



IT'S IN OUR HANDS

2010 CENSUS:

Proof of Performance in Gaston County

Charlotte Regional Alliance For Transportation

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US Census Bureau Charlotte Region

September, 2010

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

United States
Census
2010



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Partnership Approach for 2010

- **Hiring & Training Partnership Staff**
- **Reviewing of 2000 Return Rates**
- **Building Partnerships**
 - Hard to Count Areas
 - Churches & Non-Profit Organizations
 - Local Government Agencies
 - Businesses



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Hard to Reach Populations – 10 Special Initiatives

1. African Americans
2. Asians
3. Education K-12, College/Universities
4. Faith Based-SUMMIT
5. Persons with Functional Disabilities
6. Hispanic/Latinos
7. Native American – SUMMIT
8. Older Adults 65+
9. Rural Migrant Workers
10. Persons Experiencing Homelessness



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Strategies of the Partnership Program(Cont)

Complete Count Committee

- Establishing Local Groups
- Training Members



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Strategies of the Partnership Program(Cont)

Media Outreach

- Media Buys
- Op-ed Articles
- Open house ceremonies
- News Releases/Media advisories
- Newsletters
- Vocus Report



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Strategies of the Partnership Program

- **Social Media** – Twitter, Facebook, Video Contest
- **Partner Support Program** - Direct Support, Special Initiatives
- **Questionnaire Assistance/Be Counted Sites**
- **Specialized Public Events** - Road Tour Kick off, CIAA, Big Form, World Cup, NASCAR
- **March to the Mailbox** - Adopt low participation tracts, Neighborhood events



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Proof of Our Performance

Review of Tract Data

- Same or a lower Census Mail Participate Rate
- Lowest Mail Participation Rate
- Hard to Count Scores
- Return Rate after March to the Mailbox
- 2010 Gaston County Mail Return Rates



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Added Value

NC contributed in added value

\$95 million dollars



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The Results:

# of Tracts	Participation
42	Had a higher Participation percentage than Census 2000
7	Had same or lower Participation rate than the 72% National average
2	Had lower Participation percentage than Census 2000
0	Had no change in participation from 2000



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Final Mail Return Rates For 21 Tracts

Tract	2000	2010	Difference
303	62%	72%	10%
306	71%	81%	10%
32504	72%	82%	10%
32702	71%	81%	10%
320	56%	67%	11%
31001	63%	74%	11%
331	70%	81%	11%
33201	66%	77%	11%
31301	68%	80%	12%
31302	65%	77%	12%



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Final Mail Return Rates

Tract	2000	2010	Difference
316	65%	77%	12%
31702	62%	74%	12%
305	61%	75%	14%
322	65%	79%	14%
330	51%	65%	14%
312	58%	72%	14%
32302	56%	71%	15%
308	61%	76%	15%
309	62%	77%	15%
304	66%	82%	16%
31701	53%	75%	22%

Census 2010 Mail Participation Rate by Census Tract



Why Mail "Participation" Rate Is A Fairer Measure than Mail Response Rate The Mail Participation Rate is the percentage of forms mailed back by households that received them. The Census Bureau developed this new measure in 2010, in part because of the current economy and higher rates of vacant housing.

The rate excludes households whose forms were returned to us by the U.S. Postal Service as "undeliverable," strongly suggesting the house was vacant. We will still follow up on all these housing units to ensure everyone is counted.

Mail Participation Rate is a higher number than the Mail Response Rate we have used over the last decade, but it is a better measure of actual participation and therefore an easier goal to achieve when residents mail back their forms. In 2000, the national Mail Response Rate was 67% and the comparable national Mail Participation Rate was 72%. The Mail Response Rate is important to help us plan for the important door-to-door workload that begins in May during which we visit all households that have not returned a census form.

