

City of Alexandria, Virginia

MEMORANDUM

DATE: JUNE 9, 2010

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: FINAL REPORT ON THE ACTIVITIES OF THE COMPLETE COUNT COMMITTEE FOR THE 2010 U.S. CENSUS

ISSUE: The final report of the activities of the City's Complete Count Committee to promote the 2010 U.S. Census.

RECOMMENDATION: That City Council receive the Final Report of the Alexandria Census 2010 Complete Count Committee (Attachment 1) and commend the members of the committee and the Complete Count Partners for their work on behalf of the City.

BACKGROUND: Thirty-two people from neighborhood associations, service organizations and City agencies served on the 2010 Complete Count Committee. The City's Complete Count Committee sponsored public outreach events, distributed census marketing information and worked with partnership organizations (Attachment 2) to promote the Census.

As a result of the efforts of the City's Complete Count Committee and the local Census Bureau office, the rate of return of Census forms by post was 73% as of April 26. Although the City experienced some issues of Census worker access to multi-family buildings, this is a percentage point better than the national rate of return and a percentage point better than Alexandria's 2000 rate of return. This is especially noteworthy since Alexandria was the only jurisdiction in Northern Virginia to increase its response rate in 2010 compared to 2000.

The attached final report details the activities of the Complete Count Committee and the numerous participants of all ages who made the program a success.

ATTACHMENTS:

Attachment 1: Final Report

Attachment 2: Members of the Complete Count Committee

Attachment 3: Partnership Organizations

Attachment 4: Northern Virginia Community College Census Design Work

STAFF:

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Ralph A Rosenbaum, Urban Planner II

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**FINAL REPORT ON THE ACTIVITIES OF
THE CITY OF ALEXANDRIA'S COMPLETE COUNT COMMITTEE
FOR THE 2010 U.S. CENSUS**

Summary and Key Results

The federal government conducts a census of the United States every ten years as directed by the United States Constitution. In order to assist in obtaining a complete count of the population in 2010, the U.S. Census Bureau requested local governments to establish complete count committees to encourage full participation in the U.S. Census. These complete count committees were to act in cooperation with the local U.S. Census office and with the help of local partners. In light of the Census Bureau's request and because of the possibility of an undercount such as the one in 1990 when 3,300 people were undercounted, Council established its complete Count Committee in March of 2009.

Thirty two people from neighborhood associations, service organizations and City agencies served on the 2010 Complete Count Committee (Attachment 1). The City's Complete Count Committee sponsored public outreach events, distributed census marketing information and worked with partnership organizations (Attachment 2) to promote the census.

As a result of the efforts of the City's Complete Count Committee and the local Census Bureau office, the rate of return of Census forms by post was 73% as of April 26. This is a percentage point better than the national rate of return and a percentage point better than Alexandria's 2000 rate of return. To put this in perspective, Alexandria was the only county or county equivalent in Northern Virginia which increased its response rate in 2010 compared to 2000.

CENSUS RESPONSE RATES COMPARED

<u>Jurisdictions</u>	<u>2000</u>	<u>2010</u>
Alexandria	72%	73%
Arlington Co.	75%	74%
Fairfax Co.	81%	76%
Loudoun Co.	79%	77%
Prince William Co.	75%	74%
Falls Church	75%	74%
Fairfax City	81%	77%
Manassas City	75%	72%

Alexandria's increased return rate for the 2010 U.S. Census is remarkable for two reasons. The first is there is evidence of an increase in the size of the hard-to-count

population from 2000. The second is there is an increase in the number of new residents. The American Community Survey found that during 2008, 11.7% of the City's population moved into Alexandria. If this rate had been constant for 2008 and the previous four years then 58.5% of the City's residents would be new to the City compared to the 47.7% reported for a similar period by the 2000 U.S. Census. These new residents may not be as aware as others of the importance to the City of completing their 2010 Census form.

