

ATTN: 2010 Achievement Awards Program  
 Virginia Association of Counties  
 1207 East Main Street, Suite 300  
 Richmond, Va. 23219-3627

address service requested

Call for Entries

**2010 VACo Achievement Awards**  
 Deadline: June 1, 2010

**Application Form**

All applications must include the following information. Separate applications must be submitted for each eligible program. Deadline: June 1, 2010.

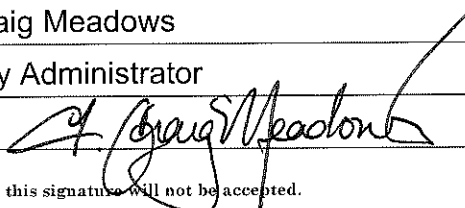
**Program Information**

Locality Montgomery County, VA  
 Program Title Montgomery County Complete Count Committee  
 Program Category Regional Cooperation (11)  
 Population Category 50,001-100,000

**Contact Information**

Name Ruth Richey  
 Title Public Information Director  
 Department Public Information  
 Complete Mailing Address 755 Roanoke St. Suite 2G, Christiansburg, VA 24073  
 Telephone # 540-381-6887 Fax # 540-382-6943  
 E-mail richeyrl@montgomerycountyva.gov

**Signature of county administrator or chief administrative officer**

Name F. Craig Meadows  
 Title County Administrator  
 Signature\* 

\*Entries without this signature will not be accepted.

# Montgomery County 2010 Census Campaign



**IT'S IN OUR HANDS**

Montgomery County, VA

2010 VACo Achievement Awards

## 1. Brief Overview

When the U.S. Census announced plans to partner with local governments, the Montgomery County Board of Supervisors immediately embraced this opportunity. As a first step, the Board unanimously passed a resolution of support committing the County to help ensure a full and accurate Census count in 2010. The County then reached out to officials at the Town of Blacksburg, the Town of Christiansburg, and Virginia Tech plus community groups to launch a joint public information campaign to increase Census participation since the stakes are high to make sure all citizens are counted. Here are some of the reasons why an accurate count is important:

- An accurate Census count is vital to our community and residents' well-being by helping planners determine where to locate schools, day care centers, roads and public transportation, hospitals and other facilities, and is used to make decisions concerning business growth and housing needs; and
- More than \$300 billion per year in federal and state funding is allocated to states and communities based on Census data; and
- Census data ensure fair Congressional representation by determining how many seats each state will have in the U.S. House of Representatives as well as the redistricting of state legislatures, county and city councils, and voting districts; and
- The 2010 Census creates jobs that stimulate economic growth and increase employment opportunities in our community.

Montgomery County's Complete Count Census Committee held multiple meetings over many months prior to the 2010 Census Day, April 1st, to carry out outreach and educational efforts targeting hard to reach groups. These efforts resulted in boosting the County's Census return rate by 3 percent over Census 2000 results.

## **2. Problem/Need for the program**

In the 2000 Census, the County's participation rate of 73 percent was lower than that of the Commonwealth of Virginia's overall participation rate at 76 percent and slightly higher than the national participation rate at 72 percent. Participation rates are derived from the number of Census forms mailed and returned. Completed census forms provide an accurate count.

The challenge to count every County citizen in this 385 square mile, mountainous area in Southwest Virginia was daunting both in terms of geography and demographics. The County has two large towns within its borders, Blacksburg and Christiansburg. It is also home to Virginia Tech, a major university, whose students comprise one third of the County's approximately 90,000 population. Many of these students are away from home for the first time and are not aware that the Census counts people as living in the place where they spend the majority of their time. Adding to the challenge was the fact that the 2010 Census count's April/May time frame coincided with student exams, graduation and the mass exodus of students from the Town of Blacksburg back to their parents' home for summer jobs.

The additional challenge Montgomery County faced was educating citizens that regardless of where you may live, the County, the Town of Blacksburg, the Town of Christiansburg or a student on Virginia Tech's campus, every person counts towards the County's total population. And while some federal and state funding is allocated to the towns, the majority of funding is actually based upon the County's population. For example, some residents mistakenly believed that since they lived in the Town of Christiansburg, not completing their 2010 Census form would not impact funding for the Montgomery County Public School System their children attended or the regional public library system the entire family visited.

### **3. Promoting regional and public/private cooperation**

Montgomery County approached the towns, Virginia Tech and organizations representing our diverse population about launching a joint public awareness campaign to reach hard-to-reach segments of the community. Some of the hard-to-reach segments of Montgomery County's population include the 20,000+ undergraduate Virginia Tech students, international students and residents whose first language is not English, the African-American and Hispanic communities, the elderly, the illiterate and those who just do not trust government in general.

The local governments, including public schools, social services, libraries and retired and senior volunteer program, and U.S. Census representatives from the regional and local offices formed the Montgomery County 2010 Complete Count Census Committee with the goal of increasing the 2010 Census participation rate. The Montgomery County Committee also included representatives from the local chapters of the NAACP and AARP, the Cranwell International Center at Virginia Tech, the YMCA at Virginia Tech, League of Women Voters, literacy volunteers, United Way aging agencies and senior services.

Compounding the challenge was lack of a budget. The various representatives serving on the Committee to promote the 2010 Census all donated their time freely. While working together to promote the 2010 Census, the County, the Town of Blacksburg, the Town of Christiansburg and Virginia Tech took advantage of being separate entities and each applied separately for grants from the U.S. Census Bureau. Each locality received grant funding for advertising and pooled their respective funds for a total of \$10,000 to purchase marketing materials targeted at Virginia Tech students. The localities and university worked together to create and distribute information cards and lanyards on campus encouraging students – our largest undercounted group -- to be counted in the Census.

## **Outreach and educational efforts**

The Complete Count Committee's public information campaign involved a multimedia, grassroots approach to reach citizens from many walks to life. These efforts included:

- Web-based Census information. The Town of Blacksburg took the lead on creating web pages emphasizing local perspectives on the Census count. Montgomery County and the Town of Christiansburg patterned their web pages after this effort to offer a common message and not duplicate staff work.
- Facebook fan page titled "Census 2010 – Hokies Get Counted"
- News releases
- Cable television announcements
- Print advertising
- Posters on town buses
- Tables/booths to pass out literature at community events, including an international street festival, celebration of Hispanic/Latino Month and NAACP Freedom Fund Dinner (see attached spreadsheet with complete list of activities)
- Lanyard and information cards distributed at college campus cafeterias
- Mailers to all local Black churches for "Mail It Back Sunday" campaign
- Community forum featuring Census and local officials
- E-mails to students
- Drop-off locations for completed forms on campus for the convenience of students
- Government Center and library space for Census training, tables and activities
- Local elected officials' participation in the grand opening of the Southwest Virginia Local Census Office

Samples of the Committee's outreach efforts are attached for further reference.

