

STAFF REPORT

SUBJECT: 2010 Census Activities and Outreach

MEETING DATE: March 19, 2009

AGENDA ITEM: 9

STAFF CONTACT: Michael Powers, Brian Bresolin

RECOMMENDATION:

- A. Receive briefing on planning for 2010 Census
- B. Review options and define SBCAG's role in Census outreach

SUMMARY:

The United States Constitution requires for purposes of Congressional apportionment and redistricting a census of the United States be taken every ten years. April 1, 2010 is the official date of the census survey mailing to all housing units in the United States. As the Census Affiliate Center representing Santa Barbara County, SBCAG coordinates with the California Department of Finance State Data Center and the Census Bureau in census related activities. The U.S. Census Bureau plans an *Integrated Communications Campaign* to help ensure everyone responds to the mail out survey and gets counted. Local efforts can supplement the census outreach effort by providing knowledge of hard to count populations, working with community based organizations, and using local resources to raise the awareness of the census.

Staff is requesting board direction on the type of information it would like to regularly receive on the planning and execution of the US Census. In addition, direction is needed on the desired level of staff involvement in our local efforts at census outreach. An expanded outreach program (see Table 1) will require additional funding from local agency contributions or another source. Increased outreach could result in increased funding for the next 10 years for population based grant programs.

DISCUSSION:

Overview

The United States Constitution requires for purposes of apportionment and redistricting a census of the United States be taken every ten years. April 1, 2010 is the official date of the census survey mailing to all housing units in the United States. (**Attachment A** provides the census schedule). The decennial census provides the information each community needs to obtain its fair share of funding for health assistance, services for older adults, employment

Member Agencies

Buellton ■ Carpinteria ■ Goleta ■ Guadalupe ■ Lompoc ■ Santa Barbara ■ Santa Maria ■ Solvang ■ Santa Barbara County

services, schools, transportation and many other programs often based on population estimates and other census data (**Attachment B** shows census based funding programs).

As the Census Affiliate Center for Santa Barbara County, SBCAG coordinates with the California Department of Finance State Data Center and the Census Bureau in census related activities. There have already been a number of Census 2010 efforts to date where SBCAG has assisted local jurisdictions. For example, SBCAG coordinated the Local Update of Census Addresses (LUCA) program allowed local representatives to review the census housing unit address lists and the Participant Statistical Areas Program (PSAP) that provided local input to the modification of census geography.

There are other efforts that are underway leading up to the April 1, 2010 Census including the following:

- The **Santa Maria Local Census Office** officially opened on January 21st at 124 Carmen Lane Suites B and C, in Santa Maria. Their contact number is 345-3640. The office is responsible for the Central Coast geographic area from Salinas to Oxnard. The Local Census Office is hiring approximately 225 new employees for Address Canvassing in which the Bureau verifies the existence all housing unit addresses and uses a Global Positioning System (GPS) to locate these addresses on their automated mapping system. (**See Attachment C**)
- The **Boundary and Annexation Survey (BAS)** (completed by March 1st) enables an accurate accounting for new city annexations and provides up-to-date municipal city limits. This will enable the Census Bureau to properly assign housing units to the proper geographic areas.
- The 2010 Census will conduct operations to enumerate people at facilities that provide services to **people experiencing homelessness**. The Bureau has asked local jurisdictions to provide a list of the “emergency and transitional shelters for people experiencing homelessness, soup kitchens, and regularly scheduled mobile food vans” in local areas where people experiencing homelessness are known to congregate. People enumerated at these locations will be included in each area’s population counts. However, the results from these enumerations are not intended to produce a separate count of people experiencing homelessness. While individuals experiencing homelessness may be counted through other census operations they will not be categorized as such. SBCAG has provided all TPAC local representatives with the appropriate forms and information. The completed forms identifying these locations were to be sent to the Bureau by January 30, 2009.
- The Local Update of Census Addresses, **LUCA**, program also allows a 30-day review of the official Bureau address list in the fall/winter of 2009 after Census address canvassing is completed. There will also be an appeals process for addresses disputed between the Bureau and local agencies that participated in the program that included the County of Santa Barbara, City of Lompoc, Goleta, Santa Maria, Guadalupe, and the Santa Ynez Band of Chumash Indians.
- **Census New Construction Program** provides an opportunity to account for newly constructed unit addresses after the address canvassing. The program has not been initiated at this time.

National Census Outreach Activities

For every one percent of households that mail back the Census forms, the government saves \$75 million in enumeration costs. Therefore the ability of the *Integrated Communications Campaign for 2010 Census* to achieve its objectives is important not only for ensuring an accurate count of the population as mandated by the Constitution, but also for achieving cost savings. (See **Attachment D**)

The campaign hopes to target literally everyone. The challenge it faces is that some population segments are much more difficult to reach and motivate than others. It may be because they do not speak English, are highly mobile, don't see the benefits or just simply are fearful of participating. The campaign will segment the population (stable homeowners, young mobile adults, economically disadvantaged, ethnic enclaves etc.) and target each at an appropriate time while promoting the overall message to all.

