

## **Take 10 Challenge**

The Census Department has created the Take 10 Challenge to help get as many people as possible to return their census form by mail. The Census Bureau will ask people to “take 10 minutes” to fill out the form and return via the mail. If the public does not fill out the form after 6 weeks, the Census must send a person to the house to do an in-person interview. This is time consuming, very costly and doesn’t get everyone in a community.

It is imperative that city leaders encourage their constituents to fill out the forms and mail them back. Not only is it legally required, but they cities stand to gain enormous amounts of resources that might not be made available.

In addition to the determination of Congressional districts, it is also used in government formulas and in determining how \$400-500 billion will be divided up among American citizens. These funds get used for programs in transportation, housing, schools and recreational areas. The count will be utilized for a decade – so it is vital that we have an accurate count or else cities will lose out for years to come.

In these difficult economic times, it may be tempting for cities to pull back on the resources available for making people aware of the Census, but that would only harm you in the long term. In the past we have seen cities lose out on millions of dollars in funding because its citizens did not return the Census forms.

NLC is proud to be a part of this campaign and the Take 10 challenge.

NLC President, Ron Loveridge, mayor of Riverside is challenging NLC members to see how many returns each city can get to be returned by mail. He is excited to participate and have his city help spread the word to NLC members and others about the importance of getting citizens to fill out the forms and mail them in.

NLC encourages all of its members to participate. This is a very important issue that has real economic impacts.

### **Resources:**

The Census Department has created a number of materials for cities to use in educating the public about the census. They have created a toolkit with fact sheets, draft media messages, op-eds and a number of other items.

<http://2010.census.gov/partners/toolkits/toolkits-take10.php>

There is a great map that has a real-time participation rate, where you can find out how your community is doing in getting responses back to the Census Department.

<http://2010.census.gov/2010census/take10map/>