

United States  
**Census  
2000**

# Everybody Is Number One in the Census

*Every 10 years, the Census Bureau conducts a complete accounting of every resident in the United States, no matter where they live or what language they speak. That's why the Census Bureau makes a special effort to include people who don't live in the usual places.*

**Participating in  
the census is in  
everyone's best  
interest.**

## **Census 2000 Won't Miss People on the Road.**

Census takers will interview people staying at campgrounds, fairs and carnivals and marinas. Every person interviewed will have the opportunity to report their permanent address.

## **People Without Housing Have a Place in the Census.**

With the help of local experts, Census 2000 is identifying places where people without housing receive services, such as emergency and transitional shelters, soup kitchens, regularly-scheduled mobile food vans and targeted outdoor locations. Census workers will go to these locations to conduct the census.

## **Partnerships with Community-based Organizations are Key to Including Migrant and Seasonal Farm Workers in Census 2000.**

The Census Bureau will seek the advice of local experts to find areas where migrant and seasonal farm workers live and work, including unregistered labor camps, vehicles parked near work sites and living areas along unnamed roads.

## **Special Procedures Will Be Implemented to Make Sure the Census Is as Accurate as Possible for People Living in Remote Areas.**

In remote Alaska, for instance, Census 2000 must be completed before the spring thaw. After the thaw, many residents leave their homes to hunt or conduct other spring activities — and it would be too late for enumerators to contact them.

## **People Living on Military Installations and on Military Ships Will Be Included in Census 2000.**

The Census Bureau will work with the Department of Defense and U.S. Coast Guard to identify living quarters on military installations and ships.

## **All Ocean Going, Coastal and Great Lake Ships Take Part in the Census Maritime Enumeration.**

The Census Bureau will work with the U.S. Maritime Administration and others to identify vessels in operation at the time of the census — including factory trawlers, floating processors, tuna boats, National Oceanic and Atmospheric Administration vessels and Military Sea Lift Command vessels.

## **Census 2000 Will Account for People Who Are Overseas Because the Government Needs Them There.**

The Census Bureau's plan will account for military personnel and federal civilian government employees, as well as their dependents who are stationed overseas.

D-3248 (9-98)

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**The best way to make sure people like yourself are represented in the census is to complete your census questionnaire and encourage others to do so.**

For additional information about Census 2000, visit the Census Bureau's Internet site at <http://www.census.gov> or call one of our Regional Census Centers across the country:

- Atlanta 404-331-0573
- Boston 617-424-4977
- Charlotte 704-344-6624
- Chicago 312-353-9759
- Dallas 214-655-3060
- Denver 303-231-5029
- Detroit 248-967-9524
- Kansas City 816-801-2020
- Los Angeles 818-904-6522
- New York City 212-620-7702  
or 212-620-7703
- Philadelphia 215-597-8512
- Seattle 206-553-5882

## **Census Takers Will Distribute Questionnaires to People Who Live in Group Quarters, Such as Nursing Homes and Dormitories.**

Census takers will assist residents who need help in completing the forms. In some facilities, such as jails, the staff will distribute census questionnaires. These staff workers, like all census workers, will be sworn to protect the confidentiality of the individual.

### **Examples of Special Places and Group Living Quarters:**

- **Universities and colleges**, including dormitories and fraternity and sorority houses.
- **Nursing facilities**, including all types of nursing and convalescent facilities, rest homes and homes for the aged.
- **Correctional institutions**, including prisons, jails, federal detention centers, police lockups, halfway houses operated for correctional purposes and community residential-treatment centers.
- **Hospitals**, including drug and alcohol recovery wards, wards for people with physical, mental and developmental disabilities and dormitories for nurses and interns.
- **Juvenile institutions**, including detention centers, residential treatment centers for emotionally disabled children, orphanages, industrial schools and camps or farms for delinquents.
- **Group homes and halfway houses**, including homes and halfway houses for drug and alcohol abuse and homes for people with developmental, mental and physical disabilities.
- **YMCAs, YWCAs and youth hostels.**
- **Job Corps centers**, including Job Corps and residential vocational training facilities.
- **Religious facilities**, including convents, monasteries and rectories.
- **Emergency and transitional shelters**, including sleeping facilities, shelters for runaway and neglected youth and shelters for abused women.
- **Soup kitchens, regularly-scheduled mobile food vans and targeted outdoor locations.**
- **Agriculture or other worker facilities**, including dormitories at migrant farm worker camps and bunkhouses for ranch hands.

### **It Will Be Easy for Everyone to Participate in Census 2000.**

Questionnaire Assistance Centers and a toll-free telephone number will provide assistance to people who have difficulty filling out the form. To make sure everyone is included, we'll make additional forms available in Spanish, as well as other languages. Advertising and promotion will be in several languages. The Census Bureau is actively seeking bilingual volunteers and recruits to staff facilities and conduct the census. Call **1-888-325-7733** for more information about Census 2000 jobs.

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### **Answering the Census Is Important, Easy and Safe.**

Participating in the census is in everyone's best interest. People who answer the census help their communities obtain federal funding and valuable information for planning schools, hospitals and roads. Census information helps decision-makers understand which neighborhoods need new schools and which ones need greater services for the elderly. The best way to make sure people like yourself are represented in the census is to complete your census questionnaire and encourage others to do so.

By law, the Census Bureau cannot share your answers with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue 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.

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The logo for the United States Census 2000 is presented on a black, rounded rectangular background that resembles a document with a folded top-right corner. The text "United States" is in a smaller font at the top, "Census" is in a large, bold font in the middle, and "2000" is in a large, bold font at the bottom.

United States  
**Census**  
**2000**

## **Something big is coming!**

The questions asked represent the best balance between your community's needs and our commitment to reduce the time and effort it takes you to fill out the form.

A census is only as good as the people who participate in it.

# **How America Knows What America Needs!**

## **Census 2000 Will Be the Largest Peacetime Effort in the History of the United States.**

Hundreds of thousands of census takers and support personnel will be needed to account for the anticipated 118 million housing units and 275 million people across the United States. But it isn't its size that makes Census 2000 important. It is all the things that we will learn about ourselves that will help America succeed in the next millennium. The census is as important to our nation as highways and telephone lines. Federal dollars supporting schools, employment services, housing assistance, highway construction, hospital services, programs for the elderly and more are distributed based on census figures.

## **Your Answers Are Important.**

About a week before Census Day — April 1, 2000 — most households will receive a questionnaire by mail. Census takers will deliver forms to the remaining households. The Census 2000 questionnaire will be easy to read and simple to fill out. The Census 2000 questionnaire that most people will get will ask about only seven subjects: name, sex, age, relationship, Hispanic origin, race and housing tenure (whether home is owned or rented.) Nationwide, five out of six housing units will receive this short form. *It will be the shortest short form in 180 years!*

The longer form will ask about the same seven subjects plus 27 more, including education, ancestry, employment, disability and house heating fuel. One out of six housing units will receive a long form nationwide. In some rural areas, as many as every other housing unit may receive this long form — because a larger sample is needed to ensure that these towns and counties get the same detailed information as more densely populated areas.

## **This Is Your Future. Don't Leave It Blank.**

Census 2000 will help decision-makers understand which neighborhoods need new schools and which ones need greater services for the elderly. But they won't be able to tell what your community needs if you and your neighbors don't fill out your census forms and mail them back.

Once the U.S. Census Bureau receives your questionnaire, our work has only begun. If the questionnaire is incomplete, a census employee must contact you to obtain the missing information. Then the answers on your questionnaire are combined. It is these combined numbers — not your individual answers — that are published and put to work for your community.

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D-3240 (10-99)

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**Your participation in Census 2000 is important, safe and easy. Just complete the form and mail it back.**

For additional information about Census 2000, visit the Census Bureau's Internet site at <http://www.census.gov> or call one of our Regional Census Centers across the country:

Atlanta 404-331-0573

Boston 617-424-4977

Charlotte 704-344-6624

Chicago 312-353-9759

Dallas 214-655-3060

Denver 303-231-5029

Detroit 248-967-9524

Kansas City 816-801-2020

Los Angeles 818-904-6522

New York City 212-620-7702  
or 212-620-7703

Philadelphia 215-597-8312

Seattle 206-553-5882

**Your Answers Work for You.**

- *The federal government* uses census numbers to allocate over \$100 billion in federal funds annually for community programs and services including education programs, housing and community development, health-care services for the elderly, job training and many more.
- *State, local and tribal governments* use census information for planning and allocating funds for new school construction, public buildings such as libraries, highway safety and public transportation systems, new roads and bridges, location of police and fire departments and many other projects.
- *Community organizations* use census information for developing social service programs, community action projects, senior lunch programs and child-care centers.
- *Businesses* use the numbers to decide where to locate factories, shopping centers, movie theaters, banks and offices — leading to the creation of jobs in your area.
- *The U.S. Congress* uses the census totals to determine how many seats your state will have in the U.S. House of Representatives. Likewise, states use the numbers to allocate seats in their legislatures.

**The Law Protects Your Privacy.**

By law, the Census Bureau cannot share your answers with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue 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.

**The Census Bureau Can Help You Participate.**

- To help you fill out your census questionnaire, Questionnaire Assistance Centers will open in your community.
- To answer your questions, a toll-free telephone number will be provided on the form.
- To make sure you're included, we'll make additional forms available to people who did not receive one in the mail.

# Building Partnerships

## On the Road to Census 2000

United States  
**Census  
2000**



### Census in Schools Materials Now Available

In March and April 1999, teachers all over the country received information about the Census 2000 education project, Census in Schools. Teachers in 40 percent of the nation's schools (42,625 schools) received a letter about Census 2000, a brochure describing the education materials available and a business reply card to request the teaching materials. This information was sent to all elementary teachers and to secondary math and social studies teachers in those schools. Similar information also went to corresponding principals and superintendents. We will mail Census in Schools material to the remaining 60% of schools in the fall.

The colorful teaching kits, "Making Sense of Census 2000," are available for grades K-4, 5-8 and 9-12. Each kit includes a 24-page teaching guide and a 4 x 6 ft. wall map. The teaching materials augment standard curriculum requirements in math, geography and social studies with real-world applications.

To obtain copies of the order cards, contact the Census in Schools staff in the Census 2000 Publicity Office at 301-457-1890 or <Nikita.G.Silver@ccmail.census.gov>. As of April 18, 1999, we had received about 60,000 requests for over 100,000 teaching kits. These orders will be mailed out prior to the end of this school year. All orders received after April 18 will be mailed out at the beginning of the 1999-2000 school year.

The teaching materials, "Making Sense of Census 2000," can also be viewed on the Census Bureau's web site. To download the materials, go to <www.census.gov>, click on "Census 2000" and select "Census in Schools." In addition to the teaching materials, this site contains quotes from teachers and information about our education partners.

Welcome to the fourth issue of **Building Partnerships**, a quarterly newsletter for and about the people and organizations that are building partnerships with the Census Bureau. This newsletter is designed to keep you informed and provide you with regular updates on preparations for Census 2000. If you have any questions or comments on what you would like to see in this newsletter, please contact Vicki Glasier of the Partnership and Data Services Staff of the Office of Associate Director for Field Operations. (Tel: 301-457-2989; E-mail: <vglasier@census.gov>; mailing address: U.S. Census Bureau, Room 1210-2, Washington, DC 20233).

Volume 2  
Issue 2  
Spring 1999

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Additional Census in Schools materials, now in the development stage, include:

- A booklet for adults in literacy, ESL and citizenship programs.
- Materials for families in Head Start programs.
- A supplementary poster for American Indian audiences.
- K-12 teaching guides for Puerto Rico, Virgin Islands, the Commonwealth of the Northern Mariana Islands, American Samoa and Guam.

Census in Schools staff also plans special outreach efforts for migrant education and GED programs.



### **Partnership on the Internet**

Help spread information about Census 2000 and partnership opportunities by linking your organization's web site to the Partnership page on the Census Bureau's Internet site. To get to the Census Bureau's web site for partners, visit <<http://www.census.gov>>, click on "Census 2000" and then "Partnerships and Promotion." By linking us to your web site, visitors can learn about Census 2000, find out who is partnering with the Census Bureau, read the latest fact sheets, newsletters and drop-in news articles and more.

### **New Fact Sheets and Drop-In News Articles\***

Use fact sheets and drop-in articles to inform your members, chapters and affiliates about issues relating to Census 2000 and to motivate them to spread the word about the importance of participating in the census. The Census Bureau

recently released these new fact sheets:

- **Race, Hispanic Origin, and Ancestry: Why, What and How**  
Explains the importance of the questions on race, Hispanic origin and ancestry that will be asked in Census 2000 and how the data collected on the answers to these questions will be used.
- **Older and More Likely to Answer the Census**  
Talks about how Census 2000 will benefit older adults.

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New  
articles  
available  
now:

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- **The Constitution, the Congress and the Census: Representation and Reapportionment**  
Discusses the history of the census and the role it plays in political representation.
- **What the Census Bureau Isn't Telling Anyone**  
Stresses the confidentiality of the census and provides examples of how the Census Bureau keeps the data private.
- **100 Years Ago the U.S. Census Reflected Simpler Times**  
Compares the census of 1990 to the 2000 census.
- **In Any Language: The Census Is Important**  
Discusses the importance of the census especially to those whose primary language is not English.

- **The American Community Survey – New Road Map to America's Future**  
Introduces the American Community Survey and explains how it will eventually replace the census long form.
- **How Census 2000 Will Help People With Disabilities**  
Explains information on disabilities that is collected in the census.

Visit our web site <<http://www.census.gov/dmd/www/7publica.htm>> for a complete listing of all drop-in articles, fact sheets and past issues of this newsletter and check back often for additions.

### **Advertising Activities**

As Census 2000 draws nearer, the paid advertising strategy begins to solidify in preparation for launching. The strategy will be implemented in three phases, with each phase designed for a specific function, seamlessly merged into the next. Each phase also offers partners an opportunity to help extend the depth and reach of the paid advertising message to their constituents. The phases are:

- **Phase I (November 99–January 00)** will focus on educating the public about the census and the many benefits that could be gained through participation.
- **Phase II (February 00–April 00)** will focus on motivating the public to complete and return their census forms.
- **Phase III (April 00–July 00)** will emphasize the importance of cooperating with enumerators during the nonresponse follow-up period.

To help partners with this endeavor, each Regional Census Center (RCC) will receive a set of CD-ROMs with approved creative elements to be used in the creation of localized/ customized census posters, flyers,

etc. The CD-ROMs will contain professional production-quality elements, such as the Census 2000 logo and tagline, poster shells, ad templates and a variety of photos. The RCCs should make these CD-ROMs available to their partners.

The RCCs will receive the other CD-ROMs with approved elements on a flow basis in keeping with the implementation of the paid advertising strategy. If you would like more information on how you may obtain approved Census 2000 creative elements for use in developing your own Census 2000 advertisements and you represent a local organization, please contact the partnership coordinator at your nearest RCC (see back page). If you represent a national organization and would like more information contact Laura Sewell on 301-457-2989.

### **Recruitment Update**

Many thanks to all of our partners for making census recruiting a success for our recent block canvassing operation (early 1999) and address listing operation (mid-to-late 1998). Our ability to meet recruiting goals is due in large part to the recruitment assistance provided by partners like you. We greatly appreciate your help in promoting our jobs and providing free space for application and testing sessions. While we won't be actively recruiting for jobs again until this autumn, we thank you for your continued support and look forward to working with you later this year when we begin recruitment for our largest Census 2000 activity, nonresponse follow-up.

