiting, M=Media)

1. Promotional Activities in local schools = P
2. Contact local clergy and ask to speak with congregation or set up table at church on day of worship = P
3. Promotional Activities in ESL and Adult Classes = P, R
4. Contact politicians to talk with them about their communities and how we can better present and promote a positive attitude about the Census = P
5. Contact local ethnic and bilingual media about PSA's and/or news stories about the importance of an accurate Census = P, M
6. Contact Neighborhood Council to talk with committee about becoming a Census Partner = P
7. Locate **Questionnaire Assistance Center** in neighborhood = P

# Focused Recruiting

- Aggressive Recruiting Tactics
  - Local Job Fairs
  - Flyers
  - Paid Media
  - Local Census Office Open Houses
  - Targeted Local Block Level Hiring Strategies
  - Increased Hiring Goals for HTC Tracts

**Su comunidad cuenta con usted.**  
Cada 10 años se realiza un censo de nuestra población. Estas cifras ayudan a determinar cómo se invertirán los fondos federales en su comunidad, en recursos como carreteras, parques y otros servicios públicos, además de definir su representación en el gobierno. Como trabajador del censo, usted ayudará a garantizar que todos en su comunidad estén incluidos.

**Mucho más que un sueldo.**  
Trabajar en el Censo de los EE.UU. tiene muchas ventajas: un buen sueldo, un horario flexible, entrenamiento pagado y la oportunidad de trabajar de manera independiente en su propia comunidad. Y no sólo eso, el Censo le ofrece un lugar en la historia, además del respeto y aprecio de toda su comunidad.

**Ser trabajador del Censo es un puesto temporal.**  
Elaborar el censo es un proyecto de gran magnitud, que requiere que contemos gente para una gran variedad de puestos de trabajo. Para el Censo del 2010 miles de trabajadores del censo son necesarios para hacer censo temporalmente. Entre trabajadores actualizan listas con direcciones y viviendas a los residentes de la comunidad. La mayoría de los puestos requieren tener una licencia de conducir y el uso de un vehículo.

**¿Pagan bien estos trabajos?**  
Los trabajos del censo pagan salarios competitivos basados en los salarios de su área. A los trabajadores del censo también se les reembolsan gastos autorizados, como por ejemplo los de miles recorridos.

**Únase al Equipo del Censo del 2010!**

- Gane un buen salario
- Reciba pagos semanales
- Trabaje con un horario flexible
- Reciba entrenamiento pagado
- Reciba reembolso por miles recorridos y otros gastos autorizados
- Ayude a que su comunidad tenga un Censo del 2010 exitoso

**¡Solicite Ahora!**  
Lláme, haga una cita para tomar el examen y solicite un trabajo.  
Para mayor información, llame a nuestro número gratuito: 1-800-961-2010.  
Usuarios del servicio TTY pueden llamar al Servicio Federal de Traducción al 1-800-877-8328.

[www.2010censusjobs.gov](http://www.2010censusjobs.gov)

