

**The Uses of Census Data:
An Analytical Review**

by

The Council of Economic Advisers

April 1, 2000

OVERVIEW:

Constitutionally, the purpose of the decennial census is to ensure an accurate apportionment of seats in the House of Representatives based on state populations. Since the early 1800s, however, policy makers have recognized that an accurate census can provide other valuable information to improve the policy process. Today, policy makers at all levels of government, as well as private businesses, households, researchers, and nonprofit organizations, rely on an accurate census in myriad ways that range far beyond the single fact of how many people live in each state. This report provides a brief overview of these uses.

I. FEDERAL GOVERNMENT USES

Monitoring compliance with Federal law. Questions on ancestry, gender, race, Hispanic origin, language spoken at home, place of birth, citizenship and year of entry provide critical information for monitoring compliance with the Voting Rights Act, the Civil Rights Act, and other anti-discrimination and affirmative action plan requirements.

Assessing economic well being. Accurate census data are critical for developing accurate assessments of economic well-being for the Nation as a whole as well as for different racial, ethnic, and regional populations.

Assisting families and low-income populations. Accurate census data are critical for programs that aim to identify areas eligible for housing assistance and rehabilitation loans; housing subsidies; job training and employment services; energy cost assistance; and community economic development. Accurate census data also are critical to allocating funds for supplemental food programs and other social services for women and children.

Assisting the elderly, the disabled, and veterans. Accurate census data are required to determine and forecast the number of persons eligible for benefits based on age, such as Social Security and Medicare and to forecast the number of persons eligible for Social Security disability benefits. They are necessary to develop baselines for reducing employment barriers faced by persons with disabilities and to allocate funds for vocational education and rehabilitation programs for disabled workers. Accurate census data are required to determine where to build veterans hospitals, to establish baselines for veteran population projections, and to report to Congress on the needs of selected groups of veterans, such as Vietnam-era and female veterans.

Education. The accuracy of census data affects the allocation of funding for numerous Federal education programs such as vocational and adult education.

Other. Census data on farm residence help USDA assess housing conditions and needs on farms. Information on place of work and journey to work helps the Federal government

formulate national transportation and energy-use policies.

II. STATE AND LOCAL GOVERNMENT USES

Drawing legislative boundaries. Decisions on redistricting and the determination of state and local voting district boundaries require accurate census data.

Education. Accurate census data are critical to local government agencies and school boards trying to determine the need for new schools, including what type (elementary, middle, or high school).

Infrastructure, public health and environmental protection, and program planning. Numerous state and local government planning responsibilities depend on accurate census data, including determining the need for schools, highways, public transportation, hospitals, libraries, and police and fire protection. Water and sewage disposal information helps identify needs for water purification, treatment, or sewage facilities. Farm data are used to allocate funds to land grant colleges, for cooperative extension activities, and for grants to agricultural experiment stations. Accurate census data make for better planning and implementation of a variety of programs, including education and training, health, education, and social services. Accurate census data help public health officials perform tasks such as locating areas in danger of ground water contamination and waterborne diseases. They help environmental agencies analyze energy consumption, identify conservation opportunities, and forecast energy needs.

Disaster relief. Accurate census information helps local governments predict transportation needs in disaster recovery and contingency planning initiatives. The data help governments and relief agencies in assessing the amount of displacement and the shelter and recovery needs of populations affected by natural disasters such as floods, hurricanes, tornadoes, and earthquakes.

Assisting families, low-income populations, the elderly, the disabled, and veterans. Accurate census data are necessary for appropriate state implementation of Federal programs for these groups in areas such as housing assistance, energy cost assistance, community development, and employment and social services. Accurate census data also help city and community officials pinpoint areas that need special programs such as meals-on-wheels and social service agencies identify special needs such as telephone access in case of medical emergency.

III. BUSINESS USES

Product development and marketing. Accurate census data on where people of different ages live helps businesses of all kinds to develop and market their products. For example:

Manufacturers of baby products such as baby food, clothes, diapers, and toys, and manufacturers of maternity clothes and greeting cards need accurate information on children as they develop and market their product lines, as do television producers of children's programs and planners of large family amusement parks.

Architects, contractors, and real estate firms need accurate information on the size and composition of households and their housing as they design, build, and sell houses and apartments.

Producers of consumer durables such as television sets, washing machines, and home furnishings benefit from accurate information on households and their characteristics.

Accurate census information on language spoken at home helps television and radio stations define foreign language service areas and marketing companies develop products and services tailored to those who speak languages other than English.

Forecasting demand. Businesses forecasting demand for their products require accurate census data to develop these forecasts. Utilities depend on accurate census data to develop long-range plans for new facilities and networks.

Location decisions. A variety of business location decisions are improved by accurate census data. Examples include: businesses seeking to pinpoint areas to gauge potential markets for locating new stores, plants, or warehouses; businesses interested in finding sites having a labor force with certain education characteristics; building developers and contractors selecting sites for new housing developments; and businesses seeking to pinpoint areas of a city for locating new restaurants specializing in particular types of ethnic food.

Providing equal opportunities and achieving compliance with Federal law. Accurate census data help businesses set up and monitor affirmative action and anti-discrimination plans. And they help companies to comply with anti-discrimination legislation such as the Equal Employment Opportunities Act.

IV. COMMUNITY GROUP USES

Delivering health, social, and educational services. In many cases, private social service agencies and community groups have the same needs for accurate census data as state and local government agencies that provide social services. Private groups benefit from accurate census data to set up and administer assistance programs for children, teens, and older persons; to provide services that reflect cultural differences; to teach English, and conduct voter registration drives; to provide housing and job training for displaced homemakers; to provide veteran support services and promote the need for veteran services and facilities.

Disaster relief. As with social services, non-governmental organizations benefit from accurate census information in much the same way as governments when planning for and responding to disasters like hurricanes, tornadoes, floods, and earthquakes.

V. INDIVIDUAL USES

Location decisions. Individuals can make better choices about home-buying, job relocation, or starting a small business if they can take advantage of accurate census information.

VI. ACADEMIC RESEARCH USES

Accurate census data are vital to researchers in a wide variety of endeavors. Some of the most important needs include the following:

Any research requiring comprehensive information at the neighborhood level must rely on the census, with its tract level information.

Research on ethnicity or other research requiring reasonable numbers of observations of relatively small population groups must rely on the census.

The decennial census is the only consistent source of data for researchers examining trends over periods of decades.

The census is the best source of information for research on immigration and mobility.

VII. USES BY OTHER SURVEYS AND DATA COLLECTION

Serving as an important base for other surveys. Data from the decennial Census form a crucial input into the sample designs of other national surveys such as the Current Population Survey (the source of the nation's unemployment statistics), the Survey of Income and Program Participation, the National Crime Victimization Survey, the Survey of Recent College Graduates, the Consumer Expenditure Survey (the source for expenditure weights used in calculating the Consumer Price Index), and statistics compiled by the National Center for Educational Statistics (NCES) and the National Center for Health Statistics (NCHS).

Calculating rates. Data from other sources are combined with data from the Census to compute rates of various indicators. For example, NCHS uses its own survey data combined with Census data to calculate numerous vital statistics and rates for health service utilization. Similarly, the Bureau of Justice Statistics uses Census data to calculate imprisonment and victimization rates, and the Federal Bureau of Investigation uses Census data to calculate crime rates.

Creating national estimates. Census data are used to adjust surveys to be nationally representative. For example, the NCES uses Census data to make its survey results on education indicators reflect the total United States population.

Case Study: The Current Population Survey. Information on the labor force, employment, and unemployment is derived from the monthly Current Population Survey (CPS). The March supplement to the CPS provides information for calculating the poverty rate and measures of household and family income. The accuracy of the CPS depends critically on the accuracy of census information, because all of the population “controls” for a decade are derived from the previous decennial census. These population controls are then updated monthly using estimates of births, deaths, and migration. The BLS has incorporated information about the undercount in the 1990 census into the CPS.

Census – Long Form and College Students
Q&A
March 31, 2000

Long Form

Q: Recent news stories have raised questions about the legality and the “intrusiveness” of the census long form. Critics of the long form claim that the Constitution calls only for an “actual enumeration.”

A: Every subject on both the long and short form is mandated or required by law.

The Constitution (Article 1, Section 2, Clause 3) grants Congress the power to design the decennial census in such manner as it directs by law. Title 13 of the U.S. Code requires respondents to answer the census and requires the U.S. Census Bureau to maintain the strictest confidentiality of the data collected. Title 13 also requires the Department of Commerce to send the subjects and questions of the census questionnaires to Congress, which Commerce did. Congress reviewed the subjects for Census 2000 in 1997, and the actual questions and their order on the form in 1998.

At a time of increasing privacy concerns, it’s understandable that people want to know why the data are needed and how the information will be protected. The law forbids Census from sharing responses with the IRS, FBI, INS, any other government agency or even the President. No one, except sworn Census Bureau employees, can see your questionnaire or link your name with your responses. Census workers are sworn to secrecy and if they give out any information, they face a \$5,000 fine and a five-year prison term. So we agree that privacy concerns are important, and that is why we have such safeguards in place. We also believe that it is important that all Americans are counted in this census.

Q: Why does the Census have so many questions?

A: The great majority of households will get a short form, which asks just seven content questions and, takes an average household fewer than 10 minutes to complete. The Census 2000 short form is the shortest since 1820 – or in 180 years. The long form, meanwhile, is the shortest in its history. Its 52 content questions are all required by law.

The only new question was on grandparents as caregivers, as required by the 1996 welfare reform law. And although important for programmatic needs, five subjects were dropped in 2000 because they were not explicitly mandated or required by law .

Each long form question provides valuable information for important public policy and business decisions. For example:

- The question on the number of telephones in the home will help plan local 911 emergency services and provide emergency and health-care services to homebound seniors without phone service.
- The question on commute-time to work helps transportation planners design new roads, bus routes, and mass transit systems and manage traffic congestion, as well as distribute federal transportation funds.
- The question on plumbing facilities helps local communities determine the quality of housing stock and identify areas eligible for public assistance and rehabilitation loans. The question on veterans status helps plan the location of veterans hospitals and to efficiently deliver veterans health-care and nursing services.

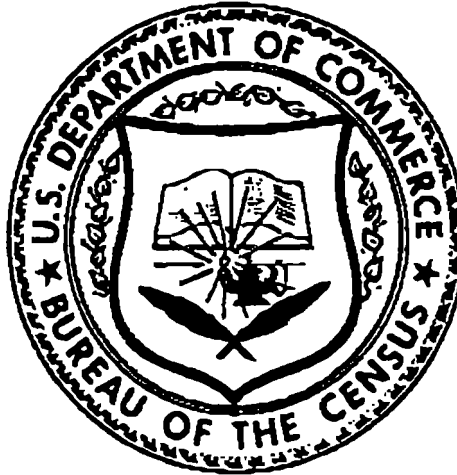
College Students

Q: Where are college students counted - at home or at school?

A: Students are counted where they attend school because that is where they live most of the time.

Q: How are students in dorms counted?

A: Students in dormitories are counted during Group Quarters Enumeration. Census takers, working with the college or university, will count students in their dormitories. The Census Bureau counts students living in on-campus housing between April 1st and May 6th.



OFFICE OF CONGRESSIONAL AFFAIRS

Bureau of the Census
U. S. Department of Commerce
Washington, D C 20233

Telecopier Cover Sheet

DATE: 3/30/00

FROM: Robin Bachman

TO: Irene Bueno

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Telephone
301-457-2123

456-5581

No. of pages attached: 3

Here is the letter on the long form



Economics Statistics Administration
U. S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

MAR 30 2000

The Honorable Dan Miller
Chairman, Subcommittee on the Census
Committee on Government Reform
U.S. House of Representatives
Washington, DC 20515-6143

Dear Mr. Chairman:

I am writing you to address the questions and concerns you are hearing from some Members and constituents about the Census 2000 long form. We take these questions and concerns seriously. We are aware of the time pressures confronting people in our overworked and over stressed society and of the concerns we all have about privacy and confidentiality. I am confident that once the public understands that their answers are protected by law, that every question asked in the census serves an important purpose, and that every question has a specific federal legislative or judicial mandate or requirement, they will perform their civic duty to respond to the census. Failure to collect the data on the long form would prevent agencies from carrying out existing laws and could result in loss of benefits to local communities.

I would like to emphasize that failure to fill out and mail back the census form—whether the long form or the short form—will result in a more costly and less accurate census. This is one of the few examples where the personal decisions of individuals have a tremendous impact on governmental operations and spending. Response to the census is mandatory. The Census Bureau will make up to three calls and three visits to every housing unit that does not mail back a questionnaire. I hope that Members will urge everyone to help his or her community have the most complete count possible and help save tax dollars by answering the census now.

I also want to stress that the same law—Title 13 of the United States Code—that requires respondents to answer the census also requires the U.S. Census Bureau to maintain the strictest confidentiality of the data collected. The law forbids the Census Bureau from giving an individual's information to anyone else—not the Federal Bureau of Investigation, the Internal Revenue Service, or the Immigration and Naturalization Service; not local governments, or police or landlords. All census employees are subject to severe fines and imprisonment if convicted of violating this law. I understand that many people have deep distrust about providing information to the government. At a time of increasing concerns about the security of our personal data, people will understandably want to know why the data are needed, what they will be used for, and how they will be protected. Answers to census questions are confidential because the Congress has provided iron-tight protections to the data and serious penalties for those who are not vigilant in protecting the data.