**As of March 31, 1999, the following 73 national governmental and nongovernmental organizations have established partnerships with the Census Bureau:**

- A. Philip Randolph Institute
- African American Women's Clergy Association
- Alpha Kappa Alpha Sorority, Inc.
- American Association of Community Colleges
- American Federation of Government Employees
- American Federation of Labor and Congress of Industrial Organizations
- American Hellenic Educational Progressive Association
- American Library Association
- Asian Americans for Community Involvement
- Asian Pacific American Institute for Congressional Studies
- Association of Hawaiian Civic Clubs
- Black Leadership Forum, Inc.
- California Rural Legal Assistance, Inc. Campus Compact
- Child Welfare League of America
- Christian Methodist Episcopal Church
- Council of Chief State School Officers
- Council of Jewish Federations
- Cuban American National Council, Inc.
- Goodwill Industries International, Inc.
- Gray Panthers
- Hispanic Association of Colleges and Universities
- Hmong National Development, Inc.
- Hotel Employees and Restaurant Employees International Union
- Housing Assistance Council
- Improved Benevolent Protective Order of Elks of the World
- Joint Action in Community Service
- Joint Center for Political and Economic Studies
- League of United Latin American Citizens
- National Asian Pacific Center on Aging
- National Asian Pacific American Legal Consortium
- National Association for Equal Opportunity In Higher Education
- National Association for the Advancement of Colored People
- National Association of Colored Women's Clubs
- National Association of Community Action Agencies
- National Association of Community Health Centers
- National Association of Cuban-American Women
- National Association of Development Organizations
- National Association of Latino Elected and Appointed Officials
- National Association of Private Industry Councils
- National Association of Regional Councils
- National Association of Secondary School Principals
- National Baptist Convention, U.S.A., Inc.
- National Black Catholic Congress
- National Caucus and Center on Black Aged, Inc.

If you represent a NATIONAL organization and need additional information about partnership opportunities, contact Laura Sewell on 301-457-2989, E-mail at <Laura.A.Sewell@ccmail.census.gov> or mail to U.S. Census Bureau, Partnership and Data Services Staff, Room 1210-2, Washington, DC 20233.

**If you represent  
a local organization and need information,  
call one of the numbers below.**

If you live here...	Call this Partnership Coordinator...	In this Regional Census Center...	At this Telephone #...
Alabama	Stephanye Staggers-Profit	Atlanta	404-331-0573
Alaska	Tim Olson	Seattle	206-553-5882
Arizona	Pamela Lucero	Denver	303-231-5029
Arkansas	Ben Arzu	Kansas City	816-801-2020
California 1	Reina Ornelas	Los Angeles	818-904-6522
California 1	Tim Olson	Seattle	206-553-5882
Colorado	Pamela Lucero	Denver	303-231-5029
Connecticut	Tia Costello (Acting)	Boston	617-424-4977
Delaware	Lyn Kirshenbaum	Philadelphia	215-597-8312
District of Columbia	Lyn Kirshenbaum	Philadelphia	215-597-8312
Florida	Stephanye Staggers-Profit	Atlanta	404-331-0573
Georgia	Stephanye Staggers-Profit	Atlanta	404-331-0573
Hawaii	Reina Ornelas	Los Angeles	818-904-6522
Idaho	Tim Olson	Seattle	206-553-5882
Illinois	Marilyn Stephens	Chicago	312-353-9759
Indiana	Marilyn Stephens	Chicago	312-353-9759
Iowa	Ben Arzu	Kansas City	816-801-2020
Kansas	Ben Arzu	Kansas City	816-801-2020
Kentucky	Victoria Burke	Charlotte	704-344-6624
Louisiana	Mike Hall	Dallas	214-655-3060
Maine	Tia Costello (Acting)	Boston	617-424-4977
Maryland	Lyn Kirshenbaum	Philadelphia	215-597-8312
Massachusetts	Tia Costello (Acting)	Boston	617-424-4977
Michigan	Vince Kountz	Detroit	248-967-9524
Minnesota	Ben Arzu	Kansas City	816-801-2020
Mississippi	Mike Hall	Dallas	214-655-3060
Missouri	Ben Arzu	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 (Acting)	Boston	617-424-4977
New Jersey 2	Lyn Kirshenbaum	Philadelphia	215-597-8312
New Jersey 2	Alice Chin	New York	212-620-7702
New Mexico	Pamela Lucero	Denver	303-231-5029
New York 3	Tia Costello (Acting)	Boston	617-424-4977
New York 3	Alice Chin	New York	212-620-7702
North Carolina	Victoria Burke	Charlotte	704-344-6624
North Dakota	Pamela Lucero	Denver	303-231-5029
Ohio	Vince Kountz	Detroit	248-967-9524
Oklahoma	Ben Arzu	Kansas City	816-801-2020
Oregon	Tim Olson	Seattle	206-553-5882
Pennsylvania	Lyn Kirshenbaum	Philadelphia	215-597-8312
Rhode Island	Tia Costello (Acting)	Boston	617-424-4977
South Carolina	Victoria Burke	Charlotte	704-344-6624
South Dakota	Pamela Lucero	Denver	303-231-5029
Tennessee	Victoria Burke	Charlotte	704-344-6624
Texas	Mike Hall	Dallas	214-655-3060
Utah	Pamela Lucero	Denver	303-231-5029
Vermont	Tia Costello (Acting)	Boston	617-424-4977
Virginia	Victoria Burke	Charlotte	704-344-6624
Washington	Tim Olson	Seattle	206-553-5882
West Virginia	Vince Kountz	Detroit	248-967-9524
Wisconsin	Marilyn Stephens	Chicago	312-353-9759
Wyoming	Pamela Lucero	Denver	303-231-5029
Puerto Rico	Hector Feliciano	Puerto Rico	787-771-3660
U.S. Virgin Islands, American Samoa, Commonwealth of Northern Mariana Islands, Guam	Kim Giesbrecht	Census Bureau Suitland, MD	301-457-4038

1 If you reside in Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Diego, San Luis Obispo, Santa Barbara, Tulare or Ventura counties, call the Los Angeles Regional Census Center (RCC). If in another California county, call the Seattle RCC.

2 If you live in Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union or Warren counties, call the New York RCC. If in another New Jersey county, call the Philadelphia RCC.

3 If you reside in Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk or Westchester counties, call the New York RCC. If in another county in the state, contact the Boston RCC.

**organizations continued-**

- National Conference of Puerto Rican Women
- National Congress of American Indians
- National Congress of Parents and Teachers (PTA)
- National Council for Geographic Education
- National Council for the Social Studies
- National Council of Negro Women
- National Council of Teachers of Mathematics
- National Federation of Filipino American Associations
- National Federation of Indian American Associations
- National Forum for Black Public Administrators
- National Head Start Association
- National Schools Boards Association
- National Urban League
- National Women's Political Caucus
- Opportunities Industrialization Centers of America, Inc.
- Organization of Chinese Americans
- Puerto Rican Legal Defense and Education Fund
- Rural Community Assistance Program
- Rural Electric Cooperative Association
- Sons and Daughters of Guam Club, Inc.
- Southwest Voter Registration Education Project
- Teachers of English to Speakers of Other Languages, Inc.
- The American Legion
- United States Hispanic Leadership Institute
- United States Junior Chamber of Commerce
- Wider Opportunities For Women, Inc.
- Willie E. Velasquez Institute
- Woman's National Democratic Club

United States  
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## Help Wanted

To remain fully staffed throughout Census 2000 operations, we must constantly recruit people — even after field work begins. We're looking for people who want to schedule census jobs around their current employment, as well as retirees, participants in government programs and people who are not currently employed.

- Advertise our jobs in your newsletters, post a notice on the bulletin board.
- Set up census recruiting desks in neighborhood meeting places.
- Help us find space where we can test applicants.
- Pre-train prospective applicants so they can fill out our application and pass our test.
- Provide assistance for day care and transportation.
- Talk us up, when you hold a meeting, when you give a speech, or anytime you're around people who might want to work or who might be able to find recruits.
- Distribute census recruiting material to schools, churches and organizations.
- Sponsor a "Census 2000 Recruiting Day."
- Alert the Census Bureau when job fairs are planned for your community.
- Notify community job placement programs and agencies that the Census Bureau is seeking applicants.
- Spread the word about census jobs to your family, friends, colleagues and professional associates.

To find out more about becoming a Census Bureau recruiting partner, call the Partnership Coordinator in your area (see last page). Interested job applicants should call **1-888-325-7733**.

D-3222 (Rev. 6-99)

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## Questions and Answers About Census 2000 Jobs

### What Are the Qualifications?

Applicants should be 18 years old or older. Those ages 16 and 17 may be hired for positions not involving driving so long as they meet, federal, state and local employment requirements. Applicants should not have had a conviction other than a minor traffic violation since age 18. And they should not be currently employed as a tax collector/assessor or law enforcement official. Men age 18 or older or born after 12/31/59 must be registered with selective service. Additionally, applicants must take a written test of basic skills and pass a security check.

### Where Will We Work? Will We Be Outdoors?

We strive to have people work within the neighborhoods in which they live. We need a representative work force, reflective of the community. Census taking is NOT an office job. Workers spend most of their time locating addresses and conducting door-to-door interviews. In order to find people at home, census takers **must** work evenings and weekends.

### When Will We Be Working?

Most census takers will work from mid-April to mid-June in the year 2000, to follow up on households that did not return their census questionnaire. In rural areas, people will be needed in March 2000 to update address listings.

### How Much Will We Be Paid?

Census workers are paid weekly. They receive a competitive hourly wage, based on the average wage for the area and activity (approximately \$8.25 to \$18.50 per hour). They are paid to attend training and reimbursed for mileage costs.

### What About Benefits?

Census takers are **not eligible** for coverage under Federal Employees Health Benefits Program, Federal Employees Group Life Insurance Program and the Federal Employees Retirement System. Day care is not provided. Leave is not earned. Census takers are eligible for benefits under the Federal Employees Compensation Act for disability due to injury sustained while in performance of duty. They also are eligible for unemployment compensation under the unemployment for Federal Employees Program.

Don't be afraid to apply for Census 2000 jobs!

Successful census takers are outgoing—not afraid to contact people and ask them questions and not discouraged by rejection.

They are organized and able to complete assignments on or ahead of schedule, working independently and following procedures.

## Will Applicants Lose Other Benefits?

Some waivers or administrative exemptions will help recipients of government benefits to work on Census 2000 without reducing their benefits. Exemptions have already been obtained for military and federal civilian retirees and recipients of Public and Indian Housing programs. While the Census Bureau will not be able to obtain a blanket exemption for Temporary Assistance for Needy Families, we have begun working with individual states to facilitate the transition from welfare to work.

## Do We Plan to Hire Welfare Recipients?

Our goal is to hire welfare recipients for all Census operations through 2000. These jobs are primarily for temporary census taker positions. A small percentage are office jobs for longer periods of service. The largest number of job opportunities will be in 2000.

## Do We Plan to Hire Welfare Recipients as a Condition of Meeting Standards as Temporary Employees?

Welfare recipients do not receive hiring preference. Hiring preference is given by law to veterans only.

## Are We Hiring Welfare Recipients as a Condition of Being Hired as Temporary Employees?

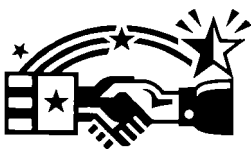
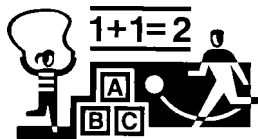
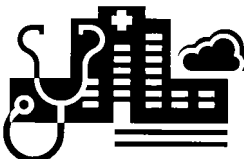
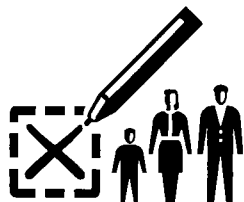
The primary value of these jobs for anyone will be to gain experience and self-esteem by performing work important to the community. They thus serve as a stepping stone to today's job market. Most positions include two to three days of structured, paid training. Training includes skills on how to organize work, read maps, fill forms with attention to detail, interview, read questions as worded, interpret and record responses, and deal with difficult or unusual interviewing situations. Training also covers problem solving, reasoning, and decision-making using census concepts and definitions. Enumerators work in their own neighborhood when people are at home (usually evenings and weekends) and receive daily hands-on coaching and monitoring of work performance from a crew leader. They have an opportunity to hone interpersonal skills and work as part of a team. Upon completion of their work assignment, the Census Bureau will provide successful employees with a letter documenting their acquired skills.



If you represent a NATIONAL organization and need additional information about partnership opportunities, contact Laura Sewell on 301-457-2989, E-mail at <Laura.A.Sewell@cmail.census.gov> or mail to U.S. Census Bureau, FLD, Room 1210-2, Washington, DC 20233.

If you represent a local organization and need information, call one of the numbers below.

For more information on promotion, materials available, census jobs, and census speakers, call your regional partnership coordinator at the following numbers:



Call this If you live here...	Regional Partnership Coordinator...	In this Census Center...	At this Telephone #...
Alabama	Stephanye Stagers-Profit	Atlanta	404-331-0573
Alaska	Tim Olson	Seattle	206-553-5882
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Wyoming	Pamela Lucero	Denver	303-231-5029
Puerto Rico	Hector Feliciano	Puerto Rico	787-771-3660
U.S. Virgin Islands,	Kim Giesbrecht	Census Bureau	301-457-4038
American Samoa,		Suitland, MD	
Commonwealth of			
Northern Mariana Islands,			
Guam			

<sup>1</sup> If you reside in Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Diego, San Luis Obispo, Santa Barbara, Tulare or Ventura counties, call the Los Angeles Regional Census Center (RCC). If in another California county, call the Seattle RCC.

<sup>2</sup> If you live in Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union or Warren counties, call the New York RCC. If in another New Jersey county, call the Philadelphia RCC.

<sup>3</sup> If you reside in Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk or Westchester counties, call the New York RCC. If in another county in the state, contact the Boston RCC.

United States  
**Census  
2000**

**Start now  
by building  
awareness**

You can make a  
difference!

# Partnership And Promotion

## Suggested Activities for Your Organization

### **Name a Champion!**

Identify a Census 2000 coordinator to develop and implement a partnership plan of action to promote participation in the census among employees and throughout your community.

### **Call a Meeting!**

Call public and in-house meetings to help constituents and the community-at-large to increase awareness of the census and promote its benefits to the community.

### **Issue a Proclamation!**

Make a public statement supporting the census. Publicize it. Post it. Explain how the census benefits your community. Emphasize confidentiality.

### **Get Others Involved!**

Establish a Complete Count Committee comprised of community, business and civic leaders to develop and implement local activities to promote the census. Identify people of influence to record public service announcements, appear on local television and radio shows about the census. Encourage the use of census educational materials in schools. Encourage local businesses to post census materials and sponsor local events.

### **Spread the Word!**

Produce messages and promotional materials tailored to your community. Insert census flyers, articles and announcements in newsletters and other publications. Put information about the census in mailings/ paychecks/utility bills to your members /employees/customers. Print census messages on products, bags, envelopes and sales bulletins. Display promotional materials everywhere. Recruit community leaders for a "telephone campaign," stressing the importance of the census and requesting that forms are filled out promptly.

