



United States<sup>®</sup>  
**Census**  
**2010**

# Census 2010 Background

- Constitutionally required every decade since 1790
- Census information is used to distribute \$400 Billion in Federal Funding every year
- Used for drawing federal, state and local legislative districts
- Determines areas eligible for housing assistance and rehabilitation loans
- Planning for urban land use, labor supply, consumer needs, health services

# Our Goals for the 2010 Census

- Every Household in Riverside County returns their Census Questionnaire
- A Zero Population Undercount in Riverside County

# Why are these Goals Important?

- Congressional Districts are drawn from the Census data and California could lose one Congressional Seat this time due to undercounting
- CA receives \$3.4 Billion dollars for education programs (head start, special education, college tuition and loan programs)

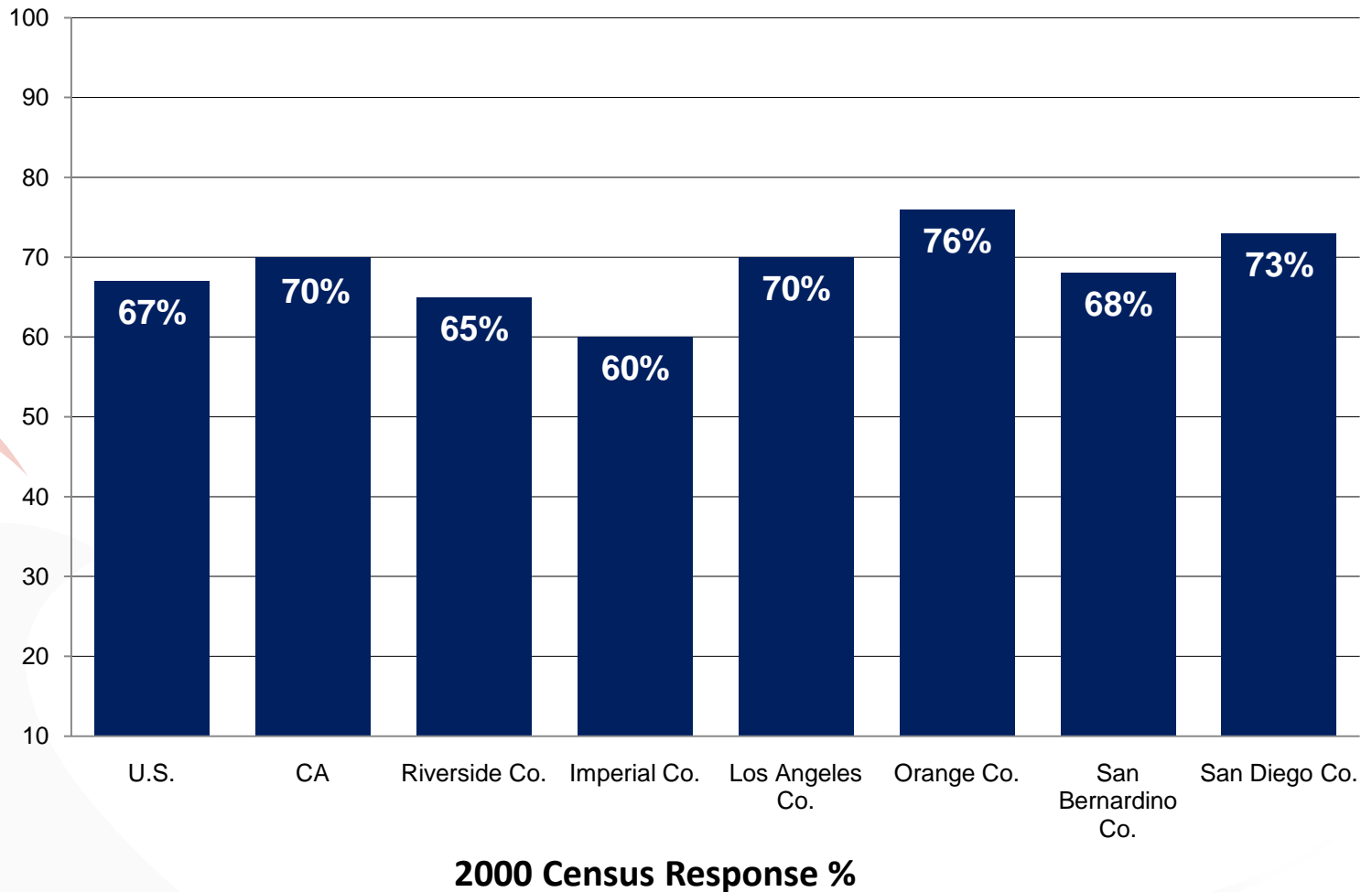
# Why is it important to Riverside County?