Concern with overburdening respondents with too many questions led the Census Bureau to introduce a long form on a sample basis into the 1940 census, and we have used this approach in each decennial census since then. The selection of a sample, based on established

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www.census.gov

The Honorable Dan Miller

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scientific methods, means that not everyone is asked every question; the large majority receive only a short form. Thus, the need for information is met with much less burden on the public than if everyone had to answer the questions on the long form.

In particular, the long form for Census 2000 includes the questions asked on the short form and additional questions, for a total of 52. In contrast, the long form included 57 questions in 1990, and 81 questions in 1940. This is the shortest long form the Bureau has ever used.

The questions on the long form provide essential data so that decision makers can help move our rapidly growing and economically complex country in the 21st century. Every question on the form serves an important purpose. Let me just give a few examples.

- The question on a telephone in the home is used to help plan local 911 emergency services and in response to the Older Americans Act to provide emergency and healthcare services to homebound seniors without telephone service.
- The question on plumbing facilities is used by the Department of Housing and Urban Development to administer housing programs and by local communities to apply to the federal government for community development funds.
- The question on how long it takes to commute to work is used by federal, state, local, and private transportation planners who design new roads, bus routes, mass transit systems, and manage traffic congestion, as well as for the distribution of federal transportation funds.
- The questions on disability are required to help design and deliver public and private services to the elderly and disabled.
- The question on veterans' status is used to plan the location of veteran hospitals and cemeteries and for the delivery of veterans' healthcare and nursing services.

The law requires that, three years prior to Census Day, the Census Bureau report to Congress the subjects proposed for inclusion in the census. The Census Bureau reported this information to Congress in a letter and accompanying materials dated March 28, 1997. The law also requires that we report to Congress the specific questions we intend to ask two years prior to Census Day, and we did that on March 30, 1998. The materials we submitted to Congress describe each question we included on the long form and, more importantly, provide detailed legal citations that indicate that each item is mandated or required by congressional legislation or federal judicial decisions.

Accurate census data also provide the underpinnings for other federal surveys and data collections. The decennial census forms the sampling base for other national surveys and is used to compute rates of various indicators. Therefore, it is directly linked to the statistical system's

The Honorable Dan Miller

ability to provide current unemployment data; data for making cost of living adjustments; to calculate numerous vital statistics and rates for health service utilization; to calculate crime, imprisonment, and victimization rates; and the like.

Only one new subject is included in Census 2000: grandparents as caregivers. This addition complies with legislation passed in the 104th Congress requiring that the decennial census obtain information about grandparents who have primary responsibility for care of grandchildren.

We intend for Census 2000 to be the last decennial census to include a long form. The American Community Survey is one of the most important improvements in federal statistics, and it is the cornerstone of our effort to keep pace with ever increasing demands for timely and relevant data. The American Community Survey will revolutionize the way we take the decennial census by making the next one simpler and making it possible to provide detailed socioeconomic and housing data throughout the decade.

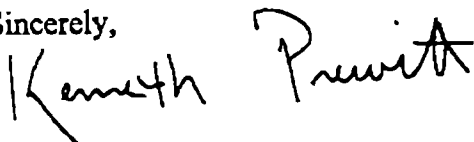
There were no viable alternatives to having a long form for Census 2000. No other data source could provide all the information the Nation needs in a cost-effective manner. But, in the long term, the American Community Survey will replace the long form by Census 2010.

Without the Census 2000 long form and the American Community Survey during the next decade, the federal government would not have the data currently required to allocate billions of dollars in federal funds for education programs, veterans' services, programs to reduce unemployment and stimulate economic growth, public healthcare, and services for the elderly. The states and local governments would not have the data they need to help them plan new school construction, occupational and vocational education programs, programs to assist the elderly and the disabled, highway safety and public transportation systems, the location of police and fire department personnel, and rural development.

If there were no long form in Census 2000, each federal agency would have to undertake its own data collection efforts to fill the gap. The burden on respondents would actually increase; moreover, this would be an inefficient use of federal dollars. Alternatively, if the agencies did not conduct their own data collections, they would be forced to use ever more outdated information from the 1990 census.

I hope this letter has addressed the concerns and issues you are hearing. I look forward to working with you on this issue further.

Sincerely,



Kenneth Prewitt
Director

cc: The Honorable Carolyn B. Maloney

Census Bureau

Facts for Features

A product of the U.S. Census Bureau's Public Information Office

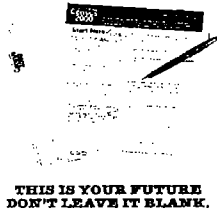
CB00-FF.04

March 29, 2000

United States Census 2000 Census Day, 2000

Census Day April, 2000 is finally here. To mark this first census of population of the new century, the Census Bureau this month presents basic facts about Census 2000:

Questionnaires



- Census questionnaires have been delivered to about 120 million housing units in the nation's 50 states, the District of Columbia and Puerto Rico. Approximately 300,000 census questionnaires will be delivered to the U.S. Island Areas (Guam, American Samoa, Northern Mariana Islands, Virgin Islands and Palau) by the end of March.
- Of the questionnaire packages delivered, approximately 99 million were delivered by U.S. Postal Service letter carriers; the remaining 23 million were hand-delivered by Census Bureau enumerators to housing units, mostly in rural areas, that do not use street names and house numbers for mail delivery.
- All told, we expect to count about 275 million people in the 50 states and the District of Columbia.

- A grand total of 398 million census questionnaires were printed — 112 million short forms, 24 million long forms, 206 million forms for non-response follow-up by enumerators and 56 million to be placed at “Be Counted” sites.
- About 14,000 tons of recycled paper were used to print all the census forms; 700 tractor trailers were used to transport the forms from printers to post offices.
- Questionnaires are available in six different languages: English, Spanish, Chinese, Korean, Tagalog and Vietnamese. Language assistance guides, intended to help respondents fill out their English questionnaire, are available in 49 languages.
- The Census 2000 short form is the shortest decennial census form in 180 years. It asks seven questions — name, sex, age, relationship, Hispanic origin, race and housing tenure (whether the home is owned or rented) — and takes about 10 minutes to complete. Most housing units in the country (about 83 percent) received the short form.
- The Census 2000 long form, sent to 17 percent of housing units, asks the same questions as the short form, plus 45 more (e.g., education, ancestry, employment, disability and home heating fuel) for a total of 52 questions. The average household can complete this form in about 38 minutes.
- For the first time ever, people answering the census may select more than one racial category to indicate mixed racial heritage. The groups shown in the census race question collapse into the five race groups required by the federal government: White; Black or African American; American Indian and Alaska Native; Asian; and Native Hawaiian and Other Pacific Islanders. The Census Bureau adds a sixth category, some other race. Tabulations will be available for 63 race categories — six single race categories and 57 different combinations of two or more races.
- The Census Bureau expects between 40 million and 70 million questionnaires to be returned during the weeks of March 13 and March 20.
- Some day, there may be no need for paper census questionnaires: Census 2000 will be the first in which many households can respond online.

Hiring

- The Census Bureau plans to hire and train more than half a million people to conduct Census 2000; these temporary workers are drawn from a pool of 3 million applicants. As

of February, more than

60 percent of the applicants were women and more than 65 percent of total applicants, 40 or older.

- Enumerator pay rates range from \$8.25 per hour to \$18.50 per hour.
- It costs taxpayers an extra \$35 each time an enumerator goes out to retrieve a census form. On the other hand, it cost only \$3 if the respondent mails their form back.

Facilities

- To ensure that the census operates smoothly, the Census Bureau has opened 520 Local Census Offices, 12 Regional Census Centers and four Data Processing Centers nationwide. These facilities collectively take up 4.5 million square feet of office space.
- The Local Census Offices are equipped with their own local area computer networks, 7,800 personal computers and 2,600 printers. All these offices are linked to their regional census centers through an integrated national network.
- Nationwide, there are approximately 27,000 Census 2000 Questionnaire Assistance Centers, which provide assistance to individuals who might have difficulty completing the questionnaire because of language or other barriers. In addition, there were over 16,000 Be Counted sites, where people can obtain an unaddressed questionnaire.

Tools

- More than 20 million maps are being used for Census 2000 field work.
- As of March 10, the Census Bureau had shipped almost 1.5 million teacher kits to schools around the country as part of its Census in Schools program.

Uses of Census Data

- More than \$185 billion in federal funds are distributed annually to localities based on census data.
- By law, the Census Bureau must deliver resident population counts for each state to the President by December 31, 2000 to determine the number of members of the House of Representatives each of the 50 states is entitled to have.
- The Census Bureau is required to provide small-area population counts to the legislature and governor of each state by April 1, 2001 for use in redrawing Congressional and state legislative district boundaries.

Promotion

- A fleet of 12 Census 2000 Road Tour vehicles are now in the midst of a 60-day odyssey to publicize the census. The tour will make thousands of stops across the country from mid-February to mid-April. Each vehicle is equipped with exhibits, videos, printed information and other giveaways.
- Since Nov. 1, television ads promoting Census 2000 participation have appeared on every major broadcast network in the nation, as well as many cable networks. Radio, too, is a critical component of the Census 2000 advertising campaign. More than 170,000 radio spots in 17 languages are running during the ad campaign.

directed to the Census Bureau's Public Information Office (tel: 301-457-3030; fax: 301-457-3670; e-mail: pio@census.gov).

3RD DOCUMENT of Level 1 printed in FULL format.

Public Papers of the Presidents

March 6, 1990

CITE: 26 Weekly Comp. Pres. Doc. 377

LENGTH: 620 words

HEADLINE: Proclamation 6105 -- Twenty-First Decennial Census, 1990

HIGHLIGHT:

By the President of the United States of America

BODY:

A Proclamation

In 1790, barely a year after our Nation's government was established, the first Census of Population was taken by the United States Marshals under the direction of then-Secretary of State Thomas Jefferson. A total of 3.9 million residents were counted. This year, another census will be taken -- the 21st in the history of the United States. Each decennial census has helped to chart the growth and change experienced by our vast country during the past 200 years.

The primary purpose for the census remains the same today as it was in 1790: to serve as the source of State population totals so that the number of seats in the House of Representatives can be properly apportioned among the States. Mandated by the Constitution, the use of census figures in guaranteeing representative government has been expanded over the years by the courts. It now includes the reshaping of voting district boundaries for State legislatures and local governments, as well.

Since our Nation's founding, the census has been a way of taking a "statistical snapshot" of our people and determining their number and location. Over the years, census information has become essential in the distribution of billions of dollars annually under Federal and State programs for such worthwhile purposes as education, health care, community development, transportation, and crime prevention. Government policymakers routinely use census data to make decisions on where to locate or expand public facilities and services, while business planners employ census numbers to devise strategies for the Nation's economic development.

Data from the 1990 census will serve as the basis for many of the Nation's official statistics during the coming decade. Leaders in government and the private sector will use the information it provides in making critical decisions as we prepare to enter the 21st century.

Abraham Lincoln once observed: "If we could just know where we are and whither we are tending, we could better judge what to do and how to do it." The census helps to provide us with such insight.

Now, Therefore, I, George Bush, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby declare and make known that under the law it is the responsibility and obligation of every person who usually resides in the United States to take part in the 1990 Census of Population and Housing by truthfully

Bush

Public Papers of the Presidents, March 6, 1990

answering all questions on the census forms applying to him or her and to each member of the household to which he or she belongs, and to the residence being occupied.

Every resident of the United States is hereby assured that the information provided in the census will be used solely for the purposes allowed by law. Only combined statistical summaries of answers to census questions are published. By law, individual and household answers cannot be released in any way that will identify or harm any person or household. Individual information collected will not be used for purposes of taxation, investigation, or regulation, or in connection with military or jury service, the compulsion of school attendance, the regulation of immigration, or the enforcement of any other Federal, State, or local law or ordinance.

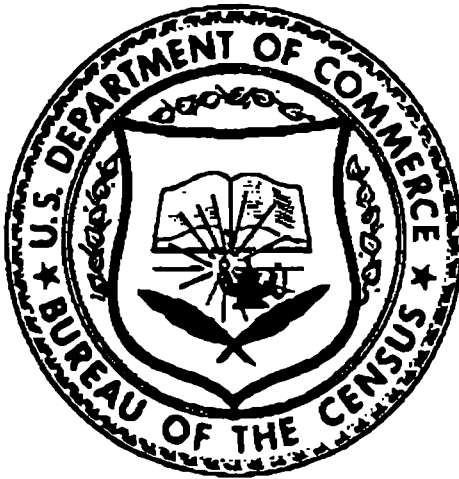
In Witness Whereof, I have hereunto set my hand this sixth day of March, in the year of our Lord nineteen hundred and ninety, and of the Independence of the United States of America the two hundred and fourteenth.

George Bush

[Filed with the Office of the Federal Register, 11:02 a.m., March 8, 1990]

Note: The proclamation was released by the Office of the Press Secretary on March 7.

LANGUAGE: ENGLISH



OFFICE OF CONGRESSIONAL AFFAIRS

Bureau of the Census
U. S. Department of Commerce
Washington, D C 20233

Telecopier Cover Sheet

DATE: 3.17.00

FROM: Robin Bachman

Telecopier
301-457-3679

Telephone
301-457-2123

TO: Irene Buono

6-5581

I don't think this was

No. of pages attached:

7

ever released. Maybe CEA could issue it to the President to Mark census day? How about brainstorming w/ Audrey Choi?

Also, here's Bush's proclamation. He did it early in March.



THE CHAIRMAN

EXECUTIVE OFFICE OF THE PRESIDENT
COUNCIL OF ECONOMIC ADVISERS
WASHINGTON, D.C. 20502

June 11, 1999

MEMORANDUM FOR KAREN TRAMONTANO

FROM:

JANET YELLEN

A handwritten signature in cursive script, reading "Janet Yellen".