### **Call a Press Conference!**

Call periodic press conferences for your highest official or other influential community leaders to talk about the importance of the census.

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D-3221 (Rev. 6-99)

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### **Make It an Event!**

Include census information and other promotional efforts in agency sponsored community events, such as parades, fairs, ethnic festivals and other gatherings. Include Census 2000 on the agendas of meetings and community events. Provide exhibit booths. Invite census staff to make presentations.

### **Identify Special Needs!**

Identify areas that are likely to be most difficult to enumerate and 1) develop a contingency plan of action that can be used if initial mail returns are low and 2) assist the Census Bureau by confirming or revising its planned procedures for enumeration. Provide the Census Bureau with a list of places (soup kitchens, shelters, food pantries) where people without a usual residence obtain services.

Help translate promotional materials into languages represented in your area.

### **Be Innovative!**

Include census messages on your Internet sites and create links to the Census Bureau's Internet site at <<http://www.census.gov>>. Surprise us with great ideas which we never thought of.

### **Encourage the quick return of census questionnaires.**

Census information helps your community get financial assistance for roads, hospitals, schools and more.

## **Mid-March to Mid-April 2000**

### **Get Organized!**

Hold a ceremonial kickoff to publicize delivery of census forms. Organize community groups to conduct a "Quick Response" campaign. Have materials encouraging questionnaire return distributed at all government and community agencies that have public contact services and programs.

### **Get Moving!**

Intensify outreach and promotion campaign focusing on importance of the census to your community. Identify local sports and entertainment personalities to appear on local TV and radio stations urging quick response to the census. Publicize that answering the census is safe, and it is important that everyone in the household is counted.

### **Lend a Hand!**

Establish, publicize locations of, and recruit volunteers to operate Questionnaire Assistance Centers for persons who need assistance in completing their census questionnaire. Publicize the "Census Help Line," our toll-free number for questionnaire assistance.

### **Focus on Community!**

When mail return rates are publicized, launch a campaign in low response areas stressing "it is not too late to respond" to the census.

After census questionnaires have been delivered, publicize sites where people can obtain blank census questionnaires if 1) they think they were not included on the questionnaire that was sent from their household, 2) lost their questionnaire, or 3) did not receive a questionnaire.

Encourage churches, ministerial alliances and other religious organizations to motivate participation in the census among their members and congregations by using census developed materials for religious organizations.

Encourage tenant and homeowner associations officials to distribute materials encouraging return of the questionnaire.

### **Encourage people to open their doors to census takers.**

Help dispel myths about the census. Reassure everyone that answering the census is safe.

### **After April 15, 2000**

#### **Alert the Media!**

Schedule press conferences for highest elected officials and other influential leaders to alert community that census takers will be visiting homes of persons who have not responded; show how enumerators can be identified; and encourage cooperation. Schedule other media opportunities to encourage participation. Continue publicity and promotion of the benefits of the census and the importance of a complete count.

#### **Get Out the Help!**

Mobilize gatekeepers and community leaders to assist census takers in areas that are difficult to enumerate or where danger may be apparent. Assist local census staff in identifying tenant and homeowner association representatives who can facilitate gaining access to gated and high security communities and buildings.

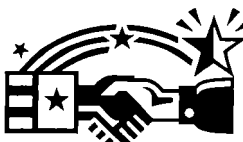
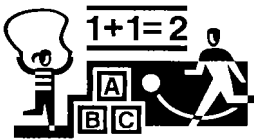
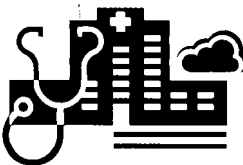
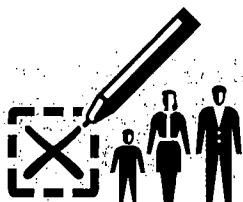


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## Thank You!

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Puerto Rico	Hector Feliciano	Puerto Rico	787-771-3660
U.S. Virgin Islands, American Samoa, Commonwealth of Northern Mariana Islands, Guam	Kim Giesbrecht	Census Bureau Suitland, MD	301-457-4038

<sup>1</sup> If you reside in Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Diego, San Luis Obispo, Santa Barbara, Tulare or Ventura counties, call the Los Angeles Regional Census Center (RCC). If in another California county, call the Seattle RCC.

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# Building Partnerships

## On the Road to Census 2000

### Partnership With the Corporation for National Service

U.S. Census Bureau Director Kenneth Prewitt and Corporation for National Service (CNS) Chief Executive Officer Harris Wofford announced a new Census 2000 partnership on June 6, 1999. A partnership with CNS will provide incomparable benefits. The staff and volunteers of CNS number more than 1 million. CNS mobilizes and deploys community workers, both volunteers and paid, in every state and U.S. territory. Many of these workers serve hard-to-count populations (including the homeless and migrant farm laborers), as well as those most likely to need assistance in completing census forms. CNS's three main programs are:

- **AmeriCorps** – the domestic Peace Corps, engages more than 30,000 individuals in community service and development projects. AmeriCorps members serve with AmeriCorps Volunteers in Service to America (VISTA), AmeriCorps National Civilian Community Corps (NCCC) and hundreds of nonprofit organizations. Their network of community organizations, state and tribal governments, and religious institutions provides vast potential for Census 2000 awareness building. They focus on employment training, economic development, literacy, health, housing, and other activities that can contribute to promoting the census.
- **Learn and Serve America** – a service-learning program in which about 1 million students of all ages work in structured projects to help meet community needs, improve academic achievement and develop habits of good citizenship. Census 2000 is a perfect fit for this program by raising awareness of the census, assisting those who need help with census forms, and promoting census jobs. In addition, this program complements the Census Bureau's Census in Schools project. The focus of both is on schools in low-income communities. There was enthusiastic agreement that Census 2000 activities are appropriate for all grade levels. Some proposed activities included making sure their families return the census forms, a Census 2000 poster contest, and special activities to advertise census jobs (including recruiting college-level students as enumerators).
- **National Senior Service Corps** – more than half a million Americans age 55 and older serve as **Foster Grandparents** (working one-on-one with young people with special needs), as **Senior Companions** helping other seniors live independently in their homes, and in the Retired and Senior Volunteer Program in community projects meeting a wide range of community needs. Since seniors represent a proven recruitment resource for census jobs, this massive corps of involved seniors holds great potential for Census 2000.

### National Conferences

As of July 1999, Census Bureau staff members have participated in more than 80 annual conferences of national governmental and nongovernmental organizations. We have made presentations, conducted workshops, participated in roundtable/panel discussions and/or staffed exhibit booths. Our focus is to meet new partners, build awareness, and secure partnerships that can help us get the word out that participation in the census is important, easy, and safe.

For further information on national conferences, please contact Kathy Maney on 301-457-8627 or e-mail at [kathryn.j.maney@census.gov](mailto:kathryn.j.maney@census.gov).

United States  
**Census  
2000**

### Complete Count Committee Update

Approximately 7,000 Complete Count Committees (CCCs) have been or are in the process of being established in major cities and in a variety of rural areas throughout the country. The goal of a CCC is to design and implement a targeted Census 2000 promotional and outreach program to meet the needs of local communities across the country. The CCC activities and programs are directed and sponsored by state, local, and tribal governments. Every CCC program is different in that each CCC addresses its unique enumeration challenges. For information about a CCC in your area, contact the partnership coordinator for your state (see table of contents).





United States  
**Census  
2000**

**While meeting local, state and national curriculum needs, Census in Schools helps students learn what a census is and why it's important to them, their families and the community.**

# **The Census Goes to School**

## **A Guide for Educators and Community Leaders**

*The Census in Schools Project, "Making Sense of Census 2000," offers educators the opportunity to acquire colorful, hands-on, high-interest, grade-level appropriate lessons to help introduce students to Census 2000. Scholastic Inc., a publisher of educational materials for more than 75 years, was selected to develop and disseminate these materials for the Census Bureau.*

### **The Census in Schools Project Strives to:**

- Help students learn what a census is and why it's important to them, their families and the community.
- Increase participation in Census 2000 by engaging parents through schools and through the active involvement of children and teens.
- Galvanize students, teachers and families to support Census 2000.
- Recruit teachers and parents to work as census takers and in other support jobs.

### **Tools for the Teacher:**

Teachers in all public, private, Bureau of Indian Affairs and tribal schools will have the opportunity to use "Making Sense of Census 2000," a series of teaching materials developed for the Census Bureau by Scholastic to help educate students and their families about Census 2000. The Census in Schools Project includes the following materials:

- Teachers' kits for grades K-4, 5-8 and 9-12.
- A principal's kit.
- A class set of student take-home guides, with a short teacher lesson guide and a letter to the parents encouraging them to participate and respond to Census 2000.
- Materials for children enrolled in Head Start and their parents.
- A booklet for use in adult ESL, citizenship and literacy classes.

### **How Teachers Obtain Teaching Materials:**

- By April 15, 1999, teachers (elementary and secondary social studies and math) in 40 percent of the nation's schools will receive information about the Census in Schools Project with invitations to order teaching kits.
- Principals of the remaining schools will receive a teaching kit to distribute to teachers, along with information for ordering additional kits and instructions on downloading Census in Schools materials from the Internet.
- All education materials will be available on the Internet. Visit the Census Bureau's web page at <[www.census.gov](http://www.census.gov)>. Click on Census 2000 and Census in Schools.
- Information will also be distributed to educators at conferences and through education association newsletters and journals.

D-3242 (3-99)

U.S. Department of Commerce  
Economics and Statistics Administration  
BUREAU OF THE CENSUS

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U.S. Census Bureau, *the Official Statistics™*



United States  
**Census  
2000**

## The census is how America knows what America needs!

For additional information about Census 2000, visit the Census Bureau's Internet site at <http://www.census.gov> or call one of our Regional Census Centers across the country:

Atlanta 404-331-0573

Boston 617-424-4977

Charlotte 704-344-6624

Chicago 312-353-9759

Dallas 214-655-3060

Denver 303-231-5029

Detroit 248-967-9524

Kansas City 816-801-2020

Los Angeles 818-904-6522

New York City 212-620-7702  
or 212-620-7703

Philadelphia 215-597-8312

Seattle 206-553-5882

### Educators and Community Leaders Can Contribute by:

- Encouraging local school systems to use "Making Sense of Census 2000" during the coming year.
- Promoting "Making Sense of Census 2000" to:
  - ✓ Social studies, math and elementary teachers.
  - ✓ Head Start instructors.
  - ✓ Teachers of American Indian and Alaska Native children, migrant children and adults, adult ESL and GED students and citizenship students.

### Each Teacher's Kit Includes:

- **Introductory Letter** — Describes Census 2000 and the education project.
- **Teaching Guide** — 24-pages of census-related, grade-range, specific lesson plans that comply with national standards.
- **Giant Wall Map** — A 4 X 6-foot wall map showing the United States population.

### Each Principal's Kit Contains:

- **Letter to Teachers** — A reproducible letter for principals to distribute to teachers, explaining the critical role that the census plays in allocating resources for schools and describing the teaching materials.
- **Power of the Census Poster** — For display in the school lobby or hallway, this poster promotes the importance of the Census and tells why it's important for everyone in the community to fill in and return their Census 2000 questionnaire.
- **Teacher Flyer** — This reproducible flyer can be placed in teachers' mailboxes or posted in the teachers' rooms.
- **Supplemental Letters** — A reproducible letter in various languages, promoting the value of an accurate census to non-English speaking parents.
- **Parent's Association Promotional Guide** — A four-page reproducible guide designed as a quick and easy reminder to help principals inform members of the schools' PTA or PTO and other community groups, of the importance of Census 2000.

### When Will Materials Be Available?

**March 1999:** The Census Bureau will launch the Census in Schools Project and teachers will begin receiving invitations to order materials. Teaching materials available on the Internet.

**January 2000:** Principal kits will be mailed.

**March 2000:** Take-home materials will be mailed to teachers.

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### This Is Your Future. Don't Leave It Blank.

Census 2000 will help decision-makers understand which neighborhoods need new schools and which ones need greater services for the elderly. But they won't be able to tell what communities need if people don't fill out their census forms and mail them back.

By law, the Census Bureau cannot share answers with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue 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. Answering the census is safe and important.

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United States  
**Census  
2000**

**The Census 2000  
short form will be  
the shortest form  
in 180 years.**

The census results are used  
to establish local eligibility  
for government programs.

# The Long and Short of It

## Why Does the Census Ask So Many Questions?

The questions asked represent the best balance between your community's needs and our commitment to reduce the time and effort it takes you to fill out the form.

The census is as important to our nation as highways and telephone lines. Every question is required by law to manage or evaluate federal programs or is needed to meet federal case law requirements. Federal and state funds supporting schools, employment services, housing assistance, road construction, hospital services, programs for the elderly and more are distributed based on census figures.

## What's New for Census 2000?

Most housing units in the country (about 83 percent) will receive the short-form questionnaire in Census 2000. The Census 2000 short form will be the shortest form in 180 years.

Five subjects that were on the 1990 census short form have moved to the Census 2000 long form: marital status, units in structure, number of rooms, value of home and monthly rent. The long form can reliably collect this information.

Five subjects that appeared on the 1990 census long form were dropped: children ever born, year last worked, source of water, sewage disposal and condominium status. These subjects were not explicitly mandated or required by federal law.

Only one new subject was added to the Census 2000 long form: grandparents as caregivers. This information was needed for the Personal Responsibility and Work Opportunity Act of 1996 (welfare reform).

## Why Do We Need the Long Form?

The long form provides socio-economic detail needed for a wide range of government programs and federal requirements. Nationwide, it goes out to one in six housing units. But to assure the same level of accuracy everywhere, a larger share of housing units in small towns and rural counties receive this form.

Community leaders use the long form for planning a wide range of activities, including neighborhood revitalization, economic development and improved facilities and services.

To build highways, roads, bridges and tunnels in areas that need them, planners need information about where people live and work and the times they leave for work.

D-3239 (Rev. 6-99)



**Your participation in Census 2000 is important, safe and easy.**

**Just complete the form and mail it back.**

For additional information about Census 2000, visit the Census Bureau's Internet site at <http://www.census.gov> or call one of our Regional Census Centers across the country:

- Atlanta 404-331-0573
- Boston 617-424-4977
- Charlotte 704-344-6624
- Chicago 312-353-9759
- Dallas 214-655-3060
- Denver 303-231-5029
- Detroit 248-967-9524
- Kansas City 816-801-2020
- Los Angeles 818-904-6522
- New York City 212-620-7702 or 212-620-7703
- Philadelphia 215-597-8312
- Seattle 206-553-5882

To speed disaster relief to the affected areas, emergency management agencies use census numbers to determine the number of people displaced by earthquakes, hurricanes, floods and other natural disasters.

In cities and towns across the country, community leaders use census numbers to decide where to locate police and fire stations and other public services. The census helps local government and community organizations locate facilities such as day-care centers, senior citizen community centers, health-care clinics and even playgrounds.

**What Is Asked on the Short Form?**

The short form asks about six population subjects and one housing subject and takes 10 minutes to complete, on average.

Population

- Name
- Sex
- Age
- Relationship
- Hispanic origin
- Race

Housing

- Tenure  
(whether the home is owned or rented)

**What Is Asked on the Long Form?**

The long form asks about the same subjects as the short form plus 27 more, for a total of 34 subjects. The average household can complete this form in approximately 38 minutes.

