



# MEMORANDUM

AGENDA ITEM #15a

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DATE: FEBRUARY 1, 2010

TO: COUNCIL MEMBERS

FROM: STAFF

SUBJECT: 2010 CENSUS - IT'S IN OUR HANDS

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April 1, 2010, is Census Day. The U.S. Census Bureau is required by the Constitution to conduct a count of the resident population in all 50 states, Washington DC, Puerto Rico and all other U.S. territories. This includes people of all ages, races and ethnic groups, both citizens and non-citizens. The Census count has occurred every ten years since 1790. The last decennial census was conducted in 2000. The 2010 Census mission is to count every person residing in the United States, to count them once and count them in the right place. The results of the 2010 Census count will be delivered to the President of the United States in December 2010.

For the first time since 1940, when the "long form" was introduced to collect more detailed data from a sample of the population, this year's census will be collected by a "short" form made up of 10 questions. The Census questionnaire will be delivered to every household in the U.S. and Puerto Rico in March. The American Community Survey, a continuous sample of almost 250,000 households each month, which began in 2005, now collects the detailed socio-economic characteristics of the population, and will be conducted in parallel to the decennial census.

The primary purpose of the decennial census count is to serve as the basis for apportionment. In the aftermath of the 2000 Census, Florida gained 2 additional seats in the House of Representatives. Continued growth during the past decade means that Florida has a chance to further increase its share of the 435 seats if a complete count is achieved. In addition, more than \$400 billion per year in federal and state funding is allocated to communities based on census data.

Ensuring a complete count is essential, but it represents a significant challenge in a region like South Florida as a result of its growth, its geography and the composition of the population. South Florida includes dense urban concentrations along the eastern portions of Broward County and Miami-Dade County, which have grown rapidly in the last decade, with new residential areas springing up every year. The Florida Keys have a development pattern that is unique due to the large seasonal population. The sparsely-populated western portions of the two largest counties, and mainland Monroe County, have other challenges. With one-third of the population being foreign-born, the diversity of languages and cultures will make it necessary to undertake a major outreach effort to engage the residents of the region and encourage them to respond to the Census and be counted.

Outreach efforts will focus on ensuring the highest possible initial response by the population returning the Census questionnaire that will arrive by mail. Households that do not return the questionnaire by mail will be visited through door-to-door follow-up. Final mail response rates in South Florida for the

2000 Census were below the national average of 67%: Monroe (51%), Miami-Dade (65%), Broward (63%), Florida (63%).

2010 Census forms will be available in Spanish, Chinese, Russian, Korean and Vietnamese. In addition, language assistance guides will be available in 59 languages, including Haitian-Creole and Portuguese. A sample copy of the questionnaire in English is attached to this agenda item.

The Census Bureau has begun recruiting for the 2010 Census, and interested individuals are encouraged to seek more information at [2010.census.gov/2010censusjobs/](http://2010.census.gov/2010censusjobs/). An important outreach strategy in South Florida will be to encourage people who live in each community, who speak the language and understand the culture, to take jobs with the Census Bureau for the post-census follow-up activities. The Census Bureau guarantees the confidentiality of data collected in the Census for 72 years.

Local efforts are well underway that concentrate on achieving a complete count. Broward County was among the first to establish a Complete Count Committee, chaired by Commissioner Ilene Lieberman ([www.broward.org/census2010/](http://www.broward.org/census2010/)). Mayor Alvarez established the Miami-Dade County Complete Count Committee, co-chaired by Shirley Gibson, Mayor of the City of Miami Gardens, and Perla Tabares Hantman, Vice Chair of the Miami-Dade County School Board ([www.miamidade.gov/census2010/](http://www.miamidade.gov/census2010/)).

Council staff will coordinate with the complete count efforts of all local jurisdictions in the region as well as with the State of Florida and Census Bureau complete count efforts.

#### Recommendation

Information only.

Use a blue or black pen.

**Start here**

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?**

Number of people =

**2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1?**

Mark  all that apply.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

**3. Is this house, apartment, or mobile home —**

Mark  ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

**4. What is your telephone number? We may call if we don't understand an answer.**

Area Code + Number

-  -

OMB No. 0607-0919-C: Approval Expires 12/31/2011.

