



IT'S IN OUR HANDS

NEWS THAT COUNTS

VOLUSIA COUNTY LAUNCHES CENSUS AWARENESS CAMPAIGN

Volusia County's Complete Count Committee has launched a public awareness campaign to educate residents about the importance of completing their census questionnaires and to increase Volusia County's response rate.

During the 2000 Census, 67 percent of the county's residents completed and returned their forms. "We can do better than 67 percent," said Complete Count Committee Chair **Joie Alexander**, who also is the vice chair and at-large representative for the Volusia County Council. "It is critically important that we assure a complete and accurate count of Volusia County's population because millions of dollars in federal and state funding depend on our numbers."

The campaign will target all residents, with a special focus on groups that traditionally have low response rates. These include people living below the poverty level, minorities, immigrants and migrant workers, renters, and people receiving supplemental income.

Committee members are working closely with city representatives to ensure a consistent, coordinated message. Subcommittees also are reaching out to colleges and universities, businesses, faith-based organizations, community organizations, homeowners associations, and the agricultural community.

The public awareness campaign features local residents, including Bethune-Cookman University student Crystal Handfield, above, as models.

10 QUESTIONS MINUTES

This year's census questionnaire asks only 10 questions and will take about 10 minutes to complete.

1. How many people were living or staying in this house, apartment or mobile home on April 1, 2010?
2. Were there any additional people staying here April 1 that you did not include in Question 1?
3. Is this house, apartment or mobile home owned by you or someone else with a mortgage or loan, owned by you or someone else free and clear, rented, or occupied without payment of rent?
4. What is your telephone number?
5. What is Person 1's name?
6. What's Person 1's sex?
7. What is Person 1's age and date of birth?
8. Is Person 1 of Hispanic, Latino or Spanish origin?
9. What is Person 1's race?
10. Does Person 1 sometimes live or stay somewhere else?

MORE NEWS THAT COUNTS

WHAT YOU NEED TO KNOW ABOUT CENSUS 2010

It's quick and easy.

The 2010 census questionnaire is the shortest in history, asking 10 simple questions about members of your household. It will take about 10 minutes to complete.

It's important.

The federal government will use census data to establish state legislative districts and determine the number of seats each state has in the House of Representatives.

It's confidential.

Census forms are completely confidential for 72 years and cannot be shared with anyone, including welfare and immigration agencies, any court of law, and law enforcement agencies. All Census Bureau employees take an oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

It will bring federal funding.

The data will determine how more than \$400 billion in federal funds will be distributed to local governments each year. Local governments use census data to allocate funding for education, public safety, housing, roads, public transportation and other community services. An undercounting of even 1,000 residents could mean a loss of millions of dollars to your community.

It will help us after disasters.

The higher our census numbers, the more federal and state funding we will be eligible to receive after disasters.

It's the law.

All people living in Volusia County at least six months of the year are required to complete and return their census forms.



WDSC-TV offers support

WDSC-TV, Channel 15, has partnered with Volusia County's Complete Count Committee by agreeing to produce and run public service announcements in January, February and March. WDSC is a PBS member station and department of Daytona State College.

Other members of the news media who want to become census partners may contact **Pat Kuehn** at (386) 822-5062, ext. 2934, or pkuehn@co.volusia.fl.us.

U.S. Census Bureau hiring part-time workers

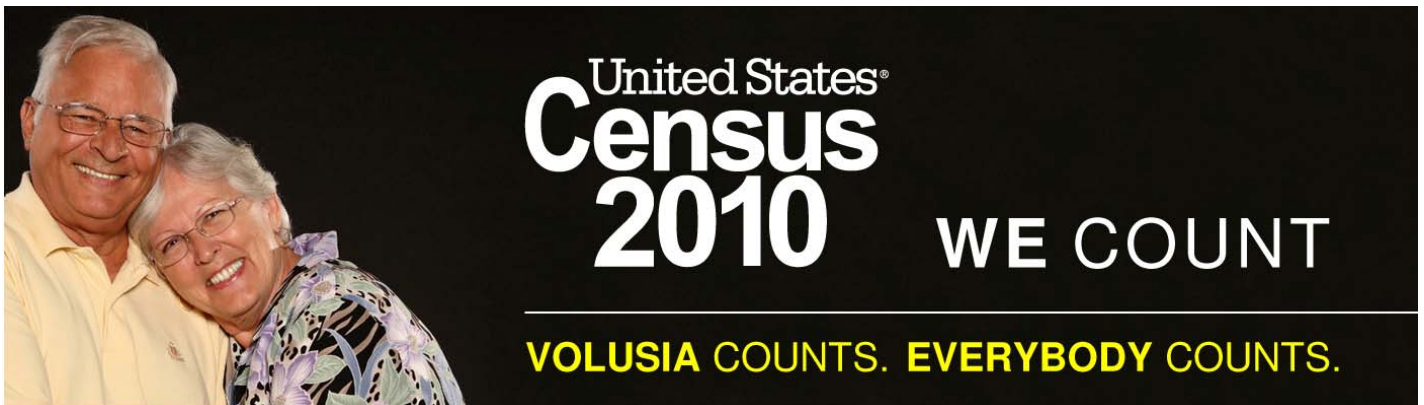
The U.S. Census Bureau is recruiting temporary, part-time census takers for the 2010 Census.

Most positions require a valid driver's license and use of a vehicle. However, use of public transportation may be authorized in certain areas. All census takers must be able to speak English, but people who have bilingual skills are needed in communities where a large number of residents primarily speak other languages.

For information about job availability, call the job line at (866) 861-2010 or visit www.2010censusjobs.gov.

Speakers available

If you would like to schedule a census presentation at your organization's next meeting, please contact **Pat Kuehn** at (386) 822-5062, ext. 2934, or pkuehn@co.volusia.fl.us.



South Daytona residents David and Samantha Buckman are supporting Volusia County's census awareness campaign.