Population

- Marital status
- Place of birth, citizenship and year of entry
- School enrollment and educational attainment
- Ancestry
- Residence five years ago (migration)
- Language spoken at home
- Veteran status
- Disability
- Grandparents as caregivers
- Labor force status (current)
- Place of work and journey to work
- Work status last year
- Industry, occupation and class of worker
- Income (previous year)

Housing

- Units in structure
- Number of rooms
- Number of bedrooms
- Plumbing and kitchen facilities
- Year structure built
- Year moved into unit
- House heating fuel
- Telephone
- Vehicles available
- Farm residence
- Value of home
- Monthly rent (including congregate housing)
- Shelter costs (selected monthly owner costs)

**The Law Protects Your Answers.**

By law, the Census Bureau cannot share your answers with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue 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.



United States  
**Census  
2000**

**The Census Bureau is developing special materials to help religious leaders spread the word that answering the census is important for everyone.**

# Religious Leaders Lead the Way

*Religious leaders are influential spokespersons for Census 2000 — because they care about their communities and because their communities respect what they say.*

## Why Should Religious Leaders Care About Census 2000?

- *The census is how America knows what America needs.* The information gathered by Census 2000 will help you understand your community better. Many communities use census information to attract new business or plan for growth. In fact, many religious groups use the census numbers to plan new facilities and programs for their congregations. But if some segments of the population don't participate as much as others, those segments will be underrepresented.
- *The information collected by the census is an important tool for government decision-making.* The Constitution of the United States mandates a census every 10 years to determine how many seats each state will have in the U.S. House of Representatives. The census helps direct the distribution of billions of dollars in state and federal funding to areas that need them. These programs help children, the poor and the unemployed, as well as the elderly, people without housing and people with disabilities — people in your congregation and in your community.
- *The Census Bureau respects the confidentiality of people who answer the census.* By law, the Census Bureau cannot share the answers it receives with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue 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.

## How Can Religious Leaders Help Motivate Participation in Census 2000?

- *Help us explain why taking part in the census is important for everyone,* by making announcements in your bulletins and newsletters — and even your religious services. Brochures and sample announcements will be available for your use.
- *Increase awareness in your congregation and community,* by reminding your congregation about key census activities.
- *Spread the word about Census 2000 jobs.* Hiring from the community is an important part of Census 2000's strategy for success. Post information about jobs and tell applicants to call **1-888-325-7733** for more information.

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D-3267 (6-99)

U.S. Department of Commerce  
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U.S. Census Bureau



**Encourage people in your congregation and community to fill out their census forms and mail them back as quickly as possible.**

For additional information about Census 2000, visit the Census Bureau's Internet site at <http://www.census.gov> or call one of our Regional Census Centers across the country:

- Atlanta 404-331-0573
- Boston 617-424-4977
- Charlotte 704-344-6624
- Chicago 312-353-9759
- Dallas 214-655-3060
- Denver 303-231-5029
- Detroit 248-967-9524
- Kansas City 816-801-2020
- Los Angeles 818-904-6522
- New York City 212-620-7702  
or 212-620-7703
- Philadelphia 215-597-8312
- Seattle 206-553-5882

- *Encourage people in your congregation to volunteer for census activities, including preparing job seekers to take census tests and staffing Questionnaire Assistance Centers — places where people can get help filling out the forms. To ensure that everyone is included in Census 2000, the Census Bureau will make additional forms available in Spanish and other languages.*
- *Provide space for Census 2000 activities.* If you have space available, let the Census Bureau use it to test applicants or train new recruits. We're also looking for space for Questionnaire Assistance Centers.
- *Contact your city's or county's Census 2000 Complete Count Committee* and find out how you can become involved in local activities organized to promote the census. Call the Regional Census Center listed below for more information. If your area has not yet formed a Complete Count Committee, urge your highest elected official to do so!

## **When Will Census 2000 Need Help From Religious Leaders?**

1998–1999	Help us spread the word that answering the census is important and safe — and that job opportunities are opening up.
January 2000	Look for additional materials — developed especially for you — that will help you plan your census activities over the next few months, including a brochure and suggested announcements for your religious services, newsletters and bulletins.
March–April 2000	Encourage people in your congregation and community to fill out their census forms and mail them back as quickly as possible.
May 2000	Encourage people to cooperate with the census workers who will be visiting homes that did not mail back their questionnaires.



# United States Census 2000

## Census Partnerships

Partners can help dispel myths about the census and explain that the answers given are confidential. They can issue public statements of endorsement, hold press conferences, write newsletters, articles, brochures and handouts.

# We Can't Do It Without You

## Partnership Is Our Number 1 Priority for Census 2000.

Priority one for Census 2000 is to build partnerships at every stage of the process. The Census Bureau cannot conduct the census alone. It needs to mobilize strong partners to help in accomplishing the goal of a complete census. State and local governments, tribal governments, non-governmental organizations, businesses and the media can all help to spread the word about the census and to encourage the active participation of everyone.

### Partnerships With State, Local and Tribal Governments.

These governments know their local conditions and circumstances better than the Census Bureau ever will. They can help:

- identify a Census 2000 coordinator to develop a partnership
- develop a plan of action to promote and encourage participation in Census 2000
- correct our maps and address lists
- recruit workers, including enumerators and volunteers
- place questionnaires where people will find them
- organize census promotional events
- provide space for testing and training census employees.

### Partnerships With National and Community Organizations.

These groups know their constituents better than either the Census Bureau or any other governmental office. The groups can alert the Bureau to the best ways to communicate with their constituents to ensure that they are counted. They can:

- sponsor community events to promote the census
- tailor appropriate messages to organizational members and community residents
- recruit workers, including enumerators and volunteers
- provide space and volunteers for Questionnaire Assistance Centers.

### Partnerships With Businesses.

In order to be "world class" in every stage of Census 2000, the Census Bureau must find private sector partners who can:

- place census messages on their products
- display and distribute census materials in places of business
- sponsor community events to promote the census.

### Partnerships With the Media.

Print, audio and electronic media can:

- do stories on the importance of Census 2000
- donate advertising space or time
- provide live coverage of census events
- enlist local media personalities to take part in census promotional activities
- make sure you're included, and we'll make additional forms available to you.

D-3210 (Rev. 6-99)



## 1990 Partnerships

So many governments and organizations worked hard to promote the 1990 census in creative ways. A few examples are listed below:

**American Association of Retired Persons** – Endorsed the census through a targeted radio program and articles in its Modern Maturity magazine and news bulletins.

**Mexican American Legal Defense Education Foundation** – Appointed a coordinator to work with Hispanic community-based organizations; secured private sector sponsors to fund and develop materials and events; and conducted news conferences and workshops stressing the importance of a complete count to Hispanics.

**Organization of Chinese Americans and Chinese Consolidated Benevolent Corporation** – Developed messages and newsletter articles aimed at encouraging chapters to promote the census locally; distributed promotional materials; and created tailored outreach and recruitment materials for Chinese cultural events.

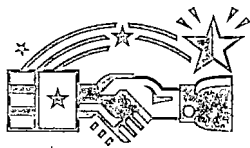
**The National Association for the Advancement of Colored People and Southland Corporation** (organization/business partnership) – Southland sponsored the development of promotional materials and provided space in 7-11 stores for NAACP volunteers who provided questionnaire assistance and distributed materials; volunteers assisted census staff in the “Were You Counted?” and “It’s Not Too Late” campaigns.

**National Congress of American Indians** – Included presentations at conferences and executive board meetings; endorsed the census; and asked members to recruit census takers.

**The National League of Cities** – Featured the census in workshops and exhibits at conventions; published a newsletter on the census; developed Public Service Announcements for local governments’ use; produced a video on how local governments could promote the census.

**Giant Food, Inc.** – Placed educational articles in newsletter to customers, employees/families and community-at-large. Cashiers wore census pins; posters were placed in stores; ads were printed on milk cartons and placed in advertising on Census Day. Published a front-page article on census in its newsletter to 26,000 employees.

**Cities** – Many cities made important contributions to the 1990 census partnership effort. **The City of Los Angeles** brought together 300 community leaders to form a Complete Count Committee; created their own census slogan and logo; inserted census messages in city mailings; developed promotional materials in various languages and disseminated them through service programs; included the census message on the city’s Rose Bowl parade float; created a speaker’s bureau for city employees; sponsored a census art contest for people without housing and a video to show at shelters; and the mayor and city council members issued endorsements. **The City of Detroit** created a multicultural campaign to recruit census takers; hosted census block parties and parades in hard-to-count neighborhoods; and put together a media campaign including a video, billboards, transit cards, brochures, and print ads. **The City of Milwaukee** produced bumper stickers, buttons, and balloons; prepared press releases; secured private sector sponsors for a kickoff event that featured local entertainers; created a census mascot who appeared at schools, malls and elder care centers; a popular local group created and performed original census rap song; and an all-star team served as census spokespersons. **The City of Orlando** produced bumper stickers for city and county vehicles; placed messages in utility bills; and enlisted professional basketball stars for promotional appearances. Local shopping malls gave discounts for ready-to-mail census questionnaires.



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- Seattle 206-553-5882

United States  
**Census  
2000**

**Businesses, both large and small, need accurate information for sound financial analysis and strategic planning.**

# Partnerships With Business

*As the 21st Century begins, Census 2000 will be the source for accurate, detailed data on population growth and decline, household income and family composition, changes in racial and ethnic distributions and labor force strength.*

## **It's a Fact: Business Needs Census 2000.**

- To provide a basis for analyzing business risks.
- To identify areas where your services and products are needed.
- To make sure your direct mail and advertising campaigns reach the right communities with the right messages.
- To evaluate potential markets using data on income, occupation and education.
- To analyze labor markets, using data on age, occupation, education and transportation.
- To locate new offices, branches, outlets, shopping malls, manufacturing centers and distribution points.

## **It's Also a Fact: Census 2000 Needs Business.**

To achieve the most accurate and complete census possible, Census 2000 must enlist strong partners. Your standing in the community, as well as your access to clients and workers, makes you the ideal partner for this important venture.

## **Help Promote Census 2000.**

- Endorse Census 2000 by making a public statement supporting the census.
- Identify an individual in your company to work closely with the Census Bureau.
- Place census messages on your products, bags, sales bulletins and other communications.
- Place census messages in your company newsletter and in payroll envelopes. Encourage employees to take part in the census and remind them when it's time to fill out their forms or open their doors to census workers.
- Post recruitment and promotional materials in your place of business.
- Use reproducible inserts and drop-in articles that the Census Bureau can supply. For more information, please call your Regional Census Center listed on the back of this form.
- Sponsor community events to promote participation in the census.
- Put Census 2000 on the agenda at annual meetings, conventions and professional conferences.
- Contact your city's or county's Complete Count Committee and get involved in local activities to promote the census. If your area has not yet formed a Complete Count Committee, urge your highest elected official to do so!

D-3245 (Rev. 6-99)

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**To find out more about becoming a Census 2000 partner, call your Regional Census Center listed below.**

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New York City 212-620-7702  
or 212-620-7703  
Philadelphia 215-597-8312  
Seattle 206-553-5882

**Help Recruit the Best Possible Work Force.**

Consider encouraging employees to take part-time, temporary jobs with the census. To remain fully staffed, Census 2000 must constantly recruit. We're looking for people who want to schedule census jobs around their current employment, as well as retirees and people who are not currently employed. Interested job applicants should call **1-888-325-7733**. Advertise our jobs in your newsletters or on your bulletin boards. Help us find space where we can test applicants.

**Spread the Word That Answering the Census Is Important, Easy and Safe.**

Every 10 years, the Constitution directs the Census Bureau to conduct a complete accounting of every resident in the United States. Participating in the census is in everyone's best interest. People who answer the census help their communities obtain state and federal funding, as well as provide valuable information for planning schools, hospitals and roads. Census information helps decision-makers understand which neighborhoods need new schools and which ones need greater services for the elderly. The best way to make sure people like you are represented in the census is to simply fill out the form and encourage others to do so.

Each individual's answers are combined with others to produce the statistical summaries that are published. No one outside the Census Bureau will be able to connect the answers with an individual's name or address. All information on individuals is held strictly confidential.

By law, the Census Bureau cannot share the individual answers it receives with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue 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.

United States  
**Census  
2000**

**The best way to make sure people like yourself are represented in the census is to simply fill out the form and encourage others to do so.**

# What Every College Student Should Know

## A Guide for College Communities

### Why You Should Answer the Census.

Money and services flow into communities based on demographic data obtained from the census. To find out how census numbers could affect neighborhood services, housing availability, your job prospects and even your next research paper, read on.

By law, the Census Bureau cannot share your answers with others, including welfare agencies, Immigration, IRS, courts, police or the military. The law works — millions of questionnaires were processed during the 1990s without any breach of trust.

### Just a Few of the Ways the Census Benefits You.

- The distribution of billions of dollars in state and federal funds is based on census numbers — We're talking schools, job centers and playgrounds.
- The census helps us understand labor supply — Employers need to know where the next generation of workers is coming from.
- Scientific research depends on census data — Sociology reports, medical studies, statistical profiles and maybe even your own research papers depend on census data.
- Planners use the census to develop recreational programs — Children need playgrounds, older people may want parks and you may want a bike path. Knowing the population mix is key for recreational planning.
- Planning for public transportation services, such as selecting bus routes and subway stops, requires census numbers — The bus won't stop if no one knows there's someone waiting.
- The census is needed to establish fair market rents and enforce fair lending practices — Important to anyone who wants to keep a roof over their head.
- The census helps identify areas eligible for housing assistance and rehabilitation loans — The census collects information on housing conditions too.

D-3260 (10-99)

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**Sociology reports,  
medical studies,  
statistical profiles  
and maybe even  
your own  
research papers  
depend on  
census data.**

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Kansas City 816-801-2020

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New York City 212-620-7702  
or 212-620-7703

Philadelphia 215-597-8312

Seattle 206-553-5882

**If You Are Not Living With Your Parents, Fill Out Your Own Census Form.**

Census 2000 will count people at their usual residence, the place where they live and sleep most of the time. This place is not necessarily the same as the person's voting residence, legal residence or permanent residence.

- Students living away from home while attending college are counted where they are living at college. Census takers will distribute questionnaires to people who live in dormitories. People living in off-campus housing where mail is delivered by street name and house number will receive a census questionnaire in the mail. The questionnaire will be delivered by census takers to housing in other areas.
- Students living at their parents' home while attending college are counted at their parents' home.
- Students who are citizens of foreign countries, but who are part of a household in the U.S., are counted at that household.
- Students who are citizens of foreign countries and are temporarily traveling or visiting in the U.S. are not counted in the census.

**It's Easy to Participate.**

- Census 2000 questionnaires will be easy-to-read and simple to fill out.
- For assistance in several languages, call the toll-free telephone number printed on the questionnaire.
- A census taker, sworn to protect the confidentiality of your answers, will assist students in dormitories who have questions about the census questionnaire.
- Questionnaire Assistance Centers will help people living off campus fill out their questionnaires.
- If you do not receive a questionnaire, you can pick one up at a Questionnaire Assistance Center or other public place.

**Looking for Part Time, Temporary Work?**

Hiring from the community is an important part of Census 2000's strategy for success. The Census Bureau is actively seeking bilingual recruits to staff facilities and conduct the census. Flexible hours are available. Call toll-free **1-888-325-7733** for more information about Census 2000 jobs.