The campaign integrates a variety of communications efforts. At its core is the use of over one hundred thousand "census partnerships." These partnerships are forged between the Census Bureau and businesses, faith-based groups, community organizations, groups of elected officials, ethnic organizations and others. The expression for the national campaign is "**It's In Our Hands**". In other words, it is up to us and the community to make it a success. Methods that will be used include:

- Complete County Committees...Local government initiated
- Tribal Liaison Program...representative of Bureau works directly with tribes
- Targeted outreach to hard to count populations
- Language Support Program...English\Spanish questionnaire, bilingual telephone assist.
- Be Counted/Questionnaire Assistance Centers...April and May 2010
- Partner Support Program...Bureau staff assistance, materials
- Faith-based organizations
- Census in Schools...Teaching kits, promo materials
- Immigrant and foreign-born outreach
- Localized promotional materials
- Thank You campaign
- Use of blogs, YouTube, MySpace and podcasts etc.

The Census has awarded its 2010 Census communications contract, worth an estimated \$200 million, to Draftfcb of New York, a full-service marketing communications agency that is part of the Interpublic Group of communications companies. A Communications Campaign timeline is in **Attachment E**.

Local Outreach Efforts

History: 2000 Census Outreach

For the 2000 census, the SBCAG board took formal action in designating itself as the *Census 2000 Complete Count Committee* in June 1999. SBCAG also established a subcommittee that met monthly between September 1999 and April 2000 to develop and implement an outreach program. Local agencies contributed to SBCAG's outreach effort with a combined \$185,000 in funds based on their population estimates. (See **Attachment F** for budget allocation, local

contributions and outreach schedule) An RFP was issued and a Complete Count Committee consultant was selected to assist in the design and delivery of the program. (See **Attachment G** for Scope of Services) The first task of the consultant was to assist in developing the public outreach elements towards the target population groups. The second task of the consultant was to assist SBCAG in communicating general information to the target populations. Such services included the preparation of periodic newsletters, press releases, public presentations to community interest groups, city councils and other political groups representing all jurisdictions that have contributed to the program. The State Department of Finance was also able to contribute some funds to local outreach activities as well.

Current Status

At this time, there is no money anticipated from the Department of Finance for 2010 census activities or census promotion costs. The current level of effort by other MPO's around the state is limited. For example, the San Luis Obispo Council of Governments (SLOCOG) is not yet involved in the recent census geographic programs or in formation of census outreach efforts. The Southern California Association of Governments (SCAG) has not yet developed any strategy and does not yet have a budget for the effort. A recent conversation with Ditas Katague, the State of California representative for the 2010 complete count activities, suggests that other Councils of Governments have not yet formulated their approach to the 2010 census. She indicated that in April the state is planning to have a series of "regional convenings" to help organize and assist in complete count committee development. She also indicated that the US Census will also be tripling the number of partnership specialists trained to assist in outreach activities. In addition, there may be some grant money, (from the federal Census Bureau, up to \$2,500) available for individual complete count committees. According to a February 23rd Census Bureau news brief (**Attachment H**) the "American Recovery and Reinvestment Act of 2009" includes \$1 billion to "ensure a successful 2010 Decennial". This is in addition to the \$11.5 billion projected for the overall census 2010 costs. The additional \$1 billion would be used to "hire additional personnel, provide required training, increase targeted media purchases, and improve management of other operational and programmatic risks." Appropriators directed the Census Bureau to spend "up to" \$250 million for the Partnership Program and outreach to "minority communities and hard-to-reach populations."

Are the hard to count populations concentrated in specific areas? Yes. The census tract (large geographic areas) Planning Database with Census 2000 data assembles a range of housing, demographic, and socioeconomic variables such as ethnicity, poverty and educational levels, renter occupied and overcrowded units, that are correlated with mail non-response. The database contains "hard-to-count" scores that summarize the attributes of each tract in terms of enumeration difficulty. The database is a resource tool to aid the many planning activities leading up to the 2010 Census. Some of the areas identified with high hard to count scores include Isla Vista and lower east and west side of Santa Barbara City, the western area of Lompoc City between College and Ocean streets, and northern Santa Maria City between Jones and Alvin streets. Perhaps these areas should receive special emphasis in any outreach program.

SBCAG Census Outreach Options

A series of SBCAG Census outreach options are outlined in **Table 1**. The level of effort ranges from minimal (using existing resources) to enhanced, which uses all media and a targeted outreach to the hard to count. The costs vary accordingly. Currently, SBCAG staff is proposing, within our FY 2009-10 Draft Overall Work Program, that we allocate more than 50% of one

SBCAG staff member's time to the census in FY 2009-10 so the first two activities will likely be covered with this level of effort. However, there are other technical census activities required so staff's time will not be solely dedicated to census outreach. Program costs would increase significantly once the media related or direct local outreach activities are implemented and supplemental local funding would be necessary to implement a program of this type. Additional consultant assistance would be required to carry out an expanded outreach program.

