

Council of Governments Metropolitan Development Policy Committee

March 10, 2010

Fernando E. Armstrong, Regional Director

Philadelphia Region - U.S. Census Bureau

U S C E N S U S B U R E A U

United States[™]
Census
2010

Upcoming Census Activities

- **Group Quarters Advance Visit** Began in February
- **QAC/BC sites** Mid March to Mid April. QAC sites will provide assistance in 59 written languages
- **Recruitment Efforts** Mid November 2009 through March 2010
- **Questionnaire Mailing/Delivery** - March 15-17 2010
- **Mobile Food Vans and Targeted Non-Sheltered Outdoor Locations** March 29-31, 2010
- **Non Response Follow Up** Begins May 1, 2010

United States[™]
Census
2010

U S C E N S U S B U R E A U

Questionnaire Delivery

- Questionnaires are delivered or mailed to all housing units in March 2010
 - March 8-10 Advance Letter
 - March 15-17 Questionnaire
 - March 22-24 Reminder Postcard
 - **APRIL 1, 2010** **CENSUS DAY**
 - April 6-15 Replacement Questionnaire

2010 Hourly Rates

Maryland-

Enumerator- \$15.00-\$21.25

Crew Leader- \$16.50-\$23.25

Washington DC-

Enumerator- \$20.00

Crew Leader- \$21.50

Virginia-

Enumerator- \$18.00-\$20.25

Crew Leader- \$19.50-\$21.50

Maryland Local Census Offices

Frederick

Monocacy Center East, Bldg
1660 Bowman's Road, Ste 107
Frederick, MD 21701

Rockville

2400 Research Blvd., Ste 100
Rockville, MD 20850

Largo

Woodlands Business Center
9315 Largo Drive West, Ste 190
Largo, MD 20774

Washington DC Local Census Offices

DC West

1227 25th Street, N.W.
1st Floor
Baltimore, MD 21202

DC East

7812 Eastern Avenue., N.W.
Suite C
Washington, DC 20012

Northern Virginia Local Census Offices

- Alexandria #2851
6408 Edsall Road
Suite 250
Alexandria, VA 22312
- Fairfax #2855
9653 Fairfax Boulevard
Fairfax, VA. 23323
- Fredericksburg #2856
4505 Carr Drive
Fredericksburg, VA 22408
- Manassas #2858
9705 Liberia Avenue
Suite 105
Manassas, VA 20111

Recruitment Efforts in

• **Maryland, Washington DC & N. Virginia**

- Non-response Follow-up – Mid November 2009 to April 2010
 - Approximately 3 million applicants needed nationally
 - NRFU Peak Recruiting
 - **Goal for Maryland is: (57,000 Total)**
 - **Frederick: 5700**
 - **Rockville : 6200**
 - **Largo: 5700**
 - **Goal for Washington DC is: (2,900 Total)**
 - **DC West: 1,400**
 - **DC East: 1,500**
 - **Goal for Northern, VA is: (20,336 Total)**
 - **Alexandria: 5,050**
 - **Fairfax: 4,519**
 - **Fredericksburg: 3730**
 - **Manassas: 7037**
 - Recruiting Website: WWW.2010censusjobs.gov
 - Recruitment Advertising
 - Local recruiting and testing
 - Multilingual applicants needed

Partnership Efforts in Washington, DC & Northern Virginia

- Partnership Efforts in Washington, DC- 1 Sr. Partnership Specialist, 1 Coordinator (assigned to Unions), 6 Partnership Specialists, 11 Partnership Assistants
- Partnership Efforts in Northern Virginia- 6 Partnership Specialists, 17 Partnership Assistants
- Complete Count Committees formed in Washington, DC
 - To be filled in on AM of 2-18 after IPCD is updated
- Complete Count Committees formed in Northern Virginia
 - 6
- Distribution of Promotional materials
- Specialized outreach to hard-to-count populations and communities
- Special Activities – parades, festivals, community events
- Mobilization of partners from mid-2009 through spring 2010

A Partnership Initiative What Can You Do?



2010 Census Road Tour-A Portrait of America

- January 4-April 13, 2010
 - Engage community partners and Complete Count Committees
 - Follow tour activities via Social Media outlets-Twitter & Facebook
 - Record personalized messages to be uploaded on the tour website!
- Become a part of history.

USCENSUSBUREAU

United States[™]
Census
2010

Contact Regional Partnership Staff

Philadelphia Region

**2010 Census Partnership
Program**

**U.S. Census Bureau
1234 Market St., Suite 340
Philadelphia, PA 19107
(215) 717-1020**

Charlotte Region

**2010 Census Partnership
Program**

**U.S. Census Bureau
3701 Arco Corporate Dr.
Suite 325
Charlotte, NC 28273
(704) 936-5330**