#### 4. Cost and staffing

The all-volunteer Committee received in-kind contributions only from its members' respective agencies, including the printing of posters for Town buses, reminders in utility bills, advertising in parks and recreation brochures, articles in newsletters, web site pages and similar activities. As detailed above, the Committee also successfully applied for and received about \$10,000 in grants from the U.S. Census Bureau to produce informational cards and lanyards for Virginia Tech students urging every Hokie to be counted in the 2010 Census.

#### 5. Program results/success

Through outreach at special events, college and community activities, and a multimedia approach, the Committee's County goal of 75 percent for 2010 was exceeded – by May 21, 2010, the County's participation rate stood at 76 percent, 4 percent above the national return rate. The participation rate will only increase as the door to door campaign is completed this summer by Census 2010 workers.

In addition, both towns boosted their participation rates. See comparisons with the state and national rates of return below:

<b>Locality</b>	<b>Census 2000</b>	<b>Census 2010</b>
<b>United States</b>	<b>72%</b>	<b>72%</b>
<b>Virginia</b>	<b>73%</b>	<b>76%</b>
<b>Montgomery County</b>	<b>73%</b>	<b>76%</b>
<b>Blacksburg</b>	<b>71%</b>	<b>76%</b>
<b>Christiansburg</b>	<b>75%</b>	<b>78%</b>

The Committee's inclusionary efforts reached out to people of diverse races and socioeconomic backgrounds. 2010 Census outreach efforts targeted urban, suburban and rural residents, as well as students living in on- and off-campus housing. Our success showed how local governments and community groups can partner together to ensure a fair and accurate population count of our community. This partnership between government entities, Montgomery County, the Town of Blacksburg, the Town of Christiansburg, Virginia Tech, the Montgomery Floyd Regional Library and a multitude of community groups also provides the basis for the success of future joint endeavors.

#





# Town of Christiansburg, Virginia 24073

100 East Main Street ~ Telephone 540-382-6128 ~ Fax 540-382-7338

May 23, 2010

ESTABLISHED  
NOVEMBER 10, 1792

INCORPORATED  
JANUARY 7, 1833

MAYOR  
RICHARD G. BALLENGEE

COUNCIL MEMBERS  
D. MICHAEL BARBER  
ANN H. CARTER  
HENRY SHOWALTER  
BRADFORD J. "BRAD" STIPES  
JAMES W. "JIM" VANHOOZIER  
H. EARNEST "ERNIE" WADE

TOWN MANAGER  
R. LANCE TERPENNY

DIRECTOR OF FINANCE/  
TOWN TREASURER  
VALERIE L. TWEEDIE

CLERK OF COUNCIL  
MICHELE M. STIPES

TOWN ATTORNEY  
GUYNM, MEMMER &  
DILLON, P.C.

Virginia Association of Counties  
Attn: VACo Achievement Awards  
1207 East Main St., Suite 300  
Richmond, VA 23219-3627

Dear Sir or Madam,

Please accept this letter in support of Montgomery County's application for a Virginia Association of Counties 2010 Award. Their 2010 Complete Count Census Committee was a true example of regional collaboration.

The Town of Christiansburg understands that an accurate Census count is vital to our community and residents' well-being by helping planners determine where to locate schools, day care centers, roads and public transportation, hospitals and other facilities. It is also used to make decisions concerning business growth and housing needs.

In order to increase the 2010 Census participation rate and help ensure an accurate count, Montgomery County officials approached Town staff about a partnership and together with the Town of Blacksburg, Social Services, local libraries, NAACP, and other groups, the 2010 Complete Count Census Committee was formed.

Through outreach at special events, college and community activities, and media efforts – right down to printing reminders on Town water bills, the committee worked to spread the word about the importance of the Census.

And the results speak for themselves: The Committee's Census participation goal was 75% and today it stands at 76% and counting. We are confident this success would not have been possible without the 2010 Complete Count Census Committee and strongly believe Montgomery County is deserving of a Virginia Association of Counties 2010 Award for their regional efforts.

Sincerely,

Richard G. Ballengee  
Mayor



24 May 2010

Virginia Association of Counties  
Attn: VACo Achievement Awards  
1207 East Main St. Suite 300  
Richmond, VA 23219-3627

Dear Virginia Association of Counties Members:

I write to you today in support of our region's Complete Count Census 2010 Committee in applying for this year's award. The collaboration of Montgomery County, the towns of Christiansburg and Blacksburg, and the Virginia Tech campus in getting a complete and accurate count of our citizens was a significant effort and I believe resulted in making the Census efforts more successful in the region. The committee was comprised of staff from each of the political divisions and by staff from outside organizations, such as the NAACP, the school systems, the Cranwell International Center, community outreach programs, and others. This truly was a community-wide effort to reach our wildly diverse population.

As part of the outreach efforts of the committee, a special focus was placed on the student populations. As a difficult group to reach and educate about the Census, the collaboration of on- and off-campus efforts was critical. This is the first year that the Census operations were tied so closely together with University efforts in reaching out to our "group quarter" dormitories and our off-campus students. One of the first efforts of the committee was a joint application for grants. The grant money was used to create lanyards with the Census message customized to our special population. These were distributed to students in the dining centers and to town residents. Grants also covered printed postcards which were distributed by mail and as carry-aways for tables at events and in offices around the campus and the towns.

At Virginia Tech, the Division of Student Affairs was happy to collaborate with the committee by the following actions:

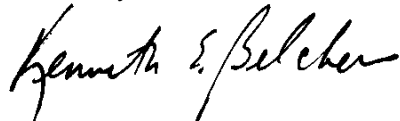
- Facebook Fan Page entitled "Census 2010 – Hokies Get Counted" was created to give students Census updates
- Fact sheets for staff members about 2010 Census procedures
- Postcard were placed in all on-campus resident mailboxes about Census (from Complete Count Committee)
- Table cards with information about the 2010 Census were placed on tables in all of our dining halls

*Invent the Future*

- A division webpage was created with information for students, and was linked to the Official U.S. Census webpage
- A campus notice/press release was released prior to the Census form distribution
- The Collegiate Times, the student newspaper, ran an article about the Census
- Residence Hall Federation were educated on Census procedures to allow Hall Councils to have programs about the Census
- An e-mail was sent from the Vice-President of Student Affairs to all Virginia Tech students (on and off-campus)
- Resident Advisors distributed Census forms to each student in their building, to ensure that everyone receives a form.
- There are 8 drop-off locations that on-campus residents can return their completed Census forms, with availability to drop forms between 8am and 8pm. 18"X24" signs were created to signify these locations. This included 2 locations at Dining Centers staffed by student volunteers who were sworn in by Census employees.
- On-campus residents received several reminder e-mails about returning their forms.
- Professional staff members of Residence Life and Housing Services were sworn in as official collectors of Census forms
- The initial Census dispersal/return operation were completed for Virginia Tech by May 7<sup>th</sup>

Overall, the success in the county's return rate is a result of the message distributed by this committee. I was very pleased to have met with such a broad, cross-community reaching group with a common purpose. I applaud their efforts and hope that you will award them with this honor.