At a minimum, local jurisdictions can help promote the census using publicity materials provided by the Bureau. For example, use of utility bill mailings to insert a census message, Census newsletters, and, public TV spots to provide additional coverage all help to raise awareness. The Bureau's website contains downloadable examples of printed media as well as video clips of census publications and messages.

**Table 1
SBCAG 2010 Census Outreach Options**

Activity	Primary Responsibility	Secondary Responsibility	Cost	Elements of Cost
Acquire canned national census material and distributes to local agencies	SBCAG	Cities and County	Minimal	Copy Distribution in utility bills, posters, etc.
Enhance distribution of material to diversity of Community groups	SBCAG	Cities and County	Low	Copy Distribution in regular mailers, posters, etc.
Develop and distribute area specific census material	SBCAG	Cities and County	Low	Develop, Copy Distribution
County General Media Campaign – Govt. Access	SBCAG	Cities and County	Medium	Design, Script, plan, shooting, editing, obtain time slots
Form Complete Count Committee	SBCAG and/or local communities		Medium	Staffing
County General Media Campaign – Private - Radio	SBCAG	Cities and County	Medium-High, \$75K	Design, Script, record, purchase radio spots
County General Media Campaign – Private - TV	SBCAG	Cities and County	High, \$100-\$150K	Design, Script, plan, shooting, Purchase TV spots
Targeted "Hard to Count" population outreach	Service agencies and groups that serve this population		High, \$100K	Labor outreach
"Were You Counted campaign"	All		High, \$200K	Labor outreach

TPAC COMMITTEE REVIEW

Your advisory committee of local planning officials has been receiving briefings from SBCAG staff on the census for the last year. TPAC met in February and October of 2008 and were briefed on the overall Census 2010 activities and preparations.

TPAC met on February 5th of this year and were provided an overview of ongoing census activities and briefed on potential 2010 outreach activities. They requested additional

information on what other government agencies are doing in this regard. In general, the level of government activity in other areas is limited due to budget issues. It was suggested that outreach activities be focus on areas that are hard to count as suggested by the census tract database described earlier in this staff report. Members of the Santa Maria Regional U.S. Census Center were in attendance and provided an overview of their staffing and address canvassing efforts.

TPAC met on March 5th and discussed their preference for the level of census 2010 outreach activities. All TPAC members concurred that a robust census counting program is important due to its subsequent value in future revenue allocation and as a basis for the socioeconomic data used in program development, such as CDBG and HOME programs. However, there was an overall consensus that in this economic climate funding for census outreach activities would be limited due to budgetary constraints. There was also a consensus that staff time and existing local media and advertising resources could be allocated to the census outreach effort in place of budgeting additional funding. Most local agencies are including some limited funding for census promotion and outreach activities in their proposed budgets. However, these budgets have yet to be examined and approved by local jurisdictions. Generally, it is doubtful that local agencies would be able to finance a significant outreach effort by SBCAG that was accomplished for the 2000 Census.

Conclusion and Next Steps

Staff is requesting board direction on the type of information it would like to regularly receive on the planning and execution of the US Census. In addition, direction is needed from the board on the level of staff involvement in our local efforts at census outreach (beyond the level of effort included in the draft 2009/10 SBCAG Overall Work Program). The board will need to weigh the upfront costs of an expanded outreach effort against the potential benefits of a more complete Census population count which will determine funding levels for many grant programs for the next 10 years. If the board desires an expanded outreach, funding for this effort will be needed from member agencies or another source. If the board wants an expanded outreach program and foresees potential funding, staff can prepare a more detailed work program based on a specific budget amount set by the board.

ATTACHMENTS:

Attachment A	2010 Census Timeline
Attachment B	Census Based Funding Allocations for Selected Federal Programs
Attachment C	Census Bureau Office Opening Article
Attachment D	Mail response rates for the 1990 and 2000 Census
Attachment E	U.S. Census, Communications Campaign Timeline
Attachment F	2000 Census SBCAG Complete Count Committee Funding
Attachment G	Census 2000 SBCAG Consultant Scope of Services
Attachment H	Census News Brief

**Attachment A
2010 Census Timeline**

Key Dates	Event
Spring 2009	Census employees go door-to-door to update address list nationwide.
Fall 2009	Recruitment begins for census takers needed for peak workload in 2010.
February – March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
April – July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.

