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

Tract level database 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/vjegpra

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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