Sincerely,



Kenneth E. Belcher

Associate Director for Housing Services

and VT Division of Student Affairs Representative to the Complete Count Committee



**NAACP**

**MONTGOMERY COUNTY-RADFORD CITY-FLOYD COUNTY BRANCH**

POST OFFICE BOX 6044  
Christiansburg, Virginia 24068

WWW.NAACPNRV.ORG  
(540) 382-6751

May 26, 2010

REV. GLENN ORR  
PRESIDENT

BENJAMIN DIXON  
1<sup>ST</sup> VICE PRESIDENT

DAVID B. TRAVIS, JR.  
2<sup>ND</sup> VICE PRESIDENT

DEBORAH H. TRAVIS  
SECRETARY

ROXIE PALMER  
ASSISTANT SECRETARY

NATHANIEL L. BISHOP  
TREASURER

ALLEN W. PALMER  
ASSISTANT TREASURER

AT-LARGE MEMBERS:

RAY PLAZA, PENNY FRANKLIN  
NANCY NOWLIN, JOHN NOWLIN

ARMED SERVICES AND  
VETERANS AFFAIRS

EDUCATION

FREEDOM FUND

HEALTH

HOUSING

LABOR RELATIONS  
AND INDUSTRY

LEGAL REDRESS

MEMBERSHIP

POLITICAL ACTION

PRESS & PUBLICITY;  
COMMUNICATIONS

RELIGIOUS AFFAIRS;  
COMMUNITY COORDINATION

YOUTH WORK

2010

Virginia Association of Counties  
Attn: VACo Achievement Awards  
1207 East Main St. Suite 300  
Richmond, VA 23219-3627

Dear Selection Committee:

It is my pleasure to write this letter of support for the Montgomery County Complete Count Committee in their application for the Virginia Association of Counties 2010 Award.

I had the opportunity to represent the Montgomery County – Radford City – Floyd County Branch of the NAACP on the Montgomery County Complete Count Committee for the 2010 Census. I became a part of this group in July 2009 when it first formed and worked as part of this team in its various outreach and educational efforts to help increase the participation rate amongst the communities in Montgomery County.

I can attest to the spirit of inclusion and collaboration that provided the basis for this effort. We had many deliberate and thoughtful conversations about ways that we could reach the diverse communities within our area not just by race but including those of socio-economic backgrounds, rural communities and differing political backgrounds. The committee was able to think outside of the box and was able to do a wide variety of things to help make an impact on the overall effort.

Through my role with the NAACP, we were able to provide support in helping to educate members of the African-American community and others through our existing church networks and other programs. For example, as part of the committee the NAACP was able to promote and educate the community about the Census through the following:

- Information at the annual MLK Celebration
- Special Community Forum with Sorors of Alpha Kappa Alpha Sorority featuring local leaders and Census officials
- Mailer to all of the local African-American Churches
- Promotion at the annual Freedom Fund Banquet
- Collaboration with partners at Virginia Tech to promote to Hispanic/Latino community through information in the Nuestro Avance newsletter, sharing of information to the community

The Complete Count committee was an opportunity to bring representatives of the county and local government as well as other community organizations together. This endeavor has now allowed us to expand our connections and we can build on this effort for future projects.

The results from Montgomery County show that the hard work on behalf of the Complete Count Committee made a difference in the mailing back of the Census returns and in ensuring a fair and true count of the population within our communities.

Thank you for your time and consideration.

Sincerely,

Raymond V. Plaza,  
Co-Chair, Community Engagement and Political Action  
M-R-F NAACP

Please be advised that the IRS has determined that NAACP units are treated as 501 (c) (4) organizations under the Internal Revenue Code. As a 501 (c) (4) organization, donations to our Unit may not be deducted as charitable contributions. However, your corporation may deduct the total contribution as an ordinary business expense, which can be designated as advertising or promotional.



May 24, 2010

Virginia Association of Counties  
Attn: VACo Achievement Awards  
1207 East Main St. Suite 300  
Richmond, VA 23219-3627

Re: Nomination for the Montgomery County Census 2010 Committee


To Whom It May Concern:

I am pleased to write a letter of support for the collaborative effort formed in Montgomery County to ensure the 2010 Census count was a success. It was truly collaborative as local government employees came together with a university and service groups and in a short time, got the Census message out to every corner of the County.

The complete count committee brought together people representing Montgomery County, the Town of Blacksburg, the Town of Christiansburg, Virginia Tech, Montgomery County Schools, NAACP and several prominent organizations, as well as the library system. Along with the local Census office, we held several meetings where ideas were bandied about to get the word out to our citizens about the importance of being counted and returning their mail-in forms in a timely manner.

For our part, the library system was the site for the initial testing of census workers, then a place where people who lost their forms or needed assistance with their forms could come. We also distributed information about the employment opportunities and the importance of being counted on Census Day and had links to the County's census page from our website. It was a successful effort and I'm proud for the part that Montgomery-Floyd Regional Library played in it.

Sincerely,



Paula Alston  
Director

**Montgomery-Floyd Regional Library**  
125 Shelton Street  
Christiansburg, VA 24073  
(540) 382-6965 / Fax (540) 382-6964  
[www.mfrl.org](http://www.mfrl.org)



**UNITED STATES DEPARTMENT OF COMMERCE**  
Economics and Statistics Administration  
U.S. Census Bureau  
Regional Census Center  
Charlotte, NC 28273-0400

April 29, 2010

Dear Ms. Karen Drake:

Thank you for your assistance with our 2010 Census outreach and our recent March to the Mailbox (M2MB) initiative. Your contributions of time, effort and influence are deeply appreciated. We certainly could not effectively reach many of the hard-to-count populations across the Charlotte Region without your instrumental help.