United States  
**Census  
2000**

**Knowing about the social and economic characteristics of people with disabilities will focus attention on the need to reduce and remove physical and social barriers.**

# People With Disabilities Answer the Census

## A Guide for Advocates, Caregivers and People With Disabilities

### Why Does Census 2000 Ask Questions About Physical, Mental and Emotional Conditions?

- Federal, state, local and tribal governments all need accurate information to plan, fund and implement effective programs and policies for people with disabilities.
- The questions on disability will provide information needed to manage and evaluate federal programs. The 1990 Americans With Disabilities Act (ADA) is specifically concerned with the rights of people with disabilities as they relate to employment, public services, public accommodations, transportation and telecommunications.

- Information on disability is used by state and county agencies to plan for eligible recipients under the Medicare and Medicaid programs.
- The distribution of funds for health services, special housing needs and accessible mass transit are based on census numbers.
- This information is also used for the Older Americans Act, Veterans Employment and Training Program, Provisions on Higher Education to Serve Adult Learners, Vocational and Applied Technology Education Act, Low-Income Home Energy Assistance Program, Comprehensive Housing Affordability Strategies, Job Training and Partnership Act and more.

**16** Does this person have any of the following long-lasting conditions:

a. Blindness, deafness, or a severe vision or hearing impairment? Yes  No

b. A condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting, or carrying? Yes  No

**17** Because of a physical, mental, or emotional condition lasting 6 months or more, does this person have any difficulty in doing any of the following activities:

a. Learning, remembering, or concentrating? Yes  No

b. Dressing, bathing, or getting around inside the home? Yes  No

c. (Answer if this person is 16 YEARS OLD OR OVER.) Going outside the home alone to shop or visit a doctor's office? Yes  No

d. (Answer if this person is 16 YEARS OLD OR OVER.) Working at a job or business? Yes  No

### Why Does Census 2000 Ask About Disability the Way It Does?

The Americans With Disabilities Act considers an individual to have a disability if he or she has an impairment that substantially limits one or more major life activities. The disability questions ask about health conditions that limit activities, such as working at a job, going outside the home alone and taking care of personal needs, such as bathing, dressing or getting around inside the home.

D-3262 (6-99)

U.S. Department of Commerce  
Economics and Statistics Administration  
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United States  
**Census  
2000**

**Approximately  
20 percent of  
Americans have  
some type of  
disability and  
about 10 percent  
have a severe  
disability.**

For additional information about Census 2000, visit the Census Bureau's Internet site at <http://www.census.gov> or call one of our Regional Census Centers across the country:

Atlanta 404-331-0573  
TDD 404-331-2371

Boston 617-424-4977  
TDD 617-424-0565

Charlotte 704-344-6624  
TDD 704-344-6548

Chicago 312-353-9759  
TDD 312-353-9059

Dallas 214-655-3060  
TDD 214-640-4434

Denver 303-231-5029  
TDD 303-231-5087

Detroit 248-967-9524  
TDD 313-259-5169

Kansas City 816-801-2020  
TDD 913-551-5839

Los Angeles 818-904-6522  
TDD 818-904-6249

New York City 212-620-7702  
or 212-620-7703  
TDD 212-264-3863

Philadelphia 215-597-8312  
TDD 215-597-4099

Seattle 206-553-5882  
TDD 206-553-5859

## **Why Are Questions on Disability Asked Only on the Long Form?**

Because the information gathered on disability is not needed for small areas, such as individual city blocks, the Census Bureau collects this information on the long form — a special census questionnaire that goes to one in six housing units across the nation. This one in six sample is large enough to produce reliable information for neighborhoods and larger areas of geography. To maintain an acceptable level of accuracy, a larger share of housing units gets a long form in some small towns and rural counties.

## **Responding to Census 2000 Will Be Easy.**

Census 2000 questionnaires will be easy-to-read and simple to fill out. To ensure that everyone is included, we'll make additional forms available in Spanish and other languages. If you do not receive a census questionnaire at your home, they will be available to pick up in public places. Questionnaire Assistance Centers will be opened to provide assistance. And a toll-free telephone help line with a multilingual staff will be listed on the census questionnaire.

## **Should You Include a Family Member in a Care Facility on Your Census Form?**

People receiving short-term care at general hospitals or Veterans Affairs facilities should be included on the form at their usual residence (their home). People receiving long-term care at the following facilities will be enumerated by census takers at that facility, including:

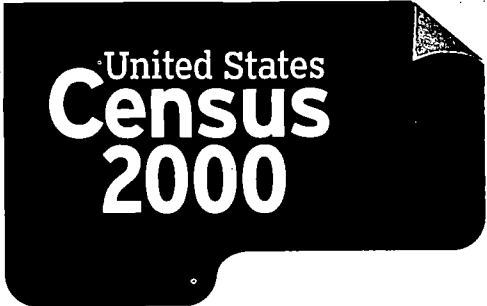
- Psychiatric or chronic disease hospitals or wards.
- Homes, schools, hospitals or wards for people with physical, developmental or mental disabilities.
- Drug or alcohol recovery facilities.
- Nursing, convalescent or rest homes.
- Hospice facilities on Census Day.

## **Can People With Disabilities Work for Census 2000?**

Yes! The Census Bureau encourages people with disabilities to help us with Census 2000. The majority of jobs are in the field, checking addresses and conducting interviews, but some office positions are available. Call toll-free (1-888-325-7733) for more information about Census 2000 jobs or if you need special accommodations for the interview or testing — or call one of the TDD numbers listed on this page.

## **Answering the Census Is Important, Easy and Safe.**

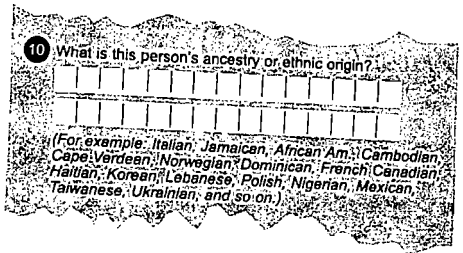
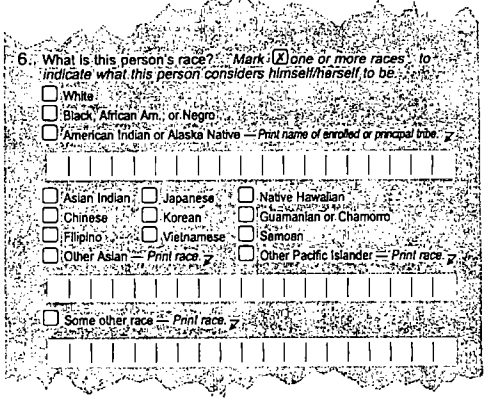
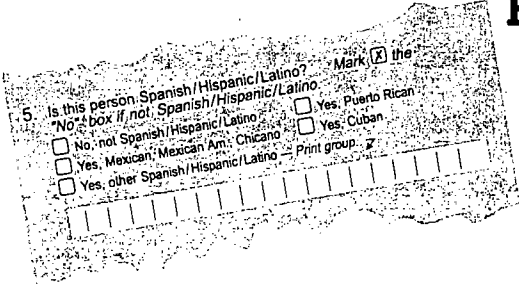
By law, the Census Bureau cannot share your answers with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue Service, courts, police and the military. Anyone who breaks this law can receive up to five years in prison and \$5,000 in fines. The law works — millions of questionnaires were processed during the 1990s without any breach of trust.



# Race, Hispanic Origin, and Ancestry

## Why, What, and How

### Why Will Census 2000 Ask About Race, Hispanic Origin, and Ancestry?



- People who answer the census help their communities obtain federal funds and valuable information for planning schools, hospitals, and roads. Census information also helps identify areas where residents might need services of particular interest to certain racial or ethnic groups, such as screening for hypertension or diabetes.

- All levels of government need information on race, Hispanic origin, and ancestry to implement and evaluate programs, such as the Equal Employment Opportunity Act, Civil Rights Act, Voting Rights Act, Public Health Act, Healthcare Improvement Act, Job Partnership Training Act, Equal Credit Opportunity Act, Fair Housing Act, Census Redistricting Data Program, and others.

- Both public and private organizations use race, Hispanic origin, and ancestry information to find areas where groups may need special services and to plan and implement education, housing, health, and other programs that address these needs. For example, a school system might use this information to design cultural activities that reflect the diversity in their community. Or a business could use it to select the mix of merchandise it will sell in a new store.

- Everyone who answers the census is asked about race and Hispanic origin because this information is needed for areas as small as neighborhoods and city blocks.

- The ancestry question permits people to identify groups not listed in the race and Hispanic origin questions, such as Dominican, Lebanese, Cambodian, or Dutch. Ancestry is asked only on the long form — the longer questionnaire that goes out to one in six households. This sample is large enough to produce reliable information for all but the smallest areas.



**For the first time ever, people answering the census will be able to select more than one racial category to indicate mixed racial heritage.**

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Kansas City 816-801-2020

Los Angeles 818-904-6522

New York City 212-620-7702  
or 212-620-7703

Philadelphia 215-597-8312

Seattle 206-553-5882

## **Does Everyone Need to Answer the Question on Hispanic Origin?**

Yes, the Hispanic origin question must be answered by EVERYONE. Those who are not of Hispanic origin are asked to mark the box "NO, not Spanish/Hispanic/Latino." People who are of Hispanic origin are asked to indicate the specific group they belong to: Cuban, Mexican, Puerto Rican, or other groups, such as Spanish, Honduran, or Venezuelan.

## **How Do I Answer the Question on Race?**

The individual who responds to the census decides what his or her racial identity is. For the first time ever, people answering the census will be able to select more than one racial category to indicate mixed racial heritage. The groups shown in the census race question collapse into the six race groups needed by the federal government: White, Black or African American, American Indian and Alaska Native, Asian, and Native Hawaiian and Other Pacific Islanders. People who mark the American Indian or Alaska Native category are asked to provide the name of their principal or enrolled tribe. People who say they are "Other Asian," "Other Pacific Islander," and/or "Some other race" are asked to also write in their race.

## **How Do Hispanics Answer the Race Question?**

People of Hispanic origin may be of any race. Hispanics can choose one or more race categories, including White, Black or African American, American Indian and Alaska Native, Asian, and Native Hawaiian and Other Pacific Islander. If someone does not identify with any of the specified race groups, he or she may mark the "Some other race" category and write in their race.

## **How Do I Answer the Ancestry Question?**

Ancestry refers to an individual's nationality, lineage, or the country in which the individual or the individual's parents or ancestors were born before their arrival in the United States. Examples of ancestries are *Polish*, *Jamaican*, *Egyptian*, and *Taiwanese*. The ancestry question is open-ended, allowing respondents to write in their lineage or ancestry.

## **Answering the Census Is Important, Easy, and Safe.**

By law, the Census Bureau cannot share your individual records with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue Service, courts, housing authorities, 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.



United States  
**Census**  
**2000**

El cuidado que pone la Oficina del Censo para mantener la confidencialidad juega un papel muy importante en todo lo que hace, incluyendo la contratación, la planificación de procedimientos y la presentación de los datos en los informes del censo.

The Census Bureau Goes All Out  
to Protect Your Privacy (Spanish)

D-3238(S) (7-99)

**U.S. Department of Commerce**  
**Economics and Statistics Administration**  
**BUREAU OF THE CENSUS**

# La Oficina del Censo Hace Todo lo Necesario para Proteger Su Privacidad

## La Ley Protege Sus Respuestas.

Por ley, la Oficina del Censo no puede compartir su información con el Servicio de Impuestos (IRS, por sus siglas en inglés), el Negociado Federal de Investigaciones (FBI, por sus siglas en inglés), las agencias de asistencia social y el Servicio de Inmigración y Naturalización (INS, por sus siglas en inglés) o cualquier otra agencia gubernamental. Ningún tribunal judicial, ni siquiera el Presidente de los Estados Unidos, puede obtener sus respuestas. Y la misma ley que mantiene sus respuestas fuera del alcance de esas agencias, prohíbe que la Oficina del Censo pueda vender la dirección de su domicilio a personas que quieran enviarle correspondencia.

## Empleados Altamente Motivados Protegen Sus Respuestas.

Los empleados del censo han hecho un juramento de confidencialidad. Ellos saben que si proporcionan cualquier información tomada de su cuestionario, pueden recibir una multa de \$5,000 dólares y un término de cinco años de prisión.

Los empleados del censo deben pasar una verificación de seguridad y revisión de las referencias de seguridad y empleo. Ellos no pueden estar trabajando actualmente como recaudadores de impuestos, asesores u oficiales de las agencias encargadas del cumplimiento de las leyes. Proteger la privacidad de las personas que contestan el censo es una parte importante del adiestramiento recibido por las personas que lo llevan a cabo.

## La Tecnología Protege Sus Respuestas.

La Oficina del Censo protege su información con numerosas medidas de seguridad, incluyendo barreras electrónicas, desmoduladores y líneas especializadas. Sus respuestas combinadas con las de otros ciudadanos producen resúmenes estadísticos que se publican. Nadie puede relacionar sus respuestas con su nombre o la dirección de su domicilio.

## Es Importante, Fácil y Seguro Contestar El Censo.

Tomar parte en el censo es del interés de todos. Las personas que lo contestan ayudarán a sus comunidades a obtener fondos federales e información valiosa para la planificación de hospitales, carreteras y más servicios. La información del censo ayuda a quienes toman decisiones a entender qué vecindarios necesitan nuevas escuelas y cuáles requieren mayores servicios para los ancianos. La única manera como podemos asegurar que personas como usted estén representadas en el censo es llenando el cuestionario y alentando a otros a hacer lo mismo.

**Un Patrono de Igualdad de Oportunidades en el Empleo**  
U.S. Census Bureau, *the Official Statistics™*



La política de confidencialidad de la Oficina del Censo existe hace 150 años; fue reforzada por la ley en 1880 y la ley se ha hecho más fuerte con el paso de los años.

Para obtener más información relacionada con el Censo del año 2000, visite la dirección del internet de la Oficina del Censo en: <http://www.census.gov> o llame a los centros regionales del censo localizados a través del país:

Atlanta 404-331-0573  
Boston 617-424-4977  
Charlotte 704-344-6624  
Chicago 312-353-9759  
Dallas 214-655-3060  
Denver 303-231-5029  
Detroit 248-967-9524  
Kansas City 816-801-2020  
Los Angeles 818-904-6522  
New York City 212-620-7702  
o 212-620-7703  
Philadelphia 215-597-8312  
Seattle 206-553-5882

La Oficina del Censo Tiene un Prestigio Intachable Protegiendo la Privacidad del Público.

1950: Durante la remodelación de la Casa Blanca, el Servicio Secreto solicitó a la Oficina del Censo que proporcionará información acerca de las personas que vivían en el vecindario donde ellos deseaban mudar al Presidente Truman. El coordinador del Censo, Ed Goldfield, negó su solicitud.

1960: La Oficina del Censo modernizó sus procedimientos para prevenir que ninguna persona tenga acceso a la información confidencial en la nueva era de computadoras.

1961: El Congreso fortaleció la ley para que ni siquiera las copias de los cuestionarios del censo que están en su poder puedan usarse como evidencia en contra suya en los tribunales judiciales.