**Requisitos del Empleo Perfecto:**

- ✓ Buen salario
- ✓ Cero de casa
- ✓ Horario flexible
- ✓ Entrenamiento pagado

**Consiga todo esto y mucho más con un trabajo en el Censo del 2010.**

USCENSUSBUREAU

San Bernardino

HYATT  
REGENCY  
SACRAMENTO™

1. FONTANA

- 06071002800
- 003100
- 003000
- 002901
- 003402

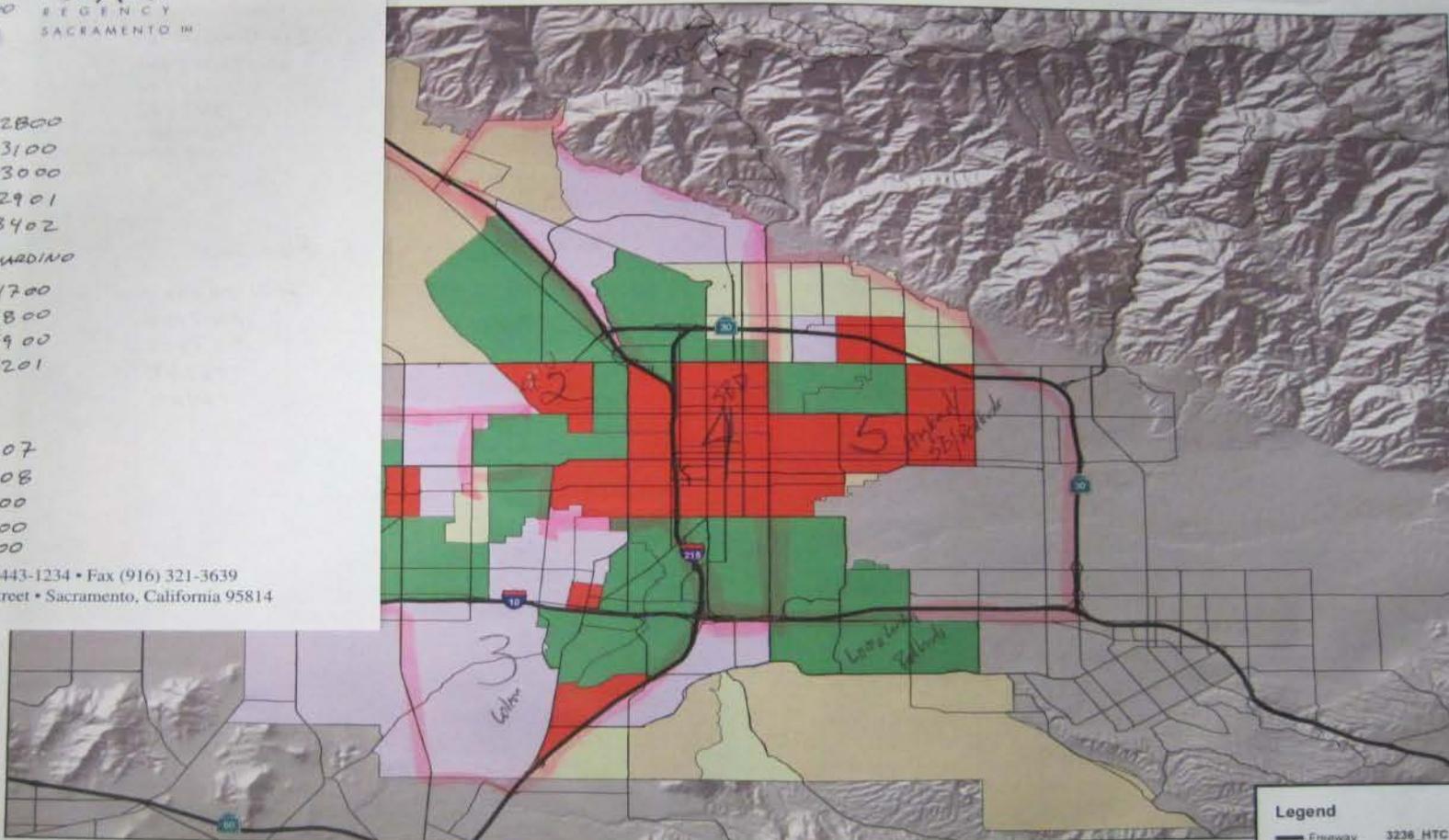
2. W. SAN BERNARDINO

- 06071004700
- 004800
- 004900
- 004201

3. COLTON

- 06071007107
- 007108
- 006900
- 006800
- 007000

(916) 443-1234 • Fax (916) 321-3639  
1209 L Street • Sacramento, California 95814



**San Bernardino HTC**  
LCO 3236

0 3 6 Miles



# Outreach in HTC Tracts

- Making the National Message Relevant Locally
- Promoting Local Organization and Outreach - Complete Count Committees
- Stimulus Funding Helped
  - 46 Outreach Staff in 2000
  - Over 500 in 2010!



