



**Dateline:** Paid for by the City of Loveland

# LOVELAND

## Yes, You Count!

Every single one of us counts – that's the message the Census Bureau most wants everyone to know. Regardless of age, race, gender, ethnicity, faith, income level, orientation, or immigration status, if you live in the United States, you should stand up and be counted this April 1 as members of our community and the nation as a whole.

An accurate count is the best way each of us can insure that our community receives its fair share of federal monies for numerous programs.

The Census is also one of our most effective barometers for understanding important issues such as;

- Trends in population growth and loss
- Labor force participation
- How our population is aging
- Household and family composition
- Educational levels
- Housing and transportation issues

**Stand up and be counted this April 1 by filling out and mailing in your form.**

## The Census – It's Easy, It's Safe, & It's Important

### United States Census 2010

specific information on how your data is used, visit [www.census.gov/main/www/cen2000.html](http://www.census.gov/main/www/cen2000.html) to view data from the 2000 Census. Individual Census results are sealed for 72 years. Only after that time is that information released to the public.

Census workers undergo FBI criminal background checks. They are fingerprinted and sworn to confidentiality for life. If they breach this oath they are subject to a \$250,000 fine or five years in prison--or both.

#### It's Important

Participation in the Census is critically important to the overall health of a community because Census data directly impacts a community's quality of life. Information gathered through the Census can affect a city's economy, educational investment decisions, social and health services, and job training programs.

The simple act of filling out and mailing back your

form by April 1 is one of the best ways each of us can support our community. In fact, according to Pat Rodriguez, government specialist with the Census Bureau, "participating in the Census is like writing a check for \$875 back to your community. Every

*"City of Loveland Transit (COLT) uses Census data in route planning based on needed access, population density and employment centers."*  
—Marcy Abreo, Transit Manager

*"An accurate count means we have a better chance of receiving federal resources for Lovelanders."*

—Darcy McClure, Community Partnership Administrator

person who is accurately counted means about \$875 in funding resources for the community per year or \$8,750 over a ten year period!" \$400 billion in federal funds will be distributed to states in the coming decade. An accurate Census count is the best way a community can insure that it receives its fair share of those funds. Federal monies allocated through the Census directly benefit programs such as;

- Education
- Roads, Bridges etc.
- Veteran's Programs
- School Meal Programs
- Human Services
- Parks
- Hospitals
- Emergency Services
- Job Training Centers
- Head Start Programs
- Transportation
- Affordable Housing
- Programs for Elderly
- Trails & Open Space

*"Census data help us define our services to match the demographics of Loveland. The Census also enables us to plan for future law enforcement staffing."*  
—Luke Hecker, Police Chief

Results of the Census also determine how Loveland is represented in Congress and are used by business and industry that want to expand into our area. For more information on the Census, visit the federal Census website, [www.census2010.gov](http://www.census2010.gov) or the city's website, [www.cityofloveland.org/NEWS/Census2010.htm](http://www.cityofloveland.org/NEWS/Census2010.htm).

*"Having accurate Census information is critical to defining the retail potential within a given market."*  
—Donald Foster, The Promenade Shops at Centerra

*"The Parks and Recreation Department uses Census data to design recreational services for the community."*  
—Marilyn Hilgenberg, Parks and Recreation

*"Census numbers can benefit students through early childhood education, Title programs, and food service programs."*  
—Melissa Adams, Thompson School District

*"Census data are important to Loveland Fire and Rescue as a measurement of performance and insurance of continuous improvement for the services we provide."*  
—Randy Mirowski, Fire Chief

#### It's Easy

The 2010 Census is one of the shortest questionnaires in the Census' history. The form contains just ten, brief questions and takes about ten minutes to complete. Only one form comes in the mail.

After the questionnaire arrives, residents should fill it out and mail it back in the envelope provided. If residents do not mail back their forms, they may be visited by a Census worker. It's just ten minutes, to answer ten questions that will impact our community for the next ten years.

#### It's Safe

The Census is totally safe, even for those who are not legal residents. And as active members of the community, these residents should also be counted in the Census. All answers provided on the forms are strictly confidential and protected by law. No person or agency – not the Internal Revenue Service (IRS), Immigration & Naturalization Service

(INS) or even the President himself – can look at anyone's answers. Answers are obtained for statistical purposes only and can never be used by any agency or court. For more

## Be Census Savvy

Opportunists exist. Whether it's roof repair, financial investments or the U.S. Census, it's important to be familiar with the process to protect yourself from swindlers.

When the 2010 Census takes place, you will receive a letter from the Census Bureau, notifying you that in a few days, your household will receive a form in the mail, or a phone call from the Census Bureau, or a visit from a Census Bureau representative.

The official 2010 Census questionnaire will be delivered by mail the week of March 15. Individuals in rural areas will have their questionnaire delivered in person to their households between March 1 and March 30.

#### How to know if the person at your door works for the Census:

- All Census takers carry official government I.D. name badges.
- Call the Census Bureau, 1-800-852-6159 to make sure an individual is a legitimate Census worker.

Knowing what to expect and taking general precautions will help you avoid any unneeded hassles at Census time and throughout the year.

- Census workers never ask for money, bank account information or social security numbers.
- Any request for Census information will be clearly marked as coming from the U.S. Census Bureau and as Official Business of the United States.

Officer Dave Sloat of the Loveland Police Department adds these tips for both Census time and year-round to help residents protect themselves from scammers:

- Census workers can ask everything they need to know at your front door—never invite anyone into your home that you don't know under any circumstances for your and their protection.
- The Census Bureau will not contact you online—never click on or open a link from a source claiming to be with the Census Bureau. Scammers may try to impersonate the Census Bureau to gain your personal or financial information.

### Census Help Sites

The City of Loveland has worked with the Census Bureau to establish Census Help Sites at the Loveland Public Library, 300 N. Adams, and the House of Neighborly Service, 565 N. Cleveland.

These help sites will be open 15 hours per week to assist residents with their Census forms. The sites will operate from March 19 to April 19.

For more information go to [www.cityofloveland.org/NEWS/Census2010.htm](http://www.cityofloveland.org/NEWS/Census2010.htm).



2010 CENSUS:  
**IT'S IN OUR HANDS**