Form **D-61** (1-15-2009)

**5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.**

What is Person 1's name? *Print name below.*

Last Name

First Name  MI

**6. What is Person 1's sex? Mark  ONE box.**

- Male  Female

**7. What is Person 1's age and what is Person 1's date of birth?**

*Please report babies as age 0 when the child is less than 1 year old.*

*Print numbers in boxes.*

Age on April 1, 2010 Month Day Year of birth

→ **NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

**8. Is Person 1 of Hispanic, Latino, or Spanish origin?**

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↘

**9. What is Person 1's race? Mark  one or more boxes.**

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↘

- Asian Indian  Japanese  Native Hawaiian
- Chinese  Korean  Guamanian or Chamorro
- Filipino  Vietnamese  Samoan
- Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.* ↘
- Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.* ↘

- Some other race — *Print race.* ↘

**10. Does Person 1 sometimes live or stay somewhere else?**

- No  Yes — Mark  all that apply.
- In college housing  For child custody
- In the military  In jail or prison
- At a seasonal or second residence  In a nursing home
- For another reason

→ If more people were counted in Question 1, continue with Person 2.

1. Print name of **Person 2**

Last Name

First Name  MI

2. How is this person related to Person 1? Mark  ONE box.

- Husband or wife
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Roomer or boarder
- Housemate or roommate
- Unmarried partner
- Other nonrelative

3. What is this person's sex? Mark  ONE box.

- Male
- Female

4. What is this person's age and what is this person's date of birth?

Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes.

Age on April 1, 2010  Month  Day  Year of birth

→ NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this census, Hispanic origins are not races.

5. Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on. ↴

6. What is this person's race? Mark  one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — Print name of enrolled or principal tribe. ↴

- Asian Indian
- Chinese
- Filipino
- Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ↴
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on. ↴

- Some other race — Print race. ↴

7. Does this person sometimes live or stay somewhere else?

- No
- Yes — Mark  all that apply.
  - In college housing
  - In the military
  - At a seasonal or second residence
  - For child custody
  - In jail or prison
  - In a nursing home
  - For another reason

→ If more people were counted in Question 1 on the front page, continue with Person 3.

1. Print name of **Person 3**

Last Name

First Name  MI

2. How is this person related to Person 1? Mark  ONE box.

- Husband or wife
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Roomer or boarder
- Housemate or roommate
- Unmarried partner
- Other nonrelative

3. What is this person's sex? Mark  ONE box.

- Male
- Female

4. What is this person's age and what is this person's date of birth?

Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes.

Age on April 1, 2010  Month  Day  Year of birth

→ NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this census, Hispanic origins are not races.

5. Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on. ↴

6. What is this person's race? Mark  one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — Print name of enrolled or principal tribe. ↴

- Asian Indian
- Chinese
- Filipino
- Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ↴
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on. ↴

- Some other race — Print race. ↴

7. Does this person sometimes live or stay somewhere else?

- No
- Yes — Mark  all that apply.
  - In college housing
  - In the military
  - At a seasonal or second residence
  - For child custody
  - In jail or prison
  - In a nursing home
  - For another reason

→ If more people were counted in Question 1 on the front page, continue with Person 4.

1. Print name of **Person 4**

Last Name

First Name  MI

2. How is this person related to Person 1? Mark  ONE box.

- Husband or wife
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Roomer or boarder
- Housemate or roommate
- Unmarried partner
- Other nonrelative

3. What is this person's sex? Mark  ONE box.

- Male
- Female

4. What is this person's age and what is this person's date of birth?

Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes.

Age on April 1, 2010    Month    Day    Year of birth  
           

→ NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this census, Hispanic origins are not races.

5. Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on. ↴

6. What is this person's race? Mark  one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — Print name of enrolled or principal tribe. ↴

- Asian Indian
- Chinese
- Filipino
- Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ↴
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on. ↴

- Some other race — Print race. ↴

7. Does this person sometimes live or stay somewhere else?

- No
- Yes — Mark  all that apply.
  - In college housing
  - In the military
  - At a seasonal or second residence
  - For child custody
  - In jail or prison
  - In a nursing home
  - For another reason

→ If more people were counted in Question 1 on the front page, continue with Person 5.

1. Print name of **Person 5**

Last Name

First Name  MI

2. How is this person related to Person 1? Mark  ONE box.

- Husband or wife
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Roomer or boarder
- Housemate or roommate
- Unmarried partner
- Other nonrelative

3. What is this person's sex? Mark  ONE box.

- Male
- Female

4. What is this person's age and what is this person's date of birth?

Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes.