# Key Activities to Improve Accuracy of Census Counts in HTC Tracts

- Census in Schools
- Faith-Based Initiative
- Events
- Media
- Road Tours



**You're Invited**

## Census Rally

The U.S. Census Bureau and the South Gate Student Complete Count Committee cordially invite you to a "2010 Census Rally." Come and help our community.

**The Census is Safe!**  
**The Census is Easy!**  
**The Census is Important!**

A complete and accurate count  
**IS IN OUR HANDS!**

**Saturday, March 13, 2010**  
**12:00p.m. - 3:00p.m.**

South Gate Park  
Boy Scouts Area  
9615 Pinehurst Ave  
South Gate, CA 90280  
(323) 357-9613



**Stand Up and Be COUNTED!**



## Thousands of Local Partners

- Governor's Office
- Elected Officials at every level
- Community Groups
- Businesses
- Faiths
- You name it!





WE WERE EVERYWHERE!

USCENSUSBUREAU

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# Key Activities to Improve Accuracy of Census Counts in HTC Tracts

- Special Enumeration Techniques
  - Blitz Enumeration
  - Team Enumeration
  - Bilingual Enumerators
  - Cultural Facilitators/Guides
- Tailored to the Unique Circumstances in each Tract

# Key Activities to Improve Accuracy of Census Counts in HTC Tracts

•2,675 Questionnaire Assistance Centers

•3,566 Be Counted Sites

## Do you need help filling out the 2010 Census Form?

### ¿Necesita ayuda en llenar el Cuestionario del Censo del 2010?

Visit a 2010 Census Questionnaire Assistance Center in South Gate

Visite los siguientes Centros de Asistencia con el Cuestionario del Censo 2010 en South Gate

Medina's Accounting	8330 Long Beach Blvd.	Tweedy Family Clinic	3050 Tweedy Blvd.
La Senda Antigua	9626 California Ave.	La Unica Market	3155 Century Blvd.
Finding Production "Movimiento de Superacion Personal"	4809 Firestone Blvd.	Amalia's Bridal y Accesorios	2629 Tweedy Blvd
Casa Nicaragua	9922 Atlantic Blvd.	Leland R. Weaver Library	4035 Tweedy Blvd
Maloney Meat Co.	3255 Firestone Blvd.	Compunet Tv	3041 Tweedy Blvd
Super A Foods	8116 California Ave	Church of God of Prophecy	5793 Harding Ave.
Elizabeth Bakery	8903 Long Beach Blvd.	Shoe Port	3606 Tweedy Blvd
La Libertad Medical Clinic	8427 Long Beach Blvd.	Victoria Marie Pizzeria	4174 Tweedy Blvd
Tesoros el Calvario Christian Book Store	9219 California Ave	Teen Challenge Ministry Institute	9605 State St.
Hermanidad Mexicana Nacional	4417 Firestone Blvd.	Liberty Tax Service Regional	3729 Tweedy Blvd.
Chacui's	8473 State St. #A	City of South Gate	8650 California Avenue
La Libertad Medical Clinic	8225 Long Beach Blvd.	St. Helen's Catholic Church	8912 South Gate Ave.
City of South Gate Recreation Center	4900 Southern Ave.	South Gate Middle School	4100 Firestone Blvd.
		East Los Angeles College South Gate Educational Center	2340 Firestone Blvd

For more information about the 2010 Census, visit [www.2010census.gov](http://www.2010census.gov). Para más información sobre el Censo 2010, visite [www.2010census.gov](http://www.2010census.gov).

