# Ready, Set, Census!

*Cen-sational Tools for Local Government and Non-Profit Staff*

## Census 2010 Open House

March 1, 2010; Seattle City Hall

### You are welcome to stay for all—or any part—of this Open House:

**Staffed Information Tables and Displays* _____ 10:00 a.m. to 12:00 noon**

- Local Census 2010 Complete Count Efforts : King County, Seattle, and Bellevue -
- Decennial Census & American Community Survey Data Products -
- City of Seattle Departments and Offices - Public Health-Seattle & King County -
- Puget Sound Regional Council - Federal Highway Administration (Census Transportation Planning Package) -

***Display tables staffed until noon though most information will remain on display until 4:00 p.m.***

**Presentations**

**Brown Bag Lunch Presentation: Census Bureau Programs 101: _____ 12:00 noon to 1:15 p.m.**

***What you need to know about the Decennial Census and the American Community Survey***

Linda Clark, U.S. Census Bureau
Neil Kilgren, Puget Sound Regional Council

**Data for Dollar$: Census Data for Grant Proposals _____ 1:30 p.m. to 2:30 p.m.**

***How your agency can use Census survey data to demonstrate need and present compelling proposals***

Linda Clark, U.S. Census Bureau
Debra Rhinehart, City of Seattle

**Census 2010 Complete Count Outreach Panel and Discussion _____2:45 to 4:00 p.m.**

***How local Complete Count efforts are being tailored to reach under-represented populations***

Dennis Beaver, Editor, *The Facts Newspaper*
Mohamed S. Hassan, Afrique Service Center
Jesus Rodriguez, Community Organizer
Moderated by Kenny Pittman, City of Seattle

### Learn About:

*Outreach efforts in high gear to ensure a complete Census count locally*

*Ideas you might apply in your own outreach projects with diverse communities*

*When we'll be getting data from the 2010 Census, and exactly what data we'll be getting*

*How annual data releases from the new American Community Survey (ACS) now cover the topics that used to be on "long form" of the decennial census*

*Using Decennial Census and ACS data to inform planning, priorities, and funding proposals*

*Tips for avoiding common pitfalls in interpreting ACS estimates*

*Resources for finding, analyzing, and mapping Census data*

**See Detailed Information on Open House and Resources Inside:**

***Keep for future reference for easy access to Census Complete Count info and Census data!***

# Census 2010 Open House
# Background

***Why Seattle's Complete Count Committee & the City of Seattle Data Collaboration Team are hosting this Open House:***
*With just one month from the Official April 1st 2010 Census Day, now is the time to help communities get ready to be fully counted. It's also opportune time to get set to use Census data to better understand and improve our communities. That's why this Open House has a dual focus:*

- ***Census 2010 Complete Count Outreach Efforts, and***
- ***Tools for Accessing and Using Decennial Census and American Community Survey (ACS) Data***

*Today's Open House also provides an opportunity for mutually beneficial information exchange between data users and outreach/service professionals:*

- *Analysts are better able to interpret Census data when they have insights into the challenges and efforts involved in encouraging full participation in the Census.*
- *Convincing residents to complete their Census questionnaires requires communicating how vital Census data are for funding and planning in local communities.*
- *Knowledge that many of the subjects that used to be asked as part of the Decennial Census are now part of the continuous American Community Survey can help in addressing questions that people may have about participating in the Census.*

***Open House Co-Hosts:***

**City of Seattle Complete Count Committee**

*This committee is a partnership with the U.S. Census Bureau and community leaders (businesses, community-based organizations, faith-based groups, schools, businesses, the media and others) for the purpose of increasing the awareness of the 2010 Census through a locally developed and implemented grass roots campaign.*

Seattle Complete Count Committee: http://www.seattle.gov/census2010/committee.htm
Co-chairs:

- Norman B. Rice, former Mayor of Seattle
- Martha Choe, former Seattle City Councilmember
- Rogelio Riojas, founder/President/CEO, SeaMar Community Health Centers

Coordinator: Kenny Pittman, Senior Policy Advisor, City of Seattle, (206) 684-8364, kenny.pittman@seattle.gov

**City of Seattle Data Collaboration Team**

*The Data Collaboration Team facilitates the sharing and informed application of data for planning, community development, and related functions. It is an interdepartmental team of employees at the City of Seattle and Public Health-Seattle & King County.*