SUBJECT:

Uses of Census Data

As discussed, please find below a brief overview of the various uses of Census Data and the importance of accurate counts to ensure proper administration of these various programs. Please let us know whether there is additional information which would be helpful.

Overview:

Constitutionally, the purpose of the decennial census is to ensure an accurate apportionment of seats in the House of Representatives based on state populations. Since the early 1800s, however, policy makers have recognized that an accurate census can provide other valuable information to improve the policy process. Today, policy makers at all levels of government, as well as private businesses, households, researchers, and nonprofit organizations, rely on an accurate census in myriad ways that range far beyond the single fact of how many people live in each state. This report provides a brief overview of these uses.

I. Federal Government uses

Monitoring compliance with Federal law. Questions on ancestry, gender, race, Hispanic origin, language spoken at home, place of birth, citizenship and year of entry provide critical information for monitoring compliance with the Voting Rights Act, the Civil Rights Act, and other anti-discrimination and affirmative action plan requirements.

Assessing economic well-being. Accurate census data are critical for developing accurate assessments of economic well-being for the Nation as a whole as well as for different racial, ethnic, and regional populations.

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Education. The accuracy of census data affects the allocation of funding for numerous Federal education programs such as vocational and adult education.

Other. Census data on farm residence help USDA assess housing conditions and needs on farms. Information on place of work and journey to work helps the Federal government formulate national transportation and energy-use policies.

II. State and local government uses.

Drawing legislative boundaries. Decisions on redistricting and the determination of state and local voting district boundaries require accurate census data.

Education. Accurate census data are critical to local government agencies and school boards trying to determine the need for new schools, including what type (elementary, middle, or high school).

Infrastructure, public health and environmental protection, and program planning. Numerous state and local government planning responsibilities depend on accurate census data, including determining the need for schools, highways, public transportation, hospitals, libraries, and police and fire protection. Water and sewage disposal information helps identify needs for water purification, treatment, or sewage facilities. Farm data are used to allocate funds to land grant colleges, for cooperative extension activities, and for grants to agricultural experiment stations. Accurate census data make for better planning and implementation of a variety of programs, including education and training, health, education, and social services. Accurate census data help public health officials perform tasks such as locating areas in danger of ground water contamination and waterborne diseases. They help environmental agencies analyze energy consumption, identify conservation opportunities, and forecast energy needs.

Disaster relief. Accurate census information helps local governments predict transportation needs in disaster recovery and contingency planning initiatives. The data help governments and relief agencies in assessing the amount of displacement and the shelter and recovery needs of populations affected by natural disasters such as floods, hurricanes, tornadoes, and earthquakes.

Assisting families, low-income populations, the elderly, the disabled, and veterans. Accurate census data are necessary for appropriate state implementation of Federal programs for these groups in areas such as housing assistance, energy cost assistance, community development, and employment and social services. Accurate census data also help city and community officials pinpoint areas that need special programs such as meals-on-wheels and social service agencies identify special needs such as telephone access in case of medical emergency.

III. Business uses

Product development and marketing. Accurate census data on where people of different ages live helps businesses of all kinds to develop and market their products. For example:

Manufacturers of baby products such as baby food, clothes, diapers, and toys, and manufacturers of maternity clothes and greeting cards need accurate information on children as they develop and market their product lines, as do television producers of children's programs and planners of large family amusement parks.

Architects, contractors, and real estate firms need accurate information on the size and composition of households and their housing as they design, build, and sell houses and apartments.

Producers of consumer durables such as television sets, washing machines, and home furnishings benefit from accurate information on households and their characteristics.

Accurate census information on language spoken at home helps television and radio stations define foreign language service areas and marketing companies develop products and services tailored to those who speak languages other than English.

Forecasting demand. Businesses forecasting demand for their products require accurate census data to develop these forecasts. Utilities depend on accurate census data to develop long-range plans for new facilities and networks.

Location decisions. A variety of business location decisions are improved by accurate census data. Examples include: businesses seeking to pinpoint areas to gauge potential markets for locating new stores, plants, or warehouses; businesses interested in finding sites having a labor force with certain education characteristics; building developers and contractors selecting sites for new housing developments; and businesses seeking to pinpoint areas of a city for locating new restaurants specializing in particular types of ethnic food.

Providing equal opportunities and achieving compliance with Federal law. Accurate census data help businesses set up and monitor affirmative action and anti-discrimination plans. And they help companies to comply with anti-discrimination legislation such as the Equal Employment Opportunities Act.

IV. Community group uses

Delivering health, social, and educational services. In many cases, private social service agencies and community groups have the same needs for accurate census data as state and local government agencies that provide social services. Private groups benefit from accurate census data to set up and administer assistance programs for children, teens, and older persons; to provide services that reflect cultural differences; to teach English, and conduct voter registration drives; to provide housing and job training for displaced homemakers; to provide veteran support services and promote the need for veteran services and facilities.

Disaster relief. As with social services, non-governmental organizations benefit from accurate census information in much the same way as governments when planning for and responding to disasters like hurricanes, tornadoes, floods, and earthquakes.

V. Individual uses

Location decisions. Individuals can make better choices about home-buying, job relocation, or starting a small business if they can take advantage of accurate census information.

VI. Academic research

Accurate census data are vital to researchers in a wide variety of endeavors. Some of the most important needs include the following:

Any research requiring comprehensive information at the neighborhood level must rely on the census, with its tract level information.

Research on ethnicity or other research requiring reasonable numbers of observations of relatively small population groups must rely on the census.

The decennial census is the only consistent source of data for researchers examining trends over periods of decades.

The census is the best source of information for research on immigration and mobility.

VII. Accurate census data provide the underpinnings for other surveys and data collection

Creating a sampling base. The decennial Census forms the sampling base for other national surveys such as the Current Population Survey, the Survey of Income and Program Participation, the National Crime Victimization Survey, the Survey of Recent College Graduates, and statistics compiled by the National Center for Educational Statistics (NCES) and the National Center for Health Statistics (NCHS).

Calculating rates. Data from other sources are combined with data from the Census to compute rates of various indicators. For example, NCHS uses its own survey data combined with Census data to calculate numerous vital statistics and rates for health service utilization. Similarly, the Bureau of Justice Statistics uses Census data to calculate imprisonment and victimization rates, and the Federal Bureau of Investigation uses Census data to calculate crime rates.

Creating national estimates. Census data are used to adjust surveys to be nationally representative. For example, the NCES uses Census data to make its survey results on education indicators reflect the total United States population.

UNITED STATES DEPARTMENT OF **COMMERCE** **NEWS**

WASHINGTON, DC 20230

ECONOMICS
AND
STATISTICS
ADMINISTRATION

U.S. CENSUS BUREAU

FOR IMMEDIATE RELEASE
MONDAY, MARCH 27, 2000

CB00-CN.27

Decennial Media Relations
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Census Bureau Director Says Early Census 2000 Returns Show Much Work Ahead If Nation To Have Successful Census

Census Bureau Director Kenneth Prewitt today released the first public report on America's response to Census 2000, showing that 42 percent of the questionnaires have been returned so far.

Release of the first response information launches a program by the Census Bureau to provide daily reports on initial response rates for every state, county and local jurisdiction in the country over the next 16 days. Most communities can compare their 2000 performance with its record in the 1990 census.

Prewitt has challenged the country to surpass its 1990 initial mail response rate of 65 percent, and set a goal for the country and most communities to increase their 1990 response rates by at least 5 percentage points.

"A national response rate that reaches 70 percent would signal that the country has reversed its decades-long decline in civic participation," the director said. "It is too early to know whether we can reach that goal or even match the 1990 response rate. By reporting the cumulative initial response rate every day, the Census Bureau invites the country to watch this story unfold.

"Although 42 percent of the households have returned the form, that leaves 58 percent not heard from. The success of Census 2000 is in the hands of the American people."

Daily updates on the percentage of households that have mailed back their Census 2000 questionnaires are being posted by the Census Bureau on its Web site, <<http://www.census.gov>>, as part of a grassroots campaign to encourage census participation called *How America Knows What America Needs*. The figures reflect the rates as of the close of business, two days before. The report is updated daily at 6 p.m.

(more)

Editor's Note: News releases issued by the Census Bureau on Census 2000, as well as other activities, can be found on our Internet homepage at <<http://www.census.gov>>. Click on the News button to view news releases, by date and by subject, or for Census 2000 information.

**PHOTOCOPY
PRESERVATION**

-2-

Initial response rates will be posted online for:

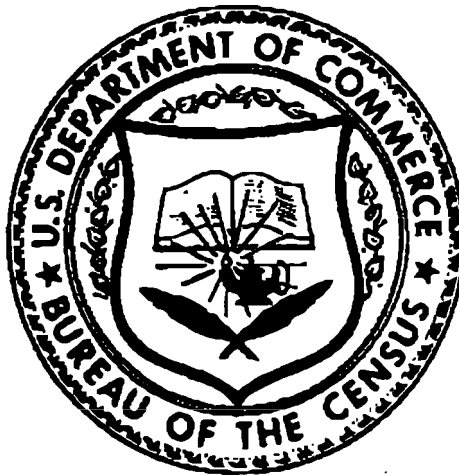
- The nation, states, Puerto Rico and the District of Columbia.
- Counties and cities (excluding jurisdictions of fewer than eight housing units).
- American Indian reservations.

The Census Bureau will post initial response rates a final time for these entities on the Internet on April 18.

-X-

The Census Bureau needs the help of local residents to conduct Census 2000. Job opportunities include census taker positions in communities and neighborhoods and office work. A large number of part-time positions are available. For more information on census jobs in your area, call toll-free 1-888-325-7733.

The Census Bureau guarantees that the answers given on census forms are kept strictly confidential. Information collected in Census 2000 will provide local area data needed for communities to receive federal program funds and for private sector and community planning.



OFFICE OF CONGRESSIONAL AFFAIRS

Bureau of the Census
U. S. Department of Commerce
Washington, D C 20233

Telecopier Cover Sheet

DATE: 12-17

FROM: Robin Bachman, Chief

Telecopier
301-457-3679

Telephone
301-457-2123

TO: Irene Buene

6-5581

No. of pages attached:

2

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

SUBJECT: ENCOURAGING PARTICIPATION IN CENSUS 2000

Next year, the Census Bureau will conduct Census 2000, the twenty-second decennial census of the United States. This monumental task will be the largest peacetime mobilization in our nation's history. I am committed to ensuring that this is the fairest, most accurate and complete census possible – one that truly reflects who we are as a people.

We know that previous censuses overlooked millions of Americans, especially children, low-income individuals and minorities. In fact, the 1990 census was the first census in history to be less accurate than its predecessor. According to the Census Bureau, the 1990 census missed 8.4 million people and double-counted 4.4 million others.

Information from the census affects Americans everyday. It is used by states and local governments to plan schools and highways, by the Federal Government to distribute funds for health care and other programs, and by businesses in making their economic plans. Census data are used to reapportion Congressional seats and draw legislative districts. Because the census is so important, we must do everything we can to ensure that everyone is counted. There is no time to waste. We are only a year away from Census Day, April 1, 2000.

The census is rooted in our history. It is mandated by the Constitution. Thomas Jefferson was charged with conducting the nation's first decennial census in 1790. He was the first to report an undercount. The Census Bureau has studied and learned from the past and is determined to do better. Census 2000 will be the first census of the 21st century. The professionals at the Census Bureau will make every effort to conduct and enumerate each individual. In addition, they will complete the census using proven, modern scientific methods to ensure that the nation has the most accurate information possible.

Participation in the decennial census is one of the nation's most vital civic responsibilities. This essential national effort will provide the information necessary to guide this country into the next century. Because of Census 2000's great importance, today I am directing all Executive departments and agencies to develop and implement a plan of action that supports the U.S. Census Bureau's mission of conducting a fair, accurate, and complete Census 2000.

All Executive departments' and agencies' plans of action should include (but not be limited to) efforts that will:

- (a) expand public education and promote the importance of Census 2000. You should include information regarding the need for full participation in Census 2000 in your overall communications strategy, where appropriate. The actions could include: placing informational materials in public waiting areas, including census messages in your advertising, adding census messages to newsletters and other internal communications, and promoting census participation in speeches and at public events or conferences;
- (b) refrain from initiating new household surveys between March 1, 2000 and June 30, 2000, to minimize intrusion and confusion for respondents and enhance their willingness to participate in Census 2000;
- (c) help recruit census workers, by encouraging agency employees to work on the decennial census as a second job; and
- (d) transfer excess furnishings to local census offices and provide space and equipment to local census offices in cases of emergency, to the extent permitted by law and where appropriate.

This memorandum does not create any right or benefit, substantive or procedural enforceable at law by a party against the United States, its officers, or any other person.

With your efforts, we can all move forward together towards the successful completion of a fair and accurate Census 2000.



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
Washington, D.C. 20230

TRANSMISSION COVER SHEET

Date:

To:

Tele:

Fax No:

Transmitting 3 Pages (Including Cover Sheet)

From:

MARTINA A. HONE
ASSOCIATE UNDER SECRETARY
ECONOMICS AND STATISTICS ADMINISTRATION
U.S. DEPARTMENT OF COMMERCE
ROOM 4836
WASHINGTON, D.C. 20230
TELEPHONE: 202/482-2760
FAX : 202/482-2889

RE/COMMENTS:

I pulled these out
of the Sec's talking
points. He'll be using
them tomorrow.

Sorry it took so
long.