Mail Participation Rates

21 Tracts with 10%(+) Increase

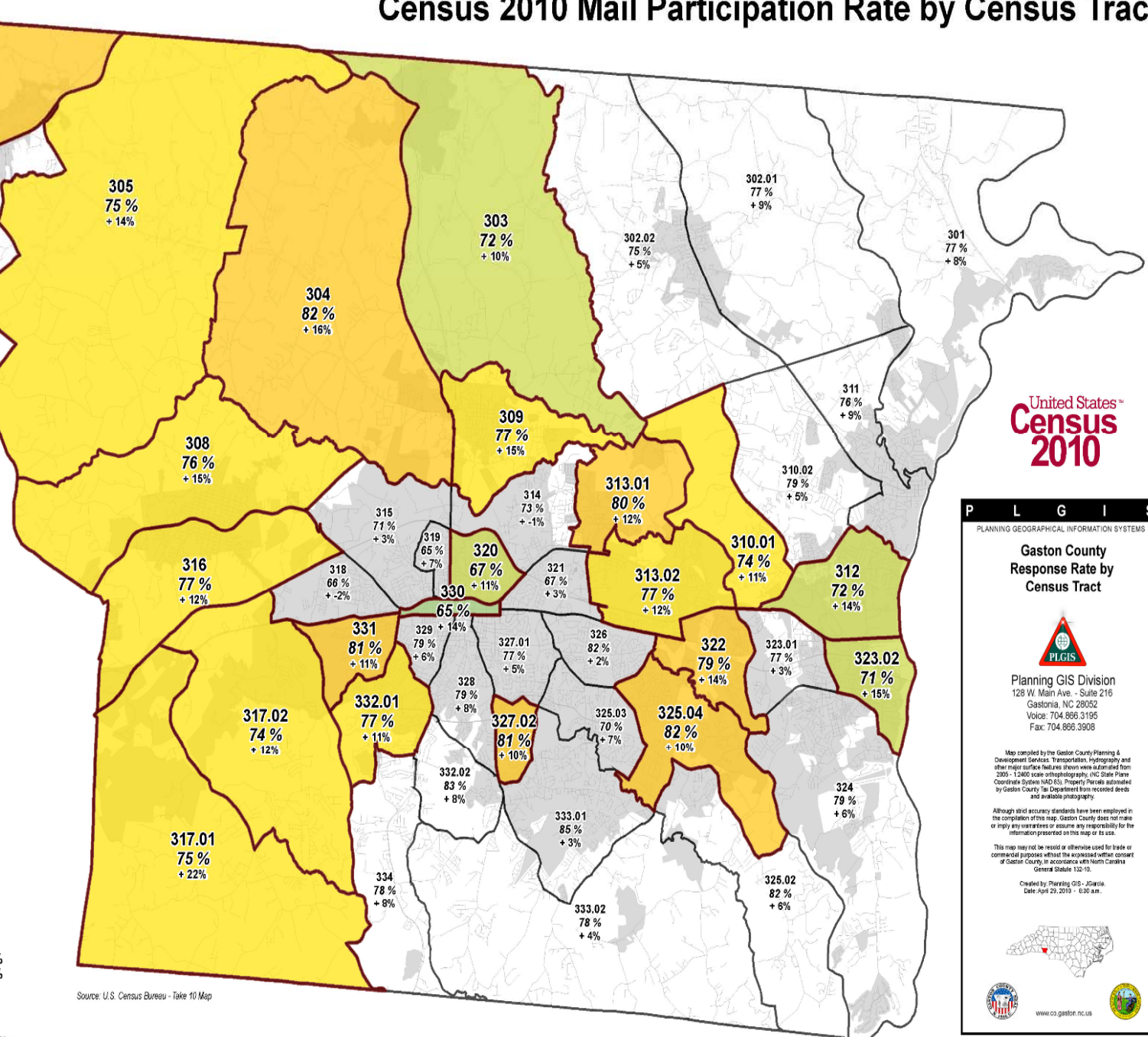
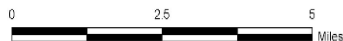
- 65% - 66%
- 67% - 72%
- 73% - 77%
- 78% - 82%
- 83% - 90%

Census 2010
Data displayed as of:
April 27, 2010

Gaston County, NC
77%
Participation Rate

North Carolina Mail Participation Rate: 74%
National Mail Participation Rate: 72%

Source: U.S. Census Bureau - Take 10 Map



United States™
Census 2010

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PLANNING GEOGRAPHICAL INFORMATION SYSTEMS

**Gaston County
Response Rate by
Census Tract**



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Map compiled by the Gaston County Planning & Development Services. Transportation, Hydrography and other major surface features shown were automated from 2005 - 1:2400 scale orthophotography. (NC State Plane Coordinate System NAD 83). Property lines submitted by Gaston County Tax Department from recorded deeds and available photography.

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Created by: Planning GIS - JGarcia
Date: April 23, 2010 - 6:00 am.



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Census 2010 Mail Participation Rate by Census Tract April 29, 2010



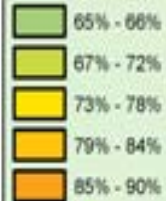
Why that "Participation" Rate is a Better Measure than Mail Response Rate The Mail Participation Rate is the percentage of forms mailed back by households that received them. The Census Bureau developed this new measure in 2010, in part because of the current economy and higher rates of vacant housing.

The rate excludes households whose forms were returned to us by the U.S. Postal Service as "undeliverable," strongly suggesting the house was vacant. We will still follow up on all these housing units to ensure everyone is counted.

Mail Participation Rate is a higher number than the Mail Response Rate we have used over the last decade, but it is a better measure of actual participation and therefore an easier goal to achieve when residents mail back their forms. In 2010, the national Mail Response Rate was 57% and the comparable national Mail Participation Rate was 72%. The Mail Response Rate is important to help us plan for the important door-to-door work that begins in May during which we visit all households that have not returned a census form.

Mail Participation Rate

April 29, 2010



North Carolina Mail Participation Rate: 74%
National Mail Participation Rate: 72%

Source: U.S. Census Bureau - Dec 11 Map



United States
Census 2010

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Gastonia County
Response Rate by
Census Tract



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Final Mail Return Rates

	2000	2010	Difference
GASTON COUNTY	68%	77%	9%



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Census 2010 Mail Return Rates after March to the Mailbox

Tract #	County	Total Housing Units	Response Rate 3/30	Response Rate 4/27	Difference 3/30-4/27
330	Gaston	261	52%	65%	13%
320	Gaston	1,182	52%	67%	15%
319	Gaston	1,103	49%	65%	16%
31701	Gaston	1,370	53%	75%	22%
30201	Gaston	*	54%	77%	23%
32503	Gaston	2,377	46%	70%	24%
31001	Gaston	*	50%	74%	24%
322	Gaston	*	49%	79%	30%

* Tracts not on original list; selected by Partnership and LCO staff



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Follow-up Partnership Tour

- **Thank you Campaign for partners**
- **Review tract results by County** –customized tabulations
- **Data Dissemination**
 - Build awareness about other Census surveys
 - Train the Trainer workshops, presentations on how to access Census data
 - Expand data information among non-traditional and traditional users



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Contact Information

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