DISCUSSION: The Complete Count Committee held ten meetings from June 2009 through April 2010 during which policies based on the three sub-committees' findings were decided. The sub-committees were:

- *Schools Sub-Committee* which engaged teachers, staff and students in promoting the 2010 U.S Census to students in the Alexandria City Public School System,
- *Marketing Sub-Committee* which recommended ways to market the U.S. Census in Alexandria and provided feedback on marketing materials and promotional items,
- *Faith Based/Events Sub-Committee* which organized and outreach strategy for the faith community and planned implemented special community outreach events.

The 2010 Census outreach strategy resulted from the discussion and the work of the three sub-committees and collaboration during regular Complete Count Committee meetings.

Merchandising: The Marketing Sub-Committee with the advice of Erik Muendel from the PR firm of Brightline Interactive Media produced a marketing strategy that was presented to the full Complete Count Committee. The strategy included using the Census Brand as an inspiration for our flyers, adopting the slogan "Yes We Count," keeping our Census message simple and direct, and employing the use of "giveaway" items during outreach efforts to attract people's attention and to remind them to complete the Census.

The Complete Count Committee recommended the purchase of balls, flashlight key chains, tote bags and iI-Tune cards as giveaway items. The Committee's giveaway items were augmented by t-shirts, pencils, pens, bags, hats, coffee cups and balls and other items from the Census Bureau.

Public Communications:

Written Materials

Bus posters (horizontal) and store posters were designed by the Northern Virginia Community College (NVCC) design studio which incorporated a message encouraging people to complete their Census forms (Attachment 3). The message was in the four languages spoken most frequently in Alexandria: English, Spanish, Arabic and Amharic. Two bus posters were placed in the advertising racks above the seats of each of the City's Dash buses. Vertical posters were placed in shops in the West End of Alexandria and on

Queen Street. Many of the shops which accepted these posters catered to migrants and Alexandria's ethnically diverse population.

Public Service Announcement

Daniel Adura, a TC Williams High School student under the supervision of his teacher Vilma Zefran, was commissioned by the Complete Count Committee to create a PSA advocating the completion of the 2010 U.S. Census form. This powerful PSA was shown continuously on cable channels 70 and 71.

Web and Internet Communications

The Complete Count Committee was well supported by Tony Castrilli and his staff in the City's Communications Office with advice on communications and social media. As a result, the Complete Count Committee was able to have 2010 U.S. Census information placed on the City's webpage which provided information on the Census as well as information on where citizens could receive assistance in completing their Census form. The Communications staff also used the City's Facebook and Twitter to promote the Census with regular messages to its subscribers.

Specialty Promotional Items

The Census Bureau provided the City with folders of information designed specifically for faith-based organizations. The Census folders urged faith-based leaders to encourage the members of their organizations to participate in the 2010 Census. The Complete Count Committee mailed the folders, including a special letter signed by the Mayor to each faith-based organization in Alexandria (over 100). The letters invited the leaders of the organization to attend a special event in February.

Direct Mailers

From experience gained during previous Census outreach campaigns, the Complete Count Committee decided to mail out brochures to households in those zip codes which had low rates of return of the postal Census form. The brochure was designed by NVCC and was in four languages. Approximately 28,000 of the 36,000 brochures were mailed to the targeted zip codes and the remaining brochures were distributed at Census outreach events.

Events:

The Complete Count Committee organized and promoted the Census at a number of events starting in late August 2009.

- Back to School Night at TC Williams;
- Citizens Day at City Hall in cooperation with the U.S. Census Bureau;
- Alpha Kappa Alpha and Northern Virginia Urban League Census Night in the City's Council Chambers;
- School Census training event for teacher/parent liaisons and teachers at TC Williams;
- School Aid event at TC Williams on December 5, 2009;

- School Aid event at TC Williams on January 23, 2010;
- The Faith-Based event at the Masonic Temple on February 2, 2010;
- The Charles Houston pool dedication on February 27, 2010;
- Presentation to ARHA staff on March 5, 2010 to have them encourage ARHA residents complete the 2010 U.S. Census form;
- The City's Saint Patrick Day Parade, March 6, 2010;
- National March to the Mail Box Campaign on April 10, 2010 with the aid of the following sororities, Alpha Kappa Alpha's Zeta Chi Omega Chapter, Zeta Phi Beta's Alexandria Chapter and the fraternity Kappa Alpha Psi's Alexandria/Fairfax Chapter and the local Census Bureau Office the Census was promoted at the following sites, the City Housing Fair, Southern Towers, the Shops at Mark Center, the Giant supermarket on Edsall Rd., and the Landmark Shopping Mall; and
- The Census Road Show on April 12, 2010 was organized by the Northern Virginia Urban League with the aid of other organizations including the Complete Count Committee and the Census Bureau. This event was at the Charles Houston Recreation Center.