- Riverside County could gain a Congressional Seat with a complete count
- Based on FY 09/10 revenue, the County receives 21% of all revenue from the Federal government = \$504 million
- Revenue received from Federal government helps fund programs such as transportation, WIC, CDBG, juvenile grants, public safety grants, fire services, homeless grants, housing funding, education, etc.
- A Price-Waterhouse-Cooper study estimated that certain programs in Riverside County lost \$25 million in Federal funds due to 2000 Census undercount
- Every person counted represents \$1200 in Federal dollars per year
- Over ten years = \$12,000 per person
- Undercounting by 1,000 = \$12 million

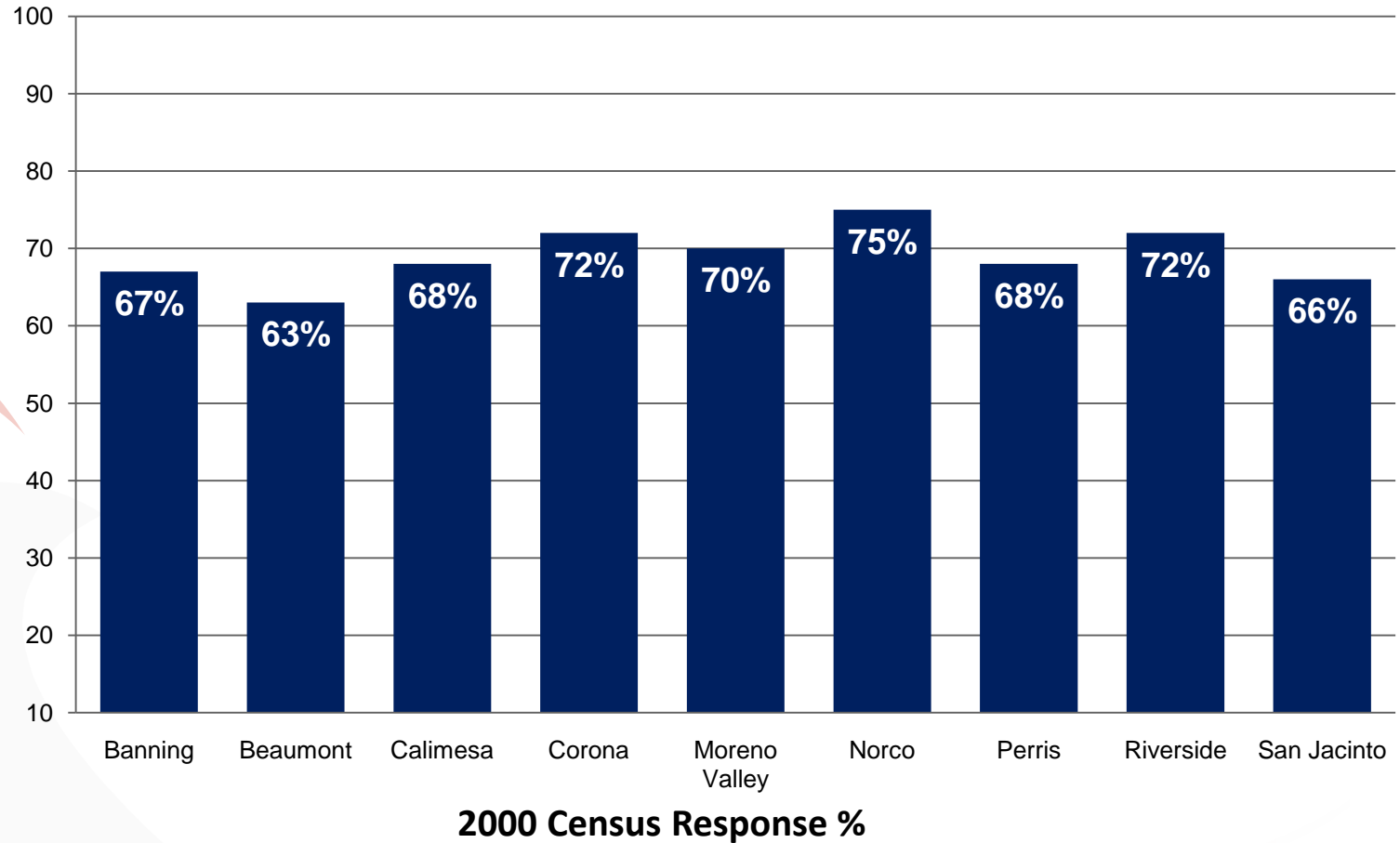
# Census 2000

- How did Riverside County do?
  - Riverside County's response rate was 65% - the lowest of all counties in Southern California except Imperial County.
  - 20,848 people were undercounted in Riverside County, the sixth largest of all California counties.
  - Since 2000 Riverside County has grown by 600,000 people. It is critical that the 2010 Census is a successful effort!

