



IT'S IN OUR HANDS

NEWS THAT COUNTS

COUNTYWIDE COMMITTEE BEGINS COUNTDOWN TO 2010 CENSUS

Volusia counts. Everybody counts. With that message, Volusia County's Complete Count Committee has kicked off a major public awareness campaign to encourage all residents to complete and return their 2010 census questionnaires. All persons who live in Volusia County at least six months a year are counted.

Chaired by Joie Alexander, Volusia County Council vice chair and at-large representative, the newly formed volunteer committee includes eight subcommittees representing local governments, colleges and universities, businesses, housing and homeowners associations, community and social organizations, faith-based organizations, farm workers and agriculture, and marketing and communications.

"The committee's primary focus will be on education and awareness throughout the county," Alexander said.

Dozens of community representatives started meeting in early August to coordinate outreach efforts and address the unique characteristics of the county's diverse communities. They will make a special effort to contact hard-to-reach populations such as the homeless, farm workers, minorities, renters and people living below the poverty level.

The committee will work with individual cities, agencies and businesses to ensure a coordinated and unified response. Plans for the census awareness campaign include community outreach, advertising, news releases, and English- and Spanish-language Web sites.

Counting down to Census Day, April 1

March 2010: The U.S. Census Bureau will mail census questionnaires to every household in the United States.

April 1, 2010: All residents are required by law to complete and return their census forms by April 1.

April 2010: A second form will be mailed to households that do not respond to the initial questionnaire by mail.

April through July: U.S. Census Bureau workers will visit households that did not return a questionnaire by mail.

A lot is counting on the count in Volusia County

Census data will affect how more than \$400 billion in federal funds will be distributed to state and local governments each year. It also will be used to draw state legislative districts and determine the number of seats each state has in the House of Representatives.



Joie Alexander

In 2000, 67 percent of households in Volusia County returned their census forms, compared to state and national return rates of 63 percent.

"We can't be satisfied with a 67-percent response rate," said Joie Alexander, Volusia County's Complete Count Chair. "This does not reflect our needs when we are seeking state and federal funding, and we can't continue to have a baseline below our needs."

"So much is counting on the counting. We stand to lose millions of dollars if our census figures do not include everyone. It's not a one-time loss; it's a loss every time state or federal money is divvied up for the next 10 years."

For more information, visit www.volusiacounts.org or www.volusiacuenta.org

VOLUSIA COUNTS.
EVERYBODY COUNTS.

United States[®]
Census
2010

MORE NEWS THAT COUNTS

HELP US MAKE VOLUSIA COUNT

The Complete Count Committee is composed of community volunteers with a common goal – to improve Volusia County’s response rate. If you would like to serve on a subcommittee, please contact Betty Holness at (386) 736-5920 or Pat Kuehn at (386) 822-5062, ext. 2934.

Complete Count Committee Chair

Joie Alexander, (386) 740-5224

Intergovernmental Subcommittee

Mary Swiderski and Betty Holness, Co-chairs

Businesses Subcommittee

Jim Cameron, Chair

Community/Social Organizations Subcommittee

Missy Kelly, Chair

Faith-Based Organizations Subcommittee

Gwen Azama-Edwards and Pam Hamlin, Co-chairs

Colleges and Universities Subcommittee

Sue Habel, Chair

Housing/Homeowners Associations Subcommittee

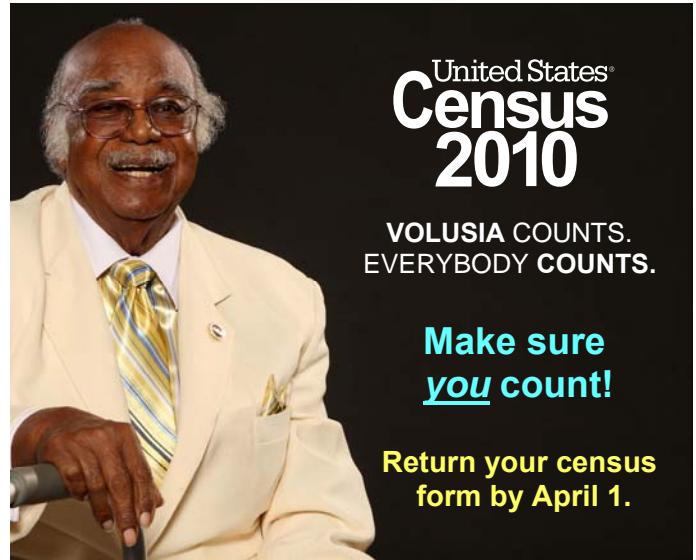
Damien Richards, Chair

Farm Workers/Agriculture Subcommittee

Lisa Doig, Chair

Marketing and Communications Subcommittee

Pat Kuehn and Molly Justice, Co-chairs



Why fill out your census form?

- **It's easy.** The 2010 census form includes 10 simple questions and takes no more than 10 minutes to complete. It's the shortest census questionnaire in history!
- **It's important.** Census data will be used to establish state legislative districts and determine the number of seats Florida has in the U.S. House of Representatives.
- **It's confidential.** By law, the U.S. Census Bureau cannot share your responses with anyone, including welfare and immigration agencies.
- **It brings us money.** The data collected will determine how more than \$400 billion in federal funds will be distributed to local governments. An undercounting of even 1,000 people can cost your community millions of dollars.
- **It helps us recruit new businesses and jobs!** Local officials will use census data to attract new businesses and jobs to our community
- **It helps us plan for local needs.** Data will be used to forecast future transportation and housing needs, draw school district boundaries, develop assistance programs, and plan for health care needs.
- **It can help you during disasters.** The higher our census numbers, the more federal and state assistance Volusia County will be qualified to receive in the event of a declared disaster.
- **It's the law.** All people living in Volusia County at least six months of the year are required to complete and return their census forms.

2000 Census response rates*

City or town	Response	Population
Daytona Beach	59%	64,112
Daytona Beach Shores	50%	4,299
DeBary	77%	15,559
DeLand	66%	20,904
Deltona	74%	69,543
Edgewater	75%	18,668
Holly Hill	64%	12,119
Lake Helen	67%	2,743
New Smyrna Beach	60%	20,048
Oak Hill	46%	1,378
Orange City	70%	6,604
Ormond Beach	72%	36,301
Pierson	60%	2,596
Ponce Inlet	51%	2,513
Port Orange	76%	45,823
South Daytona	69%	13,177
Volusia County	67%	443,343

*Source: U.S. Census Bureau