Additional Targeted Outreach Efforts:

In 2000, the lowest return rate for Census forms occurred in Census Tract 2001.05. This tract contains the Southern Towers apartment complex which has over 2,000 housing units in 5 high-rise buildings. The 2000 Census return rate was less than 30%. Therefore, the Complete Count Committee targeted this census tract and residential community for special outreach. In March, the Complete Count Committee organized and implemented an outreach that involved the hosting of informational tables in the lobbies of each of the 5 buildings. Each building was provided with 1 Spanish speaker, 1 Amharic speaker, and 3 English speakers. Information was available in Spanish, Amharic, Arabic and English. Residents were engaged in discussion and volunteers answered questions about the U.S. Census. In addition promotional items and "giveaways" were given to residents. Volunteers were from the Zeta Chi Omega Chapter of the Alpha Kappa Alpha Sorority, Inc., the Sigma Alpha Chapter of the Alpha Kappa Alpha Sorority, Inc., the Ethiopian Community Development Council and Tenants' and Workers' United. As a result of the Complete Count Committee's attention, the 2010 Census return rate for Census Tract 1001.05 improved dramatically reaching 59%.

During the course of the 2010 Census campaign it was noted that Census Tract 2001.04 had the lowest 2010 return rate (tracking the mid-40 percent through April 13, 2010). Lynbrook apartments are the bulk of the households in Census Tract 2001.04. Staff from the City and local Census Office canvassed every housing unit in the Lynbrook garden apartments, leaving informational flyers and spoke with residents. As a result of these efforts the final 2010 return rate for Census Tract 2001.04 was increased to 62%.

Schools: Schools are considered a gateway into many of the households that are less likely to return their 2010 U.S. Census forms. Informing pupils about the 2010 U.S. Census in the City of Alexandria's public schools was also considered important because the pupils in many immigrant households will help complete the Census form because they have better skills with English and a higher level of literacy. In addition to the PSA that was produced by a TC Williams' student there were two major initiatives in the City of Alexandria Public Schools.

In the City's elementary schools pupils in grades two through five were asked to cut out two outlines of one of their hands on colored paper. One outline was glued to a paper explaining in simple words the reason for the 2010 U.S. Census and asking that the Census form be completed and returned. Taking home this paper created an opportunity for an elementary school pupil to bring the Census to the attention of their parent or guardian. The language for the take home paper was provided by the Complete Count Committee and the paper was designed by the staff of the Design Department at NVCC. This staff also took responsibility for the second part of the elementary school project.

The second hand cutout was used for an Arts Project, "Hands On Alexandria". The cutout was pasted on clear plastic panels by staff and students at NVCC and installed in City Hall. The plastic panels were hung in the windows across from the City's council chambers and the City's Department of Planning and Zoning. The effect was that of stained glass. This public art project offered another opportunity for pupils to talk to their parents about the 2010 Census.

At TC Williams High School, the leadership classes directed by Mary Ellen McCormick distributed 2,000 Census brochures to students and staff during the four school lunch periods. The students were asked to return the brochures signed by their parents. Students with returned brochures were then eligible for a drawing. Prizes included iTunes cards or one of four iPods. The iTunes cards provided one musical download and were designed by students in the NVCC design studio. One iPod was given away during each of the lunch periods as a special prize.

The purpose of the prizes was to motivate high school students to have their parents look at the brochures and learn why it was necessary to return the U.S. Census form. Also this was an opportunity to inform the high school students about the Census. In many cases, students from the hard to reach households would be responsible for assuring the return of the Census form.