Coordinator: Diana Canzoneri, Demographer & Senior Policy Analyst, Seattle Planning Commission, (206) 615-1269, diana.canzoneri@seattle.gov

# Descriptions of Open House Displays and Links to Related Resources

**Census 2010 Complete Count Efforts (Census Bureau and Local Complete Count Committees)**

- Talk with U.S. Census Bureau staff and local Complete Count Committees about Complete Count efforts on the national and local scale.
- Learn about how your team can get plugged into local Complete Count efforts.
- View local maps showing distributions of populations that the Bureau has found "hard-to-count."
- Peruse the Bureau's Census 2010 website and follow along with the Census 2010 bus tours.
- Find out how neighborhoods can track their own levels of participation in Census 2010.
- Check out Seattle's Complete Count Committee website and sign up to follow Seattle's Complete Count efforts on Facebook and Twitter.
- See examples of Bellevue's Complete Count efforts, which include their new promotional video, translated into six different languages and available for free.
- Find out about digital promotional tools you can put on your agency's website to link people to 2010.census.gov and related social media networking sites.
- Find out about questionnaire language assistance guides and local "Questionnaire Assistance Centers" to which you can refer residents.
- View examples of Census questionnaires and outreach materials in different languages.
- Pick up trinkets to help spread the Complete Count message.

*Related Complete Count Resources:*

**U.S. Census Bureau Census**

- Census 2010 main page: http://2010.census.gov/2010census/
- How It Benefits Your Community: http://2010.census.gov/2010census/why/community-benefits.php "When you fill out the census form, you're making a statement about what resources your community needs going forward…Accurate data reflecting changes in your community are crucial in apportioning seats in the U.S. House of Representatives and deciding how more than $400 billion per year is allocated for projects like new hospitals and schools."
    - For organizations partnering with Census Bureau: http://2010.census.gov/partners/
    - Census in the Schools: http://www.census.gov/schools/index.html
    - Road tour: http://2010.census.gov/2010census/roadtour/
    - Frequently Asked Questions: http://2010.census.gov/partners/pdf/ConstituentFAQ.pdf
- 2010 Census on Twitter and Facebook:
    - http://twitter.com/uscensusbureau
    - http://www.facebook.com/uscensusbureau
- Seattle Region: http://www.census.gov/regions/seattle/
    - Seattle Regional Census Center: (425)-908-3000
    - Regional Partnership Group: (415)-908-4050
    - Local jobs: http://www.census.gov/regions/seattle/www/jobs/, 1-866-861-2010

**King County**

- Chandler Felt, Demographer, King County, (206) 263-9622, chandler.felt@kingcounty.gov
  Data and Reports from the Office of Strategic Planning and Performance Management):
  http://www.kingcounty.gov/exec/strategy/DataReports.aspx
- Mauricio Martinez, Community Specialist (206) 263-9630

*Related Resources (2010 Census Complete Count), continued:*

**City of Seattle**

- Census 2010 Complete Count: http://www.seattle.gov/census2010/
  Kenny Pittman, Senior Policy Advisor, City of Seattle (206) 684-8364, kenny.pittman@seattle.gov

**City of Bellevue**

- Planning & Community Development: http://www.ci.bellevue.wa.us/2010-census.htm
  Gwen Rousseau, Associate Planner-Demographer, (425) 452-2743, grousseau@bellevuewa.gov

**Census Bureau: Decennial Census and American Community Survey Data Products**

- Get the scoop directly from the federal Census Bureau on the types of information we'll be getting from each of these surveys and when we'll be getting it.
- Learn how to quickly access the data, get tips on avoiding common pitfalls confronting data users, and gain insights on how to use the data to inform policies, plans, programs, and funding applications.
- Learn about how the Census and ACS differ and about what each will be able to tell communities about themselves, and agencies about the populations they serve.
- Pick up a schedule detailing the timeline for release of Census data products
- Find out from Bureau staff how information from Census surveys may help your work
- Learn about the user-friendly guidebooks and resources the Census Bureau provides
- Get a hands-on demonstration on accessing data easily from the Bureau's Factfinder website