(Signature)

(Signature)



1. Just in the past few days, the Treasury, Social Security, Veterans Affairs, and OPM have worked with us to make it possible to place a Census message on more than 15 million envelopes containing federal payments mailed out on April 3rd. I want to thank you and your senior staff for helping us make this happen so quickly. [Show copy of artwork]
2. Everyone is pitching in. Let me give you some examples:
3. Agriculture is helping by working with states to get waivers for Food Stamp recipients to work on the Census without affecting their benefits.
4. HUD has issued a similar waiver protecting the assistance for people in public housing who work as temporary Census enumerators. So has Defense, with a waiver so that military retirees can work on the Census without jeopardizing their benefits.
5. Veterans Affairs is placing posters and promotional materials in all 172 VA hospitals and 57 regional offices throughout the country. The VA is also including a Census message on its "800" call-in recording.
6. Interior is going to help us reach the American Indian community through the Bureau of Indian Affairs. In the 1990 census, 12.2 percent of American Indians living on reservations were missed. We really need Interior's help to reach them this time.
7. Health & Human Services helped the Census Bureau identify what languages should be used for language assistance guides aimed at refugees. HHS is also helping us reach out to children and their parents in the Head Start Program.
8. The Justice Department is helping us calm some of the fears in immigrant communities about the confidentiality of the Census. The INS Commissioner issued a letter noting that the agency has no access to Census information. INS also has issued guidelines instructing its regional offices to keep the importance of a full and fair census in mind, when they plan enforcement operations and raids.
9. We are working to get posters to all of your Departments and regional offices, so the public will be reminded of the importance of the Census.
10. We have another program I'd like to mention: "Census in the Schools." Next Monday, the President will announce the beginning of "Census in the Schools" week. I know he is going to ask all of us to participate, and we hope that Congress will pass a Resolution urging members to participate as well in their districts. The best time to do so would be during the week of February 21st to February 25th or, if local schools are closed that week, soon thereafter.
11. This program will teach children about the importance of the Census and encourage them to tell their parents to fill out the Census form. Census has mailed over 800,000 kits to

nearly every public and private school in the country, with materials and a teaching plan for teachers. We will mail out more than 1 million kits before Census Day. This program is critical because more than half of the people missed in 1990 were children.

12. There are several kinds of Census in the Schools kits, for different grades. We even have a Headstart program kit. There are also Census in the Schools kits for adults taking "English as a Second Language" classes. And we have everything in between - including a bilingual English/Spanish kit.
13. Secretary Riley (Dick), I understand that your staff is asking all your regional representatives, around the country, to include Census in the Schools in their overall educational messages. I want to thank you for that. I hope we can count on all of you to make "Census in the Schools" part of your message the week of February 21st to the 25th.

Paid Advertising \$160 million

Director Prewitt

Representation

R. answer

R. recognition + support

Partnerships - 600k

Bay Bridge - Census sign

Black box

Walmart - Census Day

Returns rates

1980 - 75% return

1990 - 65% return

2000 - estimated 60% return

State by state response rate

39k jurisdiction - challenge jurisdiction to increase 1990 rate by 5%

90 + 5 campaign

Posted on the Internet weekly.

Conversation - Civic message

Public moment

- 3/3 - letter to local areas

- 3/17 - start getting to homes.

- Mail back period - April 17 -

Set target for the Public

Non-response follow up.

- Close down non-response

- ACE = Accuracy Evaluation = survey

- 1.1 to print overcount of white

- 4/1/2001 = Redistricting

July & Aug. = capture the undersent

Privacy Concerns - Gluckman
Non-city vs. City only on lay term.

TANF/MODIFICATION LAMP - HHS
Will send out letters soon
the look - will do work

Unemployment Rate - Treasury
Input ~ unemployment rate?

Cover in Schools - Pily
TIGER
- Caution not to target any particular school
- Materials made available to everyone.
- Impact of incident, federal \$

Partnerships - Alvarez

Other Fed Check sources - Aphel
Private checks.

ED Boards
When talking about the budget - mention ~~the~~ census.

CENSUS 2000 MESSAGE

for the PRESIDENT'S CABINET

Census 2000 provides data that are used by decision makers in federal, state and local governments and the private sector when allocating important resources.

- Census 2000 information can help determine how more than \$185 billion in federal government funding will be allocated annually to communities.
- Census 2000 information can help ensure that communities receive their fair share of government support and resources.
- Census 2000 information can help communities make critical decisions such as where new schools, job training centers, healthcare facilities, senior centers and daycare centers are needed.
- Businesses use census data to help decide where to locate or expand retail outlets, factories, service industries and for marketing.

Census 2000 provides the data for political representation.

- The information gathered in Census 2000 is the foundation of our representative democracy based on the principle of one person/one vote.
- Census 2000 data determines how U.S. House of Representatives' seats are allocated among the states.
- Census 2000 information is used to ensure that local communities receive proportionate political representation within their states at all levels of government by providing the data used to draw political districts.
- An accurate Census 2000 ensures that communities receive the political representation they deserve.

The census is always conducted in the strictest of confidence.

- Individual information obtained in Census 2000 will not be shared with anyone outside of the Census Bureau for any reason for 72 years.
- That means that no one, not even the President, can get individual data. Nor can anyone at the Internal Revenue Service, the Immigration and Naturalization Service, the Federal Bureau of Investigation or any law enforcement agency.
- No one in state, local or tribal governments can get the information either. Nor can private persons, or businesses such as landlords, credit bureaus or marketing companies.
- Sworn Census employees are the only people with access to an individual's data. These Bureau employees are subject to strict criminal penalties for sharing data (a \$5,000 fine

and a five-year prison term).

- The Census Bureau maintains the highest standards of security and confidentiality.

Census 2000 provides an opportunity for all residents of the United States, including Puerto Rico and the island areas to participate in a common civic activity.

- The census seeks to count all people living in the United States, citizens and non-citizens alike.
- Responding to the census is a right and a responsibility of every person living in the United States, including Puerto Rico and the island areas.
- Census 2000 is a national event that reasserts a common sense of civic engagement for everyone living in this country.
- The census is a civic event that matters. It is inclusive, it has real consequences and it is participatory because every household is asked to do something.
- The census reaches every population group; from America's indigenous people to its most recent immigrant; it crosses every social class and touches every race and ethnic group; it leaves no one out.

The Census Bureau is making an unprecedented effort to reach out to all residents to encourage increased participation in Census 2000.

- For the first time ever, the Census Bureau is using paid advertising to encourage participation in the census.
- There is a concerted effort in the advertising campaign to reach out to every person living in the United States, including Puerto Rico and the island areas.
- The ads for television, radio and print have been created in 17 different languages to reach the many non-English speaking communities in the United States, including Puerto Rico and the island areas.
- The census long form and short form is available in five languages other than English, (Spanish, Chinese, Korean, Tagalog, Vietnamese).
- Language Assistance Guides are printed in 49 additional languages, including many languages common to recent immigrant and refugee communities..
- The Census Bureau has developed a promotional campaign that is aimed at educating and motivating *all* people to respond.
- There are more than 35,000 groups, organizations and companies from across the United States, including Puerto Rico and the island areas that are supporting the Census Bureau in its efforts to reach every household.

Proposed Census 2000 Messages for Cabinet Officers

Contact:

U.S. Census Bureau
Public Information Office
February 9, 2000
301-457-3691

Message #1: Census 2000 Benefits – To be used March 3 – 27, 2000

- Every 10 years the U.S. government takes a snapshot of America through the Decennial Census. Census data is used to ensure fair representation in the Congress and to distribute nearly \$200 billion in federal funds.
- Census 2000 is the largest peacetime mobilization in U.S. history. At its peak, the Census Bureau will be filling over 860,000 jobs to count everyone living in this country.
- Everyone has a role. When the questionnaire comes to your home in the next few weeks, be sure to fill it out and return it. You can even respond via the Internet.
- Here are four reasons why you should do so:
 1. The census helps our communities by providing valuable data for planning programs and services, including schools, hospitals and roads.
 2. The census helps us get assistance in times of need. When tornadoes, earthquakes or hurricanes hit, the census tells rescuers how many people will need their help.
 3. The census makes government more responsive by telling government leaders who we are and what we need.
 4. Census numbers help business and industry locate skilled labor, select sites for new plants and markets and produce more efficiently the products and services you need.
- If you need help filling out your form, Questionnaire Assistance Centers are available. The questionnaire also has a toll-free phone number for help.
- For general information about Census 2000, go to the Census Bureau's Internet site at <http://www.census.gov>.
- It starts with you. Look for your questionnaire. Fill it out and mail it back.

Proposed Census 2000 Messages for Cabinet Officers

Contact:

U.S. Census Bureau
Public Information Office
February 9, 2000
301-457-3691

Message #2: Census 2000 Confidentiality – for use March 27 – April 11, 2000

- Every 10 years the U.S. government conducts a national census to ensure fair political representation in the Congress and state and local legislatures. Census data also provides an up-to-date snapshot of the country and who we are. Census 2000 is the latest such exercise.
- When you receive your Census 2000 questionnaire, please fill it out. It only takes a few minutes.
- Be sure and include every adult and child living in your home, even if they are not related to you.
- If you need help filling the form out, call the toll-free number on the bottom right of the form. There are also Questionnaire Assistance Centers in your neighborhood available to help.
- Responses to the census are confidential. No one outside the Census Bureau will see your answers. By law, the Census Bureau may not share your answers with any other government agency. No police department, no court of law, no other federal agency, not even the President of the United States can see your answers.
- The same law that keeps your answers out of the hands of these agencies prevents the Census Bureau from providing your information to anyone outside the government too. That means no landlords or companies that bury us in junk mail. Census Bureau employees face fines and imprisonment if they disclose personal information from the questionnaires to any one.
- People who answer the census help their communities obtain the federal funding they deserve and the data provide valuable information for planning hospitals, roads and more.
- Census information helps decision-makers understand which neighborhoods need new schools, better roads, job training centers, services for the elderly or child care facilities.
- All of this depends on everyone filling out the forms and sending them back.

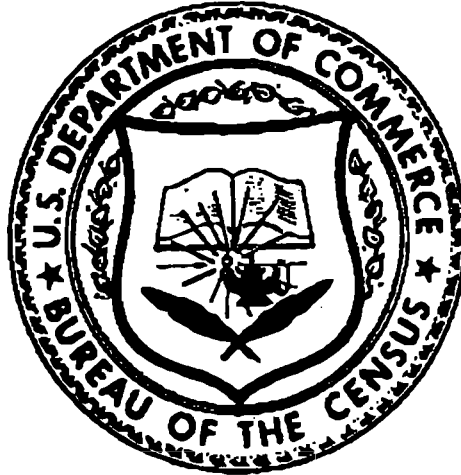
Proposed Census 2000 Messages for Cabinet Officers

Contact:

U.S. Census Bureau
Public Information Office
February 9, 2000
301-457-3691

Message #3: Census 2000 Reminder – To be used after April 11, 2000

- Every 10 years the U.S. government conducts a census to ensure fair political representation and to update the country on who we are. Census 2000 is currently underway.
- If you haven't answered your Census questionnaire yet, the Census Bureau will be sending an enumerator to your home.
- If an enumerator visits you, please cooperate and give the enumerator the answers needed to ensure the nation has complete and accurate statistics for future planning.
- Many communities use census data to attract new business or plan for growth.
- Local planning for roads, schools, day-care centers, services for the elderly and other community needs are based on the census results.
- Our representation in state and local governments and in the Congress of the United States is based on census population numbers.
- If some communities don't participate as much as others, they will be underrepresented in the results. Their voices will be weaker.
- Census data are confidential. By law, the information is not shared with other government agencies, organizations, or anyone else outside the Census Bureau.
- The census is an inclusive event. Please cooperate if an enumerator visits your home.



OFFICE OF CONGRESSIONAL AFFAIRS

Bureau of the Census
U. S. Department of Commerce
Washington, D C 20233

Telecopier Cover Sheet

DATE: 12.21

FROM: Robin Bachman, Chief

Telecopier
301-457-3679

Telephone
301-457-2123

TO: Irene Bueno

2/456-6558

No. of pages attached: 8

message materials

(see e-mail)

COMMERCE NEWS

UNITED STATES DEPARTMENT OF COMMERCE
Office of the Secretary • Washington, DC 20230 • www.doc.gov/opa

Remarks by
Secretary of Commerce William M. Daley
The Launch of Census 2000
Washington, D.C.
October 27, 1999

[As Prepared For Delivery]

We asked all of you here, because this obviously is a big day for us at Commerce, but it is also a big day for America. Today, I am pleased to announce the official launch of Census 2000; the first census of the new century; the first census of the new millennium, and with your help, the best census our government has ever conducted.

Ever since I became Secretary, I've told people -- no question, the Census is the most important job I will ever do. I have told President Clinton, there is no question, it is absolutely the most important job our entire government will do next year.

Our country is growing -- we will count some 275 million people. But what's more important is the changing nature of that growth -- it is coming from minority communities.

Think about what that means, as we conduct Census 2000. It tells me, there are many new residents who have never experienced a census. They don't have the foggiest idea of what we are even talking about when we say the word census.

It tells me, the Census has to do a far better job finding people in minority communities, which is who we missed most in 1990.

And there is something else at work here, and to be frank with you, it troubles me greatly. It's a negative attitude some Americans have developed about their government. Call it apathy, call it indifference, call it a lack of respect -- but people mistrust government.

You see it when it's time to vote. You see it when Americans are asked to serve on jury duty, and the first reaction is: hey -- how do I get out of this?

And it has clearly been reflected in the return of census forms. In 1970, 78 percent of the public returned them. In 1980, it dropped to 75 percent. In 1990, down to 65 percent. I think you see a trend here, that is troubling and that if we don't reverse will have enormous consequences.