Partnerships: The success of the Complete Count Committee's promotion of the 2010 U.S. Census depended greatly on partners who helped with the Committee's events or who created their own programs promoting the Census. Among the key partners were:

The Alexandria Census Bureau office who provided "giveaway" items and written materials to promote the Census. Theron Cook the Partnership Specialist and his staff at the local Alexandria Census office helped organize the Faith Based Event, the March to the Mail Box Event and the Census Road Show Event.

Not only did they help organize these events they also provided man power to make the events successful.

Northern Virginia Community College's (NVCC) Design and Fine Arts Departments provided professional level design work for the Complete Count Committee's posters, brochures, tote bags and iTune cards. The students and staff at NVCC also were responsible for conceiving the elementary schools census arts program, mounting the hand cut outs on panels and then hanging of the panels in City Hall.

The Tenants' and Workers' Support Committee contacted 6,000 households multiple times in Arlandria and Seminary Towers to promote the Census. The Tenants' and Workers' Support Committee also organized their own event in Arlandria for March to the Mail Box.

The Zeta Chi Omega Chapter of the Alpha Kappa Alpha Sorority Inc. partnered with the Committee in organizing or participating in three key events: an October 2009 Census Kick Off event held in City Council Chambers, the March 2010 Southern Towers outreach, and the April "March to the Mail Box" event.

The Northern Virginia Urban League partnered with the Complete Count Committee in organizing the October 2009 Census Kick Off event held in City Council Chambers and organizing the April 2010 Census Road Show event at the Charles Houston Recreation Center.

Suggestions for the 2020 Complete Count Committee:

The campaign promoting the Census needs to start as early as possible because strategizing, planning, organizing and carrying out the promotion is very time consuming.

The Complete Count Committee needs a budget as early as possible so that it knows the financial limits on its campaign and is able to plan an outreach campaign within those limits.

The Complete Count Committee needs to have as many City staff working on the Committee's campaign as possible. There were 3 staff members working on the 2010 U.S. Census this year and the staff still relied heavily on its volunteer base to host outreach events.

"Giveaway" items promoting the Census appeared to be important in attracting the attention of the public to the Census campaign; however, supplies can be depleted faster than anticipated. While the Census Bureau itself provides "giveaway" items, the numbers and type of items can be lacking.

It is important for the Complete Count Committee to establish partnerships with other organizations early in its campaign. Organizations can provide manpower, resources, and planning help in making the Committee's Census Campaign a success.

The Complete Count Committee needs to recruit a pool of volunteer foreign language speakers to help encourage the large percentage of the City's population who are foreign born to complete and return the Census form.

Budget Note: The City Council authorized expenditures up to \$30,000 for the Complete Count Committee effort. Actual expenditures totaled \$20,353 – due, in part, to the Committee's recognition of the City's fiscal constraints.

The money spent by the Complete Count Committee to encourage Alexandria residents to complete and mail their Census forms is modest compared to the \$57 per household that will be spent by the Census Bureau to send enumerators to retrieve the information. It is also likely that the increased response rate will result in a higher financial return to the City as it may be able to claim more Federal and State dollars.

Census Results: The Census Bureau will complete its enumeration activities in the summer of 2010, but will not report its findings to President Obama until the end of December 2010. Census data for Alexandria will not be available until March of 2011.

Attachment 2 Complete Count Committee Members

ORGANIZATION

VOLUNTEER

Del Ray Citizens Assoc.
West Old Town Citizens Assoc.
Lynhaven Civic Assoc.
Northeast Citizens Assoc.
Strawberry Hill Civic Assoc.
Warwick Village Citizens
Northern Virginia Community College
Departmental Progressive Club
Hopkins House Assoc.

Senior Citizens Employment and Services
Tenants' and Workers' Support Committee
Hispanic Committee of Virginia
Alexandria Police Department
Alexandria Health Department
Alexandria Department of Mental Health,
Mental Retardation & Substance Abuse
Alexandria Department of Human Services

Alexandria Public Schools
Alexandria Public Schools
Alexandria Commission for Women
Carpenter's Shelter
ARHA

NAACP
Campagna Center

Alexandria Gay & Lesbian Community Assoc.
Voter Registration Board
Alpha Kappa Alpha