Because of your involvement, we were able to engage over 1,800 partner organizations and nearly 30,000 volunteers in the M2MB initiative alone. This, truly, is a testament to the impact of our partnership and your dedicated commitment to helping us to secure an accurate and complete count in your community. The mail back rate for Montgomery County rose from 73% in 2000 to 76% this year.

As we approach the final phase of the 2010 Census, namely our Non-Response Follow-Up efforts, you may see Census workers in your community trying to maximize our overall count. No matter where we reside, we want our community to receive its fair share of the \$400-billion in annual federal allocations, and our fair share of representation in the U.S. House of Representatives.

Again, please accept my gratitude for all you have done to help the U.S. Census Bureau count everyone living in the United States. This is our history making.

Sincerely,

WILLIAM W. HATCHER  
Regional Director

Karen Wesley  
Virginia Partnership Specialist

2010 Complete Census Count Events  
Montgomery County

Date	Event	Target Audience	Location	What Will Be Done
2009				
August 28, 2009	Gobblerfest	VT Students	Virginia Tech Blacksburg	Table
September 15 <sup>th</sup> - October 15th	Hispanic/Latino Heritage Month at VT through Multicultural Programs and Services (MPS)	Hispanics	Virginia Tech	
September 25th	Tres Vidas	Hispanics	Virginia Tech	Flyer distributed in Program
October	2010 Census Lanyard Give Away	VT Students	Virginia Tech	Table/Lanyard Give Away and Dining Table Cards
October 3, 2009	Freedom Fund Banquet	African Americans		Distribute Flyers
October 13, 2009	Hokie Wellness and Benefits Fair 2009	Senior Citizens	Virginia Tech	Table
November 8, 2009	NAACP Veterans Celebration Christiansburg High	African Americans	Shaefer Memorial Baptist Christiansburg	
November 13, 2009	YMCA Crafts Fair	General Public	Blacksburg	Table
November 13, 2009	Dance of Nations	International Community	Virginia Tech	
November 16, 2009	AKA Forum Discussion	African Americans	Christiansburg	Panel Discussion
Friday, December 04, 2009	Blacksburg Christmas Parade	General Public	Blacksburg	Parade Float
Friday, December 11, 2009	Christiansburg Christmas Parade	General Public	Christiansburg	Parade Float (Use same as BB's Parade?)
December 9-13, 2009	Christmas Store	General Public		handouts, bags, stickers, magnet calendars
October/Nov. families sign up				
2010				
January 17-18, 2010	Martin Luther King Celebrations	African Americans General Public	Montgomery County	
January	Virginia Tech Off Campus Housing Fair	VT Students		Table
February, 2010	African American Heritage Month at VT	African Americans	Virginia Tech	

2010 Complete Census Count Events  
Montgomery County

Date	Event	Target Audience	Location	What Will Be Done
March, 2010	Events at Wal-Mart, Target, Lowes, Thrift Stores, etc.	General Public	Montgomery County	Table
March 12-14, 2010	NRVHBA Home Expo	General Public	Christiansburg	Table
March, 2010	Women's History Month at VT-MPS	Women	Virginia Tech	
March-May, 2010	Blacksburg Transit Bus Ad Campaign	VT Students General Public	Montgomery County	Ads in Buses
April, 2010	VT Big Event	VT Students General Public	Virginia Tech	T-shirt Sponsor and/or Table
April, 2010	International Street Festival	International Community General Public VT Students	Blacksburg	
April, 2010	Internet/List Serve Campaign	General Public VT Students		
	Montgomery Floyd Regional Library		Blacksburg	Census Display
	YMCA at VT Thrift Store		Christiansburg Meadowbrook	General Information
				General Information/Posters
<b>Other Ideas</b>				
September 19, 2009	Wilderness Trail Festival, Christiansburg	General Public	Christiansburg	
May, 2010	Christiansburg Car Shows	General Public	Christiansburg	Table
October 3, 2009	Greeks Give Back in Blacksburg	VT Students	Blacksburg	Table
February, 2010	VT Basketball Game	VT Students & General Public	Virginia Tech	T-Shirt Give Away or Flyer at Game
October 12 <sup>th</sup> -November 15 <sup>th</sup>	American Indian Heritage Month at VT-MPS	Native Americans	Virginia Tech	
November 11, 2009	Veteran's Day	General Public		



## Ruth L. Richey

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**From:** Belcher, Kenneth [kbelcher@vt.edu]  
**Sent:** Thursday, February 18, 2010 1:23 PM  
**To:** Ruth L. Richey; 'kdrake@blacksburg.gov'  
**Subject:** Virginia Tech Census Efforts

Karen and Ruth:

Just a quick heads up on what we have going on with Census regarding students. I have an intern who is focusing efforts right now and here is the list of items in process:

### Virginia Tech 2010 Census Operations

Here is a list of all the methods we are using to ensure that Virginia Tech students are counted in the 2010 Census:

- Facebook Fan Page entitled "Census 2010 – Hokies Get Counted" was created to give students Census updates
- Fact sheets for staff members about 2010 Census procedures
- Postcard will be placed in all on-campus resident mailboxes about Census (from Complete Count Committee)
- Table cards with information about the 2010 Census will be placed on tables in all of our dining halls
- A webpage will be created with information for students, and will link to the Official U.S. Census webpage
- A campus notice/press release will be released prior to the Census form distribution
- The Collegiate Times will run an article about the Census
- Residence Hall Federation will be educated on Census procedures, so Hall Councils can have programs about the Census
- An e-mail will be sent from the Vice-President of Student Affairs to all Virginia Tech students (on and off-campus)
- Resident Advisors will distribute Census forms to each student in their building, to ensure that everyone receives a form.
- There are 8 drop-off locations that on-campus residents can return their completed Census forms, with availability to drop forms between 8am and 8pm. 18"X24" signs will be created to signify these locations.
- On-campus residents will receive a remainder e-mail about returning their forms.
- Professional staff members of Residence Life and Housing Services will be sworn in as official collectors of Census forms
- The initial Census dispersal/return operation will be completed for Virginia Tech by May 7<sup>th</sup>

Kenneth E. Belcher  
Associate Director for Occupancy Management

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Virginia Tech - Housing and Dining Services  
Suite 144 New Hall West, mailcode 0428  
Blacksburg VA 24061  
phone: (540)231-8058 fax: (540)231-6818  
e-mail: [kbelcher@vt.edu](mailto:kbelcher@vt.edu) Twitter:

## Ruth L. Richey

---

**From:** wilhelmenia.i.rembert@census.gov  
**Sent:** Monday, July 27, 2009 4:38 PM  
**To:** Ruth L. Richey  
**Cc:** karen.m.wesley@census.gov; william.n.ward.jr@census.gov; ronald.e.brown@census.gov; cheryl.d.fletcher.walls@census.gov  
**Subject:** Partner Support Program Funding Request for Montgomery County, VA

Dear Ms. Richey,

Congratulations! We are pleased to inform you that your request for funding through the US Census Bureau's Partner Support Program (PSP) in the amount of **\$2,997 for Montgomery County, VA** has been approved, pending confirmation of product details, e.g., artwork, layout, etc., from the approved vendor. You may send electronic renderings of your product artwork or layout, which you have approved, to me if not previously submitted. **The US Census Bureau will place the order and have items shipped (to your organization, unless otherwise advised).** Your willingness to partner with us to promote the 2010 Census is deeply appreciated. We hope these funds, designed to support the purchase of promotional products and/or services, will help you deliver your designated activity, project or program in a more effective manner.

