



2010 CENSUS: IT'S IN OUR HANDS

Kansas City Region

Census 2010 Fact Sheet

What Does the Census Tell Us? / Why Is It Important?

- It takes a snapshot of the country showing us how we look and where we live.
- Shows us how many people are living in the U.S.
- Tells us about future needs for our youth, seniors, workers, communities, etc.

The Census is Basic to Our Communities.

- Congressional and local districts are created based on the Census.
- \$300 billion per year in federal and state funds are distributed based on Census counts.
- Census data is used by businesses for products and services.
- Census data is used by community service organizations to obtain funding.

The Need for Local Participation

- Census 2010 is a community Census, which happens to be nationwide.
- Joint responsibility for Census 2010 results.
- Local organizations
 - Know their communities and the importance of Census data
 - Have credibility with the communities they serve
 - Can better encourage Census participation
 - Have knowledge about factors that may affect Census results.
 - Know areas that need extra attention.

The Time is Now for the 2010 Census!

- Census Day, April 1, 2010, is just two short years away.
- In order to be successful we need you.
- We will partner with you to conduct the Census.
- Now is the time to plan for the most accurate census possible.
- Lead time is needed to prepare for promoting Census participation.
- Use existing communication networks to get out the Census message.

Action Items

- Identify Census "Champions" to lead Census promotions.
- Include Census speakers in upcoming meetings.
- Develop partnerships with government, business, faith-based and community organizations.
- Participate in Complete Count Committee efforts.
- Help us communicate directly with community leaders and members.
- Identify areas that may be difficult to reach with promotion efforts.
- Identify areas with recent immigration or where there are language barriers.
- Encourage local Census promotion efforts.
- Serve as a clearinghouse for best practices.