# 2000 Census Response Rates

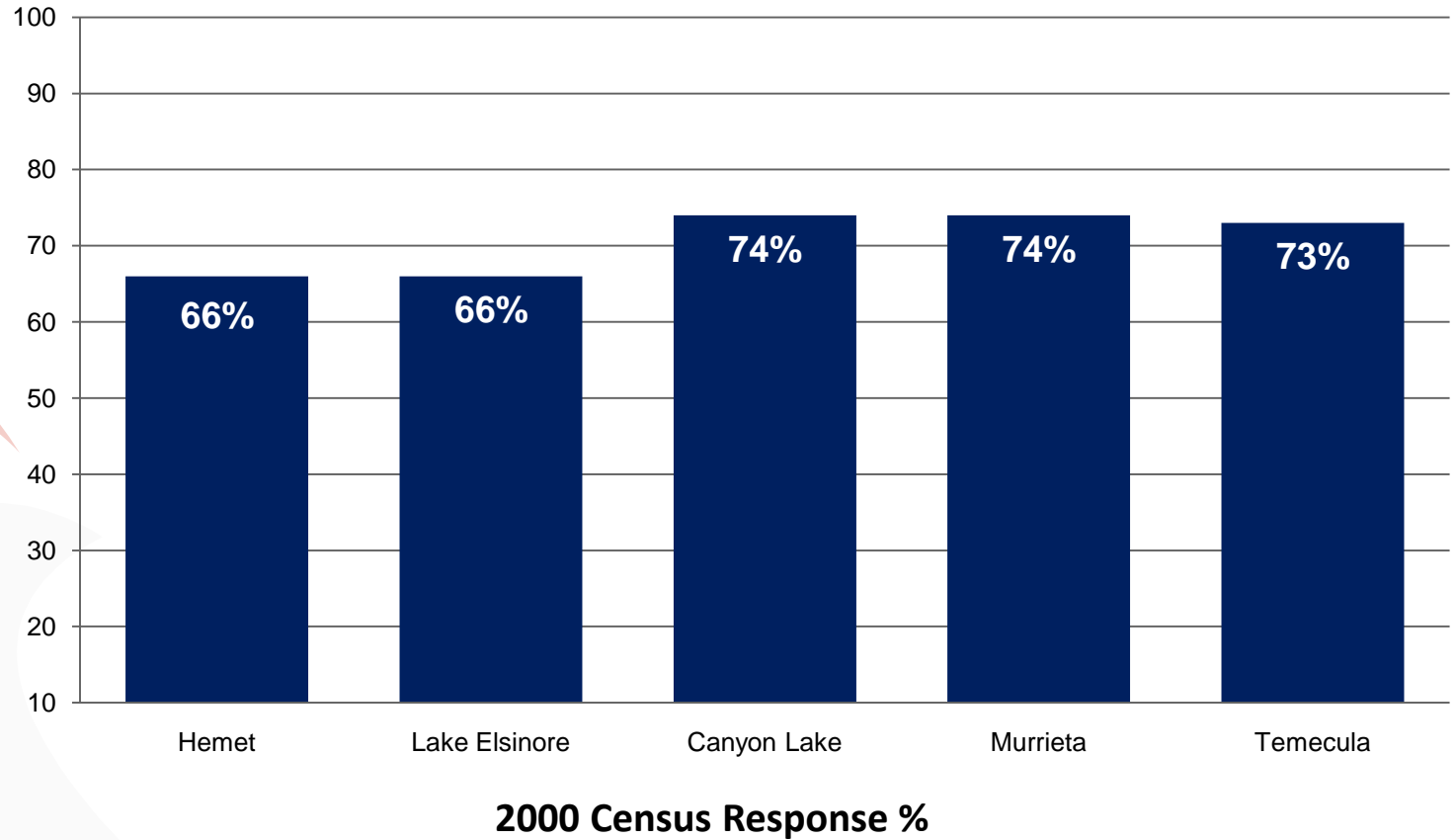


# 2000 Census Response Rates by Cities in Northwest Riverside County

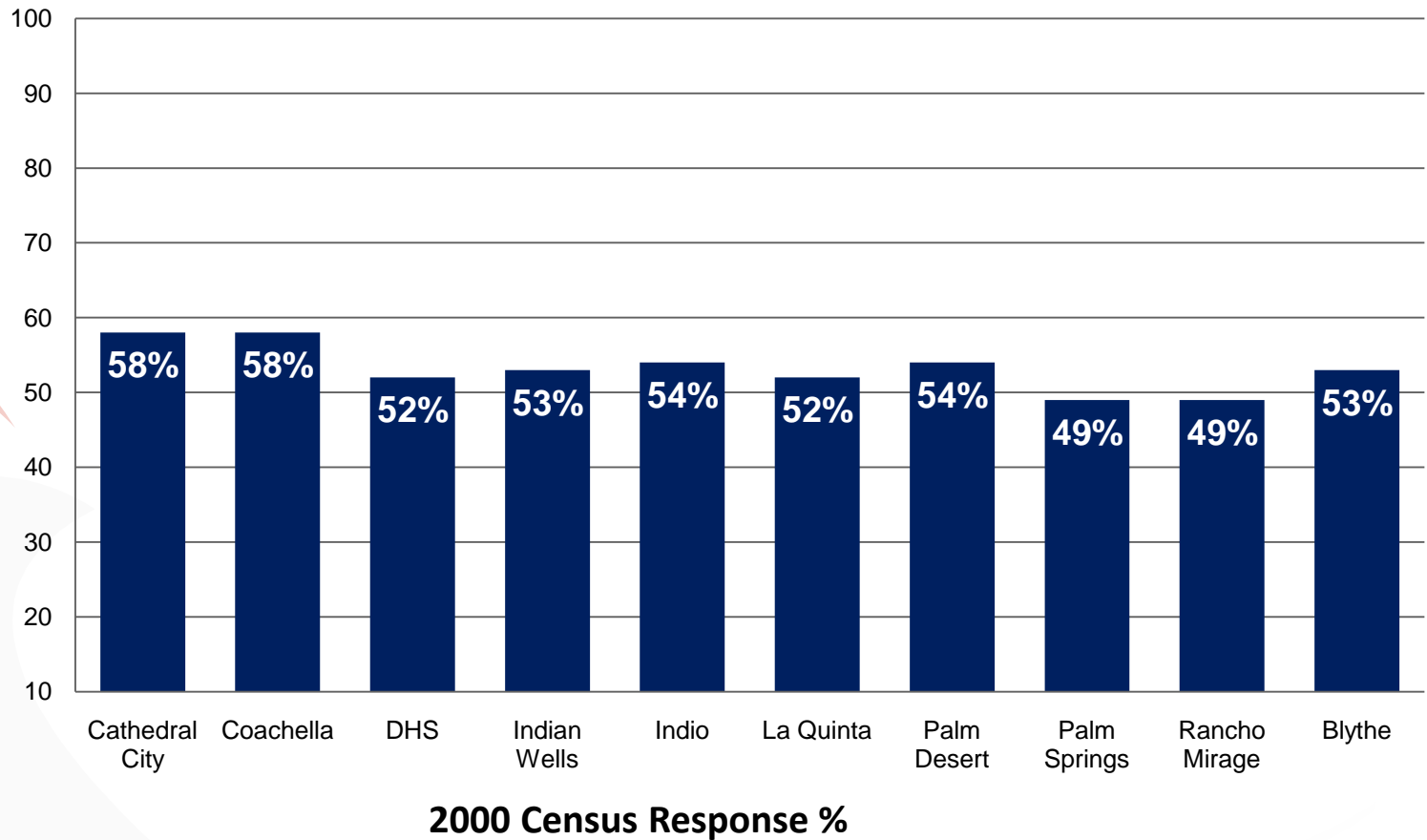




# 2000 Census Response Rates by Cities in Southwest Riverside County



# 2000 Census Response Rates by Cities in Eastern Riverside County



# Limited Resources

- Federal funding is limited
- At the local level, this needs to be a grass-roots effort in cooperation with federal and state Census efforts
- How can we be involved?
  - Our web site (<http://www.rccensus.org>) contains links to federal, state, and local activities
    - Posters and bookmarks are also available for download
  - Complete Count Committee in your community
  - Outreach subcommittees

# Important Dates to Remember

- February – March 2010: Census forms mailed out to households
- March 20, 2010: Be Counted Day
- March 29 – March 31, 2010 Service-Based Enumeration
- April 1, 2010: Official Census Day
- May – July 2010: Census takers visit households that did not return form by mail
- December 2010: By law, Census Bureau delivers population counts to the President for apportionment
- March 2011: By law, Census Bureau completes delivery of redistricting data to states

# Remember

- Each person counted represents \$12,000 in federal dollars over a period of 10 years
- Emphasize the convenience, privacy and importance of filling out and returning the form
- Each person counted goes towards Congressional District apportionment, as well as state and local districting



**IT'S IN OUR HANDS**