So when I came into office, I said I didn't want 2000 to be a knock off of 1990's census. It's a new era. The country is more diverse. And since we are dealing with more Americans who don't have as their first priority civic responsibility, we needed to come up with a new way to conduct this.

And we have. We will reach out to more Americans, and to be frank with you, to try to change attitudes. I want Census 2000 to be the people's census.

It all begins with a motivated work force. We will hire an army -- to fill more than 800,000 temporary jobs. It is tough with unemployment so low to find an army -- but we will pay them well to recruit them.

Last week, I went to a meeting of all the regional directors. What impressed me was the fact they weren't just talking about filling jobs or paying workers. They were talking about how the people they've already hired feel a real civic responsibility. The fact is, when you are a census taker, and people hang up the phone on you; and they slam the door in your face; and they refuse to talk to you; it takes a real sense of civic duty to find every last person, and not to give up. So, what I heard was very positive.

Beyond the workforce, we have reached out to partners as never before. I cannot tell you how important all of you are. There is no way Washington could not do the job without you.

Let me illustrate with two examples.

With us is Susan Maylone, of General Motors. GM is using every means possible to help us recruit GM employees and retirees for temporary census jobs. They will need them in Detroit. Every time I see Mayor Archer, he talks census. So, it's true -- what is good for General Motors is good for our country.

Let me say, even religious leaders across the country will deliver sermons to their congregations about the census. With us is Dr. Hilbert Stanley from the National Black Catholic Congress. Dr. Stanley has made the census a priority in all of the regional and local meetings of black Catholics around the nation. Sir, if you could also get a few priests to slip in a few prayers on Sundays, I'd appreciate it. We may even need the Pope's help on this one.

And 300,000 teachers have already requested kits to teach America's children about the census. Nothing could be more helpful, because the best people to nag their parents about returning forms, are children.

One other thing we'll do differently -- and this is very important. We'll have a message that people will see, and hear, and hopefully it will sink in that the census is more than a headcount.

What's in it for Americans is to make sure \$185 billion a year in federal funds for education, roads, health care, and daycare will be distributed correctly. Maybe they never thought the census as being something to help them get programs -- but they soon will.

Our old ways of getting the message out were through public service announcements, that would air at 3 in the morning. Our new way is through paid ads. During the peak in March and April, only Big Macs and Whoppers will be more dominant on TV than the census.

Usually, in advertising, companies appeal to those most likely to buy. These are different. We are going after people who are least likely to respond, but who obviously we need. And that is more difficult.

This will be the largest civics lesson America has ever had -- and I think it will be good for the census, and good for getting a sense of civic responsibility back into this country.

But -- and I will end on this -- the promise we'll make in our commercials that the census will benefit all Americans, depends on one thing: and that is whether our census partners -- all of you -- and our army of workers -- can find every resident.

The
Director's
Prepared
points.

GENERAL FOR ALL STAFF

Talking Points for Event

- The Census 2000 Campaign Launch kicks off the nation's largest peacetime mobilization to ensure that when the census begins next March, we will have maximum participation.
- We need to get the word out that the census is around the corner and we want everyone to participate.
- The event on October 27 is intended to generate excitement and enthusiasm – to instill a sense of pride and responsibility – particularly for those who will be working so hard during the next six months to prepare for the census.
- The census is an inclusive event – a civic ceremony. The census is the one activity in which every man, woman and child in this country is called upon to participate.
- The census is important to everyone who lives in the United States, Puerto Rico and the island areas.
 - Mandated in the Constitution, the census does more than count people. The data we gather are used to help determine how more than \$185 billion in federal funds are allocated to local communities for schools, healthcare, emergency equipment, job training and programs for the elderly and disabled.
 - The data also are used to help ensure that each community receives proportionate political representation.
- Preparing for and conducting a national census is a considerable challenge and the success of Census 2000 depends upon the participation of every individual who resides in the United States, Puerto Rico and the island areas.
- In order to ensure that as many people participate as possible, we need to start talking about the census now.
 - We need to educate everyone on the importance of the census and the necessity of each person's involvement.
 - We need to motivate others to be proactive and respond when they receive their census form.

- And we need to focus on all the positive ways the census can benefit our communities.

- With the census – everyone counts!
- We are launching an advertising campaign in 17 different languages that will reach into every corner of the country.
- With this launch the Census Bureau is publicly declaring its commitment to reach every household. How are we doing this?
 - With the help of nearly 30,000 partner and supporter organizations, who have committed their resources and energy to increase census participation. These organizations include community groups, not-for-profits, labor unions, the Congress, federal agencies as well as state, local and tribal governments.
 - With the help of 520 local census offices in 12 regions that work at the grassroots level in communities to educate and motivate people.
 - With hundreds of thousands of census takers who will count the members of their communities.
 - With simpler, easier to use census forms.
 - With more ways to respond, in particular, with blank “Be Counted” forms that will be placed in heavily trafficked areas.
 - And with your help. Each one of you can contribute to the effort to make everyone count.

**Congresswoman**

Carolyn Maloney

Reports

2430 Rayburn Building • Washington, DC 20515 • 202-225-7944
1651 Third Avenue • Suite 311 • New York, NY 10128 • 212-860-0606

FOR IMMEDIATE RELEASE
OCTOBER 27, 1999

CONTACT: NICOLE HARBURGER
(202) 225-7944

Statement by Congresswoman Carolyn Maloney Census 2000 Launches Mega Media Outreach Campaign October 27, 1999

WASHINGTON, D.C. - "Today we are unveiling the advertising campaign designed to let people living in America understand why the Census is so important to all of our lives. Just today, if you flip the pages of newspapers across our country, you'll find: an AP wire story on families being unhappy with their kid's schools, where Census data is incorporated; a Christian Science Monitor story on Pakistan's democracy where data from the Census Bureau is cited; a New York Times story looking at Mayor Giuliani's new policy on work for the homeless, which uses Census data; a USA Today story on public elementary schools passing parents' tests, mentioning Census data; and countless other examples.

"The goal of the paid advertising program is simple: to increase the amount of people who mail back their census forms by generating a new and energized level of public awareness of the Census 2000. The ad campaign is designed to make people see how their lives can be affected by whether or not they participate in one, immensely important, civic action.

"The slogan of these new commercials is: This is your future, don't leave in blank. Earlier this week, I met with students using the Census in the Schools program at MS 167 in my district, in Manhattan. These students told me that whether or not they and their families filled out Census forms in April, is about their futures. I know that none of the students I met think of their futures as blank. They said they wanted their futures to be filled with jobs, families, and hopefully, a chance to go on to college - but to get the resources they deserve from their city, state, and federal governments, they now understand, they can not be a "blank" in the eyes of the Census."

###

SUBCOMMITTEE ON THE CENSUS

The Honorable Dan Miller, Chairman

H1-114 O'Neill House Office Building, Washington, D.C. 20515

FOR IMMEDIATE RELEASE

October 27, 1999

Contact: Chip Walker
(202)226-1973

2000 CENSUS ADVERTISING OUTREACH CAMPAIGN

RONALD REAGAN BUILDING

OCTOBER 27, 1999

Thank you Secretary Daley and Director Prewitt for inviting me to this historic kickoff.

Today we are gathered here to launch the first of its kind advertising campaign to promote participation in the 2000 Census. Thousands of dedicated Census Bureau employees have been working tirelessly to lay the groundwork for a successful count in 2000. The Congress of the United States recognizes your hard work and thanks you for your dedication.

Next spring hundreds of thousands of enumerators will swell the ranks of the Census Bureau and begin walking door to door to count those not enumerated by mail. But we must make no mistake; America cannot have a successful census without the support and effort of the American people. They are the keys to finding everyone that is residing in this great and bountiful nation.

This advertising campaign will be an important tool in educating America about the importance of being counted. There are, of course, many important reasons that America should want to be counted. As a Member of the United States Congress, I have a passion for the census as a civic ceremony, a civic duty. The civic nature of the census is firmly embedded in our great Constitution.

We also enjoy a Bill of Rights like none other in the world. People immigrate here because America is truly the land of opportunity. However, although our Founding Fathers gave us the greatest structure and guidelines by which to run our democracy, they also have left us the ability to squander this opportunity and tarnish not only their legacy – but our own. Our democracy can only be as great as the sum of all its parts. Without citizen participation, our democracy cannot survive. Without individual participation, our census cannot be a success.

The slogan for the 2000 Census is, "This is your future. Don't leave it blank." Profound words indeed. It's your future of representation in the United States Congress, as the constitutional purpose of the census is to reapportion the seats of the House among the several states.

This is your future. Don't leave it blank. It's the future of your family, and your children as a portion of federal funding ranging from Medicare to transportation are distributed based on census data.

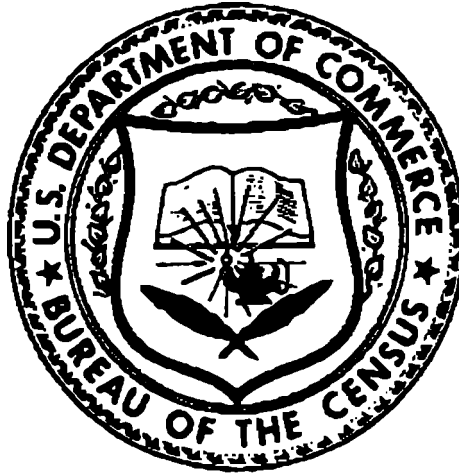
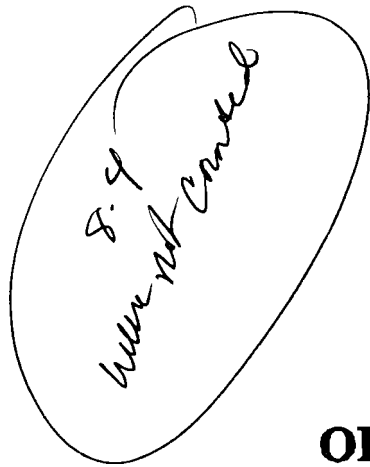
This is your future. Don't leave it blank. It's the future of your communities and what they will look like. Data users from demographers to city planners, from businesses to universities, will use census data to determine your communities' needs.

The obligation for conducting the census was given to Congress in the Constitution. We accepted that noble duty and in 1902 Congress created the Bureau of the Census to carry out that obligation. This advertising campaign was made possible because a determined Congress made a commitment to end the undercount and provide the Census Bureau with the resources it needed to conduct a successful 2000 Census.

I'd like to thank the Census Bureau for its hard work in putting this ad campaign together, and also thank Young and Rubicam for its much needed expertise and efforts in bringing this multimillion dollar effort to fruition.

As we launch this national advertising campaign today, my desire and the desire of the United States Congress is that all those residing in America be counted regardless of race, creed or color -- from citizens to non-citizens, from homeowners to the homeless, from the elderly to the young, from farmers to migrant workers. We must count everyone, because everyone counts.

America, this is your future, please don't leave it blank.



OFFICE OF CONGRESSIONAL AFFAIRS

Bureau of the Census
U. S. Department of Commerce
Washington, D C 20233

Telecopier Cover Sheet

DATE: February 10, 2000

FROM: **Robin Bachman**

TO: Irene Bueno

Telecopier
301-457-3679

Telephone
301-457-2123

202/456-5581

No. of pages attached: **6 7**

Please share with Paul Glastris

The Census Bureau is providing educators with a variety of teaching materials to make it easy for them to incorporate Census 2000 content into their classrooms at the time of this important civic event.

Instructional materials are available for K-12 teachers, Head Start Centers, and instructors of adult ESL and literacy.

In addition, every K-8 and Head Start student will receive, through his/her school, a family census activity to reinforce the importance of participating in Census 2000. These materials will be available in English and Spanish.

Principals will also receive materials to help them engage the whole school community in Census 2000 awareness. Their package includes posters and a reproducible Census 2000 family letter in six languages.

The most visible component of the Census in Schools project—the K-12 teaching kits—have been ordered by over 1,000,000 educators nationwide. The materials introduce Census concepts to students by using maps, charts, graphs, and interdisciplinary activities.

Another important component of the project is the Head Start materials, being distributed to every Head Start Center in the country. These materials, also available in Spanish, include a giant classroom reading book and individual books for children to take home and share.

Principals!

Welcome to your guide to Census 2000.

As part of a nationwide campaign to ensure that every one — including every child — is counted, the U.S. Census Bureau and Scholastic have developed **Census in Schools**, a free educational program that has been made available to every school in our nation.

This Principal Guide, along with the rest of your Principal Kit, will help you and your teachers better utilize the **Census in Schools** teaching materials to educate students and their families about the importance of an accurate census count. The guide also contains the following information on how to bring the census to life in your school and community:

- Why Census 2000 is important to you, your teachers, and your school.
- A plan to generate interest in Census 2000 at your school.
- A look at some school-based census activities.
- Local Census Bureau contacts.
- A sample press release to let the media know about your school's census activities.
- Key census dates to remember.

**Thank you, in advance, for doing all
you can to make sure everyone in
America is counted in Census 2000...
especially the children.**

WHAT'S INSIDE YOUR PRINCIPAL KIT

- The FBI has been told by reliable sources that the FBI should take home to their families.

**The U.S. Census Bureau
has many partners.
The following four have
endorsed this guide:**

1135P

"It's never too early to teach children the importance of the U.S. Census."

Ursula F. Wenden

**Vincent Ferrandino/Executive Director
National Association of Elementary
School Principals**

nassp

"NASSP is pleased to support this important effort to ensure every child in the U.S. is included in Census 2000."