Asian Pacific Amer. Legal Resources Center

Sean Crumley
Scott Binde
Ben Sylla
Mary Jane Kramer
Ken Billingsly
Frank Sokolove
J MCCLeLLan
Charles H Nelson Sr.
J. Glenn Hopkins
Charles Monterio
Harvey Gray
Tram NGuyen
Nubia Zurita
Charlette Mitchell-Young
Cyndi Lake
Audrey Jones

Ricardo Drumond
JoAnn Maldonado
Monte Dawson
Partricia Braum
Susan Kellom
Cherylee Pratt
Douglas Owens
Roy Priest
Bud Howard
David Sarpal
Karen Hughes
Sue Misslbeck
Anna Leider
Brenda Kelley Nelum
Charniele Herring
Van-Anh Nguyen

ATTACHMENT 3 PARTNERS

		Contact People	
1	Local Census Bureau Office	Theron Cook	
2	Northern Virginia Community College	Elizabeth Hill	Angela Terry Rebecca Kamen
3	Alpha Kappa Alpha Sorority	B. Kelley Nelum	
4	Alpha Kappa Alpha, Chi Omega Chapter		
5	Zeta, Phi Beta Sorority, Alexandria Chapter		
6	Kappa Alpha Psi Fraternity		
7	Alexandria City Public Schools	Gary Thomas	Patricia Braun Monte Dawson
8	Northern Virginia Urban League	Lavern Chatman	
9	Tenants' and Workers' Support Committee	John Liss	
10	Ethiopian Community Development Council		
11	Blueline Interactive Media	Erik Mundel	
12	U.S. Post Office	Toni Michael	
13	NOVA Coalition		

Bus poster in English and Spanish

Be Counted!

¡Hágase contar!

**It's easy.
It's safe.
It's confidential.
It's required.**

Previously, 3,300 Alexandria residents were not counted in the U.S. Census.

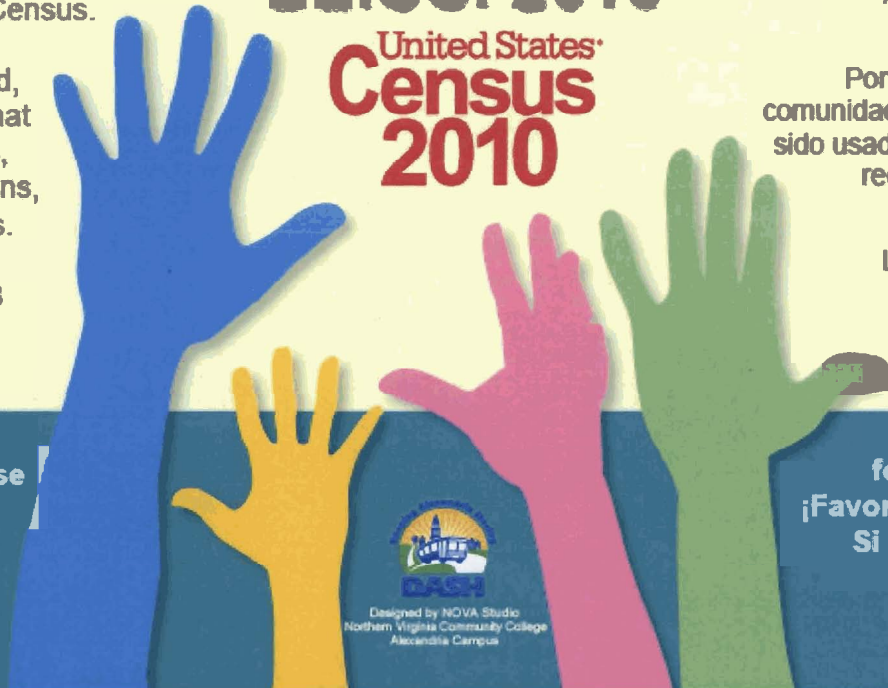
For every person NOT counted, our community loses money that could be used to build schools, recreational centers, fire stations, clinics, and to provide services.

The City lost an estimated \$33 million over 10 years because of the previous undercount.

A U.S. Census form will be sent to you in the mail. Please complete it and mail it in!
If you need help, call 703.899.4857.