Attachment B Census Based Funding Allocations For Selected Federal Programs

Program Name	Dept Name	Funding FY 2006	California's Share, FY 2006
Social Services Block Grant	HHS	\$1,700,000,000	\$206,275,556
Improving Teacher Quality State Grants	EDU	\$2,887,439,000	\$335,450,834
Rehabilitation Services Vocational Rehabilitation Grants to States	EDU	\$2,687,168,000	
Senior Community Service Employment Program	DOL	\$432,000,000	\$36,674,000
Child Welfare Services State Grants	HHS	\$286,754,000	\$33,336,259
Grants for State Assessments and Related Activities	EDU	\$407,563,000	
National Motor Carrier Safety	DOT	\$197,000,000	
State Grants for Innovative Programs	EDU	\$99,000,000	\$12,321,975
Vocational Education Basic Grants to States	EDU	\$1,155,902,000	
Grants to States (National Foundation on the Arts and Humanities)		\$163,746,000	
Independent Living-State Grants	EDU	\$22,588,000	
Supported Employment Services for Individuals with Severe Disabilities	EDU	\$29,700,000	
Special Education Grants for Infants and Families with Disabilities	EDU	\$440,808,000	
Maternal and Child Health Services Block Grant to the States	HHS	\$561,568,436	\$44,437,646
Even Start State Educational Agencies	EDU	\$89,080,000	
Title V Delinquency Prevention Program	DOJ	\$4,640,256	\$1,787,000
Title I, Part A Grants to Local Educational Agencies (LEAs)	EDU	\$12,490,000,000	
Emergency Food Assistance Program (Administrative Costs)	AGR	\$55,500,000	
State Public Water System Supervision	EPA	\$98,081,000	
Emergency Food Assistance Program (Food Commodities)	AGR	\$140,000,000	
Special Education Grants to States	EDU	\$10,589,746,000	

Program Name	Dept Name	Funding FY 2006	California's Share, FY 2006
Community Mental Health Services	HHS	\$406,843,470	\$54,700,302
Substance Abuse Prevention and Treatment	HHS	\$1,670,661,450	\$249,872,806
Formula Grants for Other Than Urbanized Areas	DOT	\$294,480,000	\$19,467,563
Head Start (Administration for Children and Families - ACF)	HHS	\$6,779,499,000	\$822,600,000
Various USDA programs, including Hatch and Smith-Liver Acts	USDA	\$598,281,953	
Community Development	HUD	\$2,592,790,000	
Community Development Block Grants/State's Program	HUD	\$12,605,900,261	
Adult Education State Grant Program	EDU	\$563,975,000	
AmeriCorps, or the Corporation for National and Community Service	HHS	\$264,830,000	
Crime Victim Assistance	DOJ	\$395,918,319	
HIV Emergency Relief Proj.	HHS	\$579,686,392	
Violence Against Women	DOJ	\$184,916,000	
State and Community Highway Safety	DOT	\$160,000,000	
Tech Prep Education	EDU	\$104,754,000	
Family Violence Prevention	HHS	\$100,793,000	
Rehabilitation Services-Client Assistance Program	EDU	\$11,782,000	
State Energy Program	ENERGY	\$35,000,000	
Nonpoint Source Implementation Grant Program	EPA	\$204,278,000	\$10,700,000
Hazardous Waste Management State Program Support	EPA	\$101,944,000	

Attachment C
Census Bureau Office Opening Article

Wednesday, January 21, 2009

Reported by: Melissa Mecija, KSBY TV

How many people live on the Central Coast? The only way to officially find that out is the [U.S. Census](#).

A new census office opened in Santa Maria Wednesday, which could mean new jobs and more money for the area. The Santa Maria office will serve as the main hub for five different counties. It is one of 12 local census offices opening this month. This time around, Santa Maria will play a big role. Pretty soon, the main office on Carmen Lane will be busy taking down population statistics.

"Unfortunately, people are going through a hard time. There are a lot of layoffs, a lot of people that have lost their jobs, and this is good to get local people hired," said Celeste Jimenez, Assistant Regional Census Manager.

Between 50 to 100 people will be hired to work office jobs. They also need workers out in the field to carry around hand-held computers and accurately count addresses of local homes.

"Just like when you vote, every single vote counts--well, every single person that gets counted also counts," said Guadalupe mayor, Lupe Alvarez.

Alvarez says the reason for that is funding. "The more accurate count we have, the best for us. That way we have a better chance applying for these grants, whether it be for parks whether it be for roads, whether it be for infrastructure," Alvarez said. Every year, more than \$300 billion in federal funds is awarded to communities based on data from those census questionnaires you fill out.

"It's only 10 minutes, as they stated, it's not intrusive. They don't share that information with anybody else," Alvarez said.