1980: Cuatro agentes del FBI entraron a las oficinas del Censo en Colorado Springs con una orden de allanamiento que los autorizaba a obtener los documentos del censo. La información confidencial nunca fue provista ya que un empleado del censo detuvo a los agentes hasta que sus supervisores resolvieron el asunto con el FBI.

1982: Cuando oficiales locales trataron de obtener información confidencial del censo, la Corte Suprema afirmó la ley y negó el acceso a esos documentos.

1990: Millones de cuestionarios de artistas de cine, políticos, millonarios, personas que reciben servicios de asistencia y muchos de sus amigos y vecinos fueron procesados sin que hubiera ningún abuso de confianza.

2000: Protegida por una ley de privacidad fuerte (Título 13 del Código de Los Estados Unidos), la Oficina del Censo pondrá todos sus recursos para asegurar que su gran prestigio permanezca inalterado.

United States  
**Census  
2000**

**The Census Bureau's dedication to confidentiality plays an important role in everything it does — including hiring, training, planning procedures and reporting.**

# The Census Bureau Goes All Out to Protect Your Privacy

## **The Law Protects Your Answers.**

By law, the Census Bureau cannot share your answers with the IRS, FBI, Welfare, Immigration — or any other government agency. No court of law, not even the President of the United States, can find out your answers. And the same law that keeps your answers out of the hands of these agencies, prevents the Census Bureau from selling or giving away your address to people who want to send you mail.

## **Highly Motivated Employees Protect Your Answers.**

Census workers are sworn to secrecy. They know that if they give out any information they see on a form, they can face a \$5,000 fine and a five-year prison term.

Census workers must pass security and employment reference checks. They cannot currently work as tax collectors, assessors or law enforcement officials. Protecting the privacy of people who reply to the census is an important part of every census taker's training.

## **Technology Protects Your Answers.**

The Census Bureau protects your information with numerous security measures, including electronic barriers, scrambling devices and dedicated lines. Your answers are combined with others to produce the statistical summaries that are published. No one can connect your answers with your name or address.

## **Answering the Census Is Important, Easy and Safe.**

Taking part in the census is in everyone's best interest. People who answer the census help their communities obtain federal funding and valuable information for planning hospitals, roads and more. Census information helps decision-makers understand which neighborhoods need new schools and which ones need greater services for the elderly. The only way to make sure people like yourself are represented in the census is to fill out the form and encourage others to do so.

D-3238 (Rev. 6-99)

U.S. Department of Commerce  
Economics and Statistics Administration  
BUREAU OF THE CENSUS

**An Equal Opportunity Employer**  
U.S. Census Bureau

United States  
**Census  
2000**

**The Census Bureau's policy on confidentiality dates back 150 years. The policy was reinforced by law in 1879 and the law has grown stronger over the decades.**

For additional information about Census 2000, visit the Census Bureau's Internet site at <http://www.census.gov> or call one of our Regional Census Centers across the country:

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New York City 212-620-7702  
or 212-620-7703

Philadelphia 215-597-8312

Seattle 206-553-5882

## **The Census Bureau Has an Unbroken Record of Protecting the Public's Privacy.**

**1950:** During White House renovations, the Secret Service asks the Census Bureau to provide information about the people in a neighborhood where they hope to move President Truman temporarily. Census coordinator, Ed Goldfield, denies their request.

**1960:** The Census Bureau modernizes its procedures to prevent anyone from accessing confidential information in the new computer age.

**1961:** Congress strengthens the law so that even copies of census questionnaires kept in your possession cannot be used as evidence against you in a court of law.

**1980:** Armed with a search warrant authorizing them to seize census documents, four FBI agents enter the Census Bureau's Colorado Springs office. No confidential information is ever released because a census worker holds off the agents until her superiors resolve the issue with the FBI.

**1982:** When local officials try to obtain confidential census information, the Supreme Court upholds the law and denies access to these records.

**1990:** Millions of questionnaires from movie stars, politicians, millionaires, welfare recipients, and your friends and neighbors are processed without any breach of trust.

**2000:** Backed by a strong privacy law (Title 13 of the U.S. Code), the Census Bureau will bring together all of its resources to make sure its record of excellence remains unbroken.



United States  
**Census**  
2000

Las preguntas  
formuladas  
representan el  
mejor balance entre  
las necesidades de  
su comunidad y  
nuestro compromiso  
de reducir el tiempo  
y el esfuerzo que  
requiere para llenar  
los cuestionarios.

Five Big Reasons Why You Should Fill Out  
Your Census Form (Spanish)

D-3236(S)(7-99)

U.S. Department of Commerce  
Economics and Statistics Administration  
BUREAU OF THE CENSUS

# Cinco Razones

Por las Cuales Usted Debe Llenar  
Su Cuestionario del Censo.

**1.** Ayuda a la Prosperidad de su Comunidad. ¿Tiene su vecindario grandes congestiones de tránsito, ancianos que viven solos o escuelas que están sobrepobladas? Los números del censo pueden ayudar a su comunidad a definir estrategias para el mejoramiento público.

*Las organizaciones no lucrativas usan los datos del censo para estimar el número de voluntarios potenciales necesarios en las comunidades a través de toda la nación.*

**2.** Ayuda en Tiempos de Necesidad. Muchos sistemas de emergencia 911 están estructurados en mapas desarrollados con los datos del último censo. La información del censo ayuda a los proveedores de la salud a predecir cómo una enfermedad se disemina a través de las comunidades entre niños o os. Cuando ocurren inundaciones, tornados y temblores de tierra, el censo indica al equipo de rescate cuántas personas necesitarán ayuda.

*Cuando el huracán Andrew azotó el sur del estado de Florida en 1991, la información del censo ayudó al esfuerzo del rescate al proporcionar el número de personas estimadas en cada cuadra.*

**3.** Hace que el Gobierno Trabaje para Usted. Es una buena manera de decirle a nuestros líderes quiénes somos y qué necesitamos. Los números se usan para ayudar a determinar la distribución de más de \$100 mil millones de fondos federales y más aún en fondos estatales. Esto incluye hospitales, autopistas, estadios y programas de alimentación escolar.

*Con los números del censo para apoyar su solicitud de un nuevo centro comunitario, los ancianos de un vecindario de Nueva Inglaterra, exitosamente presentaron su caso ante los comisionados del condado.*

**4.** Reduce el Riesgo para los Negocios. Ya que los números del censo ayudan a reducir el riesgo financiero y permiten la identificación de mercados potenciales, los negocios pueden producir los productos que usted quiere.

*La publicación "All the Basic Facts Your Need to Know to Start a New Business" del Departamento de Comercio de Massachusetts, muestra a los pequeños negocios cómo usar los números del censo para determinar la viabilidad de los mercados para nuevos productos.*

**5.** Le Ayuda a Usted y a Su Familia. Los registros individuales se mantienen confidenciales por 72 años, pero usted puede solicitar un certificado de los censos pasados para utilizarlo como prueba para establecer su edad, residencia, o parentesco, la información que puede ayudarle a recibir una pensión, establecer la ciudadanía u obtener una herencia. En 2072 sus bisnietos pudieran usar la información del censo para investigar la historia de su familia. Hoy día sus hijos pueden usar la información del censo para hacer sus tareas escolares.

*Gracias a que tenemos un censo cada 10 años desde 1790, sabemos cuán lejos ha llegado la nación.*

Un Patrono de Igualdad de Oportunidades en el Empleo  
U.S. Census Bureau



United States  
**Census  
2000**

La ley protege  
su privacidad.  
Las respuestas  
de los individuos  
son editadas y  
totalizadas antes  
de que éstas sean  
dadas a conocer  
al público.

Para obtener más  
información relacionada con  
el Censo del año 2000, visite  
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New York City 212-620-7702

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Philadelphia 215-597-8312

Seattle 206-553-5882

## 50 Maneras de Usar el Censo del Año 2000

- Para tomar decisiones en todos los niveles del gobierno
- Redistribución de los escaños en la Cámara de Representantes de los Estados Unidos
- Delimitación de los distritos legislativos federales, estatales y locales
- Delimitación de los límites de los distritos escolares
- Planificación presupuestal para todos los niveles del gobierno
- La distribución de más de \$100 mil millones de fondos federales y más en fondos estatales
- Identificación de las tendencias del bienestar económico de la nación
- Pronóstico de las necesidades de transportación futura para todos los segmentos de la población
- Planificación de los servicios del transporte público
- Planificación de hospitales, asilo de ancianos, clínicas y la ubicación de otros servicios de salud
- Planificación de servicios educativos y de salud para personas con incapacidades
- Pronóstico de las necesidades futuras de viviendas para todos los segmentos de la población
- Establecimiento de un mercado de alquileres justo y el cumplimiento de prácticas justas de arrendamiento
- Dirigir fondos para servicios destinados a la gente pobre
- Dirigir servicios para niños y adultos que tenga un dominio limitado del idioma inglés
- Diseño de estrategias para la seguridad pública
- Planificación urbana
- Desarrollo rural
- Planificación del uso del suelo
- Análisis de las tendencias locales
- Para entender la disponibilidad de la fuerza laboral
- Estimación del número de personas desplazadas por desastres naturales
- Evaluación de la posibilidad de la propagación de las enfermedades transmisibles
- Desarrollo de programas de asistencia para familia de bajos ingresos
- Análisis del potencial militar
- Creación de mapas para acelerar los servicios de emergencia para las familias que tienen necesidades de asistencia
- Ayuda en la toma de decisiones de los negocios
- Suministros de bienes y servicios a los mercados locales
- Entendimiento de las necesidades del consumidor
- Diseño de instalaciones para adultos, ancianos y niños con incapacidades
- Planificación de congregaciones
- Planificación de productos
- Localización de sitios para fábricas y centros de distribución
- Planificación de las inversiones y de la evaluación del riesgo financiero
- Para determinar las metas de la comunidad
- Planificación de los informes económicos y estadísticos acerca de los Estados Unidos y su población
- Normas para desarrollar encuestas del sector público y privado
- Investigaciones científicas
- Comparación del progreso entre diferentes áreas geográficas
- Desarrollo de mapas "Inteligentes" para el gobierno y los negocios
- Investigaciones genealógicas (después del año 2072)
- Prueba de la edad, parentesco o residencia (certificado proporcionado por la Oficina del Censo)
- Proyectos escolares
- Investigaciones médicas
- Desarrollo de programas educativos para adultos
- Investigación y planificación de los medios de comunicación, antecedentes para reportajes y noticias
- Investigación histórica
- Evidencia de litigios relacionados con el uso del suelo, derechos para votar e igualdad de oportunidades
- Determinación de las áreas elegibles para la asistencia en la adquisición de viviendas y préstamos de rehabilitación de viviendas
- Atracción de nuevos negocios en las áreas estatales y locales

United States  
**Census  
2000**

**The questions asked represent the best balance between your community's needs and our commitment to reduce the time and effort it takes you to fill out the form.**

# Five BIG Reasons

## Why You Should Fill Out Your Census Form.

**1. Help Your Community Thrive.** Does your neighborhood have a lot of traffic congestion, elderly people living alone or over crowded schools? Census numbers can help your community work out public improvement strategies.

*Non-profit organizations use census numbers to estimate the number of potential volunteers in communities across the nation.*

**2. Get Help in Times of Need.** Many 911 emergency systems are based on maps developed for the last census. Census information helps health providers predict the spread of disease through communities with children or elderly people. When floods, tornadoes or earthquakes hit, the census tells rescuers how many people will need their help.

*When Hurricane Andrew hit South Florida in 1991, census information aided the rescue effort by providing estimates of the number of people in each block.*

**3. Make Government Work for You.** It's a good way to tell our leaders who we are and what we need. The numbers are used to help determine the distribution of over \$100 billion in federal funds and even more in state funds. We're talking hospitals, highways, stadiums and school lunch programs.

*Using census numbers to support their request for a new community center, senior citizens in one New England community successfully argued their case before county commissioners.*

**4. Reduce Risk for American Business.** Because census numbers help industry reduce financial risk and locate potential markets, businesses are able to produce the products you want.

*"All the Basic Facts You Need to Know to Start a New Business," a publication of the Massachusetts Department of Commerce, shows small businesses how to use census numbers to determine the marketability of new products.*

**5. Help Yourself and Your Family.** Individual records are held confidential for 72 years, but you can request a certificate from past censuses that can be used as proof to establish your age, residence or relationship, information that could help you qualify for a pension, establish citizenship or obtain an inheritance. In 2072, your great-grandchildren may want to use census information to research family history. Right now, your children may be using census information to do their homework.

*Because we've had a census every 10 years since 1790, we know how far America has come.*

D-3236 (Rev. 6-99)

U.S. Department of Commerce  
Economics and Statistics Administration  
BUREAU OF THE CENSUS

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U.S. Census Bureau

United States  
**Census  
2000**

**The law protects  
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Individual  
answers are  
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to the public.**

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Philadelphia 215-597-8312

Seattle 206-553-5882

## **50 Ways to Use Census 2000**

- Decision-making at all levels of government
- Reapportionment of seats in the U.S. House of Representatives
- Drawing federal, state and local legislative districts
- Drawing school district boundaries
- Budget planning for government at all levels
- The distribution of over \$100 billion in federal funds and even more in state funds
- Spotting trends in the economic well-being of nation
- Forecasting future transportation needs for all segments of the population
- Planning for public transportation services
- Planning for hospitals, nursing homes, clinics and the location of other health services
- Planning health and educational services for people with disabilities
- Forecasting future housing needs for all segments of the population
- Establishing fair market rents and enforcing fair lending practices
- Directing funds for services for people in poverty
- Directing services to children and adults with limited English language proficiency
- Designing public safety strategies
- Urban planning
- Rural development
- Land use planning
- Analyzing local trends
- Understanding labor supply
- Estimating the numbers of people displaced by natural disasters
- Assessing the potential for spread of communicable diseases
- Developing assistance programs for low-income families
- Analyzing military potential
- Creating maps to speed emergency services to households in need of assistance
- Making business decisions
- Delivering goods and services to local markets
- Understanding consumer needs
- Designing facilities for people with disabilities, the elderly or children
- Planning for congregations
- Product planning
- Locating factory sites and distribution centers
- Investment planning and evaluation of financial risk
- Setting community goals
- Publication of economic and statistical reports about the United States and its people
- Standard for creating both public- and private-sector surveys
- Scientific research
- Comparing progress between different geographic areas
- Developing "intelligent" maps for government and business
- Genealogical research (after 2072)
- Proof of age, relationship or residence (certificates provided by the Census Bureau)
- School projects
- Medical research
- Developing adult education programs
- Media planning and research, back up for news stories
- Historical research
- Evidence in litigation involving land use, voting rights and equal opportunity
- Determining areas eligible for housing assistance and rehabilitation loans
- Attracting new businesses to state and local areas



United States  
**Census  
2000**

**Every year,  
over \$100 billion  
in federal funds  
are awarded to  
localities based on  
census numbers.**

# Census 2000 in a Flash

The United States Constitution requires a census every 10 years to determine how many seats each state will have in the U.S. House of Representatives. But community leaders use the census for everything from planning schools and building roads to providing recreational opportunities and managing health-care services.