**Complete your
2010 U.S. Census.
Llene su formulario
del Censo de
EE.UU. 2010**

United States
**Census
2010**



**Es fácil.
Es seguro.
Es confidencial.
Es requerido.**

Anteriormente, 3,300 residentes de Alexandria no fueron incluidos en el Censo de los EE.UU.

Por cada persona NO incluida, nuestra comunidad perdió fondos que pudieron haber sido usados para construir escuelas, centros recreativos, estaciones de bomberos, clínicas y proporcionar servicios.

La Ciudad perdió aproximadamente 33 millones de dólares en 10 años debido a la omisión de tantos residentes.

Se le enviará por correo un formulario del Censo de EE.UU.
¡Favor llenarlo y enviarlo por correo!
Si necesita ayuda, favor llamar al 703.899.4857.

Attachment 4

ይቆጠሩ!

تأكدوا من شمولكم بالإحصاء!

**ቀላል ነው!
ሰላም ነው!
ምሥጢር ነው!
መጠናቀቅ አለበት!**

**የዩኤስ 2010
የሕዝብ ቆጠራዎን
ያጠናቅቁ**

**إنه سهل.
إنه مأمون.
إنه سرّي.
إنه إلزامي.**

أكمل نموذجك الخاص بالإحصاء الرسمي للسكان في
الولايات المتحدة

الأمريكية لسنة 2010

**United States
Census
2010**

في السابق، لم يُشمل 3300 من الأشخاص المقيمين في الإسكندرية بالإحصاء الرسمي للسكان في الولايات المتحدة الأمريكية.

بالنسبة لكل شخص غير مضمول بالإحصاء، فإن مجتمعنا يخسر الأموال التي يمكن أن تستثمر في بناء المدارس والمراكز الترفيهية ومحطات إطفاء الحريق والعيادات الطبية وتوفير الخدمات.

حيث خسرت المدينة مبلغاً يقدر بـ 33 مليون دولار خلال 10 سنوات بسبب الإحصاء الناقص للسكان في السابق.

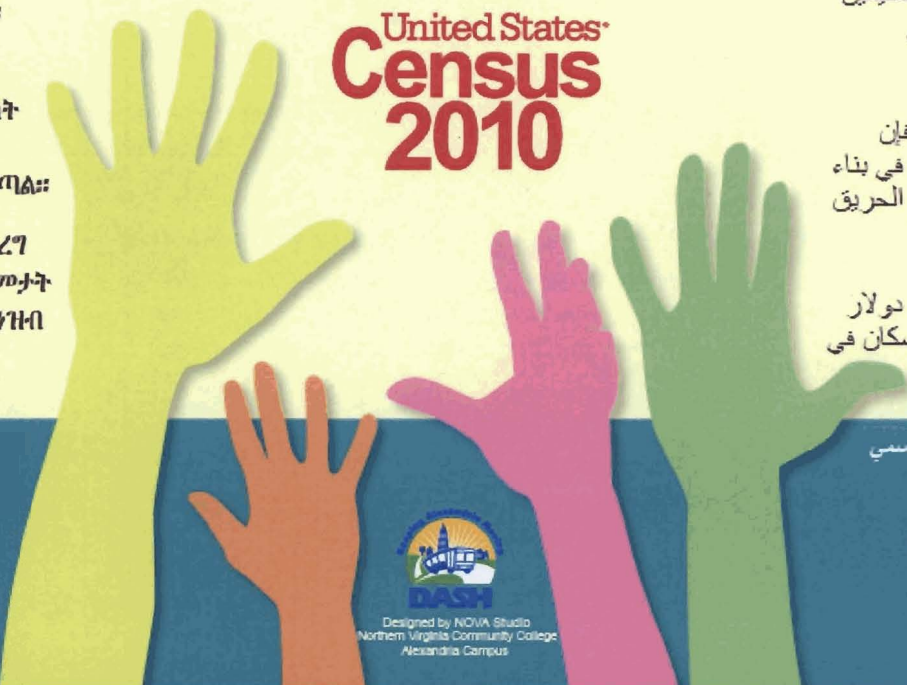
ቀድሞ፣ 3,300 የአሌክሳንድሪያ ነዋሪዎች በዩኤስ የሕዝብ ቆጠራ አልተቆጠሩም ነበር።