James M. Lutz

**Gerald N. Tirozzi/Executive Director
National Association of Secondary
School Principals**



"The Census is critical to the delivery of government services. Please make sure that your school community is participating."

Thank you

**Gordon Ambach/Executive Director
The Council of Chief State School Officers**

MSA

"Because every child counts, AASA encourages all school leaders to support Census 2000."

E. D. Johnston

**Paul D. Houston/Executive Director
American Association of School
Administrators**

This is your future. Don't leave it blank.



Your school and Census 2000: A Game Plan for Success

Your school and district play an important role in ensuring that Census 2000 is complete and accurate. Encouraging your teachers to use the **Making Sense of Census 2000** teaching materials is an important first step in generating community awareness. Next, engage your teachers, students, and your whole school community by following this Game Plan for Success. If your teachers do not have the free teaching materials, see the ordering information below.*

Develop a master plan for your school and district.

- Appoint a Census 2000 Coordinator to develop and implement a plan of action for your school.
- Work with your local Census 2000 Complete Count Committee and parent-teacher organizations to organize school and community activities.
- For additional assistance, contact a local Census Bureau representative (see the last page of this guide).

Get your teachers involved.

- Make sure teachers have ordered their teaching kits.*
- Encourage teachers to incorporate Census 2000 lessons into their classroom curricula.
- Sponsor a "Teach Census Week" program for your teachers.
- Feature a daily census vocabulary word in every classroom.
- Create a Census 2000 bulletin board for your school.

Promote student participation.

- Have students write articles for the school and community newspapers about census-related school activities.
- Announce census events over the public address system and during in-school television broadcasts.
- Conduct a Census 2000 student essay or poster contest.
- Organize a school-wide mock census.
- Have students design Census 2000 flyers, buttons, stickers, book covers, etc.

Get the entire community involved.

- Invite guest speakers to school events to discuss the census.
- Incorporate a Census 2000 theme at parent meetings and pass out census fact sheets.
- Send Census 2000 announcements along with report cards.
- Raise school/district employees' awareness about the importance of Census 2000.
- Volunteer your school as a Questionnaire Assistance Center.

*The U.S. Census Bureau and Scholastic have created free teaching materials supporting math, geography, and social studies curricula. Teaching kits are available for grade ranges K-4, 5-8, and 9-12. Each kit contains a 24-page Teaching Guide and a giant 4 x 6 foot wall map. To order materials for here, call 1-800-296-8923. The fax number is 212-343-4867.

HOW CENSUS 2000 IMPACTS YOUR SCHOOL AND YOUR COMMUNITY

Census 2000 will play an important part in determining the allocation of resources for schools and school districts throughout the country, including yours.

■ The federal government uses census data to distribute more than \$185 billion annually for various programs and services in such areas as education, health care, housing, transportation, community development, and job training.

■ Tribal, state, and local governments use census data for planning and allocating funds for new school construction, public buildings such as libraries and hospitals, and highway safety and public transportation systems.

Across the Nation, E

“The Census is an opportunity to get our fair share of \$185 billion, annually, in federal funding. When you don't participate in the U.S. Census, the money your community or state would have received goes elsewhere. It goes to another community or state to fund roads, health care services, Title I educational programs, nutrition services for seniors, and child care services. The result of you not participating in the U.S. Census means federal dollars that might have been allocated to your community for services will either not be provided or will be paid for directly by you, penny by penny, nickel by nickel, dollar by dollar, day after day, until the next U.S. Census gathers the necessary information to divide federal funding.”

— Joan Paton Acosta, Ph.D., Los Angeles Unified School District

Los Angeles Unified School District

This district's three-pronged approach to teaching and promoting Census 2000 (educate your teachers, sponsor events and activities, and get the word out) is a model for all schools. L.A.U.S.D.'s official **Census in Schools** launch took place on October 1, 1999 at the district's Hobart Elementary School and was attended by 1,800 students, staff, elected officials, and parents. The district's motto, "We Count!," was emblazoned on thousands of buttons, T-shirts, and stickers.



L.A.U.S.D. launch at Hobart Elementary School

Danbury High School

Geography teacher Ken Keller, at Danbury High School in Danbury, Connecticut, recently invited a local census representative to talk to students about the importance of Census 2000. Students learned about the allocation of federal funds, the reapportionment of congressional districts, and census employment opportunities. It was a very worthwhile experience for everyone involved.

Memphis City Schools

The Memphis Arts Council in Memphis, Tennessee, is developing a Census 2000 "narrative in dance" as a part of their Arts in Schools program to teach children that they count. The program will be held in Spring 2000 in the Memphis City Schools and will include modern and African dance.

Everyone is Participating

Bayonne Public Schools

Superintendent Malanowski has designed a census campaign by creating a census committee within every public school. Principals from each school selected a representative from their committee to serve on the District Planning Committee.

Activities in Bayonne, NJ were launched on April 1, 1999 with the unveiling of the Census 2000 district logo and the singing of the Bayonne Census Song, which was adapted from "The Wabash Cannonball" by a group of sixth graders from Public School #14.

Each school has a Census Committee. These committees meet regularly to develop their action plans for Census 2000 activities. Planned activities include mock censuses using the **Making Sense of Census 2000** lesson plans, countdown bulletin boards and thermometers, and an essay and poster contest. Schools will provide census fact sheets to families in the community, and students are developing videotaped messages in different languages encouraging viewers to respond to the census. Three schools in the district have been proposed as possible Questionnaire Assistance Centers.



Bayonne High School 1999 senior, Tang Ni Tung, designed the logo for the school's Census 2000 Campaign.

"By engaging everyone in the process, we hope to receive more revenue for the school district and the community. Our objective is to dispel myths that the population has about the census process and to recognize the benefits of the census."

— Joan Hajducsek Rosen,
Census 2000 District
Chairperson, Bayonne
Public Schools

Norristown School District

The Norristown School District in Pennsylvania is producing a video of a classroom discussion on Census 2000. This video will air in February, March, and April on the Educational Access Channel, which reaches 20,000 homes.

The Pawnee Nation

A Census 2000 essay and poster contest is being conducted for all K-12 American Indian students at the Pawnee Public Schools in Pawnee, Oklahoma. For the essay, students are interviewing their parents about their memories of the 1990 Census. The theme for the poster contest is "I Count Too."

One Step Toward Success: Get the Word Out to the Press

Below is a sample press release that can be easily tailored to describe your school's/district's participation in Census 2000. Sending press releases to local newspapers, magazines, and TV and radio stations is an excellent way to spread the word about your school's and students' involvement in Census 2000.

FOR IMMEDIATE RELEASE

Contact: (School Media Relations Officer)

March 2000

Census 2000 is almost here and (your school) is teaming up with the U.S. Census Bureau to make sure that no one is left out of the count. Students in grades (fill-in) are not only learning about the importance of the census through a variety of free educational materials prepared by the U.S. Census Bureau and Scholastic Inc., but are also taking the message home to their families and communities in the form of fun and educational family activities that focus on Census 2000.

Why is it so important for all households to fill out completely and return their census forms? It is estimated that almost 2 million children were left out of the count in 1990 because often their parents or guardians did not include them on their census forms. As a result, the communities in which those children lived may not have received all the federal funding they needed and deserved for the entire decade. The students, faculty, and parents of (your school) are determined to make sure that every resident in (your community) is counted during the course of Census 2000, and they hope that you'll join in to help.

In order to encourage residents to fill out and return their census forms, our students are helping to spread the word that the census is critical for determining funding allocations and that it is confidential and safe. By law, the U.S. Census Bureau cannot share your answers with others, including welfare agencies, the Immigration and Naturalization Service, courts, police, and the military. Anyone who breaks this law can receive up to five years in prison and \$5,000 in fines. The law works — millions of questionnaires were processed during the 1990s without any breach of trust.

To learn more about Census 2000, you can contact your school's Census Coordinator or visit the U.S. Census Bureau's Web site at www.census.gov.

Census Bureau Contacts:



Your school and district can help spread the word about the census. For more information on promotional activities, available materials, census jobs, and speakers, call your regional partnership coordinator, listed at right.

Key Census Dates to Remember

January 2000:

Materials sent to principals to promote schoolwide Census 2000 activities.

February 2000:

K-8 teachers receive Census 2000 take-home materials.

March 1-8, 2000:

Advance letter for questionnaires delivered to households.

March 13-15, 2000:

Census questionnaires mailed to 118 million households.

March 13-17, 2000:

Teach Census Week.

April 1, 2000: CENSUS DAY!

April 27, 2000:

Enumerators begin visiting households that have not returned their questionnaires by mail.

December 31, 2000:

Official census numbers delivered to the President.

If you live here	Partnership Coordinator	Census Center	Telephone #
Alabama	Mary Love Sanford, Danielle Jones	Atlanta	404-331-0573
Alaska	Bob Clingman	Seattle	206-553-5833
Arizona	Pamela Lucero	Denver	303-231-5029
Arkansas	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
California ¹	Reina Ornelas, Monica Sandoval	Los Angeles	818-904-6522
California ¹	Bob Clingman	Seattle	206-553-5833
Colorado	Pamela Lucero	Denver	303-231-5029
Connecticut	Tia Costello	Boston	617-424-4977
Delaware	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
DC	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
Florida	Mary Love Sanford, Danielle Jones	Atlanta	404-331-0573
Georgia	Mary Love Sanford, Danielle Jones	Atlanta	404-331-0573
Hawaii	Reina Ornelas, Monica Sandoval	Los Angeles	818-904-6522
Idaho	Bob Clingman	Seattle	206-553-5833
Illinois	Marilyn Stephens, Joyce Marks	Chicago	312-353-9759
Indiana	Marilyn Stephens, Joyce Marks	Chicago	312-353-9759
Iowa	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Kansas	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Kentucky	Victoria Burke, William Ward	Charlotte	704-344-6624
Louisiana	Marisela Lopez	Dallas	214-655-3060
Maine	Tia Costello	Boston	617-424-4977
Maryland	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
Massachusetts	Tia Costello	Boston	617-424-4977
Michigan	Vince Kountz	Detroit	248-967-9524
Minnesota	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Mississippi	Marisela Lopez	Dallas	214-655-3060
Missouri	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Montana	Pamela Lucero	Denver	303-231-5029
Nebraska	Pamela Lucero	Denver	303-231-5029
Nevada	Pamela Lucero	Denver	303-231-5029
New Hampshire	Tia Costello	Boston	617-424-4977
New Jersey ²	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
New Jersey ²	Alice Chin, Martha Butler	New York	212-620-7702
New Mexico	Pamela Lucero	Denver	303-231-5029
New York ³	Tia Costello	Boston	617-424-4977
New York ³	Alice Chin, Martha Butler	New York	212-620-7702
North Carolina	Victoria Burke, William Ward	Charlotte	704-344-6624
North Dakota	Pamela Lucero	Denver	303-231-5029
Ohio	Vince Kountz	Detroit	248-967-9524
Oklahoma	Ben Arzu, Tom Beaver	Kansas City	816-801-2020
Oregon	Bob Clingman	Seattle	206-553-5833
Pennsylvania	Lyn Kirshenbaum, Juanita Britton	Philadelphia	215-597-8312
Rhode Island	Tia Costello	Boston	617-424-4977
South Carolina	Victoria Burke, William Ward	Charlotte	704-344-6624
South Dakota	Pamela Lucero	Denver	303-231-5029
Tennessee	Victoria Burke, William Ward	Charlotte	704-344-6624
Texas	Marisela Lopez	Dallas	214-655-3060
Utah	Pamela Lucero	Denver	303-231-5029
Vermont	Tia Costello	Boston	617-424-4977
Virginia	Victoria Burke, William Ward	Charlotte	704-344-6624
Washington	Bob Clingman	Seattle	206-553-5833
West Virginia	Vince Kountz	Detroit	248-967-9524
Wisconsin	Marilyn Stephens, Joyce Marks	Chicago	312-353-9759
Wyoming	Pamela Lucero	Denver	303-231-5029
Puerto Rico	Hector Feliciano	Puerto Rico	787-771-3660
U.S.V.I.	Idabelle Hovland	Census Bureau	301-457-8443
American Samoa,		Suitland, MD	
GNMI, Guam			

For more information about Census 2000,
visit the Census 2000 Web site:
www.census.gov
Click on Census 2000.

To order additional teaching materials,
1-800-896-8823.

¹ The Los Angeles Regional Office covers Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties. The remaining counties are covered by the Seattle Regional Office.

² The New Jersey Regional Office covers Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union, and Warren counties. The remaining counties are covered by the Philadelphia Regional Office.

³ The New York Regional Office covers Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk, and Westchester counties. The Boston Regional Office covers the balance of New York State.

*Cab. mtg. ?
briefing*

*→ Speech - direct
- Fact Sheet
- Q + A
- Proclamation
- PSAs - won't show
but POTUS can speak
about it
See also OMB
web page*

February 8, 2000

To: Karen Tramontano
From: Irene Bueno
Robin Bachman, Census
CC: Eric Liu
RE: **CENSUS/LULAC SPEECH - RECOMMENDATIONS**

As you requested, we considered possible Presidential announcements for the speech to the League of United Latin American Citizens (LULAC) and recommend that the President: (1) make a strong statement about the confidentiality of the Census; (2) announce the Census in the Schools Challenge; (3) give a status report on federal efforts to support Census 2000; (4) and direct federal agencies to encourage grantees to partner with the Census.

We do not recommend that the President announce the INS guidance. First, the guidance is not ready to be released until later next week. Second, it is not a clear "winner" of an announcement. Some may take the INS guidance to mean the President does not want to enforce immigration laws. Others may think the guidance does not go far enough, because it does not provide a blanket enforcement moratorium during the entire Census period. (Instead, it directs INS field offices to not undertake high visibility enforcement activities during the peak Census period.)

