



2010 CENSUS:

Proof of Performance in Orange County

IT'S IN OUR HANDS

Orange County Complete County Committee

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Guilford, Alamance, Caswell, Forsyth, Davie, Davidson,
Stokes, Rockingham, Randolph, Chatham, Lee, Orange and
Durham counties

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 Partnership Staff**
- **Training Partnership Staff**
 - Partnership and Data Services Program
 - Integrated Communication Plan
 - Communication Workshop
 - **Reviewing of 2000 Return Rates**
 - **Building Partnerships**
 - Hard to Count Area



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Strategies of the Partnership Program

Targeting the Hard-to Reach Populations with 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



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Strategies of the Partnership Program(Cont)

7. Native American – **SUMMIT**
8. Older Adults 65+
9. Rural Migrant Workers
10. Persons Experiencing Homelessness

Complete Count Committee

- Establishing Local Groups
- Working with Members, Training



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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



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Strategies of the Partnership Program

Social Media

- Twitter
- Facebook
- Video Contest

Partner Support Program

- Direct Support
- Special Initiatives and Events

Questionnaire Assistance/Be Counted Sites



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Strategies of the Partnership Program

Specialized Public Events

- Road Tour Kick off
 - Big Form
- World Cup
- NASCAR

March to the Mailbox

- Adopt low participation tracts
- Neighborhood events



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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 Orange County Mail Return Rates..Up 8%



22 Orange County Tracts

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



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Improved percentage from 2000 Top 20 Tracts

Tract	2000	2010	Difference
10801	67%	83%	+16%
11101	64%	78%	+14%
10802	68%	82%	+14%
11203	68%	81%	+13%
11000	69%	82%	+13%
10701	71%	83%	+12%
11500	71%	81%	+10%
12200	73%	82%	+9%
10900	71%	80%	+9%
10702	73%	82%	+9%



Track	2000	2010	Difference
11400	70%	78%	8%
11600	54%	61%	7%
11300	58%	64%	6%
11102	70%	76%	6%
10704	75%	80%	5%
12100	79%	83%	4%
11700	68%	72%	4%
10703	62%	65%	3%
11202	77%	79%	2%
11201	76%	78%	2%



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Lower Percentage than 2000

Tract	2000	2010	Difference
11800	79%	70%	-9%



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ORANGE COUNTY JOBS

259



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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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