

## 2010 Census Tract Action Plan:

A Census Tract-level strategy ensures the participation of *every* resident, in the 2010 Census.

Strategies include:

- Partnerships: Complete Count Committees, Partnership Support Program, community-organization partnerships, government organization partnerships, immigration outreach, faith-based outreach, Census in Schools, special community events.
- Advertising: In-language media blitzes, posters/flyers, presentations to groups, news articles, internet advertising.
- Recruiting: Testing in local community centers, practice testing/test-taking preparations sessions.
- Enumeration: Team enumeration, blitz enumeration, bi-lingual enumerators, guides/facilitators.

The Tract Action Plan focuses on, Hard to Count (HTC) tracts with HTC scores 30 and above. This score is generated based on the predominance of twelve factors: vacancy, multi-unit buildings, renters, crowded housing, non-husband/wife households, no phone, non high graduates, transience, poverty, poverty, public assistance recipients, unemployment and linguistic isolation.

This information is based on 2000 Census data, and is available in a Planning Database on [www.census.gov](http://www.census.gov)

Tract level database [http://2010.census.gov/2010census/more\\_information/012986.html](http://2010.census.gov/2010census/more_information/012986.html)

Further explanation of the database is available as well:

**<http://tinyurl.com/cfz9bb>**

The Hard to Count Tract boundaries are overlaid on Google Maps:

**San Francisco East 2722**

**<http://tinyurl.com/yg7mh5c>**

**San Francisco West 2723**

**<http://tinyurl.com/yjegpra>**

We welcome your input on strategies in the Hard to Count Areas, and will be continually updating the Tract Action Plan. Please feel free to contact me with suggestion or questions:

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