Thank you again for being a 2010 Census Partner and helping us to count everyone, once, and in the right place. As you know, the 2010 Census count will determine our Congressional apportionment and how much of nearly \$300 billion will come back into our local communities on an annual basis. Thus, it's in our hands...to count everyone living in our communities.

Finally, please also remember to **send two samples of each promotional (giveaway) item you purchase with these funds, within two (2) days of receipt, to our Regional Census Center at: US Census Bureau Regional Census Center, 3701 Arco Corporate Drive, Suite 250, Charlotte, NC 28273-7007 (Attn: Wilhelmenia I. Rembert). Please also send a statement of verification, by e-mail or fax, that the order was complete and received at your organization and when.** If you have any questions, please let us know.

Sincerely,

Wilhelmenia I. Rembert  
Partnership Specialist  
US Census Bureau Charlotte Region  
3701 Arco Corporate Drive, Suite 250  
Charlotte, NC 28273-7007  
704.936.5371 (Tel)  
704.936.5340 (Fax)  
[wilhelmenia.i.rembert@census.gov](mailto:wilhelmenia.i.rembert@census.gov)

**Ruth L. Richey**

---

**Subject:** FW: Partner Support Program Funding Request for the Town of Blacksburg

---

**From:** wilhelmenia.i.rembert@census.gov [mailto:wilhelmenia.i.rembert@census.gov]

**Sent:** Monday, July 27, 2009 4:08 PM

**To:** Karen Drake

**Cc:** karen.m.wesley@census.gov; william.n.ward.jr@census.gov; ronald.e.brown@census.gov;  
patricia.fletcher@census.gov

**Subject:** Partner Support Program Funding Request for the Town of Blacksburg

Dear Ms. Drake,

Congratulations! We are pleased to inform you that your request for funding through the US Census Bureau's Partner Support Program (PSP) in the amount of **\$2,997** for the **Town of Blacksburg** has been approved, pending confirmation of product details, e.g., artwork, layout, etc., from the approved vendor. You may send electronic renderings of your product artwork or layout, which you have approved, to me if not previously submitted. **The US Census Bureau will place the order and have items shipped (to your organization, unless otherwise advised).** Your willingness to partner with us to promote the 2010 Census is deeply appreciated. We hope these funds, designed to support the purchase of promotional products and/or services, will help you deliver your designated activity, project or program in a more effective manner.

Thank you again for being a 2010 Census Partner and helping us to count everyone, once, and in the right place. As you know, the 2010 Census count will determine our Congressional apportionment and how much of nearly \$300 billion will come back into our local communities on an annual basis. Thus, it's in our hands...to count everyone living in our communities.

Finally, please also remember to **send two samples of each promotional (giveaway) item you purchase with these funds, within two (2) days of receipt, to our Regional Census Center at: US Census Bureau Regional Census Center, 3701 Arco Corporate Drive, Suite 250, Charlotte, NC 28273-7007 (Attn: Wilhelmenia I. Rembert).** Please also send a statement of verification, by e-mail or fax, that the order was complete and received at your organization and when. If you have any questions, please let us know.

Sincerely,

Wilhelmenia I. Rembert  
Partnership Specialist  
US Census Bureau Charlotte Region  
3701 Arco Corporate Drive, Suite 250  
Charlotte, NC 28273-7007  
704.936.5371 (Tel)  
704.936.5340 (Fax)  
[wilhelmenia.i.rembert@census.gov](mailto:wilhelmenia.i.rembert@census.gov)



**Why**

The U.S. Constitution (Article I, Section 2) mandates a headcount of everyone residing in the United States. The population totals determine each state's Congressional representation. The numbers also affect funding in your community and help inform decision makers about how your community is changing.

**Count**

The census is a count of everyone residing in the United States: In all 50 states, the District of Columbia, Puerto Rico, and the Island Areas.

**Everyone**

All residents of the United States must be counted. This includes people of all ages, races, ethnic groups, citizens and non-citizens.

**Every 10 years**

The next census occurs in 2010. Census questionnaires will be mailed or delivered to every household in the United States in March 2010. The questions ask you to provide information that is accurate for your household as of April 1, 2010. The Census Bureau must count everyone and submit state population totals to the U.S. President not later than December 31, 2010.

**As Virginia Tech students...**

*According to the US Census, people should be counted where they live and sleep most of the year. Since students spend at least most of the year here in Blacksburg and our surrounding communities, you should answer your Census survey here!*

Be on the lookout for your Census forms! The Census Bureau will mail or deliver questionnaires to your house, apartment, or on-campus residence hall mailbox in March 2010. Surveys not returned will receive a follow-up or a visit from Census workers.

United States®  
**Census  
2010**

 **Virginia Tech**  
*Invent the Future*  
Division of Student Affairs

TOWN OF  
**Blacksburg**  
*a special place*



The Town of Christiansburg invites you to celebrate

# Census Day on Thursday, 1 April 2010



# United States® Census 2010

*This message brought to you by the Town of Christiansburg, partnering with the Town of Blacksburg, Montgomery County, and the Virginia Tech Division of Student Affairs in a joint goal of a complete and accurate US Census.*

## Why

The U.S. Constitution (Article I, Section 2) mandates a headcount of everyone residing in the United States. The population totals determine each state's Congressional representation. The numbers also affect funding in your community and help inform decision makers about how your community is changing.

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## Hosting Partners

**Tau Mu Omega Chapter  
Of**

**Alpha Kappa Alpha Sorority, Incorporated**

P.O. Box 397

Christiansburg, VA

<http://www.tmoaka.org>

**Alpha Kappa Alpha Sorority** is America's first Greek-letter organization founded in 1908 by, and for, African-American college women. Headquartered in Chicago, Illinois, it is one of the world's leading service organizations. The Sorority's members have made a commitment "to serve all mankind" through a nucleus of more than 225,000 women in over 975 chapters in the United States, the Caribbean, Canada, Germany, Korea, Japan and in the continent of Africa.

