

State of the Census Report From the Regional Director

The 2010 Census is on schedule and significantly under budget. The Census Bureau will return at least \$1.6 billion of our budgeted funds for the 2010 Census. This figure represents about 22% of the total amount allocated by Congress for the census in 2010.



In the 10-state Denver Region our local partners played a pivotal role in the success of the 2010 Census. When engaging with the public, trusted voices communicated key messages about the purpose of the Census, overcoming language barriers, distrust and apathy, to motivate all residents to fill out their Census questionnaires. Complete Count Committees (CCCs) in local communities contributed their resources and personnel toward achieving a successful count. Census workers from the community did a great job getting data from non-responding households. Local residents in this region fulfilled their civic duty by returning their questionnaires and cooperating with census workers.



Through our 2010 Census communications campaign, we conveyed the message that the simple act of completing and mailing back the form would result in large taxpayer savings. Since the American census is a true headcount, we must undertake the expensive process of sending census workers to follow up with every household that does not return their form. Fortunately, the American people heard us locally and nationally. They exceeded our estimates for the mail response rate of questionnaires, making the costs of the door-to-door phase much lower than

anticipated – a total savings of \$650 million. In addition, the temporary census workers we hired here and around the country were spectacular. They worked more efficiently than we expected and made our field processes go smoothly.

To be fair, about \$800 million of savings was due to good fortune. The Census Bureau set aside this large contingency fund for emergencies such as hurricanes, floods, earthquakes, or a massive H1N1 flu pandemic – events that might have made it more difficult to hire qualified workers, or to gain the cooperation of the public. With most of the 2010 Census complete, we have sufficient resources to address any contingencies that remain.

I want to thank the residents in this region who fulfilled their civic duty by cooperating with the census. Their understanding of the importance of the census is thanks to the support of more than 15,000 Census Partners throughout the Denver Region working within their communities to raise awareness and encourage cooperation.

All residents and partners throughout the 10-state Denver Region, along with my colleagues at the Census Bureau, deserve hearty congratulations for achieving such outstanding cost efficiencies.



- Denver Regional Director Cathy Lacy