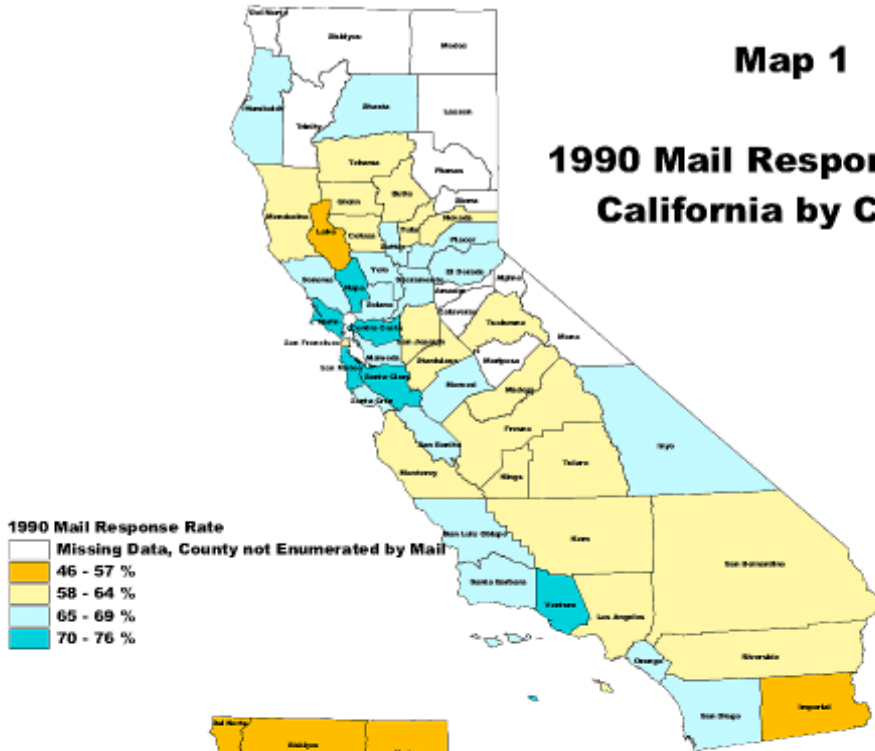
Temporary jobs plus more funding equals hopefully, a brighter future for the Central Coast, and that is a math equation we all can live with. Peak hiring will start from next month through 2010. Jobs could last anywhere from a few weeks to two years.

U.S. Census Jobs Call 1-866-861-2010 www.2010censusjobs.gov

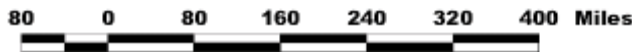
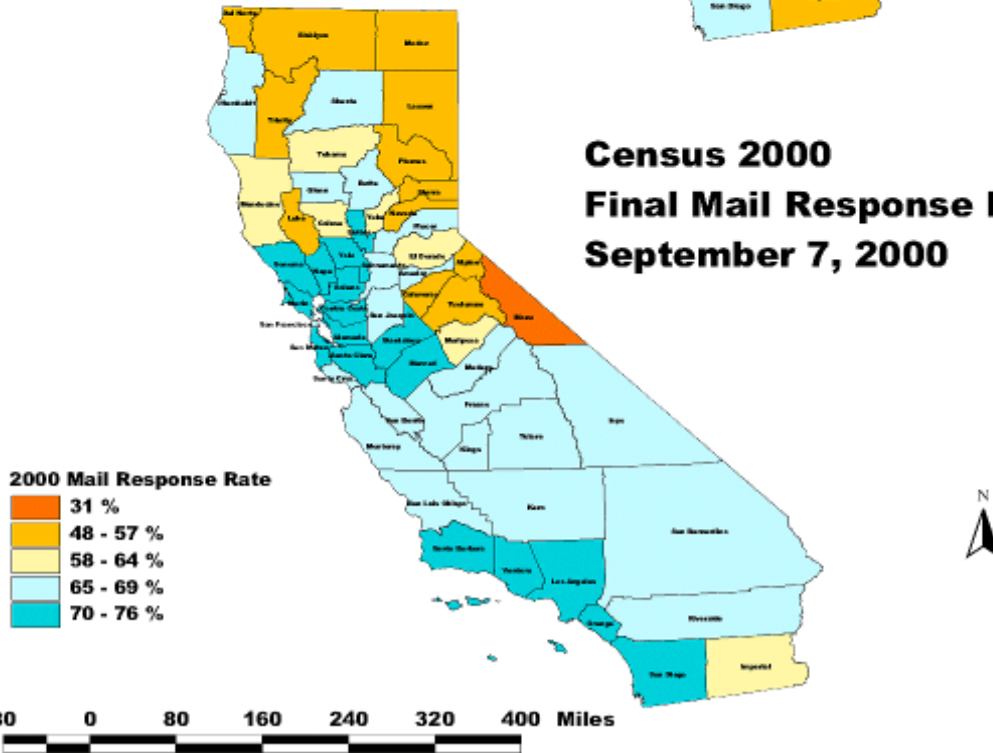
Attachment D
Mail response rates for the 1990 and 2000 Census

Map 1

**1990 Mail Response Rate
 California by County**



**Census 2000
 Final Mail Response Rate
 September 7, 2000**



Source: 1990 US Census; Census 2000 final response rates for forms collected as of September 7, 2000.
 Map prepared by the California DEPARTMENT OF FINANCE, Demographic Research Unit, October 1, 2000.