United States  
**Census  
2010**



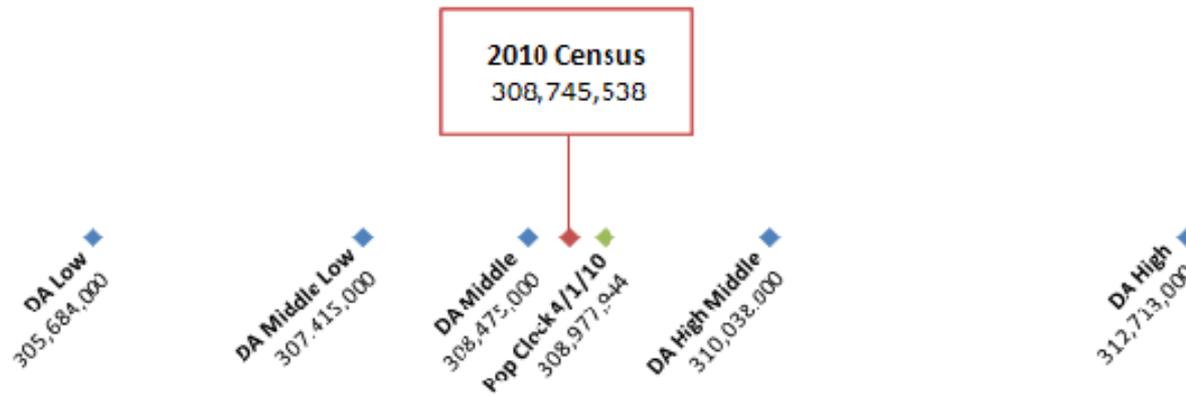
That's Where We've Been –  
Where are we now?



# Assessing the Quality

- Advance Demographic Analysis (National Assessment)

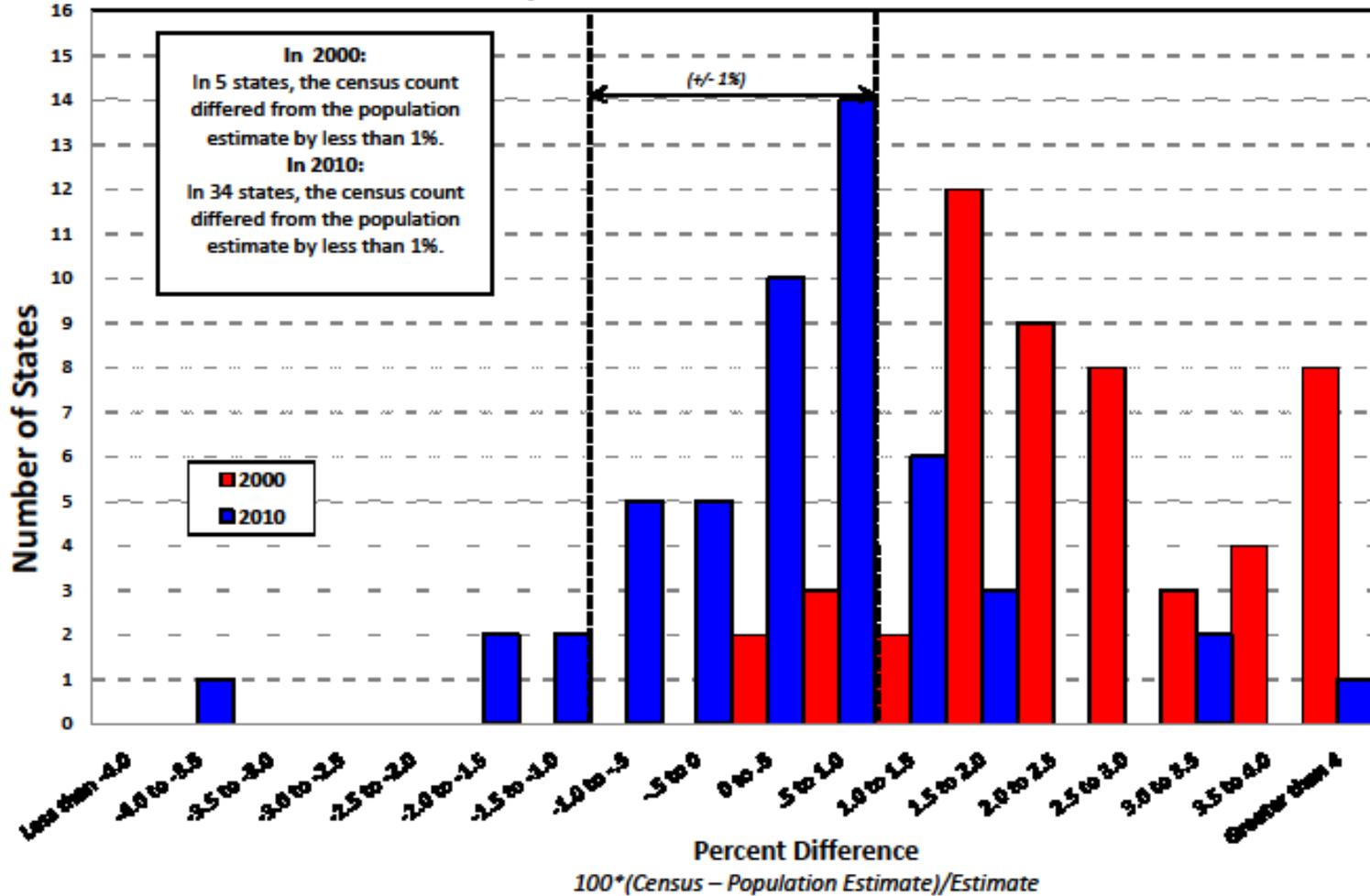
## 2010 Census, Demographic Analysis and Population Estimates