Age on April 1, 2010    Month    Day    Year of birth  
           

→ NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this census, Hispanic origins are not races.

5. Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on. ↴

6. What is this person's race? Mark  one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — Print name of enrolled or principal tribe. ↴

- Asian Indian
- Chinese
- Filipino
- Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ↴
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on. ↴

- Some other race — Print race. ↴

7. Does this person sometimes live or stay somewhere else?

- No
- Yes — Mark  all that apply.
  - In college housing
  - In the military
  - At a seasonal or second residence
  - For child custody
  - In jail or prison
  - In a nursing home
  - For another reason

→ If more people were counted in Question 1 on the front page, continue with Person 6.

1. Print name of **Person 6**

Last Name

First Name  MI

2. How is this person related to Person 1? Mark  ONE box.

- Husband or wife
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Roomer or boarder
- Housemate or roommate
- Unmarried partner
- Other nonrelative

3. What is this person's sex? Mark  ONE box.

- Male
- Female

4. What is this person's age and what is this person's date of birth? Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes.

Age on April 1, 2010    Month    Day    Year of birth

→ NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this census, Hispanic origins are not races.

5. Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on. ↴

6. What is this person's race? Mark  one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — Print name of enrolled or principal tribe. ↴

- Asian Indian
- Chinese
- Filipino
- Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ↴
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on. ↴

- Some other race — Print race. ↴

7. Does this person sometimes live or stay somewhere else?

- No
- Yes — Mark  all that apply.
  - In college housing
  - In the military
  - At a seasonal or second residence
  - For child custody
  - In jail or prison
  - In a nursing home
  - For another reason

→ If more than six people were counted in Question 1 on the front page, turn the page and continue.

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→ If more people live here, turn the page and continue.



Use this section to complete information for the rest of the people you counted in Question 1 on the front page. We may call for additional information about them.

**Person 7**

Last Name

First Name

MI




Sex

Age on April 1, 2010

Date of Birth

Related to Person 1?

- Male  
 Female

Month Day Year




- Yes  
 No

**Person 8**

Last Name

First Name

MI




Sex

Age on April 1, 2010

Date of Birth

Related to Person 1?

- Male  
 Female

Month Day Year




- Yes  
 No

**Person 9**

Last Name

First Name

MI




Sex

Age on April 1, 2010

Date of Birth

Related to Person 1?

- Male  
 Female

Month Day Year




- Yes  
 No

**Person 10**

Last Name

First Name

MI




Sex

Age on April 1, 2010

Date of Birth

Related to Person 1?

- Male  
 Female

Month Day Year




- Yes  
 No

**Person 11**

Last Name

First Name

MI




Sex

Age on April 1, 2010

Date of Birth

Related to Person 1?

- Male  
 Female

Month Day Year




- Yes  
 No

**Person 12**

Last Name

First Name

MI




Sex

Age on April 1, 2010

Date of Birth

Related to Person 1?

- Male  
 Female

Month Day Year




- Yes  
 No

**Thank you for completing your official  
2010 Census form.**

**FOR OFFICIAL USE ONLY**

JIC1

JIC2

**If your enclosed postage-paid envelope is missing, please mail your completed form to:**

**U.S. Census Bureau  
National Processing Center  
1201 East 10th Street  
Jeffersonville, IN 47132**

**If you need help completing this form, call 1-866-872-6868 between 8:00 a.m. and 9:00 p.m., 7 days a week. The telephone call is free.**

**TDD** — Telephone display device for the hearing impaired. Call 1-866-783-2010 between 8:00 a.m. and 9:00 p.m., 7 days a week. The telephone call is free.

**¿NECESITA AYUDA?** Si usted necesita ayuda para completar este cuestionario, llame al 1-866-928-2010 entre las 8:00 a.m. y 9:00 p.m., 7 días a la semana. La llamada telefónica es gratis.

The U.S. Census Bureau estimates that, for the average household, this form will take about 10 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project 0607-0919-C, U.S. Census Bureau, AMSD-3K138, 4600 Silver Hill Road, Washington, DC 20233. You may e-mail comments to <Paperwork@census.gov>; use "Paperwork Project 0607-0919-C" as the subject.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.