Attachment E

U.S. Census, Communications Campaign Timeline

2008–2009

The campaign will run from mid 2008 through June 2010. The activities in 2008 and most of 2009 are focused on preparing and mobilizing partnerships.

2009

Beginning in mid 2009, communications will be delivered, mostly through partnerships, to ethnic, economically disadvantaged, and single persons. Communications to these populations will begin first because they require a longer education process to overcome the barriers that inhibit them from participation.

2010

Mainstream activities launch in January 2010 targeting homeowners, as well as continuing to target the wider audience that were targeted in 2009. Paid media will launch.

Conversations That Inspire Action

Beginning in March 2010, the campaign will reach its strongest effort, with all activities peaking around mail-out/mail-back of the census surveys. Paid media activities, partnership support and public relations, nationally and locally to all audiences, will be at their highest levels. At this time, all media activities will be in full swing. It is anticipated that during this window the Census will be the most visible and pervasive advertiser in our country.

Non-response Follow-Up Support

In mid May, the campaign will change gears. Support will focus on those areas that, due to their lagging response, will require enumerator visitation awareness.

Attachment F

**2000 Census SBCAG
Complete Count Committee Funding Levels and Expenditures**

Activity	Expenditure
Brochures	\$15,000
Articles	\$5,000
School Supplies	\$5,000
Incentives	\$12,000
Paid Ads	\$50,000
Community Based Projects	\$40,000
Sub-Total	\$127,000
Staff Consultant	\$48,000
SBCAG	\$10,000
Total	\$185,000

2000 Census

Complete Count Committee Funding Contributions

Jurisdiction	1999 DOF Population	% of Contribution	\$185,000
Buellton	3,840	0.94%	\$ 1,737
Carpinteria	14,950	3.66%	\$ 6,762
Guadalupe	6,500	1.59%	\$ 2,940
Lompoc	42,450	10.38%	\$ 19,201
Santa Barbara	91,900	22.47%	\$ 41,568
Santa Maria	72,000	17.60%	\$ 32,567
Solvang	5,300	1.30%	\$ 2,397
Unincorporated	172,000	42.05%	\$ 77,800
Total	409,000	100.0%	\$185,000

Census 2000 Complete Count Timeline

	1999						2000				
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May-June
Identification of Outreach targets		■	■	■	■	■	■				
Outreach to HTC targets		■	■	■	■	■	■				
Development of outreach program				■	■	■	■				
Implementation of program						■	■	■	■	■	
Census 2000 Begins											■
Follow up to non-response											■

Attachment G

Census 2000 SBCAG Consultant Scope of Services

SBCAG is seeking the services of a qualified community relations CONSULTANT to assist in the implementation of the Complete Count Outreach Program. The services provided by the selected CONSULTANT will meet two general objectives. First, the CONSULTANT will assist in developing the public outreach elements towards the target population groups.

The second objective is for the CONSULTANT to assist SBCAG in communicating general information to the target populations. Such services may include the preparation of periodic newsletters, press releases, public presentations to community interest groups, city councils and other political groups representing all jurisdictions that have contributed to the program. These jurisdictions include the seven cities and the unincorporated areas of the county. These services will be provided by the CONSULTANT on an as-needed basis.

Specific tasks to be performed by the CONSULTANT may include the following:

1. Identification of Organizations

1.1 Review and supplement initial contact list prepared by SBCAG:

1.1.1 Review list (staff has begun compiling a list of organizations and making initial contacts to solicit their cooperation).

1.1.2 Consultant will supplement list with additional organizations that represent or deal with target population and representative organizations.