# Assessing the Quality

- Advance Demographic Analysis (National Assessment)
- State Estimate Comparisons

## Distribution of States by Percent Difference Between the Census Count and the Population Estimate: 2000 and 2010



# Assessing the Quality

- Advance Demographic Analysis (National Assessment)
- State Estimate Comparisons
- In-depth look at Quality – Coverage Measurement

# Coverage Measurement

- Provides estimates of coverage error for people in housing units and for housing units:
  - Excludes group quarters and remote Alaska
  - Includes Puerto Rico
- No intent to adjust the census

# How It's Done

- Uses dual-system estimation, a sample capture-recapture technique
- Used in 1980, 1990, and 2000
- Provides estimates of net undercount and over count
  - Key demographic groups
  - Specific geographic areas
- Requires independence from census

# New for 2010

- Provides estimates of:
  - Omissions – those missed by the census
  - Correct enumerations – those included correctly by the census
  - Erroneous enumerations – those included incorrectly by the census
  - Imputations
  - By Key demographic groups and by census operations

# Race and Hispanic Origin Estimates

- Multiple results provided:
  - Seven Race/Origin domains used in 2000 A.C.E.
  - Race marked alone or in combination
  - Hispanic Origin
- Provided at the State level
- Assessing ability to provide at sub-State levels
- Final Results to be released in 2012

# Coverage Measurement – Early Findings

1. Unweighted estimate of ***address match*** rates between Coverage Measurement and the Census:
  - 2000 - 91.4%
  - 2010 - 96.5%
2. First round of ***person-level matching***
  - Match rate for 2010 is 9 percentage points higher than 2000 rate

# 2010 Evaluations and Assessments

- Evaluations
  - Goals
    - Examine results of 2010
    - Improve 2020
- Assessments
  - Every operation

# Census Product Release Timeline

# Release of 2010 Data

- Redistricting Data
  - Detailed Population Totals and Demographic Characteristics (data on race, Hispanic origin & voting age for multiple geographies within state, such as census blocks, tracts, voting districts, cities, counties and school districts.
    - Currently being rolled out – will be complete by April 1, 2011 in accordance with Public Law 94-171

# Release of Special Tabulations

- EEO Special Tab will be released in late 2012 the data will be disseminated via Factfinder
- County- County Migration flows will not be generated for the 2005-2009 5 year ACS.
  - Census Bureau is discussing doing them using 2006-2010 5 year data – format has not been determined.