Below are more details about the announcements we recommend.

1. Strong Confidentiality Message -- The President should make a strong, clear and unequivocal statement that census information will not be shared with anyone -- not federal enforcement agencies, credit bureaus, or any government entity. This will help allay one of the key concerns of groups like LULAC. Also, Census may be prepared to release three PSAs featuring Texas Ranger catcher Pudge Rodriguez in which he encourages participation in the Census and emphasizes that Census information is confidential. The PSAs with Pudge Rodriguez could be played at the speech and he could be invited to attend the speech.
2. Census in the Schools Challenge -- The President could announce the **Census in the Schools Challenge** that will involve teachers, Cabinet Secretaries, Congressional members and others all over the country participating in **Census in the Schools Week** beginning February 21st.
 - a. Proclamation -- The President could issue a proclamation designating February 21, 2000 as "Census in the Schools" week.

- b. White House Web Page – The President could announce the White House Webpage will include a link to Census Bureau's **Census in the Schools** teaching materials. Over 85,000 teachers have requested these materials and there has been a slight backlog but the links to these materials will get teaching materials out to teachers more quickly.
3. Federal Agencies Activities in Support the Census – The President could announce some of the activities that federal agencies are undertaking to support the Census in response to his Executive Memorandum from last year. For example, the Social Security Administration (SSA) plans to mail out reminders with Social Security checks. Also, USDA just released a waiver to allow food stamp recipients to continue receiving food stamps if they are hired as census enumerators.
4. Census Partnerships with Corporations, NGA and others – The President could highlight the many partnerships that Census Bureau has with state, local and tribal governments, Fortune 500 corporations and community organizations such as LULAC to help with the Census 2000. In addition, the President could direct federal agencies to encourage their grantees to partner with the Census. These partnerships would expand on other Census outreach efforts to heighten public awareness and participation.

Privacy (Ivan Rodriguez) – TV PSA :30

Ivan: hi, my name is Ivan....

I'm 28, I'm a Puerto Rican and I own a home.

When I fill out my Census form, my answers are confidential.

Nobody knows me.

You want to be famous? Put on a mask.

Ivan: Fill out your census form.
Your answers are confidential.

Super: ***Census 2000***
This is your future. Don't leave it blank.

Privacy (Barry Bonds) – TV PSA :30

Bonds: I'm not afraid to take an extra base.

Meet a wall head on.

Or even go against a 100 mph fast ball.

So why should I be afraid to fill out my census form?

A few questions are about all most people get asked.

Like whether I own a home, or rent, how old I am and my race.

And another thing, your answers are confidential.

So don't be afraid to fill out your Census.

In baseball everyone knows your stats.
On the Census no one does.

Bonds: Fill out your census form.
Your answers are confidential.

Super: *Census 2000*
This is your future. Don't leave it blank.

Privacy (Derek Jeter) – TV PSA :30

Jeter: My name is Derek.

I'm single.

I live in Manhattan, and work in the Bronx.

Now I wasn't afraid to tell you that.

Then why should you be afraid to fill out your Census form.

Just a few questions. That's about all most people get asked. Really that's it.

I also hit .349

I wish they'd ask me that.

**Fill out your census form.
Your answers are confidential.**

Census 2000

This is your future. Don't leave it blank.

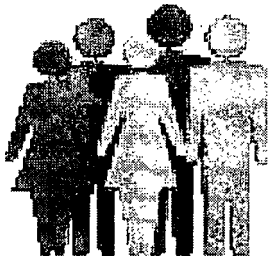
U.S. Census Bureau

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United States
**Census
2000**

Overview

Partnership Program

[Census 2000](#)[Overview](#)[Partnership Ideas](#)[Census Partners](#)[Local Contacts](#)[Activities](#)[Materials](#)[Specialists](#)[Comments](#)

- [What is a Partnership?](#)
- [The Partnership Program for Census 2000](#)
- [We Need You to Make it Work](#)

What is a Partnership?

The Census Bureau has been consulting with advisory committees and other stakeholders about how it can improve the census. One suggestion from them surfaces consistently. It is that the Census Bureau expand and formalize its relationship and partnership with state, local, and tribal governments, and nongovernmental organizations and provide greater opportunities for participation in planning and implementing the national census.

In response, one of the strategies for Census 2000 is to build partnership at every stage of the process with state, local and tribal governments; community-based organizations; media and the private sector. The Census Bureau recognizes the value of local knowledge. Just as corporations have been developing new partnerships with their suppliers and customers to improve their operations, the Census Bureau will develop partnerships with stakeholders to take a better census.

The Census Bureau's partnership approach will incorporate to the fullest extent possible the knowledge, expertise, data and other resources available in states, tribes and localities to assist in Census 2000 activities.

▲ [Top of Page](#)

The Partnership Program for Census 2000

Overall, the Census 2000 plan will establish partnerships with state, local and tribal governments; private industry; local governments and community groups. The goal is to increase the awareness of the census and to increase response rates, especially among historically undercounted populations.

The program has both a national and a regional focus. On the national level, the program is designed to implement promotional activities that may be sponsored and/or supported by national/umbrella government and nongovernmental organizations. In addition, the Census Bureau will partner with Fortune 500 companies to promote the importance of the census through the services and products they provide.

The regional partnership program reflects the Census Bureau's belief that the foundation for broad-based participation in the census must be built at the community level. Its primary purpose is to establish partnerships with state, local, and tribal governments; community organizations; businesses and the media.

The partnership program is a means to encourage mail response by those people who are not persuaded by direct mail, advertising or other methods. It complements these other methods by spreading information about the census, by assuring people that it is okay to participate and by providing help if needed.

▲ [Top of Page](#)

We Need You to Make It Work

The largest peacetime mobilization effort in U.S. history is about to take place. And we need you to make it work.

Census 2000 will be the information cornerstone for the next century. Billions of dollars of federal, state and local funds will be spent on thousands of projects across our nation. How and where that money is spent depends on how accurate the census count is. This is your chance to make sure that the new century begins with a complete count of our nation's people, who they are and where they live.

Your contacts, your knowledge, your standing in the community are the keys to an accurate count.

You understand how decisions about education, health care, job training and business are based on information about children, the elderly, the unemployed or underemployed, how public transportation systems and even traffic control are based on where people work and live. You can reassure your members that the information collected in the census is protected by law. You know your members and your community.

So, thank you for your help - from lending your good name to providing space or volunteers - whatever you can do to make the Census 2000 picture complete.

▲ [Top of Page](#)

Source: **U.S. Census Bureau**

Contact: Partnership and Data Services Branch (301) 457-2989; Fax: (301) 457-2992

Last Revised: 19-Jan-00

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USCENSUSBUREAU

Helping You Make Informed Decisions

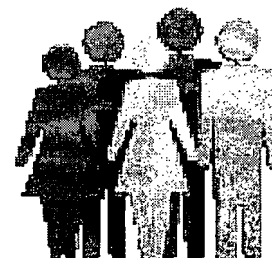
U.S. Census Bureau

Advertising & Promotion | Media News | Partnerships | Plans & Operations | Jobs | What's New

United States
**Census
2000**

Census Partners

Partnership Program



Census 2000

Overview

Partnership Ideas

Census Partners

Local Contacts

Activities

Materials

Specialists

Comments

Partnerships for Census 2000

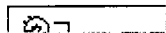
Partnership agreements are final with the following national organizations and companies as of December 31, 1999:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

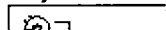
A. Philip Randolph Institute
 Advantica Restaurants Group, Inc.
 Adventist Community Service
 AFLAC, Inc.
 African American Women's Clergy Association
 African Methodist Episcopal Church
 African Methodist Episcopal Zion Church
 Aker Maritime, Inc.
 Alliance for Equity in Higher Education
 Allied Signal, Inc.
 Alpha Kappa Alpha Sorority, Inc.
 Alpha Phi Alpha Fraternity, Inc.
 ALVA Access Group, Inc.
 American-Arab Anti-Discrimination Committee
 American Association of Community Colleges
 American Association of Homes and Services for the Aging
 American Association of Retired Persons
 American Association of Service Coordinators
 American Association of School Administrators
 American Automobile Association
 American Baptist Churches of the South
 American Baptist Churches of the U.S.A.
 American Federation of Government Employees
 American Federation of Labor and Congress of Industrial Organizations
 American Federation of Teachers
 American Hellenic Educational Progressive Association
 American Home Products Corporation
 American Indian Higher Education Consortium
 American International Group
 American Jewish Committee
 American Library Association
 American Muslim Council
 American Public Transit Association
 American Society for Public Administration
 American Society on Aging
 American Urban Radio Networks
 American West Holding Corporation
 Americans for Indian Opportunity
 America's Promise
 AMR Corporation (American Airlines)
 Arab American Institute

Asian American Legal Defense and Education Fund
Asian Americans for Community Involvement
Asian Americans/Pacific Islanders in Philanthropy
Asian and Pacific Islander American Health Forum
Asian Marketing Group
Asian Pacific American Heritage Council, Inc.
Asian Pacific American Institute for Congressional Studies
Assisted Living Federation of America
Association of Hawaiian Civic Clubs
Association of Multi-Ethnic Americans
Atlantic Richfield Company
Attainment Company, Inc.



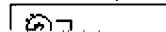
B

Baker Hughes Corporation
Bank One
Bethune DuBois Institute, Inc.
Big Brothers/Big Sisters of America
Bissell Incorporated
Black Collegiate Services, Inc.
Black Enterprise
Black Leadership Forum, Inc.
Blacks in Government
Blue Cross/Blue Shield Association
Boat People S.O.S.
Booker T. Washington Insurance Company
Borden, Inc.
Boy Scouts of America



C

California Rural Legal Assistance, Inc.
Cambodian Network Council
Camp Fire Boys and Girls
Campus Compact
Cargill, Inc.
Carson Products Company
Center for Community Change
Charles Schwab and Company, Inc.
Child Welfare League of America
Children's Defense Fund
Chiquita Brands International
Christian Church (Disciples of Christ) in the United States and Canada
Christian Methodist Episcopal Church
Church of God
Church of God in Christ
Church of Jesus Christ of Latter-day Saints
Church's Chicken
Coalition of Labor Union Women
Compaq Computer Corporation
Congress of National Black Churches
Conoco, Inc.
Consolidated Edison, Inc.
Corporation for National Service
Cox Enterprises, Inc.
Council of 100
Council of Chief State School Officers
Council of Jewish Federations
Council of the Great City Schools
Cuban American National Council, Inc.
CVS Corporation



D

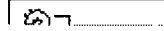
Dayton Hudson Corporation
Deere and Company

Delta Sigma Theta Sorority, Inc.
Deluxe Corporation
Development District Association of Appalachia
Douglass Policy Institute
Duke Energy
Duxbury Systems



E

Eichleay Engineering
El Paso Energy Corporation
Emerson Electric Co.
Ernst and Young, LLP
Essence Communications
Exmar Offshore Company



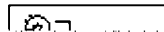
F

Family, Career and Community Leaders of America
Fannie Mae
Federation of Korean Americans
Federation of Masons of the World
First Union Corporation
Fluor Corporation
Food Marketing Institute
Freddie Mac
Frontiers International, Inc.
Full Gospel Baptist Church Fellowship



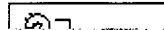
G

General Council of the Assemblies of God
General Dynamics
Georgia-Pacific Corporation
Giant Food
Goodwill Industries International, Inc.
Goya Foods, Inc.
Grand Lodge Benevolent and Protective Order of Elks
Gray Panthers
Green Thumb



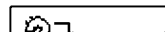
H

Hallmark Cards, Inc.
Hershey Entertainment and Resort Company
Hershey Foods Corporation
Hispanic Association of Colleges and Universities
Hispanic Policy Development Project
Hmong National Development, Inc.
Hotel Employees and Restaurant Employees International Union
Housing Assistance Council
Humana, Inc.