**Montgomery County-Radford City-Floyd  
County Branch of the**

**NAACP**

P.O. Box 6044

Christiansburg, VA

<http://www.naacpnrv.org/>

The **NAACP** was founded February 12, 1909 and is the nation's oldest, largest and most widely recognized grassroots-based civil rights organization. Its more than half-million members and supporters throughout the United States and the world are the premier advocates for civil rights in their communities, conducting voter mobilization and monitoring equal opportunity in the public and private sectors.



**Be Counted and Be Heard!**

Sponsored by

Tau Mu Omega Chapter

Of

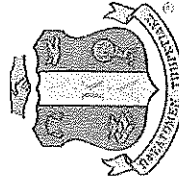
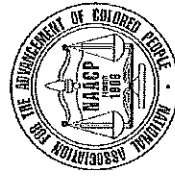
Alpha Kappa Alpha Sorority, Incorporated

&

Montgomery County-Radford City-Floyd County Branch

of the

NAACP



November 16, 2009

Christiansburg High School Auditorium

100 Independence Blvd.

Christiansburg, VA

## COMMUNITY FORUM - CENSUS 2010

### Be Counted and Be Heard!

The Importance of African American Participation

in the 2010 Census

Christiansburg High School Auditorium

Monday, November 16, 2009

6:00 p.m. - 7:30 p.m.

Welcome & Greetings

Mrs. Rhonda Poindexter  
Principal, Christiansburg High School

Secretary, TMO

Introduction of Panel - Mrs. Adrienne Powell-Johnson

NAACP Member

Assistant Secretary - TMO

### Panel Presentations

Question & Answer Period

Audience

Moderator

Ms. Gena Chandler

Connection Committee Member, TMO

Recognition of Partners

Mr. Ray Plaza

Co-Chair, Complete Count Committee & Member-at-Large  
Montgomery County-Radford City-Floyd County Branch, -  
NAAACP

Closing Remarks

Mrs. Carlotta Lewis, President

Tau Mu Omega Chapter of Alpha Kappa Alpha Sorority, Inc.

## Panclists

Ms. Karen M. Wesley  
Partnership Specialist  
U.S. Census Bureau

+ Mr. Valentine  
from  
SW Census  
Office.

Delegate Dave A. Nutter

7<sup>th</sup> District - Virginia House of Delegates  
Counties of Montgomery (part) and Pulaski (part)  
City of Radford

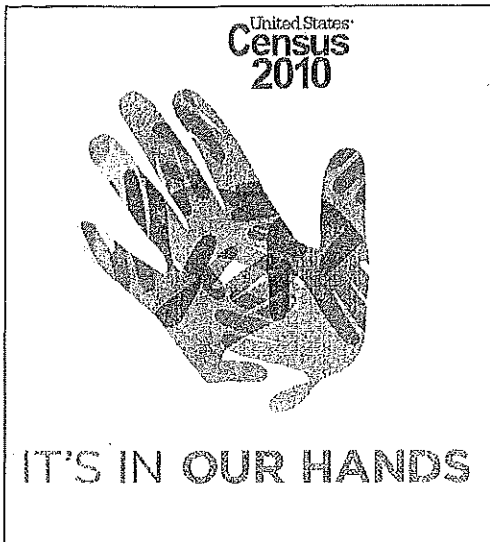
Ms. Karen Drake

Town Comprehensive Planner  
for the  
Town of Blacksburg Virginia

## Acknowledgements

Christiansburg High School  
Facilities Staff  
Office Staff

Montgomery County Public Schools



**2010 Census Forum  
Monday,  
November 16, 2009  
6:00p.m. - 7:30 p.m.**

Christiansburg High School Auditorium  
100 Independence Blvd.  
Christiansburg, VA

The Tau Mu Omega Chapter of Alpha Kappa Alpha Sorority, Incorporated, in partnership with the Montgomery County-Radford City-Floyd County Branch of the NAACP will host a 2010 Census Forum.

**Be Counted:  
The Importance of African American Participation  
in the 2010 Census**

This forum will include a panel discussion about Census outcomes.

The forum will answer such questions as:

How will the community be affected if African Americans are not properly counted?

How are funds allocated locally as a result of the Census?

What is the New River Valley doing to promote Census participation?

How can community and civic organizations be of assistance?

For more information, contact Carlotta Lewis at (540) 674-4020



**Hispanic/Latino Heritage Month 2009**

# Tres Vidas

*A chamber music theatre work conceived and performed by*

**THE CORE ENSEMBLE**  
(cello, piano & percussion)

*and featuring*

**DESIREE RODRIGUEZ**

as Frida Kahlo, Rufina Amaya and Alfonsina Storni

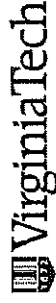


# FEATURED EVENT

**Friday, September 25, 2009**

**7:00 p.m.**

Haymarket Theatre, Squires Student Center  
Blacksburg, Virginia



The "Tres Vidas" performance has been made possible through the support and contributions of the following:

- Academic Support Services
- College of Liberal Arts and Human Sciences
- Department of Music
- Hispanic Caucus
- Latino Association of Student Organizations (LASO)
- Multicultural Programs and Services
- Office for Equity and Inclusion
- Office of Graduate Recruiting & Diversity Initiatives
- Women's Center
- Women and Minority Artists and Scholar Lecture Series

This program is a presentation of the "Nuestro Avance" Initiative at Virginia Tech

\*\*\*\*\*



**IT'S IN OUR HANDS**

# United States Census 2010

**Countdown to Census Day: April 1, 2010**

**What is the Census?**

- The census is a count of everyone living in the United States every 10 years.
- The census is mandated by the U.S. Constitution.
- The next census is in 2010.
- Your participation in the census is required by law.
- It takes less than 10 minutes to complete.
- Federal law protects the personal information you share during the census.
- Census data are used to distribute Congressional seats to states, to make decisions about what community services to provide, and to distribute \$400 billion in federal funds to local, state and tribal governments each year.



Montgomery County - Radford City - Floyd County Branch  
*Presents*

## **2<sup>nd</sup> Annual Veterans Program**

Sunday, November 08, 2009 at 4:00 pm

Schaeffer Memorial Baptist Church

570 High Street

Christiansburg, VA



Guest speaker and native of Radford, Virginia

**Rear Admiral Julius S. Caesar**

*“Diversity in the Military”*

Refreshments provided. All are Welcome! For information call 382-6751.