Planned Release Date <sup>1</sup>	Data Products	Lowest Level Geography
<p><b><u>States:</u></b> FEB 2011 – MAR 2011</p>	<p><b><u>2010 Census Redistricting Data (P.L. 94-171) Summary File (XLS):</u></b></p> <ul style="list-style-type: none"> <li>•State population counts for race and Hispanic or Latino categories</li> <li>•State housing unit counts by occupancy status (occupied units, vacant units)</li> </ul> <p><i>Media: Internet tables, DVD, download capability</i></p>	<p><b>Blocks</b></p>
<p><b><u>National:</u></b> APR 2011</p>	<p><b>National Summary File of Redistricting Data:</b></p> <ul style="list-style-type: none"> <li>•Population and housing unit counts for the United States, regions, divisions, and American Indian, Alaska Native, and Native Hawaiian Areas</li> </ul> <p><i>Media: Internet tables, download capability</i></p>	<p>American Indian, Alaska Native, and Native Hawaiian areas</p>

Planned Release Date <sup>1</sup>	Data Products	Lowest Level Geography
MAY 2011	<p><u>Demographic Profile (PDF) :</u></p> <ul style="list-style-type: none"> <li>•Selected population and housing characteristics</li> <li>•Includes Congressional Districts of the 111th Congress</li> </ul> <p><i>Media: Internet quick tables, download capability</i></p>	Places/Functioning Minor Civil Divisions <sup>2</sup>
<p><u>States:</u></p> <p>JUN 2011 – AUG 2011</p>	<p><b>Summary File 1 (SF 1) (XLS):</b></p> <ul style="list-style-type: none"> <li>•Population counts for 63 race categories and Hispanic or Latino .....</li> <li>•Population counts for many detailed race and Hispanic or Latino categories, and American Indian and Alaska Native tribes.....</li> <li>...</li> <li>•Selected population and housing characteristics.....</li> </ul>	<p>Blocks</p> <p>Census Tracts</p> <p>Blocks/Census Tracts</p>

<b>Planned Release Date<sup>1</sup></b>	<b>Data Products</b>	<b>Lowest Level Geography</b>
<b><u>National Update:</u></b> <b>NOV 2011</b>	<b>Summary File 1 (SF1) (XLS):</b> <b>National Update:</b> •Counts for the United States, regions, divisions, and geographic areas that cross state lines such as American Indian Areas and Core-Based Statistical Areas	<b>American Indian Areas</b>
<b><u>Urban/Rural Update:</u></b> <b>OCT 2012</b>	<b>Urban/Rural Update:</b> <sup>3</sup> •Addition of urban and rural population and housing unit counts ..... •Addition of characteristics for urbanized areas and urban clusters .....	<b>Blocks</b>  <b>Urban Clusters</b>
<b><u>Redefined CBSA Update:</u></b> <b>JUL 2013 –</b> <b>AUG 2013</b>	<b>Redefined Core-Based Statistical Areas Update:</b> •Addition of counts and characteristics for redefined Core-Based Statistical Areas as defined by the Office of Management and Budget following the 2010 Census <i>Media: Internet tables, DVD (state and national only),<sup>4</sup> download capability</i>	<b>Principal cities</b>

Planned Release Date <sup>1</sup>	Data Products	Lowest Level Geography
<b><u>States:</u></b> DEC 2011 – APR 2012	<b>Summary File 2 (SF 2):</b> •Population and housing characteristics iterated for many detailed race and Hispanic or Latino categories, and American Indian and Alaska Native tribes	<b>Census Tracts</b>
<b><u>National Update:</u></b> MAY 2012	<b>National Update:</b> •Counts for the United States, regions, divisions, and geographic areas that cross state lines such as American Indian Areas and Core-Based Statistical Areas	<b>American Indian Areas</b>
<b><u>Urban/Rural Update:</u></b> JAN 2013	<b>Urban/Rural Update:</b> •Addition of urban and rural population and housing unit counts ..... •Addition of characteristics for urbanized areas and urban clusters ..... Threshold: To be determined <i>Media: Internet tables, DVD (state and national only),<sup>4</sup> download capability</i>	<b>Census Tracts</b>  <b>Urban Clusters</b>