*Related Resources:*

- U.S. Census Bureau home page: http://www.census.gov/
- Census Bureau's Factfinder website. This is portal the Bureau provides to make it easy for you to find and access data from its surveys http://factfinder.census.gov. Tools on Factfinder allow you to search, browse, view, print, download and map data from the Decennial Census, American Community Survey and other Census Bureau surveys.
- American Community Survey (ACS) webpages:
  - Main page for ACS: http://www.census.gov/acs/www/
  - Vital information on "How to Use the Data" at http://www.census.gov/acs/www/UseData/
    - Includes The ACS *Compass Products*, see especially the Bureau's user-friendly Compass handbook series: *Understanding and Using American Community Survey Data.* Each handbook targets a specific user group. Handbooks in the series include:
      - What General Data Users Need to Know
      - What the Business Community Needs to Know
      - What the Media Need to Know
      - What State and Local Governments Need to Know
      - What Researchers Need to Know
      - What Public Use Microdata Sample (PUMS) Data Users Need to Know
    - Includes important guidance on Comparing ACS Data:
      - http://www.census.gov/acs/www/UseData/compACS2008.htm
      - http://www.census.gov/acs/www/UseData/compACS2006-2008.htm

      "ACS data users often want to compare the current data with data from Census 2000 and previous ACS releases. Some comparisons might be inappropriate due to differences in questions or methods. This page provides guidance on these issues."
- Seattle Regional Census Center Data Services Line: (425) 908-3060; seattle.isp@census.gov
  Linda Clark, Information Services Specialist, Linda.Clark@census.gov

- Rick Campbell, Geographic Coordinator, (425) 908-3010

**City of Seattle Office of Housing**

- Learn about the characteristics of severely cost burdened Seattle households (i.e., households paying 50% or more of their household income for housing costs) based on a new analysis of 2006-2008 American Community Survey Public Use Microdata Sample. Note: this analysis will be used to update the Housing Market Analysis for the Annual 2010 Update of the four-year "2009-2012 Consolidated Plan for Housing and Community Development."

*Related Resources:*

- Seattle Office for Housing homepage: http://www.seattle.gov/housing/
- 2009-2012 Consolidated Plan for Housing and Community Development: http://www.cityofseattle.net/humanservices/community_development/conplan/

**City of Seattle Human Services Department**

- Take a look at reports and presentation excerpts that illustrate how programs across the Human Services Department (HSD) use Census and ACS data to develop grant application processes, and report on grant outcomes, and communicate to the public about the impact of HSD programs for families, individuals and communities.
- Talk with planners who use census data to help inform Homelessness Intervention and Block Grant Administration (HIBGA)
- View map showing concentrations of low-moderate income households exist in the City (based on 2000 Census data).

*Related Resources:*

- Seattle Human Services homepage: http://www.seattle.gov/humanservices/
- 2009-2012 City of Seattle Consolidated Plan: http://www.cityofseattle.net/humanservices/community_development/conplan/
- Ten Year Plan to End Homelessness: http://www.cehkc.org/plan10/plan.aspx
- Safe Harbors Homelessness Data Management Information System: http://www.safeharbors.org/

**Public Health-Seattle & King County: Assessment, Policy Development and Evaluation Unit**

- Hear how Public Health integrates information from Census Bureau surveys and other sources to assess and enhance community health.
- Get a hands-on demonstration of the Community Health Indicators website.
- Find out more about their publications and their Data Request Service.

*Related Resources:*

- Data Request Service: data.request@kingcounty.gov, 206-296-2776
- Data, publications and reports: http://www.kingcounty.gov/healthservices/health/data.aspx
- King County Community Health Indicators: http://www.kingcounty.gov/health/indicators
- Communities Count Partnership and 2008 report, *Communities Count: Social & Health Indicators Across King County,* http://communitiescount.org

**City of Seattle Department of Transportation, Policy and Planning Division**

- View maps and charts outlining how the Census is helping SDOT plan its work. These include maps of based on Census data that were prepared to assist SDOT in addressing Race and Justice considerations.
- Find out about the role that Decennial Census and American Community Survey data play in forecasting travel demand and traffic volumes.
- Check out Seattle's Pedestrian Master Plan, which uses a data-driven process to evaluate and prioritize opportunities to make it easier to walk in Seattle. The plan relies on Census data about income, auto ownership, and people with disabilities as part of the "equity" analysis.