እያንዳንዱ ላልተቆጠረ ሰው፣ ማህበረሰባችን ትምህርት ቤቶች፣ የመዝናኛ ማዕከሎች፣ የእሳት አደጋ ጣቢያዎች፣ ክሊኒኮች ለማሠሪያ እና አገልግሎቶችን ለማቅረብ የሚውል ገንዘብ ያጣል።

ባለፈው ጊዜ ትክክለኛውን ቁጥር ዝቅ በማድረግ በተካሄደው ቆጠራ ምክንያት ባለፉት 10 ዓመታት ከተማዬ ወደ \$33 ሚሊዮን የሚገመት ገንዘብ አዋታለች።

እንደ የዩኤስ የሕዝብ ቆጠራ ቅጽ በፖስታ ቤት በኩል ይላከልዎታል። እባክዎ አጠናቅቀው ሞልተው በፖስታ ቤት በኩል ይላኩት!
እርዳታ ከፈለጉ፣ በ703.899.4857 ይደውሉ።

سوف يرسل لكم عن طريق البريد نموذجاً للإحصاء الرسمي للسكان في الولايات المتحدة الأمريكية. فیرجى استكمالہ وإعادته إلینا عن طريق البريد! إذا احتجت إلى المساعدة، يرجى الاتصال بنا عن طريق الهاتف رقم 703.899.4857.



Store poster
in English
and Spanish



Be Counted! ¡Hágase contar!

Complete your 2010 U.S. Census.
Llene su formulario del Censo de EE.UU. 2010.

**It's easy. It's safe.
It's confidential.
It's required.**

Previously, 3,300 Alexandria residents were not counted in the U.S. Census.

For every person NOT counted, our community loses money that could be used to build schools, recreational centers, fire stations, clinics, and to provide services.

The City lost an estimated \$33 million over 10 years because of the previous undercount.

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Designed by NOVA Studio
Northern Virginia Community College
Alexandria Campus

United States
**Census
2010**

Store poster
in Arabic and
Amharic



ይቆጠሩ!

تأكدوا من شمولكم بالإحصاء!

የዩኤስ 2010 የሕዝብ ቆጠራ ምን ያጠናቅቁ

أكمل نموذجك الخاص بالإحصاء الرسمي للسكان في الولايات المتحدة الأمريكية لسنة 2010

ቀላል ነው!
ሰላም ነው!
ምሥጢር ነው!
መጠናቀቅ አለበት!

إنه سهل.
إنه مأمون.
إنه سرّي.
إنه إلزامي.

ቀደም 3,300 የገሊላካንጅሪያ ነዋሪዎች በየካሊፎርኒያ የሕዝብ ቆጠራ አልተቆጠሩም ነበር።

እያንዳንዱ ላልተቆጠረ ሰው፣ ማህበረሰባችን ትምህርት ቤቶች፣ የመዝናኛ ማዕከሎች፣ የእሳት አደጋ ጣቢያዎች፣ ከሊኒኮች ለማሠሪያ እና አገልግሎቶችን ለማቅረብ የሚሰጡ ገንዘብ ያጣል።

ባለፈው ጊዜ ትኩረትን ቀጥሮ ገዥ ለማድረግ በተከላከረው ቆጠራ ምክንያት ባለፉት 10 ዓመታት ከተማዬ ወደ \$33 ሚሊዮን የሚገመት ገንዘብ አዋታለች።

አንድ የዩኤስ የሕዝብ ቆጠራ ቅጽ በፓስት ቤት በኩል ይላክልዎታል። አጠቃላይ መረጃዎች ምልክት በፓስት ቤት በኩል ይላኩት! አርድ ቁጥር፡ 703.899.4857 ይደውሉ።

في السابق، لم يُشمل 3300 من الأشخاص المقيمين في الإسكندرية بالإحصاء الرسمي للسكان في الولايات المتحدة الأمريكية.