## How Big Is It?

- About 275 million U.S. residents
- Approximately 118 million housing units in the United States alone
- About 1.5 million housing units in Puerto Rico and the U.S. Island Areas
- More than 3 million job applicants recruited
- More than 860,000 jobs at peak
- 520 Local Census Offices, 12 Regional Census Centers and 4 Data Processing Centers
- 520 local area networks, 7,800 personal computers and 2,600 printers (set up, used and dismantled in one year)
- More than 20 million maps needed for field work
- 40 to 70 million questionnaires returned during the peak two-week period
- 8 to 9 million blocks covered

## When Is It?

**1998–1999:** Develop the address list for Census 2000; begin recruiting workers for census jobs

**Beginning mid-March 2000:** Deliver census questionnaires

### **APRIL 1, 2000: CENSUS DAY**

**March–May 2000:** Census takers visit housing units in rural and remote areas to drop off and/or pick up forms

**Late April–Early July 2000:** Census takers visit housing units that did not return census forms

**October–November 2000:** All field work completed

**December 31, 2000:** Apportionment counts delivered to the President

**April 1, 2001:** All states receive redistricting counts

D-3237 (10-99)

U.S. Department of Commerce  
Economics and Statistics Administration  
BUREAU OF THE CENSUS

**An Equal Opportunity Employer**  
U.S. Census Bureau

United States  
**Census  
2000**

## What's on the Census Form?

The short form asks seven questions: name, sex, age, relationship, Hispanic origin, race, and housing tenure (whether the home is owned or rented) — and takes approximately 10 minutes to complete. About 83 percent of households receive the short form.

The long form covers about 34 subjects, including education, ancestry, employment, disability and home heating fuel. Only 1 in 6 households receive the long form which takes about 38 minutes to complete.

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

For additional information about Census 2000, visit the Census Bureau's Internet site at <http://www.census.gov> or call one of our Regional Census Centers across the country:

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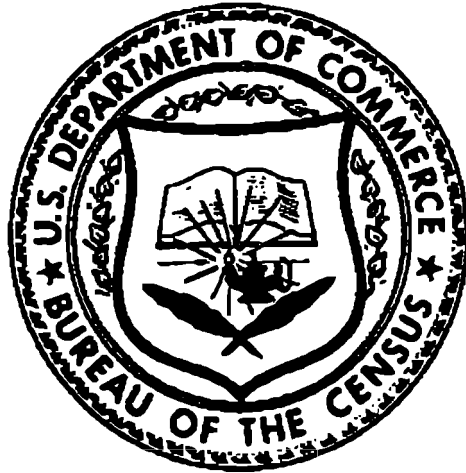
## Why Should You Answer the Census?

**Answering the census is important for your community** — Census numbers help local planners pick the best locations for schools, roads, hospitals, clinics, libraries, day-care and senior citizen centers, playgrounds, bus routes, job training programs and much more. Every year, over \$100 billion in federal funding and even more in state funds are awarded to localities based on census numbers.

**Answering the census creates jobs and ensures the delivery of goods and services** — Businesses use census numbers to locate supermarkets and shopping centers, new housing, new factories and offices and facilities like movie theaters and restaurants.

**Answering can save your life** — An exaggeration? Not at all! When Hurricane Andrew hit South Florida in 1991, Census Bureau officials were able to aid the rescue effort by providing estimates of the total number of people in each block.

**Answering the census is safe** — By law, the Census Bureau cannot share your individual records with any other government agency, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue Service, courts, police and the military. Census workers must be sworn to secrecy before they see the numbers. If someone gave out any information they saw on a form, they would face a \$5,000 fine and a five-year prison term. The law works — millions of questionnaires were processed during the 1990s without any breach of trust.



# OFFICE OF CONGRESSIONAL AFFAIRS

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

*Telecopier Cover Sheet*

DATE: 2.10.00

FROM: **Robin Bachman**

*Telecopier*  
 301-457-3679

*Telephone*  
 301-457-2123

TO: Karen Tramontano  
 Irene Bueno

2030  
 5581

No. of pages attached: 3

materials that may be helpful.

Irene, note that the earlier draft I gave you (CNS) was dated.

February 9, 2000

To: Paul Glastric

Via Fax 202-456-2505

From: Steve Jost

Subj: Suggested remarks for LULAC event

Paul, as promised I am faxing two sets of talking points on Census In Schools and Confidentiality for Census 2000. Below is my guidance on possible remarks:

**"Let me turn to the upcoming Census. You better than most know that the 1990 Census received the lowest level of participation from U.S. residents in history. We have worked hard to improve and modernize the 2000 Census to address the serious undercount in 1990, especially because it was not spread evenly across all racial and ethnic groups.**

**Perhaps the most tragic - and overlooked- story of the 1990 Census is that of the four million residents who were not counted, more than half were children. For the last ten years, 2.1 million children have been overlooked by government and business planners because parents or care givers left them off a census form, or did not understand that the Census was about everyone, including the oldest and newest born among us. Some families were fearful about landlords or housing officials learning a family had grown and either did not return a form or simple excluded all children in the household.**

**I am pleased to report today that a program developed by the Census Bureau, Census in Schools is working well to address this tragic undercount. Census in Schools challenges every teacher in America to teach children about the census so when that form arrives they can remind their parents to send it in and to include everyone in the home — whether they are related or not. As of today, more than 800,000 teaching kits have been delivered to classrooms across the country. We want schools in American to understand the Census is a teachable moment.**

**In addition, I am today announcing a major public initiative by the Census Bureau to address the fears some residents may have about the Census. Three well known and gifted athletes have donated their time and service to a major Public Service Ad campaign to assure every resident in American that their census form in confidential.....**

## **Talking Points on Census 2000 Confidentiality**

### **(For President Clinton)**

- It is important that Hispanics and other immigrant groups in this country know that their census answers are strictly confidential. The Census Bureau does not share them with any other federal government agency — not the Immigration and Naturalization Service, not the Federal Bureau of Investigation, not the U.S. Border Patrol, not with state or local authorities, not even with the White House.
- We want full participation in the census so that communities where Hispanics, Asians and others live receive their fair share of federal program funds. The census helps the government determine the allocation of about \$185 billion a year spent on roads, schools, hospitals and other services and infrastructure.
- The Census 2000 ad campaign includes confidentiality statements to reassure the public and various population groups that the census is safe.
- To make sure new immigrants understand this message of confidentiality, the Census Bureau today is launching a campaign of public service announcements in partnership with Major League Baseball and the Players' Association.
- This confidentiality campaign comprises three PSAs — featuring Barry Bonds of the San Francisco Giants, Derek Jeter of the New York Yankees and Ivan Rodriguez of the Texas Rangers.
- Eight confidentiality posters will be distributed throughout the country. One is directed at American Indians, four at Asian groups, one in Spanish and English for Hispanics, one aimed at African Americans and one for a general audience.
- Census Bureau Director Ken Prewitt will provide more details on this campaign, which begins later this month, at a news conference at the National Press Club later today.
- The Census Bureau has a commitment from the National Broadcasting Company (NBC) to run the baseball players' PSA during a National Basketball Association (NBA) game. Every major broadcast network has committed to a high-profile placement of the PSAs.
- At least 15 other commercial and cable television outlets have shown interest in running the ads. The Census Bureau's paid advertising campaign also has produced ads for television and radio that touch upon the confidentiality theme.
- To further drive home the confidentiality theme, Director Prewitt will address the subject during a special Mass in San Antonio on Feb. 20, celebrated by Roman Catholic Archbishop Patrick F. Flores. Prewitt's remarks from the pulpit will be televised live by the Spanish-language network Univision and seen by over 2 million U.S. viewers.
- Whatever your background, the Census Bureau wants you to participate in Census 2000, so that the people who decide how to spend your tax dollars have the correct population totals for your community. You and your neighbors deserve your fair share.

## **Talking Points on Including All Children in Census 2000 (For President Clinton)**

- **Everyone counts, so we must count everyone. But in 1990, 2.1 million people under age 18 were never counted in the census numbers. That's over half the total net undercount of 4 million people. Yet children make up only one quarter of the total population.**
- **Many of the children not counted were living in families which returned forms but the person filling out the form simply neglected – for various reasons – to record all the children in that household.**
- **In 1990, only 65% of all households even returned their census form. As a result, we were forced to carry out an “imperfect” house-to-house canvas of all non-responding households.**
- **For Census 2000, we're making the census a “teachable moment” for young people in their classrooms, so they will understand the importance of being counted in the census and convey that message to their parent or caregiver.**
- **About 53.4 million children are enrolled this spring in the nation's 111,000 public, private, parochial, tribal and other schools from kindergarten through high school.**
- **To date, more than ONE MILLION Census 2000 teaching kits have been ordered by educators. These kits include a 24-page teaching guide, six census-related, grade-specific lesson plans, and a large wall map which can be used with the lesson plans and displayed year round.**
- **Take-home materials – both in English and Spanish – are timed for use in March. Reproducible letters to parents are also available in the six languages of the questionnaire – English, Chinese, Korean, Spanish, Tagalog, and Vietnamese.**
- **We're also targeting schools for American Indians, migrant children, Head Start children, adult education and ESL programs.**
- **We have asked the Congress, with whom the Census Bureau has partnerships, to sponsor Census in Schools events during the week of February 21-25, 2000. Congressman Miller (R-FL) and Congresswoman Maloney (D-NY), the ranking members on the Census subcommittee, have already held events in their districts.**



**DEPARTMENT OF HEALTH & HUMAN SERVICES**  
**Health Care Financing Administration**

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**Center for Medicaid and State Operations**  
**7500 Security Boulevard**  
**Baltimore, MD 21244-1850**

Dear State Health Official:

I am writing to inform you of an important opportunity to ensure that individuals (and their families) who are temporarily hired by the Census Bureau to assist in Census 2000 do not lose eligibility for Medicaid or the State Children's Health Insurance Program (SCHIP) because of the income they receive from employment at the Census Bureau.

Census 2000 offers a unique work opportunity for those receiving Temporary Assistance for Needy Families (TANF) and other low-income individuals to earn money while receiving training and developing valuable work skills. These skills can provide an important foundation for entering the work force or advancing within the work force. The Census Bureau is working hard to recruit low-income individuals for census work, and one of the key elements of recruiting is ensuring the availability of health care coverage for workers and their families.

Under the President's welfare-to-work initiative, the Census Bureau aims to hire thousands of TANF beneficiaries. In many neighborhoods, TANF beneficiaries are a focus of the recruitment effort. The Census Bureau will hire more than half a million people to complete Census 2000 activities. Although most people hired will not be TANF beneficiaries, a great number of the Census hires may be Medicaid beneficiaries, have children who are enrolled in Medicaid or SCHIP, or may be uninsured and interested in applying for these programs.

The Census 2000 recruitment and hiring effort is already underway. If hired by the Census Bureau, many of the people and their children may remain eligible for Medicaid because of protections afforded by transitional Medicaid benefits or they may be eligible for SCHIP. However, others may lose or fail to qualify for Medicaid or SCHIP because of temporary Census Bureau earnings unless States exempt income from temporary Census Bureau wages for purposes of Medicaid and SCHIP eligibility.

We encourage you to take advantage of the flexibility offered under Medicaid and SCHIP to ensure that families' continue to have access to health coverage. States have the option under title XIX and title XXI to disregard earnings when making eligibility determinations; and States can disregard specific types of income such as those earnings generated by employment with the Census Bureau. States need only file an amendment to their Medicaid and/or SCHIP State plan;

no waiver is required.

Page 2 - State Health Official

Since hiring is already underway, we have tried to facilitate the State plan amendment process. States can use the State Medicaid and/or SCHIP plan template page that accompanies this letter, indicating the State's desire to disregard this income for eligibility purposes, and return the page(s) to your Health Care Financing Administration (HCFA) Regional Office. These amendments will be approved upon receipt by HCFA (and can be effective as of the first day of the calendar quarter submitted). We encourage you to return these plan amendments as quickly as possible.

In addition, please consider ways to utilize this unique opportunity to follow up on the Census 2000 effort by reaching and enrolling families and children in need of health care coverage. The Census Bureau estimates that there will be several million potential applicants for the Census 2000 positions. In every State that adopts the proposed State plan amendments, publicity of the Census 2000 Medicaid and SCHIP exemptions can reach thousands of individuals.

If you have any further questions, please contact Jennifer Ryan of HCFA's Center for Medicaid and State Operations at (410) 786-1304.

Sincerely,

Timothy M. Westmoreland  
Director

Enclosures

cc:

All HHS Regional Directors

All HCFA Regional Administrators

All HCFA Associate Regional Administrators  
for Medicaid and State Operations

George Barnett  
United States Census Bureau

Brett Ewig  
Association of State and Territorial Health Officials

Lee Partridge  
American Public Human Services Association

Matt Salo  
National Governors Association

Joy Wilson  
National Conference of State Legislatures

**DRAFT**

Revision: HCFA-PM-00-1  
February 2000

Supplement 8A to Attachment 2.6-A  
ADDENDUM

**State Plan Under Title XIX of the Social Security Act**

State: \_\_\_\_\_

**LESS RESTRICTIVE METHODS OF TREATING INCOME  
UNDER SECTION 1902(r)(2) OF THE ACT**

\_\_\_\_\_ **For all eligibility groups not subject to the limitations on payment explained in section 1903(f) of the Act\*: All wages paid by the Census Bureau for temporary employment related to Census 2000 activities are excluded.**

\* Less restrictive methods may not result in exceeding gross income limitations under section 1903(f).

**DRAFT**

Revision: HCFA-PM-00-1 Supplement 12 to Attachment 2.6-A  
February 2000 ADDENDUM

**State Plan Under Title XIX of the Social Security Act**

State: \_\_\_\_\_

**ELIGIBILITY UNDER SECTION 1931 OF THE ACT**

The State covers low-income families and children under section 1931 of the Act.

\_\_\_\_\_ **The agency uses less restrictive income and/or resource methodologies than those in effect as of July 16, 1996, as follows:**

**All wages paid by the Census Bureau for temporary employment related to Census 2000 activities are excluded.**

\_\_\_\_\_ **The income and/or resource methodologies that the less restrictive methodologies replace are as follows:**

**DRAFT – ADDENDUM TO SECTION 4.**

**STATE CHILDREN’S HEALTH INSURANCE PROGRAM  
STATE PLAN TEMPLATE**

**Section 4. Eligibility Standards and Methodology (section 2102(b))**

**4.1.3. \_\_\_ Income: \_\_\_\_\_**

**\_\_\_ All wages paid by the Census Bureau for  
temporary employment related to Census**

**2000  
activities are  
excluded.**



robin\_j\_bachman@ccmail.census.gov  
02/09/2000 11:12:43 PM

Record Type: Record

To: Irene Bueno/OPD/EOP, kimberly\_a\_crews@ccmail.census.gov

cc:

Subject: Some Qs and As

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Irene -

Here are a few, I hope to have more tomorrow.

#### Census in the Schools Frequently asked Questions

1. What is the goal of Census in the Schools?

Census in the Schools is designed to help students understand the importance and benefits of the census, to promote awareness and encourage greater participation in the national census at the local level, and to improve the accuracy of the census.

2. Where can teachers and schools get materials?

More than 800,000 teachers have requested Census in the Schools materials. Principals in other schools have also been briefed on the project. All materials are available through the Census Bureau's website at [www.census.gov](http://www.census.gov)

3. What materials are included in the program?

Teacher's kits for grades K-4, 5-8 and 9-12.

A principal's kit.

A class set of student take home guides, with a short teacher lesson guide and a letter to the parents encouraging them to participate and respond to Census 2000.