*Related Resources:*

- SDOT Policy and Planning Division Homepage: http://www.seattle.gov/transportation/planning.htm (includes links to all plans):
    - Seattle's Pedestrian Master Plan http://www.seattle.gov/transportation/pedestrian_masterplan/
      See especially, the Equity Map, which highlights locations in the city where walkability is especially important based on socioeconomic and health data: http://www.seattle.gov/transportation/pedestrian_masterplan/pmp_imp_eq.htm .
    - Seattle Transit Plan http://www.seattle.gov/transportation/transitnetwork.htm
    - Transportation Strategic Plan: http://www.seattle.gov/transportation/tsphome.htm
    - Policy and Planning staff: http://www.seattle.gov/transportation/ppmpcontact.htm
- SDOT Race and Social Justice Initiative: http://inweb/sdot/rsji_maps.htm (City of Seattle internal inweb site)

**Race and Social Justice Initiative, Seattle of Seattle Office for Civil Rights (SOCR)**

- Learn how the City's Office of Civil Rights and the Citywide Race and Social Justice Initiative (which the office coordinates) use Census data to evaluate for racial disparities in policies, programs and services.
- Find out about information available to guide City staff in completing racial equity analysis of policies and programs.

*Related Resources:*

- Seattle Office for Civil Rights: http://www.seattle.gov/civilrights/
- Seattle's Race and Social Justice Initiative (RSJI) http://www.seattle.gov/rsji/
    - RSJI Overview: http://www.seattle.gov/rsji/docs/090120rsjiSummary.pdf: "The Race and Social Justice Initiative (RSJI) envisions a city where racial disparities have *been* eliminated and racial equity achieved….The mission of the Race and Social Justice Initiative is to end institutionalized racism in City government and promote multiculturalism and full participation by all residents."
    - *Race and Social Justice Initiative Report 2008: Looking Back, Moving Forward,* http://www.seattle.gov/rsji/docs/090120rsjiReport.pdf
- City of Seattle in-web homepage for the Race and Social Justice Initiative: http://inweb.ci.seattle.wa.us/rsji/
    - DISPARITIES: Impacts of Institutional Racism: http://inweb.ci.seattle.wa.us/rsji/docs/jan20%20FINAL-ExecSummar-Insert.pdf

**City of Seattle Department of Planning & Development &**
**Seattle Planning Commission Demography Program**

- Visit this display and find out more about SPC's recently-established Demography program, including consultation that the Demographer can provide in identifying, using, and interpreting Decennial Census, American Community Survey and other demographic data sources.
- Learn about the new series on ongoing series of trends reports on progress toward Comprehensive Plan goals and quality of life outcomes that the Demography Program is creating. The first of these will cover housing affordability.
- Sign up to join, or receive more information on, the City Data Collaboration Team, in interdepartmental team that the Demographer coordinates to facilitate the sharing and informed application of data for planning, community development, and related functions.
- See the wealth of Census 2000 data that DPD's Population & Demographics website provides. This includes data for Census-Defined Areas, such as city and census tracts, as well as "locally-defined" areas which the city defines for a variety of planning, information, and community engagement purposes. These currently include:
    - Community Reporting Areas
    - Neighborhood Districts
    - Neighborhood Planning Areas
    - Urban Centers and Villages
- Learn about and provide input into planning for 2010 Census and ACS data access and dissemination within the City.

*Related Resources:*

- The City's Population & Demographics website provides population, housing and geographic data, reports, and other information for Seattle and its neighborhoods: http://www.cityofseattle.net/dpd/Research/Population_Demographics/Overview/
    - Census 2000 Data for Locally Defined Areas http://www.cityofseattle.net/dpd/Research/Population_Demographics/Census_2000_Data/Data_Maps_for_Locally_Defined_Areas/default.asp
    - Census 2000 Data for Census-Defined Areas
    - http://www.cityofseattle.net/dpd/Research/Population_Demographics/Census_2000_Data/Data_Maps_for_Census_Defined_Areas/default.asp
- http://www.cityofseattle.net/dpd/Planning/Neighborhood_Planning/StatusReports/DPDS017130.asp
- Neighborhood Status Reports: In the summer of 2009 the Planning Commission helped DPD and DON convene a series of open-house discussions with neighborhoods on the current status of their neighborhood plans: http://www.seattle.gov/planningcommission/. To support this process, a series of draft Status Reports were prepared which included a wealth of neighborhood-level background data, including demographics from the 1990 and 2000 decennial censuses. The draft status reports are posted at: http://www.cityofseattle.net/dpd/Planning/Neighborhood_Planning/StatusReports/DPDS017130.asp
- Seattle Planning Commission Home Page: http://www.seattle.gov/planningcommission/ and Demographer's Corner: [insert link]