بالنسبة لكل شخص غير مشمول بالإحصاء، فإن مجتمعنا يخسر الأموال التي يمكن أن تستثمر في بناء المدارس والمراكز الترفيهية ومحطات إطفاء الحريق والعيادات الطبية وتوفير الخدمات.

حيث خسرت المدينة مبلغاً يقدر بـ 33 مليون دولار خلال 10 سنوات بسبب الإحصاء الناقص للسكان في السابق.

سوف يرسل لكم عن طريق البريد نموذجاً للإحصاء الرسمي للسكان في الولايات المتحدة الأمريكية. يرجى استكماله وإعادته إلينا عن طريق البريد! إذا احتجتم إلى المساعدة، يرجى الاتصال بنا عن طريق الهاتف رقم 703.899.4857



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Multi language brochure

أكمل نموذجك الخاص بالإحصاء
الرسمي للسكان في
الولايات المتحدة
الأمريكية لسنة 2010



PRESORTED
STANDARD
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PERMIT #1502

Be Counted!
¡Hágase contar!
βφΜζ.!

تأكدوا من شمولكم بالإحصاء!

إنه سهل.
إنه مأمون.
إنه سرّي.
إنه إلزامي.

في السابق، لم يشمل 3300 من الأشخاص المقيمين في الإسكندرية بالإحصاء الرسمي للسكان في الولايات المتحدة الأمريكية.

بالتنسبة لكل شخص غير مشمول بالإحصاء، فإن مجتمعنا يخسر الأموال التي يمكن أن تستثمر في بناء المدارس، والمرکز الترفيهية، ومحطات إطفاء الحريق.

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Complete your
2010 U.S.
Census.



Llene su formulario
del Censo de
EE.UU. 2010.



የዩ.ኤስ 2010 የሕዝብ
ቆጠራ ምን
ያጠናቅቅ



It's easy.
It's safe.
It's confidential.
It's required.

Previously, 3,300 Alexandria residents were not counted in the U.S. Census.

For every person NOT counted, our community loses money that could be used to build schools, recreational centers, fire stations, clinics, and to provide services.

The City lost an estimated \$33 million over 10 years because of the previous undercount.

A U.S. Census form will be sent to you in the mail. Please complete it and mail it in!

If you need help, call 703.899.4857.



Es fácil.
Es seguro.
Es confidencial.
Es requerido.

Anteriormente, 3,300 residentes de Alexandria no fueron incluidos en el Censo de los EE.UU.

Por cada persona NO incluida, nuestra comunidad perdió fondos que pudieron haber sido usados para construir escuelas, centros recreativos, estaciones de bomberos, clínicas y proporcionar servicios.

La Ciudad perdió aproximadamente 33 millones de dólares en 10 años debido a la omisión de tantos residentes.

Se le enviará por correo un formulario del Censo de EE.UU. ¡Favor llenarlo y enviarlo por correo!

Si necesita ayuda, favor llamar al 703.899.4857.



ቀላል ነው!
ሰላም ነው!
ምሥጢር ነው!
መጠናቀቅ አለበት!

ቀደም 3,300 የአሌክሳንድሪያ ሃዩሪዎች በዩ.ኤስ የሕዝብ ቆጠራ አልተቆጠሩም ነበር።

እያንዳንዱ ላልተቆጠረ ሰው፣ ማህበረሰባችን ትምህርት ቤቶች፣ የመገናኛ ማዕከሎች፣ የሕግ አደጋ ጣቢያዎች፣ ክሊኒኮች ለማሰሪያ እና አገልግሎቶችን ለማቅረብ የሚያስችል ገንዘብ ያጣል።

ባሌሪው ጊዜ ትክክለኛውን ቁጥር ገዥ በማድረግ በተጨማሪው ቆጠራ ምክንያት ባለፉት 10 ዓመታት ከተግባሩ ወደ \$33 ሚሊዮን የሚገመት ገንዘብ አጥታለች።

እንደ የዩ.ኤስ የሕዝብ ቆጠራ ቅጽ በፖስታ ቤት በኩል ይላክልዎታል። እባክዎ አጠናቅቀው ሞልተው በፖስታ ቤት በኩል ይላኩት!

እርዳታ ከፈለጉ፣
በ703.899.4857
ይደውሉ።

