



Interim Report of Census 2010-related Activities

LWV of La Plata County

3/13/10

The Census 2010 Committee of the League of Women Voters of La Plata County is focusing on hard to reach households, in particular, our Hispanic community, in an effort to increase the response rate for La Plata County.

Speakers Bureau/Communications

We wrote letters to the editor for The Durango Herald and the Telegraph soliciting invitations to speak to groups about the importance of the Census and how it is used. We have spoken to Vallecito Service League, Boys and Girls Club, the GED students at Adult Education Center, the Unitarian-Universalist Fellowship and, of course, to a LWV meeting, reaching about 150 adults and children face-to-face. A couple of us participated in the Snowdown Parade in support of the Census 2010 float. A member of our committee has been interviewed by Victor Locke for Durango Soundbytes, which will air multiple times between March 17 and April 7 on CitySpan10 cable access channel and be available on the City's website. We will prepare an op ed piece for The Durango Herald (and possibly other media) in April on the census as the foundation of our representative democracy, i.e., how it is used in apportioning members of the House of Representatives and in redistricting state legislative and local election districts. (We are open to more opportunities to speak.)

Fabric Grocery Bags

We applied for and received funding from the Census Bureau for the imprinting of 1000 green fabric grocery bags with English on one side and a Spanish phrase on the other. The Census 2010 logo and the LWV name appeared on both sides. We have distributed about 750 bags and the remaining bags will be distributed by the end of the month. Each bag contains a couple of informational pieces in English and Spanish from the Census Bureau or from National Association of Latino Elected and Appointed Officials (NALEO). Bags have gone to groups to whom we have spoken, and also to Sacred Heart Church, San Juan Basin Health, Pediatric Partners, Adult Education ESL classes, north and south City Markets, several smaller Hispanic-owned businesses in Durango, The Mail Room, and the businesses in Vallecito. We will approach Fort Lewis College and offer bags and census materials to their effort.

Census Workers

We wrote a letter to The Durango Herald and to the Telegraph encouraging individuals to apply for paid positions with the Census Bureau. We have also inserted job brochures into each fabric grocery bag we've distributed.

Marilyn Brown
Chair, Census 2010 Committee for the LWV