



MENDOCINO COUNTY EXECUTIVE OFFICE

NEWS RELEASE

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TO: MENDOCINO COUNTY NEWS MEDIA
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2010 CENSUS ADDRESS CANVASSING OPERATION UNDER WAY IN OUR COMMUNITY

In preparation for the 2010 Census, the US Census Bureau will be sending out census workers, called Listers, to verify, add or delete addresses with hand-held computers. The operation begins on April 6 and may run until July 19, 2009.

Address Canvassing is an operation in which Census workers will be seen throughout our community with hand-held computers to update the information electronically, via the Global Positioning System (GPS). The Census Bureau will then use these updated addresses and maps to deliver the short ten-question questionnaire by mail, in March 2010, to every known address verified and updated in this operation.

Residents can easily identify census workers by their official white and blue badges, the special hand-held computers and the black canvas bags with Census Bureau's name and logo on a white background. Residents can also ask Listers to provide the phone number of the Local Census Office (LCO) where they can be verified.

The 2010 CENSUS ADDRESS CANVASING Frequently Asked Questions are:

What is Address Canvassing?

The Census Bureau conducts Address Canvassing to update our address and map database to ensure that it is accurate and current -- verifying, adding and deleting addresses. The Census Bureau will use the updated addresses from this first major operation to deliver questionnaires in the mail, in March 2010, or send enumerators, in April 2010, to every address in areas where Address Canvassing is conducted.

When does it take place?

Between April 6, 2009 and July 19, 2009, Census workers, called Listers, will be conducting this operation during daylight hours, seven days a week.

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Why do census workers use hand-held computers?

To help ensure the accuracy of the census and improve its efficiency, the Census Bureau has moved away from using pencil and paper to update its address lists and maps. Now, census workers will update the information electronically, using hand-held computers and coordinates from the Global Positioning System (GPS). GPS coordinates will be added to each residential structure to make sure it's recorded within the correct city, county or other geographic unit — which is particularly important when lines for Congressional and state legislature districts are redrawn.

How to identify the Listers?

Residents can easily identify census workers by their official white and blue badges, the special hand-held computers and the black canvas bags with Census Bureau's name and logo on a white background. Residents can also ask Listers to provide the phone number of the Local Census Office (LCO) where they can be verified.

Will the Listers be interacting with residents?

During the Address Canvassing operation, Listers will visit all the places where people live or could live. They must knock on each resident's door and if someone answers, Listers will explain that he or she is verifying the address for census questionnaire to be mailed in March 2010.

Additional information:

At the link below you will find both high and low resolution images of Address Listers out in the field. Their government badges are visible as well as their over-the-shoulder bags with the large Census Bureau's name and logo. As you can see in the photos, the census workers are dressed in plain clothes. The same web page also offers a photo of an Address Lister holding the hand-held computer.

As with all 2010 Census information, the address information collected by the Census Bureau is confidential by law (Title 13, U.S. Code, Section 9). All Census Bureau employees, including the census workers who collect the address information and GPS coordinates, have taken an oath to protect confidentiality and are subject to a jail term, a fine — or both — for disclosing any information that could identify a respondent or household.

http://www.census.gov/pubinfo/www/broadcast/photos/census_bureau/010610.html

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