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## Census FAQs



**Easy. Important. Safe.**

WE CAN'T MOVE FORWARD UNTIL YOU MAIL IT BACK.



**How will Blacksburg benefit from the 2010 Census?**

**When and where will I receive a form?**

**What questions are asked on the 2010 Census form?**

**How do I get a form in a different language?**

**How do I know the form I received isn't counterfeit?**

**Is there another way to get the form other than the mail?**

**What if I am not a United States citizen?**

**What if I am a Virginia Tech student?**

**What if I don't fill in the form?**

**What if I don't have a home?**

**What if I don't have a permanent address?**

**What if I don't receive the form?**

**What if I need help completing my Census form?**

**Who sees my information?**

**Will students living on Virginia Tech's campus be counted?**

**How will Blacksburg benefit from the 2010 Census?**

The 2010 Census helps ensure that Blacksburg receives its fair share of government funding. Census data directly affect how much money Blacksburg gets for its infrastructure: such as neighborhood improvements, emergency preparedness and disaster recovery, public health, education, transportation, senior services and much more.

**When and where will I receive a form?**

The 2010 Census form will be mailed to your residence in March 2010.

**What questions are asked on the 2010 Census form?**

- The Census Bureau will ask four general questions about the household:
- If the housing unit is owned or rented
- Telephone number
- How many people live in the residence
- If any additional people who lived at the residence on April 1, 2010, were not included

And for each household member:

- Name
- Sex
- Age/date of birth
- Relationship to the person who owns or rents this residence
- Hispanic origin
- Race

- Does this person sometimes live or stay somewhere else

### **How do I get a form in a different language?**

Language Assistance Guides are available in 59 different languages to help people fill out the English version of the Census form. Also, both English and English/Spanish versions of the Census form will be available. In addition, the Census provides other guides to help ensure forms are filled out. These include Large Print Assistance Guides, Braille Assistance Guides and a Language Reference Dictionary.

### **How do I know the form I received isn't counterfeit?**

Any request for Census information from the Census Bureau will be clearly identified as coming from the U.S. Census Bureau and as OFFICIAL BUSINESS of the United States. Before your household receives a mailed form, a phone call or a visit from the Census Bureau, you will be given a few days' notice with a letter from the Census Bureau Director.

### **Is there another way to get the form other than the mail?**

Be Counted forms are Census forms that are available at various community locations for use by people who either did not receive a form in the mail or whose information was not collected on any other form. Be Counted forms are available in English, Spanish, Chinese, Korean, Vietnamese and Russian. These forms can be picked up in various community locations and mailed back in the attached postage-paid envelope.

### **What if I am not a United States citizen?**

You still need to fill out the form. Having an accurate count of everyone living in Blacksburg makes sure that Blacksburg receives the funding it needs to support a growing population.

### **What if I am a Virginia Tech student?**

A 2010 Census form will be delivered or mailed to your house or apartment in March 2010. All students living at the address are considered one household, so only one form should be completed that includes information about all the people living at that address. If you live in a dormitory, residence hall, sorority or fraternity house, you'll receive a 2010 Census form in April or May 2010.

### **What if I don't fill in the form?**

Residents who do not complete and return a 2010 Census form will receive a replacement form. After that, if no form is mailed back, residents can expect a personal visit from a Census taker some time after March 2010. The Census taker will ask you the questions on the form, record your answers and then submit the form for your household.

### **What if I don't have a home?**

The Census Bureau understands that these can be challenging times for many people. Because of this, they created the Service Based Enumeration (SBE) operation. The SBE is designed to provide an opportunity for people experiencing some form of displacement or lack of permanent address to be included in the Census, by counting them at service-based locations, such as homeless shelters, soup kitchens, etc. The Be Counted form is another way people can take part in the Census. Be Counted forms are Census forms that are available at various community locations for use by people who either did not receive a Census form in the mail or who believe they were not otherwise included on any other Census form.

### **What if I don't have a permanent address?**

The 2010 Census form will be delivered to your primary residence — the place where you live and sleep most of the time. Roommates and other types of shared households should fill out one form for the entire address.

### **What if I don't receive the form?**

If you did not receive a form, call the Telephone Questionnaire Assistance center at 1-866-872-6868. (If you prefer a Spanish-speaking operator, then dial 1-866-928-2010.) The lines will be open from 8 a.m. to 9 p.m., seven days a week from February 25, 2010 through July 30, 2010. For the hearing-impaired, TDD 1-866-783-2010 (during the times noted).

### **What if I need help completing my Census form?**

Please call the Telephone Questionnaire Assistance at 1-866-872-6868. If you prefer a Spanish-speaking operator, then dial 1-866-928-2010. The lines will be open from 8 a.m. to 9 p.m., seven days a week from February 25, 2010 through July 30, 2010. For the hearing-impaired, dial 1-866-783-2010 (during the times noted).

From March 19 - April 19, 2010 Questionnaire Assistance Centers (QAC) can be found at the following locations:

Location	QAC Hours
<b>Newman Library</b> Virginia Tech	M-F: 7:30 a.m. - Noon Sat: 9 a.m. - 8 p.m. Sun: Noon - Midnight
<b>Blacksburg Library</b> 200 Miller Street Blacksburg	M-Th: 9 a.m. - 8 p.m. Fri & Sat: 10 a.m. - 5 p.m. Sun: 1-5 p.m.
<b>Y-Center (Thrift Store)</b> 1000 North Main Street Blacksburg	M-F: 9 a.m. - 5 p.m.
<b>Blacksburg Community Center</b> 725 Patrick Henry Drive Blacksburg	M-Sat: 8 a.m. - 10 p.m. Sun: 1-5 p.m.
<b>Christiansburg Public Library</b> 125 Shelton Road Christiansburg	M-Th: 9 a.m. - 8 p.m. Fri & Sat: 10 a.m. - 5 p.m. Sun: 1-5 p.m.
<b>Montgomery County Health and Human Services</b> 210 S. Pepper Street Christiansburg	M-F: 8:30 a.m. - 5 p.m.
<b>Meadowbrook Public Library</b> 267 Alleghany Spring Road Shawsville	M-Th: 9 a.m. - 8 p.m. Fri & Sat: 10 a.m. - 5 p.m. Sun: 1-5 p.m.

#### Who sees my information?

By law, the Census Bureau cannot share respondents' answers with anyone, including the IRS, FBI, CIA or any other government agency. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to 5 years, or both.

#### Will students living on Virginia Tech's campus be counted?

College residence halls are considered Group Quarters, and will be calculated during Group Quarters Enumeration (GQE) between April 1 and May 15, 2010.