1.1.3 Finalize contact/mailing list database.

2. Develop Message

2.1 Meet with selected SBCAG, Census Bureau and selected organization representatives to gather input.

2.2 Develop draft program message in written, audio, newsletter, poster, and other formats.

2.3 Review with SBCAG, Census Bureau, CCC, and others.

2.4 Prepare final message for distribution.

2.5 Prepare a schedule of presentations to target audiences.

2.6 Refine message as needed.

3. Design Program

- 3.1 Review activity list and cost allocation by SBCAG.
- 3.2 Develop activity list and cost estimate for following promotional materials:
 - 3.2.1 **Brochures** will be developed (in both English and Spanish), printed and distributed. The brochures will be tailored to individual targeted groups. Existing U.S. Census Bureau ads will serve as the product or the model for the product.
 - 3.2.2 **Articles** for newsletters, bulletins, or other free print material are available from the Census Bureau and can be custom tailored to fit local needs.
 - 3.2.3 **School Supplies** available through the Census Bureau may be augmented to reach additional classrooms.
 - 3.2.4 **Other incentives** include incentives to homeless persons who are willing and able to fill out questionnaires at designated facilities.
 - 3.2.5 **Paid advertising** and marketing for Census promotion would supplement “free advertising” on government access TV and includes advertisements on TV, radio, and print. These promotions, prepared in English and Spanish, would serve to reach those populations not directly targeted by other efforts. This would be a major expenditure item.
 - 3.2.6 **Community based projects** could serve to promote the Census. Assistance in this area would allow organizations to develop outreach proposals and perform outreach to their targeted populations. Additionally, this assistance would be needed for promotional materials for various festivals and events.
 - 3.2.7 **Follow Up** Identify activities to respond to areas of low response after the initial April census campaign.
 - 3.2.8 **Bi-Lingual** notices and directed Spanish language only notices will be essential to the success of this program.
- 3.3 Prepare budget in for each task. The RFP outlines the funding and allocation among complete count activities. However, the allocation of funds among activities is subject to modification by the consultant.

4. Deliver Program

- 4.1 Implement canvassing efforts, articles, media spots, other activities and deliver promotional materials to key locations and organizations.
- 4.2 Prepare press releases and assist in arranging media coverage for major census events, census office opening, questionnaire mailing, and census assistance center openings.

- 4.3 Produce Public Service Announcements (English and Spanish) for radio and television.
- 4.4 Schedule radio talk show interviews (The Census Bureau has a speakers' bureau staffed with experts in various phases of census activities and SBCAG staff and local elected officials from the Complete Count Committee should also be considered.
- 4.5 Maintain log of meeting dates and contacts.

5. Follow up

- 5.1 Identify activities to identify and respond to areas of low response after the initial April census campaign.
- 5.2 Respond to geographic areas of low response with a "Were you Counted?, or Your Response Counts!" campaign.

February 23, 2009

CENSUS NEWS BRIEF

STIMULUS PACKAGE BOOSTS 2010 CENSUS FUNDS BY \$1 BILLION; FOCUS TURNS TO FY09 & FY10 BUDGETS

***Plus: Commerce Secretary Nominee and Leading
Contender for Census Director Withdraw;
and more.***

The "American Recovery and Reinvestment Act of 2009" (Public Law 111-5) that President Obama signed into law on February 17 includes \$1 billion to "ensure a successful 2010 Decennial" census, according to the explanation accompanying the compromise package. The final measure omitted language in the Senate-passed version of the bill that would have required the Census Bureau to spend the funds by the end of fiscal year 2010, several months before the census is finished.

Report language explaining the \$789 billion conference bill (House Report 111-16) says that the \$1 billion should be used to "hire additional personnel, provide required training, increase targeted media purchases, and improve management of other operational and programmatic risks." Appropriators directed the Census Bureau to spend "up to" \$250 million for the Partnership Program and outreach to "minority communities and hard-to-reach populations."

Several members of Congress specifically praised the inclusion of money for the census in the stimulus package. In an article posted on Politico.com (Feb. 12, 2009), Rep. Mike Honda (D-CA), chair of the Congressional Asian Pacific American Caucus (CAPAC), Rep. Barbara Lee (D-CA), chair of the Congressional Black Caucus (CBC), and Rep. Nydia Velazquez (D-NY), chair of the Congressional Hispanic Caucus (CHC), praised the Obama Administration for its support of an additional \$1 billion for the census, which the lawmakers said would "instantly go toward job creation across the country in the next two years and will be crucial to ensuring an accurate count."

The Census Bureau has said that it will use the stimulus funds to recruit as many as 2,000 additional Partnership Specialists this year (\$120 million) and expand advertising, especially in areas with historically low mail response rates (\$100

million). It is less clear how the Census Bureau will apply the remaining stimulus money to improve census operations in 2010.

Congress turns attention to funding for current and next fiscal years:

Congress must now complete action on regular appropriations bills for Fiscal Year 2009 (FY2009), which began on October 1, 2008. Most federal agencies, including the Census Bureau, are operating under a Continuing Resolution (Public Law 110-329) that expires on March 6. The temporary funding measure, which left many agencies operating at 2008 spending levels, included an exception for the 2010 census, allocating the full \$2.9 billion the Administration had requested to carry out final preparations for the decennial count (under the Periodic Censuses and Programs account). Congress must reaffirm that amount, or approve another funding level, in the final appropriation for FY2009.

Congress also will begin considering appropriations for Fiscal Year 2010, which begins on October 1, 2009, when President Obama releases his budget request for the federal government this Thursday. Historically, the Census Bureau has requested roughly one-half of the census lifecycle cost in the year it conducts the count. Last spring, the Commerce Department estimated that the 2010 census would cost \$13.7 - \$14.5 billion for the full cycle of testing, planning, and implementation.