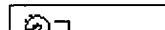


I

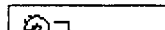
Imperial Grand Council AAONMS (Shriners)
Institute for Gay and Lesbian Strategic Studies
Institute for Strategic Reconciliation
International Association of Machinists and Aerospace Workers
International Brotherhood of Teamsters
International Union of Gospel Missions
International Union, United Automobile, Aerospace and Agricultural
Implement Workers of America
Improved Benevolent Protective Order of Elks of the World

**J**

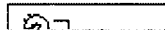
Jack and Jill of America, Inc.
 Japanese American Citizens League
 John Hancock Mutual Life Insurance Company
 Joint Action in Community Service
 Joint Center for Political and Economic Studies

**K**

Kaiser Foundation Health Plan
 Kappa Alpha Psi Fraternity, Inc.
 Knights of Columbus
 Korean American Coalition

**L**

Labor Council for Latin American Advancement
 Latina Magazine
 Leadership Conference on Civil Rights
 Leadership Council on Aging Organizations
 League of United Latin American Citizens
 League of Women Voters of the United States
 Levi Strauss and Company

**M, N**

Mexican American Legal Defense and Education Fund
 Mindspring Enterprises, Inc.
 NAACP Legal Defense and Educational Fund, Inc.
 National Alliance of Vietnamese American Service Agencies
 National Alliance to End Homelessness
 National Asian Pacific American Legal Consortium
 National Asian Pacific Center on Aging
 National Association for Equal Opportunity In Higher Education
 National Association for Female Executives
 National Association for Hispanic Elderly
 National Association for the Advancement of Colored People
 National Association for the Education and Advancement of Cambodian, Laotian and Vietnamese Americans
 National Association for County Community and Economic Development
 National Association for the Self-Employed
 National Association of Area Agencies on Aging
 National Association of Colored Women's Clubs
 National Association of Community Action Agencies
 National Association of Community Health Centers
 National Association of Counties
 National Association of Cuban-American Women
 National Association of Development Organizations
 National Association of Elementary School Principals
 National Association of Latino Elected and Appointed Officials
 National Association of Negro Business and Professional Women's Clubs,
 Inc.
 National Association of Postmasters of the United States
 National Association of Private Industry Councils
 National Association of Regional Councils
 National Association of Retired Federal Employees
 National Association of Secondary School Principals
 National Association of Towns and Townships
 National Baptist Convention of America, Inc.
 National Baptist Convention, U.S.A., Inc.
 National Baptist Convention, U.S.A., Inc. (Labor Relations Department)
 National Black Catholic Congress
 National Black Caucus of Local Elected Officials

National Black Child Development Institute
National Black Leadership Roundtable
National Black MBA Association
National Civic League
National Coalition for an Accurate Count of Asian Pacific Americans
National Coalition for Homeless Veterans
National Coalition of 100 Black Women
National Coalition on Black Voter Participation
National Committee on Pay Equity
National Conference of Black Mayors, Inc.
National Conference of Community and Justice
National Conference of Puerto Rican Women
National Congress of American Indians
National Congress of Parents and Teachers(PTA)
National Congress for Community Economic Development
National Council for Geographic Education
National Council for the Social Studies
National Council of Jewish Women
National Council of Negro Women
National Council of Senior Citizens
National Council of Teachers of Mathematics
National Council of the Churches of Christ in the U.S.A.
National Council of Women's Organizations
National Education Association
National Federation of Filipino American Associations
National Federation of Indian American Associations
National Forum for Black Public Administrators
National 4-H Council
National Gay and Lesbian Task Force
National Grange
National Head Start Association
National Hispanic Council on Aging
National Indian Education Association
National Italian American Foundation
National Korean American Service and Education Consortium, Inc.
National Middle School Association
National Network to End Domestic Violence
National Newspaper Publishers Association
National Office of Samoan Affairs
National Organization for Women
National Organization of Black County Officials, Inc.
National Pan-Hellenic Council
National Puerto Rican Coalition
National Political Congress of Black Women, Inc.
National Recreation and Park Association
National Rural Education Association
National Rural Water Association
National School Boards Association
National State Data Center/Business and Industry Program
National Urban Coalition
National Urban League
National Women's Political Caucus
Neighborhood Cleaners Association - International
Neighborhood Reinvestment Corporation
New York Life Insurance
Nissan North America, Inc.
Northwestern Mutual Life Insurance



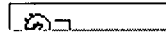
O

Ocean Design Associates, Inc.
Omega Psi Phi Fraternity, Inc.
100 Black Men of America, Inc.
Opportunities Industrialization Centers of America, Inc.
Organization of Chinese Americans



P

Paccar, Inc.
Pacific Islander Community Council
Pfizer, Inc.
Phillips Petroleum Company
Polaroid
Polish American Congress
Pride Inc. of Tennessee
Principal Financial Group
Procter and Gamble
Progressive National Baptist Convention
Puerto Rican Legal Defense and Education Fund



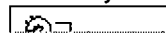
Q, R

Radio One, Inc.
Randalls Food Markets, Inc.
Rural Coalition
Rural Community Assistance Program
Rural Electric Cooperative Association
Ryder System, Inc.



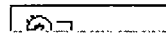
S

Samsung Electronics America
Service Employees International Union
Shell Oil Company
Sigma Gamma Rho Sorority, Inc.
Soka Gakkai International, U.S.A.
Sons and Daughters of Guam Club, Inc.
Southeast Asia Resource Action Center
Southern Poverty Law Center
Southwest Voter Registration Education Project
Steinway Musical Instruments, Inc.



T

Taiwanese American Citizens League
Teachers of English to Speakers of Other Languages, Inc.
Texaco
Thai Airways International Public Company Limited
Texas Instruments, Inc.
The American Legion
The Council of State Governments
The International Association of Lions Clubs
The National Caucus and Center on Black Aged, Inc.
The National Council on Aging
The Southern Regional Council
The Vietnamese Resettlement Association
TIAA-CREF
Top Ladies of Distinction, Inc.
Transamerica Corporation
Travelers Aid International



U

Ultramar Diamond Shamrock Corporation
Unitarian Universalist Association of Congregations
United Church of Christ
United Church of Christ, Commission for Racial Justice
United House of Prayer For All People
United Methodist Church General Board of Church and Society
United Parcel Service
United States Hispanic Leadership Institute
United States Junior Chamber of Commerce
United Technologies Corporation
United Way of America

Urban Ministries, Inc.



V, W

Veterans of Foreign Wars

Wal-Mart Stores, Inc.

Washington Mutual Bank, Inc.

Wellpoint Health Networks, Inc.

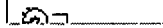
Wells Fargo/Northwest Company

Wider Opportunities For Women, Inc.

Willie E. Velasquez Institute

Women's Missionary Society of the African Methodist Episcopal Church

Women's National Democratic Club



X, Y, Z

Youth Service America

YWCA

Zeta Phi Beta Sorority, Inc.



Source: **U.S. Census Bureau**

Contact: Partnership and Data Services Branch (301) 457-2989; Fax: (301) 457-2992

Last Revised: 24-Jan-00

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USCENSUSBUREAU

Helping You Make Informed Decisions



robin_j_bachman@ccmail.census.gov
12/17/99 08:27:46 PM

Record Type: Record

To: Irene Bueno/OPD/EOP

cc:

Subject: Re: Census

I think that looks close. You could add other POTUS event ideas include:

- event to publicize the mailing of the census forms (around 3/15)
- event to marks Census Day, 4/1

Also, I think we should remind Karen about taking a stab at getting a proclamation either for Census in the Schools Week or for Census Day

Here's the president's statement from 4/1/99 and I'm faxing the directive, you might check with the staff secretary to see if they have one on letterhead. I don't have it electronically.

I hope you recieved the packet of info.

-rb

Reply Separator

Subject: Census

Author: <Irene_Bueno@opd.eop.gov> at SMTP-GATEWAY

Date: 12/17/1999 10:00 AM

Here's the note I sent to Karen. Please let me know if I missed anything. Also, can you tell me about the Presidential Directive. Thanks.

----- Forwarded by Irene Bueno/OPD/EOP on 12/17/99 09:59 AM -----

Irene Bueno
12/16/99 06:28:40 PM

Record Type: Record

To: Karen Tramontano/WHO/EOP@EOP

cc:

Subject: Census

Below is a list of the things that you agreed to at the meeting today. I will also run this by Robin to see if I missed anything. Please let me know if there is anything I left out or any comments or questions.

- You will discuss with Maria including something in the SOTU on the census under the appropriate theme.
- You will draft a memo (that you will ask Bruce cosign) to John Podesta and the other principal's offices that will outline:
 - * the need for WH briefing with WH staff from OPL, IGA, Political Affairs, Counsel, Communications, Press, etc.
 - * ideas about message
 - * schedule of census events
 - * event ideas
 - Census in Schools/teach a class
 - Radio Address
- You will find out the date of the next Cabinet Meeting and include the Census on the agenda for that meeting and to encourage Cabinet Secretaries to participate in Census events and to ask them to report on the status of the implementation of the directive.
- You will find out when Cabinet Affairs is holding its next COS meeting and ask that Census staff be placed on the agenda to make a presentation; to distribute census talking points; to ask them to report on the status of the implementation of the directive.

 - potus4-1.wpd

- Cab. Mtg + Roberts memo to Cabinet
- Cab. Affairs = COS - Talking Points

- Incoming
OPL 164 Council
Lg Affairs Political
Communications

- Other Principles

- Memo from K... + Bruce sent to all officials

message
schedule

- WH Briefing - what level
K... John.

CENSUS 2000 EVENT IDEAS

- President's Speech - either on direction

- Proclamation < Council - 2/22
Prewitt - 2/1

POTUS

January

- State of the Union Message - Jan. 27 - Fitzhume - live duty
other idea - discuss w/ Maria

February

- * "Census in Schools" event/teach a class - President would teach a class or convene.
with WMD (?) - Pres. prot. + Council prot. before the recess
2/22 - During recess, members + Cab Sec do events
Similar to School Constitution. President could participate. Do like America reads...

March

- * Mailout of advance letter (March 6-8) OR mailout of census forms (March 13-15) - visit
post office or update on mail response (late March)
with WMD (?) only was to request language forms
- * Radio address when Census forms mailed out - early March

April

- * Census Day - "Fill Out Form" & "National Call to Action" event -- Visit Questionnaire
Assistance Center or Data Capture Center - April 1
with WMD(?), Prewitt(?) Cab. Affairs.

WMD

January

- Brief WH Chief of Staff and other key aides on Census
WMD/Shapiro/Prewitt
- Brief Cabinet on Census *
WMD/Shapiro/Prewitt
- National Press Club announcement: '90 Plus Five Campaign - Jan. 11 - 2 major sup
WMD(?)/Prewitt local competition to local entity. Native Am conf
roundup

Other possible events:

- Celebrate openings of 520 LCO's – Jan. 6
(Prewitt/GSA Administrator Barram -- confirmed)
- Dr. Martin Luther King, Jr. Birthday Celebration Day Inter-Faith & Memorial Service, Washington, DC – Jan. 14
- (X) Alaska Census 2000 kickoff (Anchorage Press Conference Jan. 19) – Jan. 18, 19
(Prewitt -- confirmed)
- U.S. Conference of Mayors Winter Meeting, Washington, DC -- Jan. 26-29
- National Coalition of Asian Pacific Americans Quarterly Meeting, Los Angeles -- Jan. 28-30
- Domestic travel should include Census events

Media opportunities:

- Parade Magazine, other national magazines (highlight regional directors)
- Editorials

February

- Hiring event – visit testing center
- Congressional District Work Period – "Census in Schools" events with Members in their districts (possible "Census in Schools" congressional/presidential proclamation) – Feb. 22-25

Other possible events:

- National Association of Secretaries of States Winter Conference, Washington, DC -- Feb. 4-9
- Council of State Governments/National Conference of Lieutenant Governors (NCLG) State Federal Meeting, Washington, DC -- Feb. 12-15
- Martin Luther King Celebration Activities, Atlanta -- Feb. 13-17 (church program and town hall meeting with Census component)
- (X) Regional road tour begins Feb. 15 – Mini Van = grassroots, need to reach community, generate press. 2300 events

- NAACP Board Meeting -- Feb. 18-19
- National Governor's Association Winter Meeting, Washington, DC -- Feb. 26-29
- Domestic travel should include Census events

Media opportunities:

- Editorial boards
- Select interviews with key reporters with forward spin about mailout of forms in March

March

- National Press Club luncheon speech timed to mailout of census forms -- March 15
(WMD confirmed?)

Other events:

- National Association of County Officials, Winter Legislative Conference, Washington, DC -- March 3-7
- Asian Pacific American Labor Alliance Political Conference, Los Angeles -- March 4
- National Asian Pacific American Women's Forum & Coalition for Asian Pacific American Leadership Political Empowerment Conference, Washington, DC -- March 4
- National League of Cities, Congressional City Conference, Washington, DC -- March 11-14
- Annual Organization of Chinese Americans-Japanese American Citizens League Leadership Conference, Washington, DC -- March 21-24
- * Census Sabbath -- faith community event -- March 24-26
- Children's Defense Fund Annual National Conference, New York City -- March 25-28
- Rainbow/PUSH Citizenship Education Fund Conference, Washington, DC -- March 27-28
- Domestic travel should include Census events

Media opportunities

- Morning TV, radio and print

* possible press

April

Other events:

- Nonresponse followup begins April 27

Media opportunities:

- Press briefing – update on response rate

STATEMENT BY THE PRESIDENT ON CENSUS 2000

April 1, 1999

Exactly one year from today, America will commence the first census of the 21st Century. The responsibility to conduct the census is nearly as old as our nation. Beginning in 1790, and every ten years since, America has counted its people, charted its growth, and, by doing so, prepared for its future.

The Census is a vital, statistical snapshot that tells us who we are and where we are going as a nation. And though it is taken only once a decade, it is important to our everyday lives. The census helps communities determine where to build everything from schools to supermarkets, and from homes to hospitals. It helps the government decide how to distribute funds and assistance to states and localities. It is used to draw the lines of legislative districts and reapportion the seats each state holds in Congress.

The Census Bureau estimates it will count about 275 million people next year across our nation. But America must be accurate -- and more so than we have been in the past. The previous census, in 1990, missed 8.4 million people and counted more than 4 million twice. Children, minorities, and low-income Americans have been often overlooked. We must do better. Every person in America counts -- so every American must be counted.

I am committed to ensuring that Census 2000 is as accurate, complete, and fair as possible. That will be an enormous undertaking -- demanding the largest peacetime mobilization in our nation's history, involving hundreds of thousands of local census takers and community volunteers. I have therefore asked every executive department and agency of the federal government to develop an action plan that helps recruit census workers and promotes full participation in Census 2000. The Census Bureau has put forth a comprehensive and complete plan that includes a full enumeration and modern scientific methods. The Bureau will also build unprecedented partnerships with business, community groups, schools, and state, local and tribal governments and use, for the first time, radio, television and billboard advertisements to encourage everyone to participate in Census 2000.

Working together, we can ensure that Census 2000 truly reflects who we are as a people, and that each American can make the best of the opportunities of the 21st Century.