For more information on the 2010 Census, visit <http://2010.Census.gov/2010Census/> or view videos on the Census at <http://www.youtube.com/user/usCensusbureau>.

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Libraries

Parks and Recreation

Public Transportation

Residential Refuse and Recycling

Voter Registration and Elections

Living » **Census 2010**

## A Census Filled Day

How does the data collected from the Census affect your every day life? Take a look at the Census filled day of fictional Blacksburg resident, Jane Blacksburg.

6:15 AM

Beep, Beep, Beep! The alarm clock goes off. Turning it off, Jane rolls out of bed, turns on the light, and washes up.



*Public water, power and sewer are available because data from the Census was used in planning her community and making sure the infrastructure was there to support it.*

7:11 AM

Jane's children get on the school bus to head to Blacksburg Middle School.



*Census data is used to determine where to build new schools. School programs such as the free and reduced lunch program are funded based on data collected by the Census.*

7:15 AM

Jane gets on Blacksburg Transit to get to work.



*Federal state and local funding for BT buses is based on population counts from the Census.*

8:00 AM

Jane gets to her job as a faculty member at Virginia Tech.



*Academic work, research, tuition grant and loan programs are affected by Census data.*

12:00 PM

Jane heads to downtown Blacksburg for lunch.

*Census data directly affect how funding is allocated to Blacksburg for neighborhood improvements, such as*

*the Community Development Block Grant (CDBG) Commercial Facade Program. This program extends up to \$25,000 in a forgivable loan to business and building owners who operate in the Downtown Commercial Zoning District to improve the appearance of the exteriors of their buildings.*



5:00 PM  
Jane catches BT home, gets in her car, and meets her children at the Blacksburg Library where they are doing research for school.

*Funding for roads and libraries is determined by Census data.*



5:30PM  
Jane takes her children to the Blacksburg Community Center for their basketball practices. While her children are at practice, Jane goes for a swim at the Blacksburg Aquatic Center.

*Funding for community programs offered by the Parks and Recreation Department is also determined by Census data.*



8:00 PM  
Jane and her husband, John, a volunteer with the Blacksburg Rescue Squad, sit on the couch and watch the Blacksburg Town Council meeting on WTOB, when John's pager goes off calling him to an emergency.

*Data from the Census determines how much money is allocated for government services like WTOB and for public safety.*



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## Living

# Census 2010

## Counting Everyone Once — and Only Once — and In the Right Place

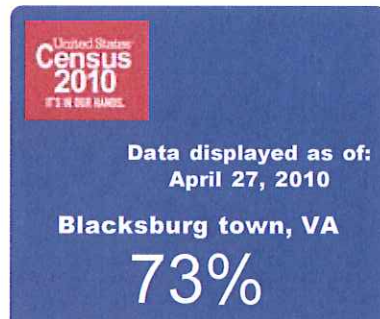
When you do the math, it's easy to see what an accurate count of residents can do for your community: better infrastructure, more services, a brighter tomorrow for everyone. In fact, the information the Census collects helps to determine how over \$400 billion dollars of federal funding each year is spent on infrastructure and services like:

- Hospitals
- Job training centers
- Schools
- Senior centers
- Bridges, tunnels and other public works projects
- Emergency services

For more information on the 2010 Census, contact Kate Martinson, Local Census Office Manager for Southwest Virginia, at:

US Census Bureau  
116 Oak Tree Boulevard  
Christiansburg, VA 24073-1488  
540-585-9030

**[icom.lco.2852@Census2010.gov](mailto:icom.lco.2852@Census2010.gov)**





Of all the important things  
on your to-do list...



**This one will be easy.**

The Census is here. BE COUNTED.

United States  
**Census  
2010**

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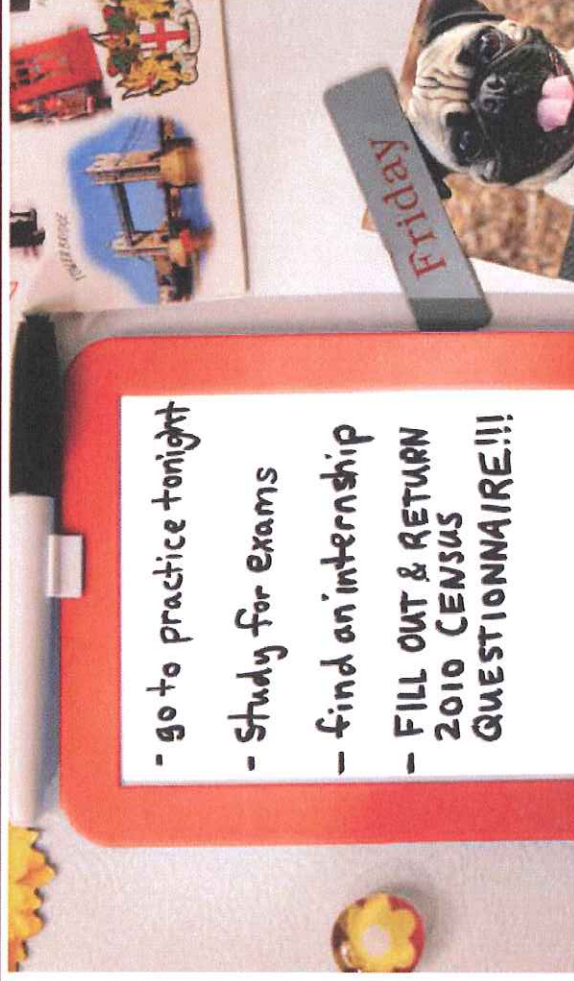
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December 31, 200

Of all the important things  
on your to-do list...

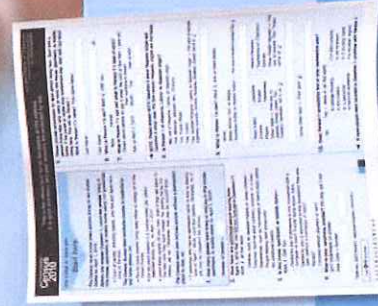


**This one will be easy.**

The Census is here. BE COUNTED.

United States<sup>®</sup>  
**Census  
2010**

Filling out the Census can lead to more funding for roads and transportation.



Feel secure in knowing that when you fill out and mail back your Census form, you will be helping to provide a better future for your family and your community. By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities.

[2010CENSUS.GOV](http://2010CENSUS.GOV)

WE CAN'T MOVE FORWARD UNTIL YOU MAIL IT BACK.

United States  
**Census  
2010**

IT'S IN OUR HANDS