



**NEW YORK STATE
OFFICE OF TEMPORARY AND DISABILITY
ASSISTANCE
40 NORTH PEARL STREET
ALBANY, NY 12243-0001
David A. Paterson
Governor**

Local Commissioners Memorandum

Section 1

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| Transmittal: | 10-LCM-02 |
| To: | Local District Commissioners |
| Issuing Division/Office: | Elizabeth Berlin, Commissioner's Office |
| Date: | February 25, 2010 |
| Subject: | 2010 Census Promotion |
| Contact Person(s): | Suzanne Towns, Director of Development and Community Relations Suzanne.Towns@otda.state.ny.us or 212-961-8214 |
| Attachments: | None |
| Attachment Available On – Line: | |

Section 2

I. Purpose

The purpose of this Local Commissioner's Memorandum is to notify local social services districts of the New York State Office of Temporary and Disability Assistance's (OTDA) state-level Census 2010 promotional efforts, and to seek the assistance of local district offices in communicating the importance of social services applicants and recipients' participation in the upcoming Census count.

II. Background

Mandated by the U.S. Constitution, the Census of Population and Housing has been conducted every 10 years since 1790. The decennial Census is taken in order to count every individual for purposes of reapportioning the U.S. House of Representatives. Responsibility for taking the Census lies with the U.S. Department of Commerce, Bureau of Census.

In addition to the total population count necessary for reapportionment, the Census collects data on other characteristics of the population and reports that data for aggregated geographic areas such as counties, cities, towns and villages. This information is relied upon by all sectors - private, government, non-profit, and the general public. The distribution of billions of dollars in

state and federal funds is determined by Census data on population and other socio-economic characteristics.

The next decennial Census will be taken on April 1, 2010. A questionnaire will be mailed or delivered to all residential addresses in the Census Bureau's database. A respondent in the household completes the questionnaire and returns it by mail. Households that do not respond receive follow-up contacts by a Census enumerator.

A cooperative effort from all New Yorkers is needed to ensure that all persons are counted during the Census, particularly those groups that are less likely to respond. It is often the hard to reach populations that are missed by the Census, yet these are often the groups most in need of federal and state aid allocated based on the Census.

In order to count every New Yorker, the Governor has launched the 2010 Complete Count Committee and asked each agency to develop educational efforts and implement promotional activities beyond those planned by the Census. OTDA's Census promotional efforts include recruitment assistance and preparation for seasonal Census employment opportunities, including Census information in our community outreach efforts, and the display and distribution of Census 2010 brochures and posters.

III. Program Implications

Action

Due to the direct client contacts made by each local social services district office, we will be forwarding Census promotional brochures and posters to each local social services commissioner by the end of February. Please place these materials in local offices to promote awareness of the importance of Census participation. Staff should review the materials and be prepared to respond should questions arise. We also strongly encourage that your staff inform clients about the temporary job opportunities available through the Census and provide information about how and where they can apply for these positions that range in pay from approximately \$12.25 - \$18.75 per hour depending on the region. Detailed resources and information about the Census recruitment can be found at: <http://2010.census.gov/2010censusjobs/>. In addition, many of our regional Jobs Program staff are currently working with Census hiring managers to prepare and recruit applicants for seasonal employment opportunities and may also be able to assist you and your staff with connecting clients to Census hiring events and/or obtaining more information.

For temporary assistance (TA), Census income must be treated as earned income and budgeted in accordance with TA rules and regulations. This temporary Census income is excluded for the purposes of food stamps.

Any questions regarding this LCM should be directed to Suzanne Towns, Director of Development and Community Relations at (212) 961-8214 or Suzanne.Towns@otda.state.ny.us.

Issued By

Name: Elizabeth Berlin

Title: Executive Deputy Commissioner

Division/Office: Commissioner's Office

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