Top positions at Commerce and Census Bureau remain unfilled: Sen. Judd Gregg (R-NH), the President's second nominee for Secretary of the Department of Commerce, which includes the Census Bureau, withdrew from consideration for the post earlier this month. In a statement he released on February 12, Sen. Gregg said that he had "found that on issues such as the stimulus package and the Census there are irresolvable conflicts for me. Prior to accepting this post, we had discussed these and other potential differences, but unfortunately we did not adequately focus on these concerns."

While a number of news editorials suggested that controversy over the role the White House would play in overseeing the 2010 census was a significant factor in the nominee's decision to pull out, Sen. Gregg said at a news conference the same day that the census dispute was "a slight issue" for him and "was not a major issue."

In discussing his withdrawal from consideration as Commerce Secretary, Sen. Gregg told an interviewer on CNBC (Feb. 13, 2009) that the Administration was prepared to select Dr. Kenneth Prewitt, Census Director during the 2000 count, as the new head of the Census Bureau. Sen. Gregg, who chaired the Senate Appropriations subcommittee that funded the Census Bureau during the last count, said of Dr. Prewitt, "I think he did an excellent job."

However, late last week, several on-line news sources, including a New York Times podcast, reported that Dr. Prewitt, currently a professor at Columbia University, has withdrawn his name from consideration for the top Census post.

Lawmakers highlight concerns about census: Two House members responsible for oversight of the Census Bureau urged the prompt appointment of a Census Director, saying in a joint February 12 statement, "We need to have a Census Bureau director nominated and confirmed as soon as possible." Rep. Edolphus Towns (D-NY), chairman of the Committee on Oversight and Government Reform, and Rep. William Lacy Clay (D-MO), who chairs the Subcommittee on Information Policy, Census, and National Archives, expressed deep concern about the status of planning for the 2010 census. "The Obama Administration inherited a Census Bureau that has failed to demonstrate its ability to successfully carry out the 2010 Census. We are deeply concerned that the Census Bureau will not be able to complete its constitutionally mandated responsibility to count U.S. residents without immediate and sustained attention from the Administration," the representatives warned. They said they are "committed to strict bipartisan oversight" of the census "so that the fairest assessment of the American population is reported."

On February 12, House Republican leaders held a press conference to announce the formation of a Census Task Force to "examine all issues of the 2010 census." Republican Leader John Boehner (R-OH) said in a news release, "The American people expect the Census to be fair, impartial, and free of politics. ... If this process is controlled by political operatives at the White House, instead of experts and statisticians at the Census Bureau, Americans are right to lose confidence in it." A day earlier, Boehner and other Republican members had sent a letter to President Obama, expressing concern about what they viewed as politicization of the census (see February 11 Census News Brief).

Also at the press conference, Rep. Darrell Issa (R-CA), the senior Republican on the Oversight and Government Reform Committee, said the Administration's "commanding the Census Director to report directly to the White House is a naked political power grab and transparently partisan. There is only one possible reason for it - political interference in the 2010 census and partisan manipulation of the results." The congressman said Republicans would consider a lawsuit against the Administration over the line of authority between the White House, the Commerce Department, and the Census Bureau.

Rep. Issa noted "the need for an independent Census Bureau" and that "every living former Census Director is on record supporting an independent Census Bureau," referring to a letter the directors wrote last year in support of a bill Rep. Carolyn Maloney (D-NY) sponsored to establish the U.S. Census Bureau as an independent federal agency. No Republicans co-sponsored the "Restoring the Integrity of American Statistics Act of 2008" (H.R. 7069, 110th Congress), which Rep. Maloney said she will reintroduce shortly.

Rep. Maloney, a member of the census oversight subcommittee, called the Republican press event "a show about nothing." She noted that the White House had issued a statement clarifying its intended role in overseeing the census and quoted spokesman Benjamin LaBolt as saying that the Administration "has not proposed removing the census from the Department of Commerce, and the same

congressional committees that had oversight during the previous administration will retain that authority." Rep. Maloney called "the Bush Administration's woefully inadequate planning and preparation for the next census" the "only true political machinations" surrounding the census.

Seven legislators, representing three House committees with jurisdiction over the census, reapportionment, and redistricting, will serve on the Republican Census Task Force: Reps. Lynn Westmoreland (GA), who will chair the Task Force, Darrell Issa (CA), and Patrick McHenry (NC), from the Oversight and Government Reform Committee; Reps. Lamar Smith (TX) and James Sensenbrenner (WI), from the House Judiciary Committee; and Reps. Dan Lungren (CA) and Gregg Harper (MS), from the House Administration Committee.

The National Association of Latino Elected and Appointed Officials (NALEO), a member of the 2010 Census Advisory Committee, said in a statement, "We applaud the Obama Administration for making a full and fair 2010 Census a priority, and we welcome the Republican Task Force to the bipartisan conversation on this vital issue."