Planned Release Date <sup>1</sup>	Data Products	Lowest Level Geography
MAY 2012 – DEC 2012	<p><b><u>Summary Population and Housing Characteristics Report Series (XLS)</u></b></p> <ul style="list-style-type: none"> <li>•Data tables on age, sex, race, Hispanic origin, households, families, housing tenure and occupancy, population density, and area measurements</li> <li>•Reports for each state, the District of Columbia, and Puerto Rico; and a U.S. Summary</li> <li>•Similar to the Census 2000 PHC-1 report series</li> </ul> <p><i>Media: Internet (PDF) only</i></p>	Places
APR 2013 – SEP 2013	<p><b>Population and Housing Unit Counts Report Series</b></p> <ul style="list-style-type: none"> <li>•Data tables providing selected historical population and housing unit counts</li> <li>•Includes tables on population density and area measurements</li> <li>•Reports for each state, the District of Columbia, and Puerto Rico; and a U.S. Summary</li> <li>•Similar to the Census 2000 PHC-3 report series</li> </ul> <p><i>Media: Internet (PDF), paper (printed reports)</i></p>	Places

Planned Release Date <sup>1</sup>	Data Products	Lowest Level Geography
<b>JAN 2013</b> (and every 2 years thereafter for states where redistricting occurs)	<b>Congressional District Summary File (113th Congress)</b> <ul style="list-style-type: none"> <li>•Retabulation of Summary File 1 for newly redistricted Congressional Districts (113th Congress)</li> </ul> <i>Media: Internet tables, DVD, download capability</i>	<b>Census Tracts within Congressional Districts</b>
<b>JUN 2013</b> (and every 2 years thereafter for states where redistricting occurs)	<b>State Legislative District Summary File</b> <ul style="list-style-type: none"> <li>•Retabulation of Summary File 1 for State Legislative Districts drawn following the 2010 Census</li> </ul> <i>Media: Internet tables, DVD, download capability</i>	<b>Places</b>
	<b>Legislative District Geographic Supplement</b> <ul style="list-style-type: none"> <li>•Files containing current geographic attributes for blocks within State Legislative Districts</li> <li>•No characteristics – only total population and housing unit counts</li> </ul> <i>Media: DVD, download capability</i>	<b>Blocks</b>

Planned Release Date <sup>1</sup>	Data Products	Lowest Level Geography
DEC 2012	<p><b>American Indian and Alaska Native Summary File</b></p> <ul style="list-style-type: none"> <li>•Population and housing characteristics iterated for many detailed American Indian and Alaska Native tribes</li> <li>•Same content as Summary File 2</li> </ul> <p>Threshold: To be determined</p> <p><i>Media: Internet tables, DVD, download capability</i></p>	<p><b>American Indian and Alaska Native Areas</b></p>
APR 2013	<p><b>Characteristics of American Indians and Alaska Natives by Tribe Report</b></p> <ul style="list-style-type: none"> <li>•Population and housing characteristics for selected American Indian and Alaska Native tribes</li> <li>•Similar to the Census 2000 PHC-5 report, but only for 100-percent data</li> </ul> <p><i>Media: Internet (PDF), paper (printed report)</i></p>	<p><b>States</b></p>

Planned Release Date <sup>1</sup>	Data Products	Lowest Level Geography
MAR 2011 – FEB 2012	<p><b>2010 Census Briefs</b></p> <ul style="list-style-type: none"> <li>• Analysis of topics including graphs and tables</li> <li>• Topics based on 2010 Census questions</li> <li>• Similar to the Census 2000 Briefs series</li> </ul> <p><i>Media: Internet (PDF), paper (printed reports)</i></p>	Largest Places
JUN 2011 - JUN 2013	<p><b>2010 Census Special Reports</b></p> <ul style="list-style-type: none"> <li>• Detailed analysis of topics including graphs, tables, and maps</li> <li>• Similar to the Census 2000 Special Report series</li> <li>• Includes an “Atlas”</li> </ul> <p><i>Media: Internet (PDF), paper (printed reports)</i></p>	Largest Places
To be determined	<p><b>Public Use Microdata Sample (PUMS) Files</b></p> <ul style="list-style-type: none"> <li>• Includes age, sex, race, Hispanic or Latino origin, household type and relationship, and tenure data with identifying information removed</li> </ul> <p><i>Media: DVD, download capability</i></p>	PUMAs of 100,000+ population

# Whew! Thank You!