**Seattle Public Utilities GIS Products & Services Unit**

- View samples of maps produced by SPU's GIS Products and Services Unit illustrating Census data in regards to demographics and languages spoken.
- Find out about data layers based on Census information.
- Find out more about the maps and data that can be requested from SPUs Products and Services Team, along with guidelines for ordering (and purchasing if applicable).

*Related Resources:*

- Commonly requested GIS and GIS-related data sets (including Census geographies and data) available for mapping and geographic analysis purposes: http://www.seattle.gov/GIS/docs/availdata.htm
- Guidelines for requesting maps from SPU's Products and Services Team: http://www.seattle.gov/GIS/docs/faq_map.htm

**Additional City of Seattle Display Materials**

See additional maps and documents showing how Census data is used for planning and outreach. These include:

- Parks and Recreation Census maps: http://www.cityofseattle.net/parks/
- Office of Intergovernmental Relations: http://www.cityofseattle.net/oir/datasheet/

**Federal Highway Administration, Office of Planning**

- Learn about how the special tabulations from the 2000 Census Transportation Planning Package (CTPP) and the new tabulations from the American Community Survey may be useful to your land use, economic development, human service, and/or transportation planning work.

*Related Resources:*

- Federal Highway Administration's website on the Census Transportation Planning Package (CTPP): http://www.fhwa.dot.gov/ctpp/
  The "CTPP is a set of special tabulations from decennial census demographic surveys designed for transportation planners. From 1970 to 2000, the CTPP and its predecessor, UTPP, used data from the decennial census long form. The CTPP 2000 is divided into three parts.
  - Part 1 contains residence end data summarizing worker and household characteristics
  - Part 2 contains place of work data summarizing worker characteristics
  - Part 3 contains journey-to-work flow data…

  As the Census Bureau has replaced the decennial census long form with the American Community Survey (ACS), future CTPP will be based on the ACS."
- The Transportation Research Board's website on the CTPP: www.trbcensus.com.
- The Puget Sound Regional Council's webpage on the CTPP: http://psrc.org/data/transportation/census-transportation

**City of Bellevue**

- View data on Bellevue's changing demographics.
- See how estimates on social, economic and housing characteristics from the 2000 Census and the American Community Survey have informed Bellevue's most recent Human Services Needs Update.
- See how Bellevue's racial and ethnic diversity compares to that of other large cities in Washington State.

*Related Resources:*

- http://www.bellevuewa.gov/demographics.htm
- http://www.bellevuewa.gov/humanservices_needs_update.htm

**Puget Sound Regional Council**

- Talk with PSRC Data Systems and Analysis staff and find out about the demographic resources, data products, and planning guidance that PSRC provides to member governments and organizations.
- Check out the
- Find out how Census data informs major regional plans including Vision 2040 and the draft Transportation 2040.
- Get a regional perspective on key demographic *patterns.*
- Learn about the ongoing Regional Technical Forum that PSRC organizes for member agency staff and other interested individuals to discuss data-related matters informing planning in the region.

*Related Resources:*

- PSRC Data Systems and Analysis Homepage: http://psrc.org/data
  - Links to Census and American Community Survey Resources: http://psrc.org/data/census
  - *PSRC User's Guide to the American Community Survey (ACS)* http://psrc.org/assets/1030/ACS_User_s_Guide_Dec-08.pdf
  - Census Transportation Planning Products: http://psrc.org/data/transportation/census-transportation
  - Puget Sound Trends
  - Population and Housing Estimates
  - GIS/Maps
  - Custom data requests form
  - The Regional Technical Forum (RTF), information sharing meeting organized by the PSRC Data Systems and Analysis department: http://psrc.org/about/advisory/rtf/
- Major regional plans utilizing census data:
  - Vision 2040: http://psrc.org/growth/vision2040
  - Draft Transportation 2040: http://psrc.org/transportation/t2040