



2010 CENSUS: IT'S IN OUR HANDS

The foundation of our American democracy is dependent on fair and equitable representation in Congress. In order to achieve an accurate assessment of the number and location of the people living within the nation's borders, the U.S. Constitution mandates a census of the population every 10 years.

The census population totals determine which states gain or lose representation in Congress, as well as the allocation of billions of federal dollars. Locally, these funds were used by Axis Community Health to build a new women's clinic and remodel a pediatric clinic. Federal grant funds are also dedicated to housing services, low income senior housing, the Spectrum low-cost lunch meal service for seniors, and the GRID Alternatives program, which funds the installation of solar panels for low-income households.

The goal of the 2010 Census is to count all residents living in the United States on April 1, 2010. With one of the shortest questionnaires in history, the 2010 Census asks for name, gender, age, race, ethnicity, relationship, and whether you own or rent your home. It takes only about 10 minutes for the average household to complete. Responses to the 2010 Census questionnaire are required by law. All responses are used for statistical purposes only, and all are strictly confidential. For more information, visit the 2010 Census Web site at <http://www.census.gov/2010>.

What is the U.S. Census?

- The U.S. Census is a count of every individual residing in the United States, the District of Columbia, Puerto Rico and the Island areas;
- The U.S. Census is conducted by the federal government;
- The U.S. Census occurs every ten years;
- The first U.S. Census was conducted in 1790 and it has been carried out every 10 years since then;
- The next U.S. Census will occur on April 1, 2010;
- Participation in the U.S. Census is mandated by the U.S. Constitution;
- Federal law protects the personal information that individuals share during the census;

[Please click here to view more information on the U.S. 2010 Census.](#)

[Please click here to visit the Census Bureau's webpage:](#)

Why is the U.S. Census important?


- Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data;
- Census data is used to determine how many seats each state will have in the U.S. House of Representative in addition to the boundaries of legislative districts;
- Census information helps determine the locations for schools, roads, hospitals, child-care and senior citizen centers; and
- Census data is used to forecast the future transportation and housing needs for all segments of the population.

[Please click here to review 50 ways Census data is used.](#) 

City of Pleasanton's Participation in the U.S. Census

- The City of Pleasanton has participated in the Local Update of Census Addresses (LUCA) Program for the 2010 Census. LUCA is a census partnership that allows tribal, state and local governments to review and update the Census Bureau's Address List.
- The City of Pleasanton participated in the LUCA program because we wanted to ensure that there was an accurate decennial census for the City of Pleasanton and all new addresses on the Census Bureau's address list.
- The City estimated through its participation in the LUCA program that an additional 1,500 housing addresses in Pleasanton were added to the Census.
- The City of Pleasanton will continue to be involved in the process to encourage all residents to participate in the U.S. Census.

Job Opportunities

- The Census Bureau is in the process of filling a variety of jobs in Northern California. [Please click here to view a listing of jobs available in Northern California.](#) 
- The U.S. Census is looking to fill approximately 700,000 jobs in the Bay Area between now and census day.
- For additional job opportunities, [please click here to visit the Census Bureau's website.](#)
- For Census job information, contact 310-763-4748.

2010 Key Dates

- Winter 2008-2009-Begin recruiting for census field staff;
- Mid March 2010-Questionnaires are mailed to households;
- April 1, 2010-Census Day;
- Late April 2010-Non-response follow-up begins; and
- December 31, 2010-Delivery of population counts given to the President for reapportionment.

To learn more about the upcoming 2010 Census, visit the Census Bureau's website at www.census.gov.