Material for children enrolled in Head Start and their parents.

A booklet for use in adult ESL, citizenship and literacy classes.

(Many materials are available in other languages.)

4. How can educators and community leaders encourage the Census in the schools program?

Local leaders should encourage Social Studies, English and mathematics teachers to consider the use of Census in the Schools materials. Head Start instructors and teachers of American Indian, Alaskan native children, migrant children and adults, adult ESL students, GED students, and citizenship students should also be strongly encouraged to work with Census in School materials.

5.

When should teachers add this to their curriculum?

These materials can complement many lessons. The most pivotal week is the week of March 13th. This is the same week that children will bring home the take home materials that encourage their families to fill out the census form. This is also the same week that the nation's post offices will deliver the census questionnaires to millions of households.

## *Frequently Asked Questions*

### **1. Why should people fill out their census forms?**

Participating in the census is in every person's interest. People who answer the census help their communities obtain federal and state funding and valuable information for planning schools, hospitals, roads, and more. For example, census information helps decision makers understand which neighborhoods need new schools and which ones need greater services for the elderly. But they will not be able to tell what your neighborhood needs if you do not fill out your census form. At least \$185 billion in federal funds are distributed annually based on formulas using Census 2000 data. Census numbers are used by the local, state and federal agencies for the next ten years. In addition, census data are used to determine how many seats each state will have in the U.S. House of Representatives, and how states and localities draw legislative boundaries.

### **2. How is the privacy of the respondents protected?**

By law, Census cannot share your answers with the IRS, FBI, INS, any other government agency or even the President of the United States. 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.

### **3. Why do census forms have so many questions?**

Every question in Census 2000 is required by law to manage or evaluate federal programs or is needed to meet legal requirements stemming from U.S. court decisions such as the Voting Rights Act. In addition, the data collected by them are as much a part of our Nation's infrastructure as highways and telephone lines. Federal dollars supporting schools, employment services, housing assistance, highway construction, hospital services, programs for the elderly, and more are distributed based on Census data.

### **4. How much money is distributed by the Federal Government based on the Census?**

At least \$185 billion in federal funds are distributed annually based on formulas using Census 2000 data. Twenty-two of the 25 largest Federal funding grant programs of fiscal year 1998 are responsible for \$162 billion being distributed to state, local, and tribal governments, and about half of this money was distributed using formulas involving census population data.

### **5. Why does the Census Bureau ask for your name and social security number on the census forms?**

We only ask for the name of the head of household. We don't ask for your social security number.

### **6. How long does it take to complete the forms?**

For Census 2000, it will only take about 10 minutes to complete the short form and 38 minutes for the long form. This is less than in 1990, when it was estimated to take 14 minutes to complete the short form and 43 minutes to complete the long form.

### **7. Why are there so many questions on the long form?**

All subjects on the long form were approved by Congress and only those subjects that had specific federal legislative justification were recommended for Census 2000. Many of the requirements were placed by federal agencies and the needs of state, local, and tribal governments to manage their programs.

### **8. Isn't there an easier way that would take less time and money, such as use of public records or private companies, to compile the population figures?**

No other government agency has information on every person in the United States. And no private company is equipped to bring on the number of temporary workers needed to take the census. Some people think that the Postal Service ought to do the census. The Postal Service delivers all the questionnaires that are mailed to individual addresses and picks up and returns the bulk of them. But we still need to hire temporary workers to visit those households that do not mail back a questionnaire. The key job for postal workers is to assist the U.S. Census Bureau in developing the address list and to locate mailboxes. Right now, the best way for American taxpayers to save money on the census is to fill out and mail back their census questionnaire.

### **9. What are the questions on the census forms?**

Most of the housing units in the U.S. (83%) will receive the short form asking six population subjects (Name, Sex, Age, Relationship to the head of the household, Hispanic origin and race) and one housing subject (Tenure - whether the home is owned or rented). The short forms takes an average of 10 minutes to complete.

The long form questionnaire, which goes to an average of one in six households, has the short form subjects plus additional questions on the following subjects: *Social Characteristics of Population*: marital status, place of birth/citizenship/year of entry, school enrollment/educational attainment, ancestry, residence 5 years ago (migration), language spoken at home, veteran status, disability, grandparents as care givers. *Economic Characteristics of Population*: labor force status (current), place of work and journey to work, work status last year, industry/occupation/class of workers, income (previous year). *Physical Characteristics of Housing*: units in structure, number of rooms, number of bedrooms, plumbing and kitchen facilities, year structure built, year moved into unit, house heating fuel, telephone, vehicles available for residence. *Financial Characteristics of Housing*: value of home, monthly rent, shelter costs (selected monthly owner costs). In total, the long form covers 34 subjects and takes an average of 38 minutes to complete.

### **10. Why does the Census need to know about race?**

Race is key to implementing any number of federal programs and it is critical for the basic research

behind numerous policy decisions. States require these data to meet legislative redistricting requirements. Also, they are needed to monitor state and local compliance with the Voting Rights Act. Race data are also required by federal programs that promote equal employment opportunity and to assess racial disparities in health and environmental risks. The Census Bureau has included a question on race since the first census in 1790.

### **11. How do I answer the question on race?**

Each respondent decides his or her racial identity. For the first time, people with mixed racial heritage may select more than one racial category. The groups shown in the Census race question can be collapsed into the minimum race categories needed by the Federal Government: "White," "Black or African American," "American Indian and Alaska Native," "Asian," and "Native Hawaiian and Other Pacific Islander." People who mark the American Indian or Alaska Native category are asked to provide the name of their principal or enrolled tribe. People who select the "Other Asian," "Other Pacific Islander," or "Some other race" are asked to write-in their specific race.

### **12. Does everyone need to answer the question on Hispanic Origin?**

Yes, the Hispanic origin question must be answered by EVERYONE. Those who are not of Hispanic origin are asked to mark the box "NO, not Spanish/Hispanic/Latino." People who are of Hispanic origin are asked to indicate the specific group they belong to: Cuban, Mexican, Puerto Rican, or other groups, such as Spanish, Honduran, or Venezuelan.

### **13. How should Hispanics answer the race question?**

People of Hispanic origin may be of any race and should answer the question on race by marking one or more race categories shown on the questionnaire, including White, Black or African American, American Indian and Alaska Native, Asian, Native Hawaiian and Other Pacific Islander, or Some Other Race. Hispanics should include their origin in the Hispanic origin question, not in the race question because in federal statistical systems, ethnic origin is considered to be a separate concept from race.

### **14. Will people of mixed racial or ethnic heritage be able to identify themselves on the form?**

Yes. In October 1997 the Office of Management and Budget (OMB) issued revised federal standards for collecting and presenting data on race and ethnicity. Among other changes, the standards allow respondents when answering the race question option to "mark or select one or more races." The OMB made this modification after considering recommendations from its Interagency Committee for the Review of Racial and Ethnic Standards, information obtained through public hearings and other sources of public opinion, and test results from the Census Bureau and other federal agencies.

### **15. What is the Census Bureau doing to reach non-English speakers?**

Those households who receive the census form in the mail will have the option of requesting the questionnaire in Spanish, Chinese, Korean, Tagalog, or Vietnamese. Those individuals or households who believe that they were not included on a form or did not receive a form can use the Be Counted questionnaires that will be available in public areas. The Be Counted forms will be printed in English, Spanish, Chinese, Korean, Tagalog, and Vietnamese. Language Assistance Guides are also available in 49 languages (Albanian, Amharic, Arabic, Armenian, Bengali, Burmese, Cambodian, Chamorro, Chinese, Creole, Czech, Dari, Dinka, Dutch, Farsi, French, German, Greek, Hebrew, Hindi, Hmong, Hungarian, Ilocano, Italian, Japanese, Korean, Kurdish, Laotian, Polish, Portuguese, Romani, Romanian, Russian, Samoan, Serbo-Croatian [both alphabets], Slovak, Somali, Spanish, Swahili, Tagalog, Thai, Tibetan, Tigrinya, Tongan, Ukrainian, Urdu, Vietnamese, Yiddish). And, multilingual assistance will be available in Walk-In Questionnaire Assistance Centers throughout the country.

#### **16. Will the Census Bureau be hiring non-citizens to work on the Decennial Census?**

Yes. Because of restrictions in federal appropriations law, the Census Bureau's ability to hire non-citizens is limited. However, because of various exemptions in that law, most non-citizens who are legally authorized to work in the U.S. are eligible to work on the Census. Having access to this pool of workers is particularly important in the current economy with its record low unemployment rates. Moreover, because of the large foreign born population in this country, we believe the Census Bureau will need to hire qualified non-citizens who are legally authorized to work in the U.S. to reach linguistically isolated immigrant communities.

#### **17. What is the Census Bureau doing to promote Census 2000?**

The Census 2000 Partnership and Marketing Program is a multi-faceted effort to remind the general population about the census, educate those members of the public who do not understand the purpose of the census and its significance to their communities, and motivate them to complete and return their census questionnaires. The Census Bureau recognizes that different segments of the population respond in different ways and with different levels of trust and willingness to participate in the census. The Partnership and Marketing Program incorporates five components designed to reach these populations in the manner most appropriate to each. Together, these components provide many vehicles to reach people many times - in the places where they live, work, go to school and play.

The five components of the Partnership and Marketing Program are:

- The establishment of partnerships with state, local, and tribal governments, community groups, advocacy groups, labor unions, trade and professional associations, service organizations, religious organizations, schools, youth groups, stores/local businesses, chambers of commerce, and media organizations.
- A direct mail campaign designed to draw attention to the Census questionnaire when it arrives in people's mailboxes.

- A paid advertising campaign to generate awareness about Census 2000 via print, broadcast and outdoor advertising.
- A media relations campaign to encourage positive, informative coverage emphasizing the importance of responding to the Census.
- Promotions and special events to provide fun, educational activities in communities and schools, particularly in hard-to-enumerate areas.

Examples of the many opportunities for partners' participation in the census include having local governments participate in the compilation of address lists; sponsoring workshops, conferences, speaker bureaus, and community meetings; developing and distributing materials to constituents/clients/members endorsing the census and explaining the importance of participating; generating positive media coverage about the census; recruiting community members to work as address listers, enumerators, and Questionnaire Assistance staff; donating space, such as space for training and Questionnaire Assistance Centers; and providing advice and support to the Census Bureau on the development of data collection strategies, particularly with regard to hard-to-enumerate populations.

#### **18. Are there differences in the ways you count big cities and small rural towns?**

Improving our address list is a key element in making sure we reach people everywhere in the U.S. Partnerships with local governments and American Indian tribal officials is the first step in making sure our address list is as accurate as possible. Every address will first receive a letter in advance of the census, the questionnaire, and a thank you/reminder card. The way these items are delivered will vary between big cities and rural areas.

In places where street addresses are used for mail delivery by the U.S. Postal Service, we will mail the questionnaire to the residence. In rural areas where rural route/box number, post office box, and/or general delivery addresses are used, enumerators will canvass each block before the census to create an address list of all living quarters. At the time of the census, enumerators will deliver questionnaires to each address and check the address list again to ensure that it includes every housing unit.

#### **19. What is the Census Bureau doing to improve the 2000 census from the 1990 census?**

Although there are many aspects of Census 2000 that are different from the 1990 Census, the key differences are:

- Using address information provided by the U.S. Postal Service and canvassing every block in the country to double-check the addresses.
- Asking state, local, and tribal governments to help correct census maps and address lists.

- First-time utilizing paid advertising by extremely qualified experts.
- Creating a new “user-friendly” questionnaire that will be simpler and easier for respondents to understand and fill out.
- Digitally capturing of forms enabling us to scan responses directly into computers that can read handwriting.
- Respondents can now fill out their short form on the Internet.
- Using “matching” software that allows us to check individual blocks and identify multiple responses from the same household. This allows the Census Bureau to provide more opportunities for the public to respond, including forms called “Be Counted” documents in community locations across the country.

## **20. When do the census data go to the President and the States?**

The census numbers or population counts by state must go to the President within nine months of Census Day (on or before December 31, 2000). These counts are used to reapportion the seats among the states in the U.S. House of Representatives.

Under the Voting Rights Act, the Census Bureau is required to provide the states with race and ethnic data for small geographic areas to be used for redistricting purposes by April 1, 2001. After discussing and consulting with stakeholders and advisors, including the Department of Justice, the Census Bureau has decided to meet the needs of redistricting by providing the sixty-three categories of race in combination with Hispanic/Latino categories tabulated for both total population and people of eighteen years of age or over.

## **21. In light of the Supreme Court ruling, why does the Census Bureau still intend to use sampling?**

The Supreme Court ruling only prohibits the use of statistical sampling for purposes of apportioning seats among the states in the U.S. House of Representatives. We believe the Supreme Court affirmed the use of sampling for all non-apportionment purposes, which would include allocating federal funds and providing data to the states for redistricting.

## **22. What does the Census Bureau do between Decennial Censuses?**

The Decennial Census is well known because it is a national event that involves everyone. However, the Census Bureau conducts numerous other censuses and surveys for government, private entities, and individuals as well as tabulating the decennial data and publishing the tables and data. These activities include the planning, preparation, conducting, and publishing of data for numerous economic and demographic surveys and censuses, such as the Census of Manufactures, American Housing Survey, Consumer Expenditure Survey; 1997 Economic Census; Survey of

Income and Program Participation; U.S. Merchandise Trade; Exports and Imports; Manufacturers' Shipments, Inventories, and Orders to list just a few.



robin.j.bachman@ccmail.census.gov

02/11/2000 06:22:15 PM

Record Type: Record

To: Irene Bueno/OPD/EOP

cc: steven\_j\_jost@ccmail.census.gov

Subject: 2 Q and As

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Will the Census Bureau be hiring non-citizens to work on the Decennial Census?

Yes. In fact, we have more than a thousand non-citizens (1035) working for Census 2000 and we have more than 70,000 (72,771) non-citizens in our applicants pool. (data from 2/6)

[Because of restrictions in federal appropriations law, the Census Bureau's ability to hire non-citizens is limited. However, because of various exemptions in that law, most non-citizens who are legally authorized to work in the U.S. are eligible to work on the Census. Having access to this pool of workers is particularly important in the current economy with its record low unemployment rates. Moreover, because of the large foreign born population in this country, we believe the Census Bureau will need to hire qualified non-citizens who are legally authorized to work in the U.S. to reach linguistically isolated immigrant communities.]

A handful of states have passed resolutions blocking the use of adjusted data for redistricting. What is the Administration's position on these actions?

The Census Bureau is working hard to produce the most accurate Census data possible. And we believe the adjusted data will be the most accurate. If that's the case, we would hope that the States would decide to use the most accurate data.

**Q:** How do we know we have an undercount?

**A:** Each decennial census, the Census Bureau conducts a quality check to see how well its conventional counting did to accurately count the United States. This quality check or scientific methods (also known as statistical sampling), has been used for decades to help the Census Bureau evaluate its operations.

In 1990, the quality check or Post-Enumeration Survey, determined that for the first time in census history, despite the Bureau's best efforts to count everyone, the census results were worse than the previous census. According to the Bureau, the 1990 census missed 8.4 million people and overcounted an additional 4.4 million. Not only did the Bureau find that the conventional head count missed so many people, but also determined that the undercount was disproportionate — children, minorities and low-income persons were missed more often than others.